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Shoreland Friends Guidebook

VOLUME II

*Ideas for Reaching
Waterfront Property Owners*

Wisconsin County Code Administrators

Wisconsin Association of Lakes

Prepared by Dragonfly Consulting

Participating Shoreland Friends Counties

Bayfield

Chippewa

Florence

Lincoln

Marquette

Marinette

Oconto

Ozaukee

Rusk

St. Croix

Washburn

Shoreland Friends Guidebook - Volume II

Ideas for reaching waterfront property owners

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Introduction

Purpose of the guidebook

Shoreland areas surrounding lakes and rivers are popular places for residential development. Homes and cabins near the water provide an opportunity to boat, fish, swim, or just sit back and enjoy the view. Effects of this development are mixed. The bad news is that our use and development of the shoreline can negatively impact the water and the creatures that rely on the shoreland for their food and shelter. The good news is that it is possible to reduce our impacts on both water quality and habitat near the water. Educational materials are available to explain why the area at the water's edge is environmentally important and how to live near the water without seriously damaging the area.

Many Wisconsin counties have updated local shoreland land use ordinances to limit the impacts of development near the water. New emphasis has been placed upon mitigating or making up for the negative impacts of development. Buffering waterways with native vegetation and removing structures that are very close to the water are common mitigation methods. Carrying out these changes to shoreland ordinances depends not only on effective enforcement but also on carefully targeted resident education.

This manual provides guidance for developing a shoreland educational program. The document supplements the original *Shoreland Friends Guidebook* printed by the Wisconsin Association of Lakes and Wisconsin County Code Administrators in 2000. This second volume of the guidebook draws upon resources in the original. It includes step-by-step instructions for shoreland educational planning and ideas for implementing the educational plans. It also describes the compilation, distribution, and evaluation of packets of shoreland educational materials.

The Shoreland Friends project

Eleven Wisconsin counties participated in the Shoreland Friends project in 2000 and 2001. The project was sponsored by the Wisconsin County Code Administrators and coordinated by the Wisconsin Association of Lakes and the UW-Extension Center for Land Use Education. A Department of Natural Resources Lake Management Protection Grant, participating counties, and their partners funded the project.

Shoreland educational plans were an important component of the project. Citizen and staff groups from all eleven counties developed a shoreland educational plan that identified critical shoreland issues and appropriate educational activities to address these issues.

Ten counties distributed packets of information to waterfront property owners. The Shoreland Friends packets were collections of written material based on goals identified by each county. Contents and distribution of the Shoreland Friends packets were addressed in the plans. Both the planning process and the Shoreland Friends packets are described in detail in this guidebook.

Shoreland Educational Planning Guide

Why complete a plan?

An educational plan can be an exciting beginning or revitalization of an educational program. The planning process provides an opportunity for various groups to identify common shoreland problems and work together to solve them. Developing and implementing a plan takes time and concentrated effort. But hard work definitely pays off. The best results are seen when resources of various groups are dedicated to the project and directed to where they can be most beneficial.

The planning process brings a variety of human resources to the table. Local water resource group members have many skills and life experiences, along with time, energy, and dedication. University of Wisconsin Extension and Department of Natural Resources staff bring expertise and state resources. Local Land Conservation and Zoning Department staff bring on-the-ground experience and familiarity with the county and its regulations. Take advantage of these resources by bringing all of these people together. **[APPENDIX A]** provides web and telephone contacts to find representatives for the planning meeting.

Additional advantages may be gained by cooperating with nearby counties. Department of Natural Resources and University of Wisconsin Extension, organized by watershed basins, can help coordinate activities across county lines. Multi-county projects may save effort, and are looked upon favorably by funding agencies.

When the process is approached in a spirit of cooperation, an amazing amount can be accomplished. Since common goals are developed in a planning process, both effort *and accomplishments* can be shared.

An educational planning meeting

Who To Include	<ul style="list-style-type: none">■ Lake and River Association and District Representatives■ Conservation and Environmental Groups■ Other local groups or individuals who bring interest and resources to the table■ Zoning Staff■ Land and Water Conservation Department Staff■ DNR Water Management Specialists■ DNR Lake and River Coordinators■ UWEX Community and Natural Resources Development Staff■ UWEX Basin Educator
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No one likes to waste time in meetings, so make the educational planning meeting a productive one. Think about what you need to accomplish and how to get the job done.

- ✓ Develop an agenda.
- ✓ Outline the desired contents of the plan.
- ✓ Designate a meeting facilitator to keep the group on track.
- ✓ Encourage thought and preparation by sending out questions related to the plan outline along with the meeting notice.

Who To Bring	<ul style="list-style-type: none">■ Examples of educational materials you would like to use■ Graphics, logos, etc.■ Copies of your shoreland ordinance and summary■ Copies of related land use plans, land and water resource management plans, surveys, etc.
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[EXAMPLE HANDOUT]

The Shoreland Educational Plan and the planning meeting will follow the major headings listed below. Please consider responses to the questions to help prepare for the meeting.

Important Shoreland Issues

What undesirable shoreland practices have significant environmental impacts?

What are the common compliance problems with the shoreland ordinance?

What shoreland issues need to be more clearly explained?

What are the important issues or goals for the shoreland area identified in related planning documents?

Resources Available

Who is available to help?

Where could financial resources be found?

What financial and human resources does your group have to contribute?

Target Audience

Who has the ability to make desired changes in the shoreland area?

What is the best way to identify and reach new shoreland property owners?

Educational Messages

What information needs to reach the target audience?

Activities/Tools

What are the most effective and efficient ways to deliver the messages?

Please bring examples of educational materials to the meeting.

Implementation Strategy

What are the objectives of the activity?

What steps need to be taken to complete the activity?

Who is responsible for each step?

How long will it take?

Evaluate

Did the activity have the desired effect?

[EXAMPLE AGENDA]

Meeting Objective: Draft a Shoreland Educational Plan

Welcome and introductions	Meeting host	5 minutes
Review an example plan	Facilitator	10 minutes
Identify issues/concerns	Group	45 minutes
Set goals	Group	15 minutes
Discuss resources available	Group	15 minutes
Target audience/message/activities for each goal	Group	60 minutes
TOTAL TIME		2-1/2 hours

Next Steps

- ✓ Review Shoreland Friends Packets contents and distribution
- ✓ Display educational materials
- ✓ Develop implementation strategy for comprehensive educational plan including an evaluation component
- ✓ Plan a specific educational activity such as a workshop

Planning Exercises

An example educational plan is included in [APPENDIX B].

Develop plan goals

The goals will drive the rest of the plan and prioritize how scarce resources will be used. Deciding what issues are top priorities is a critical step.

This section is best developed by brainstorming individually, then combining and prioritizing ideas as a group. Start the brainstorming by reminding the group of the questions they were given for preparation:

What undesirable shoreland practices have significant environmental impacts?

What are the common compliance problems with the shoreland ordinance?

What shoreland issues need to be more clearly explained?

What are the important issues or goals for the shoreland area identified in related planning documents?

1. Give each participant 10 to 15 minutes to list at least three responses on individual cards or notes.
2. Go around the room asking each person to share one idea at a time. Do not veto or screen ideas at this point.
3. Group related ideas by attaching them to the wall or flip chart paper on an easel.
4. Continue around the room until all ideas are expressed.
5. Check groupings, then move and combine issues as desired.
6. The facilitator drafts goal statements for the groups of concerns. Be sure that important ideas are captured, but do not be overly concerned about exact wording at this point.
7. Prioritize goals by giving each participant votes equivalent to $1/3$ of the number of goals. For example, if there are six goals, each participant gets 2 votes. A good method is to hand out stickers for each vote and have participants place them on the goals they think are most important.
8. Count up the votes and review the goals in priority order.

**Issues
Listed
In
Order
Of
Frequency**

***Issues Identified by Counties Participating in
the Shoreland Friends Project (2001)***

- Shoreland habitat/buffer restoration and preservation
 - Runoff from shoreland lots
 - Shoreland rules understanding and compliance
 - Conflicts among shoreland/lake users
 - Natural/northwoods character of shorelands
 - Identifying and managing exotic species
 - Impact of highways and roads
 - Septic and well maintenance
 - Shoreline stabilization
 - Lake Michigan bluff erosion
-

**Writing
Goal
Statements**

What is the desired end result?

***If the issues of concern are addressed, what will
be accomplished?***

The goals will provide the overall focus for the program. When you get bogged down in the detail of planning an activity, and wonder about its importance, go back to the goals. They remind you of your focus. Numerical goals are nice, especially if you have a good way to evaluate progress.

[EXAMPLE GOAL STATEMENT]

Preserve and restore aquatic and nearshore habitat

Identify resources

It is a good idea to talk about resources that are available to the group before getting too far along in the process. Ask participants what the group they represent might be able to contribute to addressing the newly developed priority goals. The facilitator should make it clear that at this point, statements are investigations of possibilities not firm commitments. It is understandable that a person representing a group may not be able to pledge contributions without talking with boards or supervisors. The list of resources will simply be a place to start when developing an implementation plan for an activity.

-
- Resources To Consider**
- The people who are sitting around the table and their staff
 - Volunteers from various organizations (need commitment to coordinate and support them)
 - Departmental budgets
 - Organizational budgets
 - Grant funds (described in more detail in “Funding Sources”)
 - Commercial sponsors
-

Address plan goals

Discuss each goal separately. Start with the top priority goal and identify target audiences, key messages, and activities to implement each goal. This will take some time, especially for the first goal covered.

The worksheets on following pages are the result of planning efforts in Shoreland Friends counties. They provide examples that can help to speed the process. However, brainstorming may result in more original ideas. Perhaps use the worksheets to help get started, taking time to flush out more specific ideas or to develop brand new ideas.

Identifying your target audience is a good place to start. The target audience should be the people who have the ability to take action to address the issue. Plan to contact these people with the information they need in a variety of ways. Getting an individual’s attention may be your greatest challenge. With busy lives and LOTS of information, your message may be lost. Get and keep attention by communicating with clear, concise messages. This does not mean that information is “dumbed-down.” In fact, it can be a greater challenge to communicate intelligently with fewer rather than more words. Follow discussion of target audience with review of most important messages and potential educational activities.

Target Audiences

Shoreland Education Goal: _____

Who has the ability to make desired changes in the shoreland area?

Shoreland property owners

- New
- Existing
- Potential
- Renters
- Inland Lakes
- Lake Superior/Michigan
- Rivers
- Required buffer mitigation
- Voluntary buffer mitigation
- Permit applicants
- Other _____

General public

- All homeowners
- New property owners
- Watershed residents
- School children and teachers
- Other _____

Lake and river users

- Visitors/lake users
- Watercraft operators
- Other _____

Business shoreland property owners

- Resorts
- Garden stores
- Chambers of commerce
- Marinas
- Bait shops
- Other _____
- Other _____

Elected officials

- County and town boards
- Committees (planning and zoning)
- Board of adjustment
- Town and county road departments
- City councils

Businesses impacting shoreland

- Landscapers
- Contractors
- Home builders
- Developers
- Builders
- Excavators
- Realtors
- Soil testers
- Loggers
- Utilities
- Septic pumpers/installers
- Well drillers
- Engineers
- Other _____

Media

- Newspapers
- Radio
- Television
- Other _____

Conservation groups

- Hunters and anglers
- Other _____
- Other _____

Local, State and Federal Agencies

- State Department of Transportation
- State and County Forestry
Departments
- US Forest Service
- Other _____
- Other _____

Messages

What information needs to reach the target audience?

