

Clean - Drain - Dry - Dispose Waterless Cleaning Systems

Stop Starry Statewide Initiative



© 2024 CD³, General Benefit Corporation





- Problem: Statewide Challenge
- Stop Starry Program
- Waterless Technology & Software
- Program Outcomes
- Questions

Minnesota: Land of...Boats



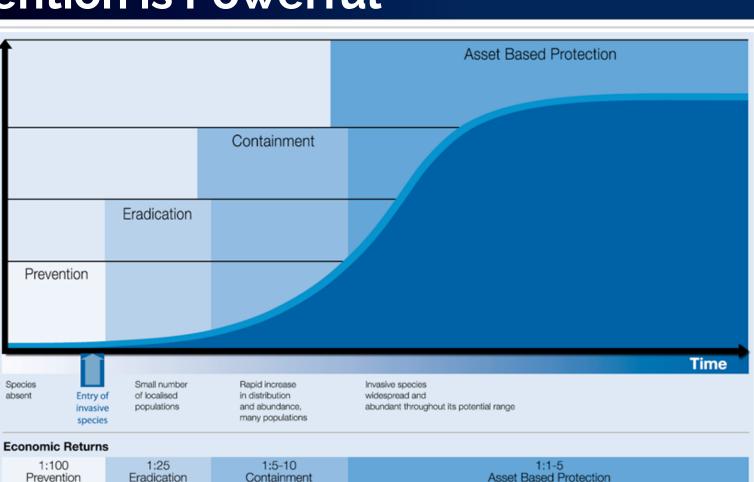


850,000 registered watercraft or, 1 of 5 people have a boat

60% go to more than one lake

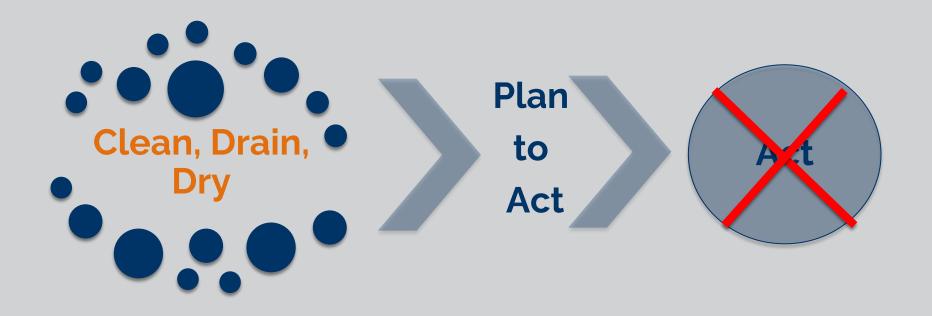
Prevention is Powerful

Area Occupied



Day-Boater Behavior

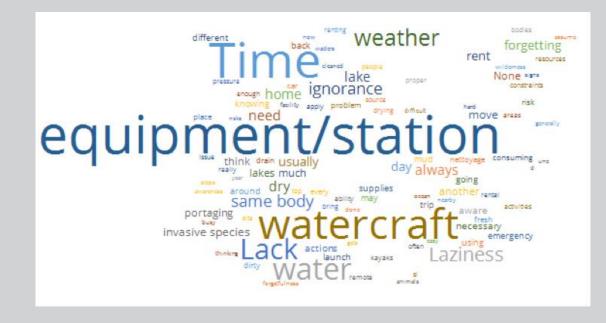




Boaters FAIL TO TAKE ACTION

What does the public need?

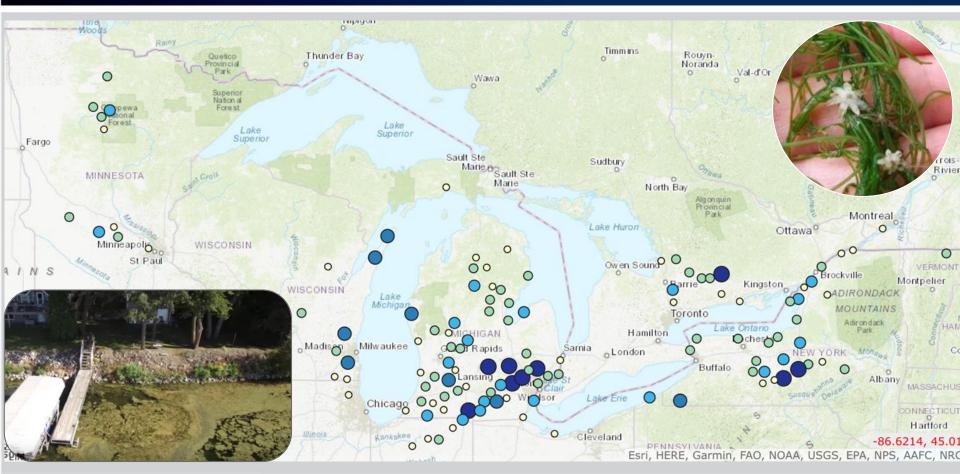




Word Cloud Image Courtesy of Canadian Council on Invasive Species "Give 'em the TOOLS"

