





#LoveYourLake



Natural is Beautiful

Healthy Shorelines for Healthy Lakes





Lakes are Facing Challenges

Lake environments face challenges

- Increasing development pressures
- Increasing population density
- Increasing resource use
- Decreasing wildlife habitat
- Degrading water quality



Common Goals of Lake Communities

Common goals include

- Reaching out to community
- Increasing awareness
- Encouraging caring land management practices
- Maintaining and improving lake health
- Creating capacity for data collection





What Is Love Your Lake?



- Packaged project transferable to many communities
- Encourages lake level stewardship and action for healthier shorelines
- Includes communications materials





What's Involved?

Recreation
Values
Top three Issues
Top three Actions
Water quality description
Particular concerns
Stewardship interest

- Property owner outreach: **survey delivery**
- Shoreline assessments
- Individual property reports
- **Values Survey and Lake Summary Report**
- Online resources at LoveYourLake.ca





Regional Organizations → RAH2050

Deliver the program / Hire staff, manage volunteers
Perform assessments / Enter data and edit reports

Lake Groups & Shoreline Property Owners

Volunteer / Participate in shoreline naturalizations
Support local knowledge mobilization



Develop the program / Provide training / Create materials / Provide secure database





Benefits to Lake Organizations & Municipalities

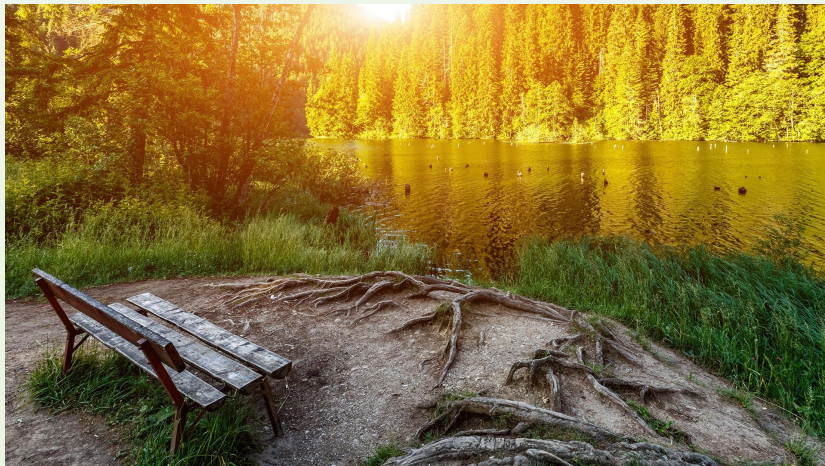
Engagement opportunity with shoreline property owners

Customizable communications pieces

Baseline ecological information

Access to Values Survey and Lake Summary Report

Consistent stewardship information and recommended actions





The Process

Love Your Lake
HEALTHY SHORELINES FOR HEALTHY LAKES

Shorelines are one of the most unique places on Earth. Your actions can have a huge impact on this delicate interface. Daily actions by all individuals help to conserve the water in lakes and rivers. Shoreline property owners in particular can play a significant role. But how do we know if our shorelines are healthy? The Love Your Lake program will assess the health of your lake's shoreline and encourage shoreline property owners to take voluntary stewardship actions.

Love Your Lake is a partnership program between the Canadian Wildlife Federation and Watersheds Canada. The program is delivered in your area by your local conservation group and lake organization. The intent of the program is to get shoreline property owners, like you, thinking about what you value about your lake and taking actions that reflect those values.

This program connects shoreline property owners with the information they need to make smart land management choices that improve wildlife habitat, water quality, and the overall health of your lake. The purpose of this survey is to identify what is important to you about your lake. Please answer the questions below as thoroughly and as honestly as you can.

Any publication of the survey results will be based upon collective, group data and will not report the input of any individual.

Please mail back the survey to:
Canadian Wildlife Federation
350 Michael Cowpland Drive, Kanata, ON K2M 2W1
or fill it out online at LoveYourLake.ca.

THANK YOU FOR TAKING THE TIME TO FILL OUT THIS SURVEY.