Shoreland habitat/buffer restoration and preservation

Benefits for people

- Buffers benefit people directly by creating solitude and sound barriers while decreasing maintenance work.
- Buffers protect water quality by reducing erosion, increasing infiltration, stabilizing streambanks, and absorbing plant nutrients.
- Protect what you enjoy.
- Take a break from mowing and let your shoreline grow naturally.
- Protect the value of your property by preserving its natural characteristics.
- Buffers of native vegetation provide natural scenic beauty, protect water quality, and provide habitat.
- Other _____
- Other _____

Habitat benefits

- The area near the water's edge (in the water and on land) provides critical habitat.
- Illustrate/describe examples of good habitat.
- Extending the buffer zone into the lake provides critical habitat and reduces the impact of waves along the shoreline.
- Why is it important to maintain habitat?
- Guidance/referrals for managing aquatic vegetation.
- Eighty percent of the plants and animals on the endangered species list live all or part of their lives in the near-shore zone.
- Other _____
- Other _____

Considerations

- Groundcover, shrub, and tree canopy layers of vegetation are important to functions of the buffer.
- Think carefully about the ability of a given property to meet your dwelling expectations BEFORE purchasing a shoreland lot.
- Think carefully about lot layout, views, and benefits of buffers before cutting vegetation; trim minimally in accordance with the shoreland ordinance.
- Develop property in a way that protects the buffer zone and its scenic, habitat, and water quality functions.
- Both lakes and rivers are waterfront.
- Impacts are cumulative.
- Other _____
- Other _____

The rules

- There are restrictions for clearing vegetation in the shoreland zone.
- Buffer restoration may be required for a land use permit.
- Explain buffer ordinance requirements, standards, and process for completion (landowner and county requirements). Use sketches to demonstrate requirements.
- Shoreland rules are in place and will be enforced.
- Restrictions on use and no-wake zones are in place to preserve in-lake vegetation and therefore fish habitat.
- Content of shoreland zoning ordinance - include definitions and clearing and grading limits.
- Other _____
- Other _____

Native species

- Removing native shoreline vegetation and replacing it with lawn destroys important habitat.
- Native species hold soil with their deep roots, provide wildlife habitat, and are adapted to local conditions.
- Other _____
- Other _____

Information

- Provide instructions, information about cost sharing, design, planting techniques, sources of plants and materials, landscaper lists, and other sources of assistance (master gardeners, nurseries, landscapers).
- List contacts for more information.
- Other _____
- Other _____

Runoff from shoreland lots

- Increased area of roofs and driveways increases the amount of runoff entering the lake.
- Decreasing or limiting the amount of impervious surfaces minimizes runoff.
- Minimizing runoff decreases erosion from shoreland lots.
- Runoff carries nutrients and sediment to the lake.
- There are techniques available to minimize and control runoff: redirecting runoff, rain gardens, minimizing impervious surface, increasing infiltration.
- Use scientific research to back up description of impacts.
- Provide results of local/regional monitoring.
- Demonstrate how runoff affects water quality (e.g., lake sediment core studies).
- Development degrades water quality. You may be polluting the lake!
- Development can occur in an environmentally sensitive manner: maintaining vegetation, limiting impervious surfaces, using appropriate lawn care practices.
- Environmentally conscious development allows enjoyment of the lake, such as swimming and boating.
- Erosion control during construction is important for minimizing sediments entering the water.
- How to properly install erosion control practices.

- Good stewardship is a waterfront responsibility.
- Acknowledge and respect the variety of reasons people enjoy the water - don't make messages judgmental.
- Making connections, living in a watershed.
- We're working for clean water.
- Encourage management of household and yard to protect water quality (fertilizer, pesticides, pet waste, etc.) Use zero phosphorus fertilizer.
- Impacts of roads and driveways are cumulative.
- Regulations are in place to protect the waterfront and the water.
- Ask elected officials for shoreland protection measures in county ordinance.
- Provide how-to information and explain where to go for more information.
- Rivers are less developed than lakes. They provide an opportunity to preserve waterfront natural areas.
- Describe the impacts of development along rivers.
- Other _____
- Other _____

Shoreland rules understanding and compliance

Components of the Shoreland Zoning Ordinance

- What are the rules/when is a permit needed?
 - Filling/grading
 - Expanding structures
 - Adding paved areas, decks, and stairs
 - Erosion control plans
 - Stormwater plans
 - Vegetation protection area/shoreland buffer
- Definitions
 - Structure
 - Land disturbing activities
 - Non-conforming structures and substandard lots
- Other
- Other

Information

- What does one need to know before buying?
- What are the mitigation requirements?
- When do mitigation requirements apply?
- Provide how-to information for mitigation.
- Identify contacts for permits, violations, emergencies, and building/construction information.
- Other _____
- Other _____

Ordinance changes

- Proposed changes to ordinance with scientific rationale.
- History of the county ordinance.
- Other _____
- Other _____

Rationale

- Why is the ordinance in place?
- Value of shoreland habitat.
- Personal property rights must be balanced by public use and enjoyment of state waters.
- Water is a public resource.
- We all have a responsibility to be good stewards.
- Other _____
- Other _____

Conflicts among shoreland/lake users

Rules

- Placement and number of docks.
- Boating and personal watercraft operation.
- No-wake zones are required by state regulation near shore and other watercraft.
- Noise limits and rationale.
- Who is responsible for enforcement? How can individuals and lake associations be effectively involved?
- What are the consequences of noncompliance?
- Other _____
- Other _____

Information

- Discuss appropriate shoreland lighting and aesthetics.
- Explain the values of habitat and the impacts of use.
- Waves from boats cause erosion.
- Explain the impacts of motors/wave action on shallow water habitat.
- Other _____
- Other _____

Rationale

- Encourage sense of community/code of ethics for living on the waterfront.
- Promote respect for others and the resource.
- Encourage appropriate behavior and being involved in encouraging such behavior.
- Promote shoreland responsibility - how to do the right thing.
- Other _____
- Other _____

Natural/Northwoods character of shorelands

- Develop a common vision/standard for shoreland (by lake association or county-wide group).
- Assist with defining/explaining natural character/beauty.
- Find common ground - communicate from there.
- Define/recognize stewardship responsibility.
- Protect the rural northwoods character that brought you to the area.
- This is not the place for suburban landscaping.
- Preserve natural vegetation - limit cutting.

- Large homes, roofs, and driveways increase runoff into lakes and decrease wildlife habitat.
- Impacts of development are cumulative.
- Lakes are public resources to be enjoyed by all. We all have a responsibility to protect these resources.
- Clean water is important to lake appearance and property values.
- Natural lakes are healthy lakes.
- Other _____
- Other _____

Identifying and managing exotic species

- Exotics take over native habitat and may cause economic damage. Invasion of exotics occurs especially where native plants are disturbed or denuded.
- Exotic species identification with pictures and narrative.
- How to prevent infestations and reduce spread of exotics.
- Contacts for more information.
- Other _____

Highways and roads

- Explain the impacts of erosion.
- Describe methods for minimizing the impacts - road construction best management practices for water quality.
- Stormwater management practices.
- Who to contact with concerns.
- Other _____

Septic and well maintenance

- Septic systems can pollute the water if not properly installed and maintained.
- Provide guidance (rules) for septic systems and wells.
- Pump septic tanks at least every three years, more often (annually) is better.
- Appropriate household/kitchen practices for better septic maintenance.
- Failing septic systems pollute the lake. They must be replaced.
- Hints for identifying failing systems: surface discharge, systems installed before 1969 with less than 2 feet of separation, water in observation cap at end of drainfield.
- Above ground grey water discharge is illegal.
- Proper abandonment of drinking water wells.
- Other _____

Shoreline stabilization

- The most “natural” technique is the most desirable for shoreline stabilization. Use plantings and natural planting mediums (biologs) as a first priority.
- Permits are required for shoreline stabilization.
- County cost sharing is available to cover installation of best management practices.
- Shoreline stabilization methods using native vegetation are preferred over riprap and sea walls.
- Keep native vegetation in place to minimize erosion.
- Other _____

Activities

What are the most effective and efficient ways to deliver the messages?

There are many ways to get out a message. Consider how well the activities will reach your intended target audience. Repeated messages delivered in a variety of ways tend to reach an audience more effectively. Activities are listed below. More detail is provided in Appendix C for the activities that are noted **[APPENDIX C]**.

Delivery of written materials

The Shoreland Friends packet for new shoreland property owners is described in detail beginning on page 23.

Outreach

- One-on-one neighbor contacts
 - Lake ambassadors **[APPENDIX C]**
 - Shoreland stewardship scorecard
 - Lake or river association welcome wagon for new property owners
- Press releases/articles (series on shoreland issues)
- Features on local media such as radio and newspaper
- News column/environmental report card: summarize monitoring data, show good examples, maybe bad
- Newsletters
- County web site/shoreland page to include publications in Shoreland Friends packet
- Encourage business advertisers to add stewardship information
- Distribute information with permit applications
- Placemats/brochures distributed at taverns, resorts, restaurants, campgrounds, permit registration centers, grocery stores, bait shops, marinas, hardware stores
- Use catchy slogans e.g., “*wildflowers not weeds*”
- Billboards
- Boat landing signs
- Bumper stickers
- Promotional items e.g., magnets, pens

Training and Certification

- Town board training and meetings
 - Workshops
 - Lake fair/lake leaders workshop
 - Lake or river stewardship/ecology workshops
 - Contractor workshops (or incorporate into existing training/meetings); explain values; emphasize erosion control and shoreland restoration
 - Buffer restoration workshops
 - Realtor workshop (shoreland information and packet distribution)
 - Workshops/community service for violators
 - Landscaper and nursery workshops with certification
- [APPENDIX C]**
- Boat purchaser/user course with incentives for participation
 - Treehaven activities such as women's weekends
 - Send people to the annual Wisconsin Lakes Convention

Demonstrations

- Demonstration tours
 - Demonstration site establishment e.g., shoreland restoration
- [APPENDIX C]**
- Photographic record of demonstration sites

Displays and Presentations

- Displays at fairs, businesses, libraries, local government buildings, etc.
- Lake association annual meeting presentations
- List of speakers (a statewide shoreland speakers list is available at www.uwsp.edu/cnr/landcenter/pubs.htm)
- Videos shown at annual meetings and workshops
- Presentations by Adopt-A-Lake volunteers
- Presentations or videos for civic groups

Special Events

- Parades
- Cook-out/lake appreciation day
- Contests (drawing, poetry, photography, essays)

Civic Involvement

- Public meetings
- Public input to Wisconsin Department of Transportation (permits, complaints)
- Contact legislators
- Newsletters - action alerts
- Volunteer patrol (lake/neighborhood watch) to remind others of the rules
- Neighborhood watch
 - Contact those with enforcement responsibility
 - Flow chart/contacts for enforcement and other issues
- Establish countywide lake and river association/water enthusiasts group **[APPENDIX C]**
- Promote the use of trained mediators to resolve shoreland conflicts
- Visioning for lake or river association:
 - What is natural beauty/character?
 - How do we want our lake or river and waterfront to look?
 - Lake or river tours by association volunteers to share the vision.

Reward and Incentives

- Signs/awards for good management

Youth Activities

- School activities/curricula
- Incorporate stewardship information into existing activities such as youth angling programs and boater, snowmobile, and ATV safety courses.

The Action Plan

The action plan is used to set an activity or group of activities in motion. Developing the action plan will require assembling the shoreland education team again. Now is the time to identify individual steps, assign responsibilities for them, and develop a timeline for implementation.

Steps are outlined below to guide the process. The most important thing is to DO SOMETHING!!! Decide what you want to accomplish, define tasks, assign tasks with deadlines, and get to work. The exact format is much less important than getting the job done.

1) Define priority objectives.

By <DATE>, education of <TARGET AUDIENCE> about <ISSUE> will result in <OUTCOME>.

[EXAMPLE]

By December 2005, education about the functions of and requirements for shoreline buffers to at least 100 new waterfront property owners will result in 50 shoreline buffer restoration projects.

By June 2005, education and certification of landscapers will result in 20 restoration projects installed by professional landscapers.

Developing quantifiable outcomes can be difficult. Think about the issues and the desired end results. The challenge is to develop outcomes that show real progress and are easy to track. Other outcomes could include: purchases of phosphorus-free fertilizer, planting of native plants, no loss of native vegetation, participation in a cost sharing program, and voluntary compliance with a particular aspect of the shoreland ordinance, among others.

NOTE

It might be helpful for the meeting planner to draft objectives and offer them to meeting participants. Even if these are not the objectives used, they may help to trigger ideas from the group.

2) Break the objective down into steps.

Overall 5 year objective <i>(to be accomplished through 5 annual objectives):</i>	
Annual objectives	
2003	
2004	
2005	
2006	
2007	

3) Select activities that will help to meet each objective.

- Use the activity list developed in the initial shoreland educational plans.
- Ask meeting participants to choose the activities that will be most effective and efficient for achieving the objectives. Have participants vote by completing a checklist, sticking a colored dot by favorite choices, or simply raising their hands as activities are called off.
- Activities that receive the most votes will be priorities.
- Plan as many activities as can reasonably be accomplished in the next year or two.