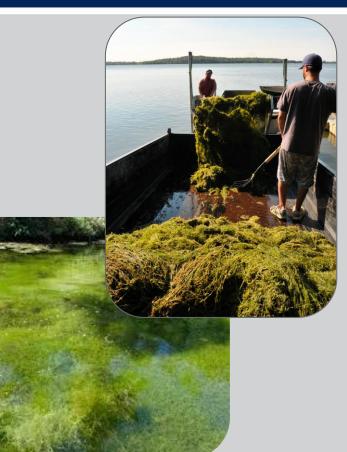
Starry Stonewort = Super Spreader





Ecological & Economical Tragedy

- MN boating = \$5.5B/year
- 28k jobs
- Lake Koronis: \$170k/year
- Future of lake ecology



Developing a Complex Partnership





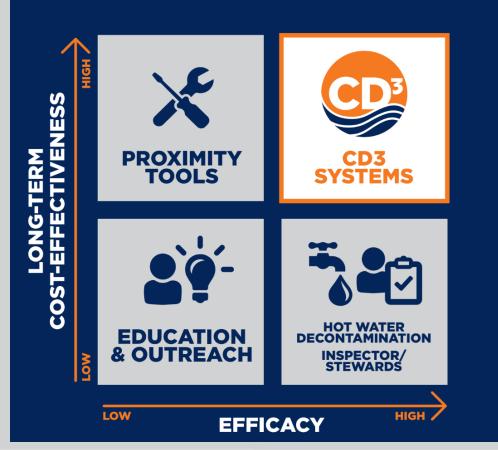
14 lakes - 28 boat ramps

- 1 state DNR
- 2 federal agencies
- 2 tribes

- **7 counties**
- 12 municipal & townships
- 14 lake associations

AIS Treatment Hierarchy





- Educate and empower
- Self-service equipment
- 24/7 availability
- Data on usage
- Long-term infrastructure



WET/DRY VACUUM

TOP/BOTTOM LED LIGHTS

OFF-GRID SOLAR POWER



INTERNET CONNECTED





Suck out all water in boat



Check for zebra mussels





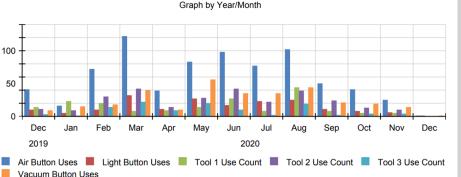
Data + Incentive



Software & Data Analytics







• Tool time stamps

- Custom reports
- Cleaning sessions
- Inform strategies

Equipment use adoption



Provincia

Park

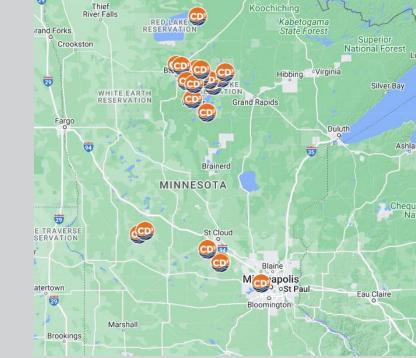
11

Air/Blower Uses 7,818 Vacuum Uses 4,181 Plug Wrench Uses **Reach Grabber Uses** Light Uses 1,878 **Brush Uses**

22'-23' Total Tools: 20,931

3,152 3,055

868



Baudette -International

Falls

12

Roseau

Warroad

Results: Civic Engagement





Stop Starry Stonewort Program



Starry stonewort was discovered at Lake Koronis in 2015, and has since spread to 19 locations across Minnesota

View and Download - Stop Starry Stonewort Poster

Minnesota Lakes and Rivers Advocates' Stop Starry Stonewort Program promotes a civic pride around preserving water quality by encouraging boaters to CLEAN, DRAIN, and DRY their boats and equipment after use.



CD3 Systems are free-to-use and available 24/7

Research by Cornell University, Minnesota Aquatic Invisive Species Research Center (MAISRC), and the Minnesota Department of Natural Resources has discovered that **90%** of boaters know the risks of transporting aquatic invisive sciese, believe it to be a problem, and know the steps they need to fully take to **CLEAN**, **DRAIN**, and **DRY**; still, most do not take all of the steps necessary. The







- Local & lake press
- Radio interviews
- Video campaigns
- 500,000+ impressions
- 60+ presentations







Ed Rudberg CEO ed@cd3systems.com 952-212-6576 www.CD3systems.com