PERSONAL INFORMATION

1. NAME OF LAKE _____

2. YOUR NAME (FIRST AND LAST) _____

3. PERMANENT MAILING ADDRESS _____ PHONE _____

COTTAGE ADDRESS (IF DIFFERENT FROM ABOVE) _____ PHONE _____

E-MAIL ADDRESS _____

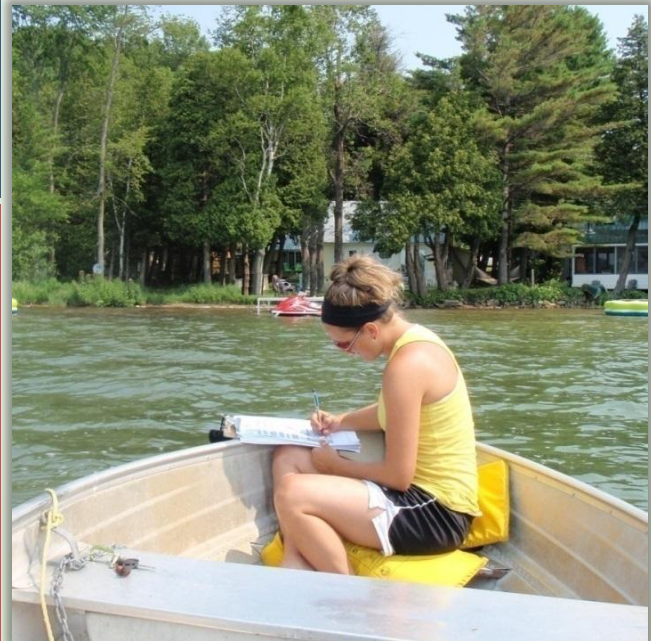
- Partnership agreements
- Introductory letter & **Values Survey**
- Property assessments
- Data entry
- Individual property report access
- Evaluation Survey
- **Values Survey** and Lake Summary **Report**
- Further engagement possibilities





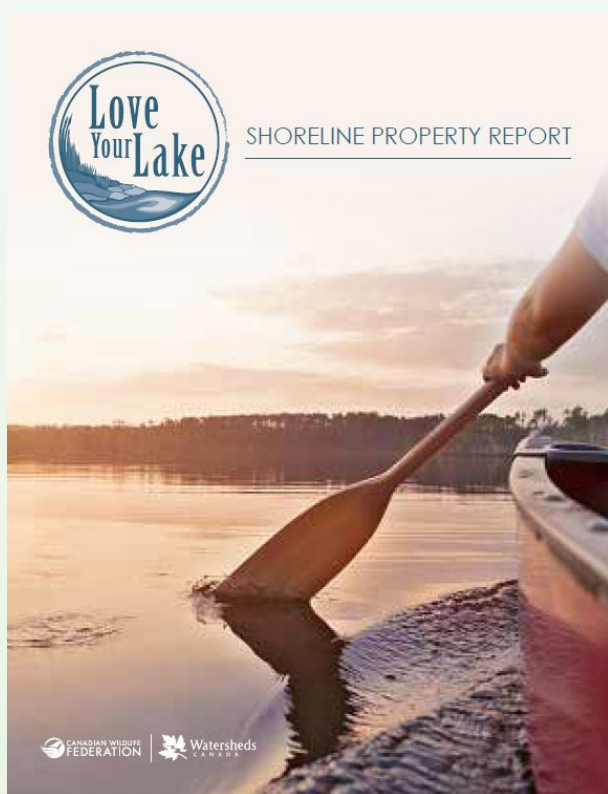
Shoreline Assessments

- Trained staff & student researchers
- From a boat – no disruption to shoreline property owners
- Observations only:
 1. Structures & docks
 2. Erosion controls
 3. Structures
 4. Vegetation
 5. Habitats
- Photograph as research to create private report - no people included





Shoreline Property Reports



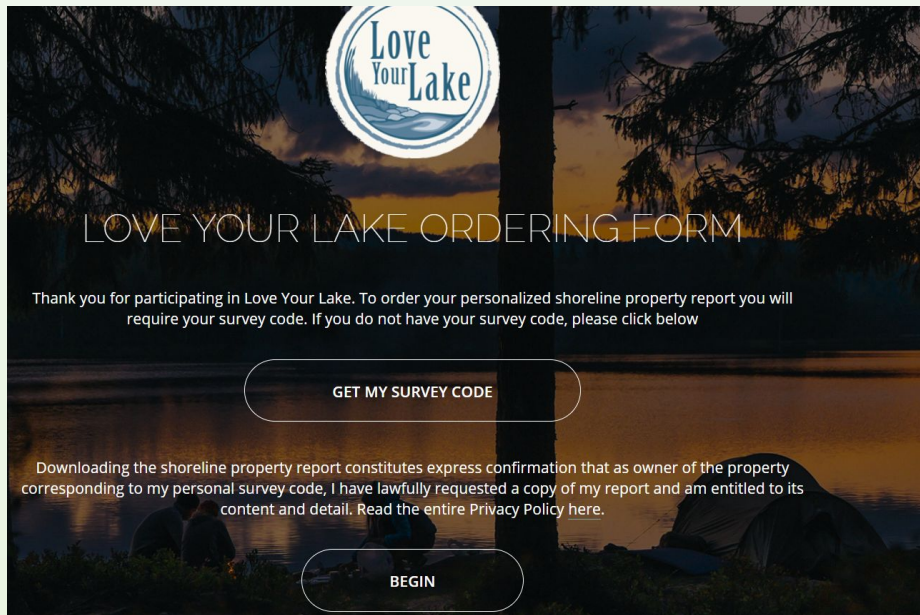
- Generated by assessment data
- Specific to each shoreline property owner
- Recommendations are targeted voluntary actions
- Additional local resources
- Non-regulatory, non-government