4) Develop plan of action for selected priority activities.¹

Objective statement:			
Activity:			
Steps to accomplish	Responsible Party	Deadline	Cost estimate
1. Identify specific target audience			
2. Select & develop messages			
3. Carry out activity			
4. Evaluation methods			

¹ Revise plan of action for each activity following evaluation. Should the objective be modified for next year? Would another activity work better or should this activity be continued?

5) Evaluation

Evaluation should be built into the educational plan with the results used to periodically review and revise the plan. Where possible, simple evaluation tools like questionnaires and interviews can be used to answer some basic questions about educational plans and activities. Observations from participants and staff should also be collected and considered part of an evaluation.

Evaluation tools might measure the following:

- Success in getting messages to the target audience
- Timeliness of delivery
- Effectiveness of individual educational materials (content and medium)
- Specific changes in shoreland management resulting from activities
- Areas of increased property owner knowledge
- Other topics or delivery methods suggested by the target audience

The above results will help to review and revise the educational plan.

Were distribution, delivery, and timing optimized?

For packets, should content be changed? Are new materials needed?

Should new messages be emphasized?

Should a different educational activity be used?

To use evaluation most effectively, reassemble the group that planned the original program. This will be a good time to review the plan and evaluation results, and make changes to the plan based upon the evaluation. It would also be appropriate to develop another implementation plan for the coming years. If the plan was completed recently, the major goals will not likely change. However, priorities within the plan may change. If a particular activity was unsuccessful, try something else. If your audience seems to have mastered a particular message, move on to the next step. Because of changing property owners and new challenges to the shoreland environment, the need to educate shoreland residents always continues.

Shoreland Friends Packets

Distribution of packets of information is a cornerstone of the Shoreland Friends project. A folder entitled *Information about Waterfront Living* was developed as part of the project and used by most participating counties. Folder contents were determined by the goals and messages identified in the shoreland educational plan. Counties included locally developed materials with specific information about the shoreland ordinance, local contacts, and other customized information. The packet was supplemented with additional publications that addressed important issues.

Resist the urge to put every available free publication related to shorelands in the packet. Review the priority issues, select key publications that address those issues, and develop local publications where necessary. Too much information is likely to result in packets being set aside to “read later”.

Example contents

Locally developed materials provide a welcome and introduction to the packet and important local contact information. Locally developed materials are listed below. Examples noted **[APPENDIX D]** can be found in Appendix D.

Locally developed materials

- Cover letter **[APPENDIX D]**
- Contact information (who to talk with when, refrigerator magnet an option) **[APPENDIX D]**
- List of where to get more information
- Summary of ordinance **[APPENDIX D]**
- Development guide (illustrated shoreland ordinance summary with additional guidance)
- Permit process flow chart
- Mitigation requirements/explanation **[APPENDIX D]**
- Erosion control plan requirements
- Buffer restoration guidance: process for restoration, how-to info, plan sheet, native plant lists, contractor lists
- Buffer frequently asked questions
- Best management practices and cost sharing information
- Land use survey results
- Code of ethics
- Handout with pictures explaining northwoods character and ways to protect and restore

Brochures and Fact Sheets²

Small quantities of publications are generally available free of charge from DNR and UWEX. There may be a charge for larger quantities. Known publication charges are listed. There may be additional shipping and handling charges.

Exotic Species

A Field Guide to Aquatic Exotic Plant and Animals. This 10-panel color brochure describes common Midwest aquatic exotics and offers a checklist to help minimize their spread. Available from DNR Service Centers or University Sea Grant Program offices.

Purple Loosestrife Watch, Eurasian Watermilfoil Watch, Round Goby Watch, Ruffe Watch, Zebra Mussel Watch. Identification cards with color pictures folded to 2-1/4 X 3-1/2 inches. Available from DNR Service Centers.

General Shoreland

Owning Waterfront Property: A Checklist. This is a 4-page brochure produced by the Wisconsin Lakes Partnership, Wisconsin Environmental Initiative, and others. It provides a checklist of simple best management practices for new waterfront property owners to consider what will benefit their property and the environment. It also provides a list of where to get more detailed land use, zoning, and lake protection information. Available from Wisconsin Environmental Initiative (WEI) at 608-280-0360 for \$0.24 each. Its text is also available on WEI's website (click on the Ag. / Land Use tab): www.wi-ei.org.

Pier Planner. Available from local DNR Service Centers. For a downloadable format, visit (and click on Pier Planner hypertext): <http://www.dnr.state.wi.us/org/water/fhp/waterway/piers.htm>.

Sensible Shoreland Lighting. UW-Extension Publication # GWQ031. This booklet describes the problem of light pollution, suggests ways to establish less obtrusive lighting options, and gives tips for talking with neighbors about sensible lighting. For a downloadable format, see: <http://www.uwsp.edu/cnr/uwexplakes/publications> or <http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>

Your Lake And You! This is a newspaper-size brochure produced by the North American Lake Management Society (NALMS). It describes simple steps that waterfront property owners can take in the home, yard, and community to protect lakes. Available from the NALMS office (608/233-2836, or visit: www.nalms.org for \$0.75 each.

² To request UW-Extension publications call: 608/262-3346 or toll-free 877/947-7827 (WIS-PUBS) or visit: <http://clean-water.uwex.edu/pubs> or <http://cf.uwex.edu/ces/pubs/>

Shoreland ordinances

Shoreland Stewardship Fact Sheet Series. 1999. This fact sheet series addresses several aspects of county lake classification. Fact sheets at the beginning of the series describe the basic classification process and terms. The remainder of the fact sheets provide background and management ideas for common shoreland issues. The fact sheets are available on line at www.uwsp.edu/cnr/uwexplakes/FactSheetList.htm

- #1 – What is Lake Classification
- #2 – The Value of Good Water Quality
- #3 – Lake Classification Grants for Counties - A New Opportunity
- #4 – Shore Buffer Areas - “Woodsmen Spare That Tree”
- #5 – Shoreline Buffer Zones and Setbacks
- #7 – Land Disturbance Management and Impervious Surface Area Standards
- #8 – Nonconforming Development and the Vital Shore (Currently under revision)
- #9 – Managing Nonconforming Uses, Lots and Structures (Currently under revision)
- #10 – Shallow Areas, The Near Shore Zone and Human Impacts
- #11 – Managing Piers & Wharves
- #12 – Lakeshore Development - It All Adds Up!
- #13 – Guiding Lakeshore Development Through Lot Size and Side Yard Standards
- #14 – The Key to Lake Protection
- #15 – Guiding Lakeshore Development: Conservancy Development
- #16 – Looking Beyond the Lakeshore: Watershed Management
- #17 – Landowner Initiatives: Conservation Easements
- #18 – Mitigation
- #19 – Habitat Management and Natural Beauty Protection
- #20 – Local Boating and Recreation Use Management
- #21 – Shoreland Zoning and Water Quality Protection
- #22 – Boathouses

Why Protect Shoreland Areas? Wisconsin DNR Publication # WZ-009-94. This 4-page brochure briefly explains statewide minimum shoreland regulations and the rationale behind them. Available from your local DNR Service Center or Wisconsin Association of Lakes (800/542-5253 toll-free in Wisconsin only, or 608/662-0923).

Shoreland restoration and preservation

A Fresh Look at Shoreland Restoration. UW-Extension Publication # GWQ027. This is a 4-page brochure that describes options for restoring shoreland habitat. For a downloadable format, see: <http://clean-water.uwex.edu/pubs/shore/index.html> or <http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/resources.htm>
Updated version available Spring 2003.

Natural Shorelines. This is a color brochure showing before and after pictures of shoreland restoration sites. Available from Dragonfly Consulting at \$0.50 each (715/268-4666).

Protecting Our Living Shores. Publication available Spring 2003 from UW-Extension offices, Extension publications, or DNR Service Centers. For a downloadable format, see: <http://clean-water.uwex.edu/pubs/shore/index.html>

Protecting and Restoring Shorelands. Publication available Spring 2003 from UW-Extension offices, Extension publications, or DNR Service Centers.

For a downloadable format, see:

<http://clean-water.uwex.edu/pubs/shore/index.html>.

Restoring Your Shoreland - A Guide to Shoreland Planting Packets.

Available from local DNR Service Centers.

Shoreland Restoration: A Growing Solution Step-by-Step Guide (brochure).

Available from Dragonfly Consulting at \$0.30 each (715/268-4666). Videos with an accompanying Step-by-Step Guide brochure are also available from UW-Extension Publication # GWQ032 at \$10.00 each.

The Water's Edge. DNR Publication # FH-428-00. This is a colorful, comprehensive brochure that describes the importance of shoreline habitat and good water quality, as well as things that waterfront property owners can do to help fish and wildlife. Available from your local DNR Service Centers.

To download and print, see:

<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>

What is a Shoreland Buffer? UW-Extension Publication # GWQ028. This is a 2-page brochure that gives a brief ecological and legal overview of shoreland buffers. For a downloadable format, see:

<http://clean-water.uwex.edu/pubs/shore/index.html> or

<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>.

Wisconsin Native Plant Sources. Seeds and plants for prairies, woodlands, wetlands, and shorelands. March 2001. Copies of this publication are available by calling 414/290-2434. To download and print, visit:

<http://clean-water.uwex.edu/pubs/native/index.htm>.

Shoreland runoff

Rain Gardens. A Household Way to Improve Water Quality in Your Community. UW-Extension Publication # GWQ034 or DNR Publication # WT-731-02. For a downloadable version, see:
<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/raingarden.htm>.

Rethinking Yard Care. UW-Extension Publication # GWQ009. This is an 8-page brochure that describes the impacts of nonpoint source pollution and suggests simple best management practices homeowners can use to help protect the environment. For a downloadable format, see:
<http://clean-water.uwex.edu/pubs/yardcare/index.html> or
<http://www.dnr.state.wi.us/org/water/wm/dsfm/shore/publications.htm>

Runoff and impervious surfaces: a three part series:

Rain and Snow - Where Do They Go and What Do They Take With Them?
This color fact sheet describes how streams and fisheries are affected by impervious (hard) surfaces and land use.

Impervious Surface - An Environmental Indicator. This fact sheet describes the results of increased impervious surfaces and community actions that can be adopted to address them.

Siting Rural Development - To Protect Lakes and Streams and Decrease Road Costs. This fact sheet explores the existing road system in Wisconsin and its cost per person and offers specific tools for minimizing pollutant sources and pollutant delivery to lakes and streams.

All three fact sheets in this series are available from the Center for Land Use Education (715/346-3783). For a downloadable version, see:
<http://www.uwsp.edu/cnr/landcenter/pubs.html>.

Distribution Methods

The original concept for the Shoreland Friends Project was to distribute packets to new waterfront property owners so they would have information about shoreland living early on, before mistakes were made. Identifying new shoreland property owners has proven to be a challenge in some areas.

Local automated land records

Identification and distribution to new property owners works well when a county has automated land records that track properties in the shoreland area. With automated land records, it is possible to print out periodic lists of property transfers. Some departments generate lists of new sales for other reasons, and may be willing to share these lists. Monthly lists are ideal so packets can be distributed relatively soon after sale.

Some counties identify waterfront with each transaction. For others, property transfers must be checked one-by-one to see if they are waterfront. Real property listers and other staff may be willing to print monthly lists. Additional steps, such as identifying waterfront parcels individually, may need to be completed by department staff or volunteers participating in the shoreland educational program. The resulting lists can be used to generate mailing labels for sending packets and follow-up evaluations.

Generating Mailing Lists *Process for generating new waterfront property owner mailing lists*

1. Create a list of parcel numbers from a list of recent real estate transfers.
 2. Sort parcel numbers to select only waterfront owners.
 - check locations of parcel numbers on plat maps (parcel maps) by hand, or
 - check whether the water frontage query was completed on the real estate transfer form, or query waterfront parcels in a Geographic Information System (GIS).
 3. Use the selected parcel numbers to generate mailing addresses from the tax assessment roll in the Real Property Lister's or County Treasurer's office.
-

Washburn County combined automated land records with hand distribution. Once a list of new property owners was developed, the list was categorized by lake, and lake association volunteers distributed packets in person. The packets were mailed where no lake association volunteers existed. Follow-up evaluations were mailed to all packet recipients.

Wisconsin Department of Revenue database

The Wisconsin Department of Revenue (DOR) maintains a database that could be used to develop a mailing list of new waterfront property owners. The database is developed from Real Estate Transfer Forms required for each real estate transfer in the state of Wisconsin. The forms are sent to DOR by the counties by the 15th of the month following when they are collected. The forms are not available directly from county real property lister's offices because they contain confidential information like social security and telephone numbers. A database without confidential information is developed from these forms. The database is generally available within two months of the real estate transfers. For example, the list available by January 17, 2003 included statewide real estate transfers through November 2002.

Counties can request digital copies of the database from the DOR. This service is currently free of charge. The database includes the names, addresses, and amount of water frontage from the real estate transfer forms. The information is public and reports are available quarterly in Microsoft Access '97 format on CD. The CD is referred to as the Scanning Real Estate Transfer Database Disk. Reports can also be sorted by county and provided in a text format by special arrangement with the DOR.

The Department of Revenue cautions that although some forms are checked for accuracy, the data generally relies on the landowner to be truthful and accurate when filling out "feet of waterfront" on the form. If there is a great concern about accuracy of the waterfront field, all parcel numbers for recent county property transfers from the database report could be checked against plat maps to determine if they are waterfront.

Inquiries and requests for reports from the DOR should be directed to:
Pat Strabala

Bureau of Equalization Central, Mail 6-97
P.O. Box 8971
Madison, WI 53708-8971
608/266-7788
e-mail: pstrabal@dor.state.wi.us

Hand distribution

Because of the expense of mailing and/or difficulty in generating mailing lists, many packets were distributed by hand for the Shoreland Friends Projects. Zoning offices distributed packets with permit applications and land conservation departments handed out packets while providing technical assistance. Lake association volunteers distributed packets to their neighbors. Realtors also distributed waterfront information packets in their offices or at real estate closings.

Evaluation of Packet Effectiveness

Evaluation is an important component of any educational activity. A follow-up survey evaluated shoreland packet effectiveness. An example survey and results from the seven counties who provided mailing labels for evaluation are included on following pages. The mailing lists for evaluations were those used for packet distribution. Some evaluation mailing lists were developed from addresses compiled by lake association volunteers or realtors or from self-addressed postcards included in the packet and returned by packet recipients.

County representatives also observed recipient responses. Their impressions follow:

Landowners reported, "I didn't know about these requirements."

"Several property owners obtained permits PRIOR to construction because of having received the information. Others have been very careful about buffer cutting because of the information they received. I really feel that it has improved compliance, but have no specific evidence of it. It has certainly provided much needed ACCURATE information to shoreland property owners."

Several counties reported increased requests for shoreland buffer restoration assistance and other mitigation requirements.

Copies of waterfront packets were requested for other landowners.



Waterfront Property Owner Survey

You recently received a packet titled "Information About Waterfront Living." Please fill out and return this survey to help us improve information sent to waterfront property owners. Return to Dragonfly Consulting, PO Box 192, Amery, WI 54001 in the self-addressed, stamped envelope provided.

1) Did you receive a packet of information for waterfront property owners?

(please circle one)

Yes No

2) Did you read the information?

Yes No Some

3) Was the information helpful?

Yes No Some

4) What do you remember from the information?

5) Do you manage your waterfront property differently as a result of receiving the information? *(please circle one)*

Yes I plan to No

What changes will you or did you make? _____

6) Do you have any suggestions for other types of information that would be useful for waterfront property owners?

7) Please list specific subjects you would like to receive more information about.

Please fill in your name and address if you would like more information sent to you.

Name _____ E-mail Address _____

Address _____ City _____ State _____ Zip _____

8) Please check ways you prefer to receive messages about waterfront property issues.

___ Written Material ___ Video ___ Local Meetings ___ Website

___ Workshops ___ Mailings ___ Calendar with seasonal reminder

Others (please list) _____

9) How long have you owned your current waterfront property?

___ 0 - 6 months ___ 6+ months ___ 1 year ___ 1+ year - 5 years

___ 5+ years - 10 years ___ 10+ years ___ 15 years ___ > 15 years

Thank you, we appreciate your input!!

Waterfront Property Owner Survey Results

You recently received a packet titled "Information About Waterfront Living." Please fill out and return this survey to help us improve information sent to waterfront property owners. Return to Dragonfly Consulting, PO Box 192, Amery, WI 54001 in the self-addressed, stamped envelope provided.

Project Summary 2001-2002

348 returned out of 1131 sent (27.6% response rate)

- 1) Did you receive a packet of information for waterfront property owners?

(please circle one)

Yes 256/348 (74%) No 81/348 (23%) NA³ 10/348 (3%)⁴

Other - don't remember 1/348 (0.3%)

- 2) Did you read the information?

Yes 193/348 (56%) No 20/348 (6%) Some 52/348 (15%) NA 77/348 (22%)

Other - no, but I intend to 1/348 (0.3%)

- 3) Was the information helpful?

Yes 190/348 (55%) No 17/348 (5%) Some 53/348 (15%) NA 82/348 (24%)

- 4) What do you remember from the information?

Comments summarized for each county individually.

- 5) Do you manage your waterfront property differently as a result of receiving the information?⁵

Yes 35/304 (12%) I plan to 73/304 (24%) No 92/304 (30%) NA 103/304 (34%)

What changes will you or did you make?

Comments summarized for each county individually.

Many commented about leaving the shoreline more natural and following the rules. Several stated they followed advice given in packets, and therefore would make no changes.

- 6) Do you have any suggestions for other types of information that would be useful for waterfront property owners?

Comments summarized for each county individually.

Email was suggested. Most commented about subjects, this question could perhaps be eliminated in future surveys.

³ NA = No answer

⁴ May not equal 100% due to rounding or lack of response

⁵ Florence County not included because narrative responses were given.

7) Please list specific subjects you would like to receive more information about.

Comments summarized for each county individually.

Some common answers listed below.

Managing insect and animal populations including black bears, geese, beavers, ticks, fish, endangered species, and gypsy moths.

Planting native plants

Developing ponds

Weed control

Water use rules

ATV use rules

Damage from jet skis

Burning rules

Please fill in your name and address if you would like more information sent to you.

Comments summarized for each county individually.

8) Please check ways you prefer to receive messages about waterfront property issues.

Written Material	181/348 (52%)
Mailings	140/348 (40%)
Website	69/348(20%)
Calendar with seasonal reminders	65/348 (19%)
Video	42/348 (12%)
Local Meetings	35/348 (10%)
Workshops	34/348 (10%)
Other email	6/348 (2%)
Other phone calls	1/348 (0.3%)
Other free consultation	1/348 (0.3%)
Other include with lake district mailings	1/348 (0.3%)


9) How long have you owned your current waterfront property?⁶

0 - 6 months	67/304 (22%)
6+ months - 1 year	51/304 (17%)
1+year - 5 years	52/304 (17%)
5+years - 10 years	27/304 (19%)
10+years - 15 years	20/304 (7%)
>15 years	54/304 (18%)

⁶ This question was not included for Florence County

Initial evaluation could also be included in the packet. A mailing list could be developed from these initial responses for a follow-up survey.

Self-Addressed, Stamped Postcard

Please Complete and Return 

Name: _____

*Address: _____

E-mail: _____

Lake or River _____

I received my folder from:

<input type="checkbox"/> Mail	<input type="checkbox"/> Land Conservation	<input type="checkbox"/> Zoning Office
<input type="checkbox"/> Realtor	<input type="checkbox"/> Lake Assn. Volunteer	<input type="checkbox"/> Other _____

The most useful information was about _____


*Your response will help us to evaluate the way we distribute information to waterfront property owners. Your address will not be placed on a mailing list for other purposes.

Sample Initial Evaluation

Did they receive the packet?

Did they read and comprehend it?

Questionnaire = top of packet

Two tea bags attached 

Instructions:

Step 1. Take a break. (You probably need one anyway). Find a comfortable chair facing the lake. Sit down, put up your feet, read through the information in the packet, and enjoy a cup of tea.

Step 2. Find the answers to the questions below.

Step 3. Return the completed questionnaire. Just bring it in to the zoning office (or maybe to a lake association neighbor). We'd love to meet you!

Step 4. Earn your reward. Your biggest reward will be knowing how to do the right thing for the lake. We would also like to offer you this cup as a welcome gift and to thank you for reading through the packet.

Funding Sources

Sources to consider

- County departmental budgets and staff
- State and Federal agency budgets and staff
- Local businesses with a commercial interest in shoreland property
- Local conservation groups - generally a better source of volunteers than money
- Foundations - especially those with a local presence or interest in lakes or other natural resources

Writing grants

Grant writing requires a clear understanding of your project goals and objectives along with an understanding of the grant program priorities and goals. Use your plan goals and objectives to develop a clear statement of need. Back this needs statement up with statistics including demographic data, records of building permits, survey results, and evaluation of earlier projects.

Be sure to start with a project your organization is capable of completing. Start with a simple project, or look for partners that can help plan and implement a more complicated project.

Your goals and priorities should drive your application. Don't waste your time with a low priority project simply because it is likely to be funded. Above all do not select a project simply because there is grant funding.

Having stated the importance of sticking with your priorities, it is clearly to your advantage to see where your priorities and grant program priorities overlap. Reviewing overall goal statements for a grant is a good place to start. If grants provide evaluation criteria, use these as well.

Most grant applications and guidelines list a contact person. After thinking through the project scope, give this person a call to discuss your project. His or her reaction could provide invaluable guidance early in the process. Ask if he or she would be willing to review a draft of your completed application, and ask for a draft deadline.

Demonstrating that you are working together with partners or cooperating organizations and agencies is becoming increasingly important for successful grant applications. Seek organizations with common goals and therefore a potential interest in your project. It is most beneficial to show substantial support in the form of contributions of cash, labor, or materials. Do not be afraid to ask for these contributions. Partners may also be willing to review a draft application. Provide these people with grant evaluation criteria when available. A few fresh sets of eyes can greatly improve an application.

Prepare an application carefully, following all instructions given in the grant guidelines. Avoid the common problems in grant applications listed below.⁷

- Problem addressed is insignificant
- How monies will be used is unclear
- Inappropriate method of addressing the problem
- Inadequate documentation of the problem
- Methods do not suit the scope of the problem
- No clear plan for evaluating the program
- Objectives are not clearly measurable
- Time schedule is unreasonable
- Problem is more complex than can be addressed by the project
- Agency has no track record in the problem area
- Community not involved in the planning process

Scoping a grant project

As part of this project, a grant application was prepared to implement Rusk County's shoreland educational plan. A copy of this grant application is included in **[APPENDIX E]**. The educational plan goals and activities formed the basis for planning the grant application. Potential grant sources, eligible activities, and criteria were used to select the grant program that fit best. Initial scoping for the grant was presented to the education committee as outlined below before the application was developed.

Tentative Scope for River Planning Grant

Application deadline: May 1, 2002

Suggested applicant: Rusk County

Major activities

Formation of a Rusk County Waterways Association

- Membership picnic/organizing meetings
- Develop strategic plan for riverways
- Seek tax exempt, nonprofit status

Production of a Rusk County Development Guide

- Write guide
- Design and print guide

⁷ from Coley, Soraya M. and Cynthia A. Schenberg. 1990. Proposal Writing. Sage Human Services Guide, volume 63. Sage Publications, Newbury Park, CA.

Fish and Wildlife Friendly Property and Boat Landing Signs

(this may be a separate grant)

- Gain support of organizations listed on signs
- Develop evaluation criteria
- Review properties
- Produce signs

Review fit with River Planning Evaluation Criteria

This particular project fit best with the Department of Natural Resources River Planning Grant Program. The river planning grant criteria are summarized in statements A-F below. Consider how grant criteria from various programs fit with the project you are planning. Remember, however, that your plans and priorities, not the grant criteria, should be the primary driver for your project.