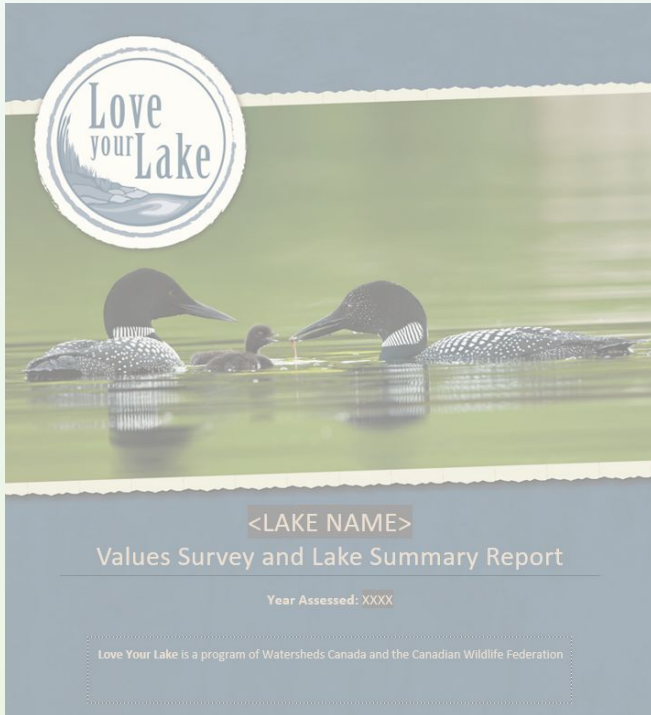
Access to Reports

- Individual private Survey Code letter mailed to each property
Unique survey code
- Ability to download a free PDF: MyReport.LoveYourLake.ca
Order a \$20 hardcopy report





Values Survey and Lake Summary Report



- Summarizes Values Survey responses and Assessment data
- Encourages community stewardship actions
- Resource for lake organizations





Long-Term Program Outcomes

- Targeted education & stewardship
- Identification of wildlife habitat for fish, amphibians, etc.
- Wildlife habitat improvement and protection projects
- Data can be compared over time
- Long-term outcomes can easily be evaluated

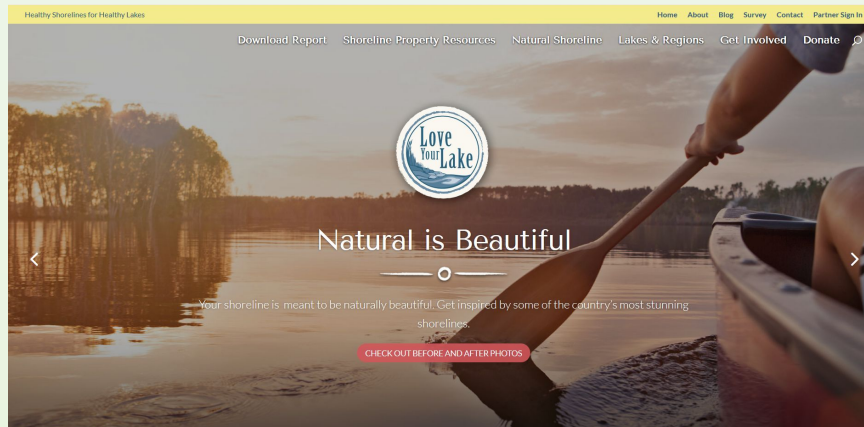




Love Your Lake Website

LoveYourLake.ca:

- Info about the program
- Surveys
- Action checklist
- Regional contacts
- How to get involved
- Shoreline information
- And more!



Shoreline Assessment Technician Steps New Lakes

Gathering Parcel Data & Organizing Mail-out

LYL technical background work (~10hrs/100 parcels which is the average sized lake)

- Reach out to lake association for possible mail-outs lists or any other assistance
- Access Property Online and click on shoreline parcels to create spreadsheet of data with owner names, parcel address, and alternate mailing address fields
([https://linns.novascotia.ca/LINNSDB/index\\$.Startup](https://linns.novascotia.ca/LINNSDB/index$.Startup)) Click “Details” to get mailing address
- Build mailing addresses with names and determine which parcels have alternate mailing address using formulas in excel
- Add parcel data into QGIS as REST service - this is the free version, also possible to buy license that has attribute info attached. Free version is only editable in QGIS.
(https://gis7.nsgc.gov.ns.ca/arcgis/rest/services/PLAN/PLAN_NSPRD_NoLabels_UT83/MapServer/0)
- Create unique ID for each parcel - could use PID, but I chose to start at 1 to make it easier to identify
- Print off screenshots from QGIS (or use tablet) of areas for in person mail-outs. Make note of parcels with alternate mailing address to skip.