- A. Create or enhance local river management organization**
Yes, formation of association.
Extra points if funding above match required is used.
- B. The degree to which the project assists local decision-making or formation of a strategy to protect the quality of a river's ecosystem.**
Could potentially have the waterways group review development patterns and develop a strategic plan for protecting river quality as one of its initial tasks.
- C. The degree to which the project will enhance knowledge and understanding of a river's ecosystem**
Development guide and property and boat landing signs should be considered major efforts.
- D. Implements federal, state, county plans**
Use the Shoreland Educational Plan, Upper Chippewa Basin Plan, Northern Rivers Initiative, Rusk County Land and Water Plan to support the project.
- E. Public support for the project**
Need more than one letter of support and expression of in-kind or financial contribution from stakeholders (Jump River, Realtors Association).
- F. First time project**
Yes

Contents of grant application

- Authorizing resolution (county board)
- Letters of support
(Friends of Jump River, Realtors Association, others?)
- Map of project location (county map with rivers and watersheds)
- Itemized breakdown of expenses
- Project scope/description
 - Project area
 - Problem
 - Goals and objectives
 - Methods and activities
 - Products or deliverables
 - Data to be collected
 - Existing and proposed partnerships
 - Role of project in planning/management of river
 - Timetable
 - Sharing results

Grant sources

Wisconsin Department of Natural Resources

Lake Management Planning Grants

The small scale planning grants would be the best fit for small education projects. They award up to \$3,000 per grant. Eligible activities for these grants include disseminating existing information about lakes for the purpose of broadening the understanding of lake ecosystem conditions. Applications are due February 1 and August 1 each year. Further information and application forms are available at:

<http://www.dnr.state.wi.us/org/water/fhp/lakes/lakeplan.htm>

Lake Management Protection Grants

These grants are intended to fund implementation of lake management projects including shoreline habitat restoration projects. Education of shoreland property owners is encouraged as a component of these projects, and may also be funded as a component of other applications.

Eligible projects include:

Shoreline habitat restoration projects (up to \$100,000 per grant)

- Plant, seed, mulch, and erosion control materials
- Professional services, supplies, and labor
- Design and planning assistance
- Education and promotional materials

Development of local regulations or ordinances (up to \$50,000 per grant)

- Educational activities necessary for their initial implementation

Lake classification projects (up to \$50,000 per grant - only counties are eligible)

- Training and education sessions on the classification system
- Printed materials or electronic media development and distribution
- Support resulting programs such as shoreland restoration technical assistance

Lake improvement projects (up to \$200,000 per grant)

- Watershed management
- Pollution prevention and control projects

The annual application deadline for this grant is May 1.

Detailed grant guidelines (PUB-CF-007) and forms are available at:

<http://www.dnr.state.wi.us/org/water/fhp/lakes/lkgrants.htm>

[EXAMPLES] Lake Management and Lake Planning Grants

Many lake management and lake planning grants have significant education components. Two of these projects are summarized below.

Lake Planning Grant Summary

Eurasian Water Milfoil Monitoring & Prevention Vilas County Land, Air & Water Conservation Committee January 2000

A Vilas County Lake Planning Grant project focusing on Eurasian Water Milfoil Monitoring & Prevention was completed from spring of 1996 through 1999. The project was designed to significantly increase the number of lakes in Vilas County being monitored on a regular basis for the invasion of Eurasian water milfoil. Monitoring was accomplished in two ways - through spot checks conducted at public boat landings throughout the county and training of 54 volunteer lake monitors.

Spot checks were conducted by the Lake Conservation Specialist at a total of 164 boat landings. These checks indicated no additional spread of Eurasian water milfoil beyond Big Sand Lake and the Eagle River Chain of Lakes where it had been previously documented. Monitoring results were added to Vilas County's lake management computer database and mapped.

The Lake Conservation Specialist conducted twelve volunteer training workshops. The trainings included a slide presentation on exotic species and Eurasian water milfoil, training on where and how to check for the presence of milfoil, hands-on training on how to identify Eurasian versus native milfoils and other aquatic plants, and what to do if exotic species are found.

New plastic Eurasian water milfoil alert signs were installed and existing signs were repaired or replaced at 81 public lake/river landings in the county. An additional 46 landings were checked and found to have acceptable signage. This resulted in a total of 121 Vilas County lakes with Eurasian water milfoil signs posted at boat landings.

A model sign with color photographs of potential exotic species invaders (including Eurasian water milfoil) was designed, constructed and installed at Big Sand Lake to prevent milfoil from being transported into other nearby lakes. The model sign has since been replicated for three other boat landings in Vilas County.

A traveling display focusing on prevention and monitoring of Eurasian water milfoil was developed and utilized for the volunteer training workshops, the 1996 Northwoods Lake Fair, and the Lac du Flambeau Lakes Fest in 1997, 1998, and 1999.

Educational assistance was provided to groups interested in forming volunteer lake organizations. Lake associations were formed on Annabelle Lake, Bills Lake, Finger Lake, Hiawatha Lake, Ike Walton Lake, Lake of the Hills, Horsehead Lake, Long Lake, and Armour Lake.

Lake Protection Grant Summary

Burnett County Shoreline Incentives Program Burnett County Land and Water Conservation Department 1999 - 2002

The Burnett County Shoreline Incentives Program offers property tax incentives, sign up bonuses, and additional incentives to preserve and in some cases restore a buffer of native vegetation along Burnett County Shorelines. The program funds the incentives, individual consultations with landowners, site review and design, and restoration cost sharing in addition to many educational activities. They are outlined below.

Written Materials

- Restoration brochure
- Incentives program brochure
- Color photo “Natural Shorelines” brochure
- Burnett County *Lakelines* articles 2000, 2001, and 2002 (UW Extension distribution of 2,500)
- Web site (program information is posted, on-line sign-up form)
- Native plant guide
- Participant newsletter
- Controlling runoff on waterfront property (under development)

Demonstration Sites

- Village of Siren Crooked Lake Park (demo gardens, sign, brochure)
- 1999, 2000, and 2001 sites (will serve as demo sites in future years)

How-to Video and Handout

Produced in cooperation with Langlade, Oneida, and Vilas Counties, and UW Extension. The video is shot in Burnett County on Big McKenzie Lake where two lakeshore buffers were planted in 2000 and on Birch Island Lake.

Lake Association Presentations

Information about the shoreline incentive program was presented to twenty lake associations in 2000 - 2002.

Landscaper Contacts

Original landscaper workshop sponsored by Burnett and Polk Counties in January/February 2000. Sent needs assessment to landscapers in winter 2001/02. Landscaper workshops highlighting runoff management and buffer restoration/requirements are planned for winter 2002/03.

Landowner Guide

Provides justification for native shoreline plantings, planting instructions, sources for plants and supplies, and plant lists. The guide is updated regularly, most recently in March of 2002.

River Planning and Protection Grant Program

The River Planning and Protection Grant program is set up similarly to the Lake Management Planning and Protection Grant program. Counties with extensive riverways may wish to use this grant source for shoreland educational projects.

Eligible River Planning Grant projects: (up to \$10,000 per grant)

Organizational development including

- Training, education, and facilitated workshops
- Development, printing, and dissemination of educational materials to describe the group

Education projects

- Development and dissemination of materials to increase public awareness

Eligible River Protection Grant projects: (up to \$50,000 per grant)

- Education and planning activities necessary for the implementation of a management project.
- An activity needed to implement a plan for improvement of water quality or natural ecosystem.

The annual application deadline for these grants is May 1.

Detailed grant guidelines (PUB-CF-002) and forms are available at:

<http://www.dnr.state.wi.us/org/caer/cfa/EF/forms/riverpub.pdf>

For more information or assistance contact your regional DNR Lake or River Coordinator listed in the grant guidelines.

Rusk County recently applied for and received a River Planning Grant to carry out activities described in its shoreland educational plan. This application is included as **[APPENDIX E]**.

Local units of government, nonprofit conservation organizations, and qualified lake and river organizations are eligible to receive DNR lake and river planning and protection grants. Qualified lake and river organizations must be incorporated, have open membership, and have a past history related to lake or river protection. (WDNR publication WR-404 95)

All of the DNR lake and river grants require the applicant to fund at least 25% of the total project cost. Eligible activities and expenses for the local match include:

- Volunteer labor
- Postage costs
- Printing costs
- Supply costs

Other Grant Sources

Contact organizations below for more detail about the following grant programs.

Coastal Management Grant

Enhance, protect, and restore resources in counties adjacent to Great Lakes

Contact: Wisconsin Coastal Management Program
608/266-0288
www.doa.state.wi.us/dhir/boir/coastal

EPA Five-Star Restoration Grant

Habitat restoration and education; awards from \$5,000 - \$20,000

Contact: EPA Wetlands Hotline
800/832-7872
<http://nfwf.org/programs/5star-rfp.htm>

Great Lakes Aquatic Habitat Network & Fund

(for areas with Great Lakes Shoreline)

Protect and restore wetlands, shorelines, rivers, lakes, and other aquatic habitats; up to \$3,500

Contact: Jill Ryan, Coordinator
231/347-1181
<http://www.glhabitat.org/grants.html>

Natural Resource Foundation of Wisconsin

Education related to Wisconsin's natural resources; up to \$1,000

Contact: 608/264-8548
<http://www.nrfwis.org/grantOpp/besadny>

Wisconsin Environmental Education Board (WEEB)

Environmental literacy and education; up to \$20,000

Contact: WEEB office, UWSP
715/346-3805
<http://weeb@uwsp.edu>

APPENDIX A

Contacts

DNR Lake Coordinators	
DNR region & counties served	Name & phone
Northeast (Green Bay) for: Door, Kewaunee, and Manitowoc	Mary Gansberg 920/492-5799
Northeast (Shawano) for: Menominee, (W) Outagamie, Shawano, Waupaca, and (NW) Winnebago	Crystal Olson 715/526-4220
Northeast (Peshtigo) for: Marinette, and Oconto	Greg Sevener 715/582-5013
Northeast (Horicon) for: Fond du Lac, Green Lake, Marquette, Waushara, and (S) Winnebago	Mark Sesing 920/485-3023
Northern (Rhineland) for: Florence, Forest, Iron, Langlade, Lincoln, Oneida, Price, Taylor and Vilas	Jennifer Wudi 715/365-8937
Northern (Spooner) for: Ashland, Barron, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer and Washburn	Dan Ryan 715/635-4073
Southeast (Waukesha) for: Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha	Heidi Bunk 262/574-2130
South Central (Fitchburg) for: Columbia, Crawford, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock and Sauk	Susan Graham 608/275-3329
West Central (Eau Claire) for: Adams, Buffalo, Chippewa, Clark, Dunn, Eau Claire, Jackson, Juneau, LaCrosse, Marathon, Monroe, Pepin, Pierce, Portage, St. Croix, Trempealeau, Vernon and Wood	Buzz Sorge 715/839-3794

DNR GMU / Basin Water Team Leaders			
Basin	City	Water Team Leader	Telephone
<i>South Central Region</i>			
Lower Wisconsin River	Dodgeville	Tom Bainbridge	608/935-1937
Upper Rock	Horicon	Jim Congdon	920/387-7872
Grant-Platte/Sugar-Pecatonica	Fitchburg	Robert Hansis	608/275-3304
Lower Rock	Fitchburg	Ken Johnson	608/275-3243
<i>Southeast Region</i>			
Milwaukee River	Milwaukee	Sharon Gayan	414/263-8707
Sheboygan River	Milwaukee	Victor Pappas	414/229-0862
Root/Pike River	Sturtevant	Mike Luba	414/884-2369
Illinois/Fox	Milwaukee	Greg Pilarski	414/229-0866
<i>West Central Region</i>			
Black/Buffalo/Trempealeau	Black River Falls	Tom Aartila	715/284-1431
Central Wisconsin River	WI Rapids	Tom Jerow	715/421-7813
Mississippi-Lower St. Croix	La Crosse	Terry Moe	608/785-9004
Lower Chippewa	Eau Claire	John Paddock	715/839-3727
La Crosse-Bad Axe	La Crosse	Dan Bauman	608/785-9014
<i>Northern Region</i>			
Headwaters	Rhineland	Tom Bashaw	715/365-8973
Superior	Spooner	Duane Lahti	715/372-8539 ext. 107
Upper Chippewa	Park Falls	Bruce Swanson	715/762-4684 ext. 116
St. Croix	Spooner	Kathy Bartilson	715/635-4053
<i>Northeast Region</i>			
Lower Fox	Green Bay	George Boronow	920/448-5133
Lakeshore	Sturgeon Bay	Ron Fassbender	920/746-2875
Wolf River	Green Bay	Dan Helf	920/492-5841
Upper Fox	Oshkosh	Rob McLennan	920/424-7894
Upper Green Bay	Peshtigo	Doug Rossberg	715/582-5022

UWEX Basin Educators			
Basin	City	Basin Educator	Phone number
<i>South Central Region</i>			
Lower Wisconsin River	Baraboo	John Exo	608/355-3554
Upper / Lower Rock	Jefferson	Suzanne Wade	920/674-8972
Grant / Sugar, Pecatonica	Lancaster	Peggy Compton	608/723-6243
<i>Southeast Region</i>			
Milwaukee, Sheboygan	West Allis	Jennifer Erickson	414/290-2434
Fox, Root / Pike	West Allis	Andy Yench	414/290-2431
<i>West Central Region</i>			
Central Wisconsin	WI Rapids	Kris Wimme	715/421-7870
Lower Chippewa	Eau Claire	Darren Lochner	715/836-5513
Black, Buffalo, Trempealeau, Lacrosse/Bad Axe	Black River Falls	Deborah Beringer	715/284-4257 ext. 108
<i>Northern Region</i>			
Headwaters	Rhineland	Bill Klase	715/365-2658
Lake Superior	Ashland	Mike Kroenke	715/685-2674
St. Croix	Spooner	John Haack	715/635-7406
Upper Chippewa	Ladysmith	Matt Davis	715/532-6322
<i>Northeast Region</i>			
Wolf, Upper Fox	Oshkosh	Rebecca Power	920/232-1990
Lakeshore	Kewaunee	Patrick Robinson	920/388-4313
Upper Green Bay, Lower Fox	Peshtigo	Kendra Axness	715/582-1002

For more information: <http://clean-water.uwex.edu/basins/meeteds.html>

DNR Service Center Location	Phone Number
Antigo	715/627-4317
Ashland	715/685-2900
Baldwin	715/684-2914
Black River Falls	715/284-1400
Dodgeville	608/935-3368
Eau Claire	715/839-3700
Fitchburg	608/275-3266
Green Bay	920/492-5800
Hayward	715/634-2688
Horicon	920/387-7860
Janesville	608/743-4800
La Crosse	608/785-9000
Ladysmith	715/532-3911
Madison	608/266-2621
Milwaukee	414/263-8500
Oshkosh	920/424-3050
Park Falls	715/762-3204
Peshtigo	715/582-5000
Plymouth	920/892-8756
Poynette	608/635-8110
Rhineland	715/365-8900
Spooner	715/635-2101
Sturgeon Bay	920/746-2860
Sturtevant	262/884-2300
Superior	715/392-7988
Waukesha	262/574-2100
Wausau	715/359-4522
Wautoma	920/787-4686
Wisconsin Rapids	715/421-7800
Woodruff	715/356-5211
Additional Telephone Contacts	
Wisconsin Lake Associations - The Lake List	715/346-2116
Statewide Conservation Organizations	608/246-7990
Wisconsin Association of Lakes	608/662-0923 800/542-5253
River Alliance of Wisconsin	608/257-2424

Web Contacts

Center for Land Use Education

<http://www.uwsp.edu/cnr/landcenter/>

DNR Shoreland Management Program (with County Zoning links)

www.dnr.state.wi.us/org/water/wm/dsfm/shore/title.htm

DNR Lakes Contacts

<http://www.dnr.state.wi.us/org/water/fhp/lakes/contacts.htm>

River Alliance of Wisconsin

www.wisconsinrivers.org

UW-Extension County Contacts

<http://www1.uwex.edu/ces/cty/>

UW-Extension Lakes Program

<http://www.uwsp.edu/cnr/uwexlakes/>

Wisconsin Association of Lakes

www.wisconsinlakes.org

Wisconsin County Code Administrators (Zoning Departments)

<http://www.wccadm.com>

APPENDIX B

[EXAMPLE SHORELAND EDUCATIONAL PLAN]

*Bayfield County
October 1, 2001*

Participants

Lissa Radke, *Bayfield County UW Extension*
Kitty Hartnett, *League of Women Voters*
Dorothy Lagerroos, *League of Women Voters*
Verne Gilles, *County Board of Supervisors*
Bill Kurtz, *Land Conservation Department*
Ingemar Ekstrom, *Barnes/Eau Claire Lakes Property Owners Association*
Dave Thorson, *Barnes/Eau Claire Lakes Property Owners Association*
Karl Kastrosky, *Bayfield County Zoning*
Jim Collins, *Namakagon Lakes Association, Bayfield County Lakes Federation*
Dave Kedrowski, *Bayfield County Zoning*
Cheryl Bursik, *Dragonfly Consulting*

Resources Available

- Zoning
- County UWEX
- Land Conservation Department (plant survey results)
- Bayfield County Lakes Forum
- Individual Lakes Associations
- DNR
- League of Women Voters
- Park Service - National Lakeshore
- Volunteers - property owners
- Sigurd Olson Institute
- County Parks (for demonstration sites)
- Realtors
- Shoreline restoration companies
- Other counties

A. Increase understanding of the shoreland zoning ordinance.

Target Audience

- Shoreland property owners¹
 - New
 - Existing
 - Inland Lakes (southern Bayfield County)
 - Lake Superior
 - Rivers
- General public
- Elected officials: County and Town Boards
- Landscapers
- Contractors
- Media

Messages

Components of the ordinance and why they are in place.

Explain mitigation requirements.

Provide how-to information for mitigation.

Water is a public resource.

We all have a responsibility to be good stewards.

Activities

- Shoreland Friends packets
 - Development Guide
- Lake Ambassadors
- Town board training (meetings)
- Press releases/articles (series on shoreland issues)
- Newsletters
- Displays
- Workshops
- Web site
- Lake fair/lake leaders workshop
(sessions and information distribution)
- Mailing - summary of ordinance changes
- Lake association annual meetings
- Info distribution with tax statement

¹ Over 70 percent of Bayfield property owners are nonresident who are here most reliably on summer weekends.

B. Prevent degradation and encourage restoration of shoreland habitat.

Target Audience

- Shoreland property owners
 - New
 - Existing
 - Inland Lakes (southern Bayfield County)
 - Lake Superior
 - Rivers
- General public
- Elected officials: County and Town Boards
- Landscapers
- Contractors
- Media
- Hunters and anglers

Messages

It is good to let your shoreline grow wild; take a break from mowing.

Protect the value of your property by preserving its natural characteristics.

How-to information for completing a restoration.

The area near the water's edge (in the water and on land) provides critical habitat.

Exotic species displace native species and destroy habitat.

Exotic species identification and control information.

Activities

- Shoreland Friends packets
 - List of where to get more information
- Lake Ambassadors
 - Shoreland Stewardship Scorecard
- Lake association annual meetings
- Parades
- Newsletters
- Direct mail
- Lakes fair/lakes leadership workshop
- Web site
- Lake stewardship workshops
- Boat landing signs
- Traveling display
- School activities/curricula

C. Encourage protection of the rural northwoods character of our lakes and rivers.

Target Audience

Same as A and B

Messages

Protect the rural northwoods character that brought you to the area.

This is not the place for suburban landscaping.

Recreate responsibly, consider other users.

Explain existing boating regulations.

Large homes, roofs, and driveways increase runoff into lakes.

Lakes are public resources to be enjoyed by all. We all have a responsibility to protect these resources.

Activities

- Handout with pictures explaining northwoods character and ways to restore or protect it
 - Use pictures - show over-developed areas
 - Land use plan survey results to support
- Include above messages in the Bayfield County Development Guide being prepared by NW Regional Planning
- Code of ethics

Shoreland Friends Packets

Target for completion = March 1, 2002

Contents²

- Cover letter (from County Board Chair)
- Contact list
- Bayfield County Development Guide³
- Native plant lists and restoration contractor lists
- The water's edge
- What is a shoreland buffer?
- A fresh look at shoreland restoration
- Restoring your shoreland. A guide to shoreland planting packets
- Enjoy Wisconsin's coasts
- The point
- Shoreland restoration a growing solution. Step-by-step guide.
- Natural shorelines color brochure
- A field guide to aquatic exotics

Distribution (Goal - 5,000 packets distributed in 2002)

County Lakes Forum

Zoning with permits

Real estate offices

Title offices

DNR - Brule

Lakes associations

Schools

Parcel maps in combination with Register Of Deeds records could be used to identify new shoreland property owners.

Evaluation

4x6 postage paid card to be included in packet and returned to Ashland,

Bayfield, Douglas, and Iron County Land Conservation Department

Mailing list maintained from postcards by Land Conservation Department

Mailing labels to Dragonfly Consulting (after Labor Day, 2002)

Dragonfly mails and summarizes evaluation (October 2002)

² Divide packet sides by what is required and what is informational.

³ Or actual ordinance if not ready.

APPENDIX C

[EXAMPLE ACTIVITIES]

Activity

Countywide Lake & River Group Upper Chippewa Basin UW Extension and Rusk County (2002)

Contact:

Bob Lorkowski - Vice President – rex@chibardun.net,
Ralph Heuschele - President – rwh@cpinternet.com, or
Beth Bettenhausen - Treasurer – gofish@indianheadtel.net

Description

The Rusk County Waters Alliance was formed late in the summer of 2002 from two “picnic meetings” held at OJ Falge Park in Ladysmith. Matthew Davis, UW Extension Upper Chippewa River Basin Natural Resources Educator, sent invitations to over 60 Rusk County property owners interested in water resource protection. Over 40 people came to the two meetings, and at the second meeting agreed to form a group. Volunteers were solicited for a temporary board of directors which drafted bylaws and developed a mission statement, logo, etc. The group has open membership and is actively seeking out both interested waterway enthusiasts and shoreland property owners.

In the fall of 2002, they published an advertisement in the *Ladysmith News* introducing the Water’s Alliance to the county and also providing a basic message about the need for shoreland protection. The group is currently working on the development of an educational brochure using DNR River Protection grant money that came out of the Rusk County Shoreland Friends project.

Cost and funding agencies

The cost for assisting with the formation of the group included ~\$200 for food at the picnics and <\$100 for postage and mailing expenses. The brochure currently under development will use the \$1,200 in the River Protection Grant that is held within the Rusk County Economic Development Office.

Results

1. Educational advertisement in the local paper
2. Letters to the editor regarding proposed county zoning ordinance changes
3. Development of an educational brochure (under way)

Activity

Erosion Control Workshop Rusk County Zoning

Contact: CeCe Teske, Zoning Administrator, 715/532-2181

Description

The Rusk County Zoning Office held a workshop for local contractors, excavators, and builders. The Land and Water Conservation Department provided a presentation on damages caused by erosion, types of erosion, and methods for preventing erosion. A copy of the Wisconsin Construction Site Handbook was provided to all attendees. There was also a presentation on nonmetallic mining reclamation plans for operators in the county. The workshop provided informative solutions on how to prevent erosion from occurring on construction sites.

Cost and funding agencies

Dairyland Power Cooperative donated the funds for this workshop. Costs included lunch for participants (\$156), erosion control material door prizes (\$95), and Wisconsin Construction Site Handbooks (\$120). There were additional minor duplication costs and staff time to prepare for the workshop.

Results

Approximately 30 people attended the workshop. CeCe reports an increasing knowledge of erosion control among contractors, although she can't attribute it directly to the workshop. There have been additional education efforts in recent years.

Activity

Lake Ambassadors Barnes/Eau Claire Lakes Association, Bayfield County

Contact: Dave Thorson 715/376-4260
dthorson@centurytel.net

Description

The Lake Ambassador Project welcomes new property owners to the Barnes and Eau Claire Lakes area and provides information about waterfront living. A welcome letter is sent along with a packet of information including a lake association introduction, *The Water's Edge* brochure, a list of contacts and services available, summaries of local and state regulations, a *Shoreland Stewardship Scorecard* (adapted from University of Minnesota Extension), the *Living Shore* video, and *Living on the Edge*, a book about lakeshore living.

Lake Ambassadors are assigned to lakes or portions of lakes. They keep an eye open for newcomers, then make contact and offer a welcome meeting. The welcome meeting encourages good lakeshore stewardship, shows the *Living Shore* video, answers questions, and offers ongoing assistance.

Partners

The Lake Association works in cooperation with the zoning office to assemble materials and information.

Cost and funding agencies

The project received a grant from the Great Lakes Aquatic Habitat Fund to support the cost of packet distribution. Minimal project costs include printing of handouts, newspaper advertisement, and acquisition of videos. Lake ambassadors volunteer their time.

Results

The lake ambassadors program is still under development, so there is not much experience with visits.

There are 30 lakes included in the lake association, 11 in the Eau Claire chain. The goal is to get an ambassador for each lake.

Activity

Landscaper and Nursery Workshops and Certification Burnett County Land and Water Conservation Department (2000)

Contact: Dave Ferris 715/349-2186 or
Cheryl Bursik 715/268-4666

Description

A series of three evening workshops held in both Polk and Burnett Counties offered “natural landscaper” training and certification. The workshop objective was to train landscapers to be qualified to design and install shoreline buffers according to program standards. Course sessions were as follows: 1) Program requirements, shoreland zoning ordinance, and installation techniques, 2) Design standards and practice (completion of a design homework assignment was required), and 3) Review of site designs. Upon satisfactory completion of the course, landscapers received a certificate of completion and a Natural Shorelines Restoration Specialist sweatshirt, and their name was placed on a list of qualified landscapers.

Partners

Burnett County worked together with Dragonfly Consulting, Polk County Land and Water Resources Department, and the University of Wisconsin St. Croix River Basin Educator to plan and conduct the workshops.

Cost and funding agencies

A Lake Management Protection Grant for Burnett County's Shoreline Incentives Program (see project description on page 39) funded Burnett County's portion of the workshop costs. Polk County costs were covered through departmental budgets. About 150 hours of staff and consultant time went into planning and conducting the workshops. Landscapers were charged \$10 each to attend the workshop. This covered the cost of the "natural shorelines specialist" shirt. Since county facilities were used, workshop costs were minimal.

Results

A total of 34 landscapers representing 20 companies attended the sessions. Since the workshops, Burnett County has provided individualized training to three additional landscapers. There are currently 10 companies on Burnett County's list of certified landscapers.

The workshop identified a need for a native plant guide. The guide has since been developed and offered to landscapers.

Activity

Local Lending Library Rusk County Zoning

Contact: CeCe Teske, Zoning Administrator, 715/532-2181

Description

Videos and books are loaned out to interested individuals at the zoning office. The public may also check out copies at the local city/county library.

Videos include: *Your Septic System: A Guide for Homeowners, Making the Best Use of Nature, Dollars Down the Drain, Down the Drain, Stop Exotics: Clean Your Boat, Balance, Rivers: Ribbons of Life, From Curb to Stream: Cleaning Up Our Urban Waters, Save Our Shorelines, Shoreland Restoration: A Growing Solution, The Champions of the Public Trust, and The Living Shore.*

Books include: *Life on the Edge, Lakescaping for Wildlife and Water Quality, Through the Looking Glass: A Field Guide to Aquatic Plants, and Basic Guide to Wisconsin Wetlands.*

Cost and funding agencies

The Shoreland Friends Project (DNR Lakes Management Protection Grant) provided \$377 to cover the cost of materials.

Results

Many homeowners have used the lending library. Those who have used it have commented very positively about having the service.

Activity

Privately Owned Wastewater Treatment System (POWTS or Septic) Workshop (2002) Rusk County Zoning

The presentation, slide narrative and other handouts are available on CD from CeCe Tesky, Rusk County Zoning Administrator, 715/532-2181.

Description

Because of the lack of public knowledge concerning septic systems, the zoning office created a workshop that was held in various locations around the county to provide the public with information about wastewater and how it is treated. A Power Point presentation was created which described the need for proper wastewater treatment, types of treatment systems that are available, how to maintain a system, how to identify a failing system, and how to prevent failure. Workshop attendees received discount pumping coupons from local pumpers. Some products, such as outlet filters and chambers, were available for the public to view.

Cost and funding agencies

The only costs were duplication of handouts and time involved in setting up and presenting at the workshop. The advertising was done through public service announcements in the local newspaper and on the radio. There was no cost to use the meeting facilities.

Results

The workshops were attended by over 100 people around the county and were very well received.

Activity

Shoreland Restoration Demonstration Site Washburn County Land and Water Conservation Department (2002)

Contact: Greg Baneck 715/635-2453

Description

With cooperation from the Long Lake Preservation Association and the Washburn County Highway Department, the Washburn County Land & Water Conservation Department designed and installed a riparian buffer at the heavily used public fishing area below the Long Lake Dam.

In previous years, people had been driving their vehicles very close to the bank of the Brill River below the Long Lake dam to fish each spring. This resulted in the nearshore area becoming compacted and, in wet areas, rutted and eroded. In an effort to restrict access to foot traffic only, a buffer of native vegetation was planted along with a designated parking area with a split rail fence above the buffer.

Partners

Labor was provided by volunteers from the Long Lake Preservation Association and the Boy Scouts of America. Working with county staff, they completed the project within a week.

Cost and funding agencies

Washburn County Land Conservation Department staff designed and installed the buffer (30-40 hours). A Department of Natural Resources Lake Management Protection Grant provided funding. About \$4,500 covered the cost of site preparation, plants, and fencing.

Results

- Protection of heavily used shoreline from further erosion and degradation
- Buffer installed in highly visible public location for greatest exposure
- Over 30 different individual lake property owners were able to gain hands-on experience in buffer installation

APPENDIX D

[EXAMPLES OF LOCALLY PRODUCED MATERIALS]



a place for you

OFFICE OF
LAND CONSERVATION
A DIVISION OF
LAND AND WATER RESOURCES DEPARTMENT

Greetings Shoreland Owner!

We bet that peace and quiet, clean water, and wildlife are among the reasons you invested in property on a Wisconsin lake. How can we work together to ensure that these things that draw us to the water are not destroyed as we all enjoy our little piece of paradise on the waterfront?

The enclosed materials provide sound information about living on the water. They include practical approaches for enjoying your property while keeping water quality and wildlife habitat (and your friends and neighbors) in mind.

We hope that you find these materials useful as you make decisions about how you will develop and maintain your property.

➤ Publications:

- *The Water's Edge – Helping fish and wildlife on your waterfront property*
- *Why Protect Shoreland Areas?*
- *What is a Shoreland Buffer?*
- *A Fresh Look at Shoreland Restoration*
- *Owning Waterfront Property – A Checklist*
- *Rethinking Yard Care*
- *Natural Shorelines*

➤ Information:

- *Contacts for your Waterfront Property Questions* – provides the names and phone numbers of people that can help answer your questions _____

Please take a few moments to fill out and return the enclosed survey card. We appreciate your help in evaluating how useful the information is and how best to get it to you!

Thanks for your time and consideration of this information!

Sincerely,

Erv Limberg
President, Oconto County Lakes &
Waterways Association
Dept.

Tom Milheiser
County Conservationist
Oconto County Land Conservation

P O BOX 15 111 ARBUTUS AVENUE, OCONTO WI 54153 (920) 834-5688



Rusk County Zoning Administrator

311 EAST MINER AVENUE, SUITE N110

LADYSMITH, WI 54848

Phone: (715) 532-2156

Fax: (715) 532-2194

E-mail: ctesky@centurytel.net

Congratulations...

on your recent purchase of shoreland property in Rusk County!

Along with the many benefits of living on the Water's edge come important responsibilities. We would like to take this opportunity to invite you to become a steward of your shoreland property. Areas near water are special places of tremendous importance to water quality protection, natural beauty and various habitats.

As you may know, Wisconsin's lakes and streams are being developed at an ever-increasing rate. Some forms of shoreland development can be harmful to the very things that attract us there in the first place - clean water, wildlife, good fishing and natural beauty.

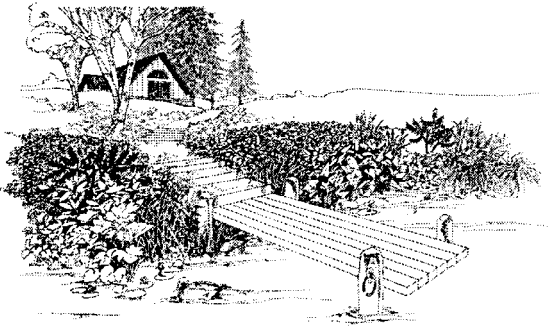
To help you protect your valuable shoreland, we offer this free information packet that you can use to help manage your property in a way that will preserve valued features.

The value of your waterfront property is proportional to the quality of the water body next to it. In an effort to protect both the public interest and the investment you have made, we do our best to ensure that Rusk County's lakes and rivers will continue to be quality resources for the people that use them and the people that own property next to them - for generations to come.

Please take a few minutes to look through this information. We hope you refer to it often. Please feel free to contact the Rusk County Zoning Office or the local contacts listed in this folder if you have any questions. The zoning office has several other resources available if you would like to learn more about specific subjects.

Sincerely,

CeCe J. Tesky
Rusk County Zoning Administrator



**Rusk County
Who's Who....**

**Contacts for your Waterfront
Property Questions**

Questions About.....

Who To Call.....

✓ Alterations to your shoreline or buffer	Zoning Department
Aquatic Plants / Algae	DNR Water Management Specialist
Boating / Fishing / Licensing	DNR Service Center
✓ Building / Remodeling	Zoning Department and Township
Local Lake Association	UWEX - Lakes Program
✓ Cutting Trees and Shrubs	Zoning Department
✓ Dividing Land	Zoning Department
Drinking Water Testing	County Health Department
✓ Driveways	Township or County Highway Department
✓ Erosion	LWCD or DNR Water Mgt. Specialist
✓ Fences	Zoning Department or Township
✓ Floodplain	Zoning Department
✓ Garages / Boathouses	Zoning Department
✓ Grading and Excavating	Zoning Department
Lot Lines	County Surveyor
✓ Piers and Docks	DNR Water Management Specialist
Quiet Hours / Boat and Jet Ski Use	Town Board or Lake Association
✓ Recycling	Recycling Department or Township
✓ Septic Systems / Sanitary Requirements	Zoning Department
✓ Shoreline Buffer Restoration	Land and Water Conservation Department
✓ Setbacks and Shoreline Protection	Zoning Department
✓ Wetlands	DNR Water Management Specialist
Yard Care	Land and Water Conservation Department

DNR Service Center / Water Management Specialist: (715) 532-3911

Rusk County Zoning Department: (715) 532-2156

Rusk County Land and Water Conservation Dept. (LWCD): (715) 532-2162

Rusk County Health Department: (715) 532-2299

Rusk County Highway Department: (715) 532-2633

Rusk County Recycling: (715) 532-2167

Rusk County Surveyor: (715) 532-2165

UWEX-Lakes Program: (715) 346-2116

- Lake Association and Town Chair phone numbers on back

IMPORTANT: A ✓ next to an activity means that a permit may be required or specific guidelines must be followed. Please contact the appropriate agency for more information.

Rusk County Town Chair Directory

Atlanta	Donald Quade	(715) 868-5495
Big Bend	John Stencil	(715) 353-2897
Big Falls	Matt Zimmer	(715) 532-3585
Cedar Rapids	Robert Johnson	(715) 322-5680
Dewey	Peter Grootousen	(715) 532-5981
Flambeau	Jay Peavey	(715) 532-6921
Grant	Tom Riegel	(715) 532-6505
Grow	Larry Thompson	(715) 532-6862
Hawkins	Wayne Mabie	(715) 585-6629
Hubbard	Terry DuSell	(715) 532-3765
Lawrence	Bob Nawrocki	(715) 322-5514
Marshall	Joe Lorence	(715) 532-5077
Murry	Ronald Willoughby, Sr.	(715) 868-1120
Richland	Leon Selonke	(715) 385-7700
Rusk	Steve Zmrazek	(715) 353-2347
South Fork	Michael Eckes	(715) 585-6537
Strickland	Marvin Kraczek	(715) 859-2223
Stubbs	Art Dixon	(715) 868-6844
Thornapple	Dick Trott	(715) 868-6965
True	Dennis Lem	(715) 322-5666
Washington	Roger Lehman	(715) 595-4435
Wilkinson	Keith Swenson	(715) 353-2520
Willard	Roger Gierke	(715) 452-5895
Wilson	Raymond Sirinek	(715) 354-3530

Rusk County Lake Associations Directory

Amacoy Lake Property Owner's Association

Dan Ruiter (715) 868-7774

Flambeau Lake Association

Gary Gaier (715) 532-0444

Island Chain of Lakes Management District (Island, McCann, Clear and Chain)

Tom Frank

Island Chain of Lakes Property Owner's Association (Island, McCann, Clear and Chain)

Wayne Pawlak (715) 353-2296

Pine Lake Association

Bill Jarvis (715) 967-2432

Potato Lake Association

Jim Sterchy (715) 353-2238

Sand Lake Association

David Stanton (763) 497-5884

Sawdust Lakes Association (Pulaski, Boot and Round Lake)

Carol Loehnis (715) 835-7198 or (715) 868-7198

Flow Chart for Construction in the Shoreland Areas of Marquette County

1. The construction is less than 75 feet to the Ordinary High Water Mark (OHWM) Go to Back Side.
- 1.' The construction is equal to or greater than 75 feet to the OHWM Go to 2.
2. The construction is less than 150 feet to the OHWM Go to 3.
- 2.' The construction is equal to or greater than 150 to the OHWM Go to 10.
3. The property is a waterfront property Go to 4.
- 3.' The property is not a waterfront property Go to 10.
4. Including this project, the total construction since 1/1/2001 is greater than 600 sq. ft. in size Go to 5.
- 4.' Including this project, the total construction since 1/1/2001 is less than 600 sq. ft. in size Go to 10.
5. The area of construction has surface drainage into a navigable water . . . Go to 6.
- 5.' The area of construction does not have surface drainage into a navigable water Go to 10.
6. The property has a vegetative buffer zone in compliance with the ordinance Go to 7.
- 6.' The property does not have a vegetative buffer zone in compliance with the ordinance Go to 8.
7. The property has a structure less 75 feet to the OHWM Go to 8.
- 7.' The property does not have a structure less than 75 feet to the OHWM Go to 10.
8. The construction pertains to an accessory structure Plan A
- 8.' The construction pertains to a dwelling Go to 9.
9. The construction is the expansion of a dwelling Plan B
- 9.' The construction is a new dwelling Plan C
10. The construction pertains to an accessory structure . . Plan D
10. The construction pertains to a dwelling Go to 11.
11. The construction is the expansion of a dwelling . Plan E
- 11.' The construction is a new dwelling Plan F

1. The structure to be expanded is an accessory structure No expansion.
 - 1.' The structure to be expanded is a dwelling Go to 2.
 2. The dwelling is less than or equal to 25 feet to the OHWM No expansion.
 - 2.' The construction is greater than 25 feet to the OHWM Go to 3.
 3. The building is less than 50 feet to the OHWM Plan G
 - 3.' The building is greater than 50 feet, but less than 75 feet to the OHWM Plan H

<p>Plan A</p> <ul style="list-style-type: none"> ➤ 3 mitigation points ➤ Septic system maintenance agreement ➤ Erosion control plan 	<p>Plan B</p> <ul style="list-style-type: none"> ➤ 3 mitigation points ➤ Septic system inspection ➤ Septic system maintenance agreement ➤ Erosion control plan
<p>Plan C</p> <ul style="list-style-type: none"> ➤ 3 mitigation points ➤ Sanitary permit ➤ Erosion control plan 	<p>Plan D</p> <ul style="list-style-type: none"> ➤ Septic system maintenance agreement ➤ Erosion control plan
<p>Plan E</p> <ul style="list-style-type: none"> ➤ Septic system inspection ➤ Septic system maintenance agreement ➤ Erosion control plan 	<p>Plan F</p> <ul style="list-style-type: none"> ➤ Sanitary permit ➤ Erosion control plan
<p>Plan G</p> <ul style="list-style-type: none"> ➤ 3 mitigation points ➤ Septic system maintenance agreement. ➤ Septic system inspection ➤ A one time expansion of 25% permitted on the landward side ➤ No new stories or basements 	<p>Plan H</p> <ul style="list-style-type: none"> ➤ 3 mitigation points ➤ Septic system maintenance agreement ➤ Septic system inspection ➤ A one time expansion of 50% permitted on the landward side (with the exception of open air structures which are permitted to the side of the dwelling) ➤ No new stories

Rusk County Shoreland Zoning Summary

This summary does not represent the entire contents of the Rusk County Shoreland Zoning Ordinance or other applicable rules. For more detailed requirements, contact the Rusk County Zoning Office or refer to the Rusk County ordinances.

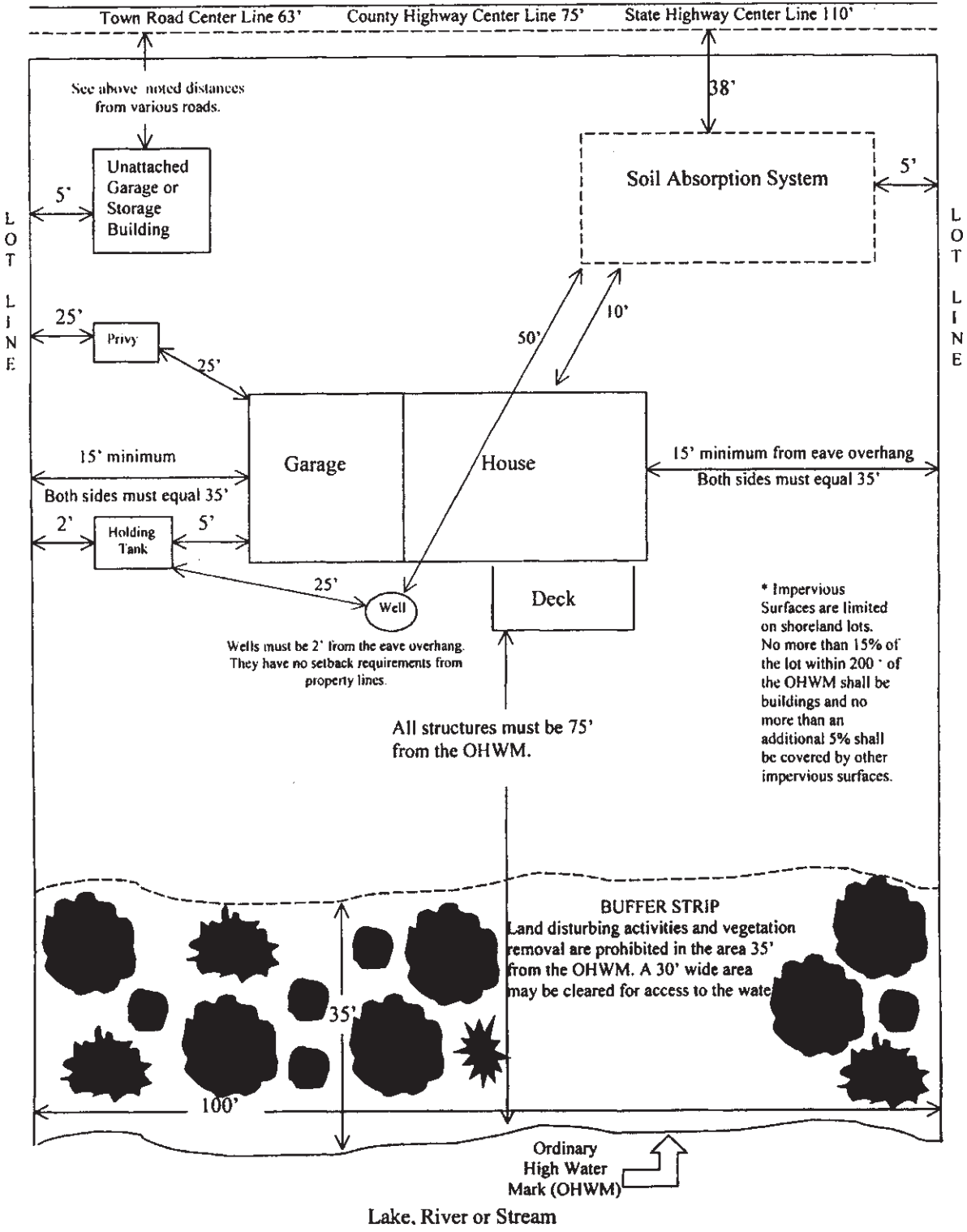
Permits are required for new construction, additions, alterations and land disturbing.

Lakes and streams are an important part of our past, our present and our future. All navigable waters of the State of Wisconsin belong to the public and are protected so that all people, for all generations, can use and enjoy them.

The Rusk County Shoreland Zoning Ordinance applies to all areas of Rusk County that are within 1000' of any lake, pond, or flowage, or within 300' of any river or stream. The intent of the shoreland ordinance is to protect water quality, wildlife habitat, fish spawning grounds, natural beauty and lake and river ecosystems. The greatest challenge of the ordinance is to balance the "public trust", that is required to protect that which belongs to everyone, and the "rights" of property owners, to be able to use their land in a responsible way. The land and water will still be here even after we have moved on. Many activities that occur around lakes and streams can be detrimental to the waterway. Because of this, permits are required for most activities and specific requirements are set forth, including:

- **Setbacks:** Certain setbacks must be met from roads, waterways, lot lines, floodplains, wells and septic systems in order to protect health, safety and water quality. All structures have required setbacks. Structures include any human-made object with form, shape and utility.
- **Subdivisions:** Minimum lot sizes are required for newly created parcels, in order to provide for safe and orderly building placement and access.
- **Sanitary Regulations:** Rules for proper wastewater disposal (septic systems) address proper siting, design, installation, inspection and maintenance of all septic systems in order to protect public and environmental health.
- **Land Disturbing Activities:** Grading, filling, dredging, ditching and excavating are limited in order to prevent erosion and destruction of fish and wildlife habitat. The regulations also protect neighboring properties.
- **Vegetation Removal:** Removal of existing trees and vegetation should always be kept to a minimum. No excavation or vegetation removal shall be done in the area within 35' from the shoreline. This area, known as the Vegetative Buffer area, offers an area for reducing and filtering runoff before it gets to the water and also offers habitat for fish and wildlife. Only a 30' wide area may be cleared for access to the water.
- **Nonconforming Structures:** Nonconforming structures are those structures that do not meet certain setbacks but were built prior to the ordinance being in effect. There are more restrictive limitations on the expansion and improvements of nonconforming structures in order to reduce the impact that these structures have on water quality or public health and safety factors.
- **Impervious Surfaces:** These are areas where precipitation is essentially unable to infiltrate into the soil. Impervious surfaces are limited because of the negative impacts that unfiltered stormwater has on our lakes and rivers and neighboring properties.
- **Stairways and Walkways:** Stairways and walkways may be permitted in areas less than 75' from the shoreline in order to provide safe access and to protect the shoreline because of steep slopes or wet, unstable soils.
- **Development in Wetlands:** Development in wetlands is strictly limited in order to protect water quality, flood storage areas, stormwater filtering areas and fish and wildlife areas.
- **Uses:** Conditional Use Permits may be required for certain "uses" of a property which may not be in conjunction with surrounding uses, such as commercial uses, motels and multi-family dwellings.

RUSK COUNTY SETBACK MAP
 Rusk County Zoning Office, 311 East Miner Avenue, Suite N110, Ladysmith, WI 54848
 Phone: 715-532-2156 * Fax: 715-532-2194 * E-mail: ctesky@centurytel.net



APPENDIX E

[EXAMPLE GRANT APPLICATION]

The following is an example of a project description for a River Planning Grant application. This project was funded by the Department of Natural Resources, scoring near the top of the list for the state. See the River Protection Grant Guidelines <http://www.dnr.state.wi.us/org/caer/cfa/EF/forms/riverpub.pdf> for additional application requirements.



Boxes include questions and notes to consider when developing a grant application. Some are aimed specifically at the DNR River Planning Grant Program. Use the evaluation criteria from the grant program you are applying for to guide your application.

Project Scope

Rusk County Development/Relocation Guide Project

Description of project area



Why is protection of Rusk County Rivers (or other resources in your application) important?

The project area includes all of Rusk County’s waterways. The County lies almost completely in the Upper Chippewa Basin. Major rivers include the Chippewa, Flambeau, and Jump. Much of the land adjacent to the county’s rivers remains undeveloped. However, as available lake property is becoming increasingly scarce, development along rivers is imminent. Rusk County has 62 rivers and streams totaling more than 860 miles of shoreline. A study done in 1996 shows a 260% increase in housing on the Chippewa River from 1971 to 1996. In the same time period, the Flambeau River saw a 500% increase in housing.



How do state plans and studies acknowledge the importance of protection of these resources?

Many of the county’s rivers have been identified as priorities through statewide planning efforts and regulations. The DNR’s Land Legacy Study identified two river systems in Rusk County as “Potentially Important in Meeting Wisconsin’s Future Conservation and Recreation Needs.” The confluence of the Flambeau and Chippewa Rivers is identified because of its

scenic value along with opportunities that are provided for picnicking, hiking, fishing, hunting, snowmobiling, boating and cross country skiing. The confluence is north of the Lake Holcombe area, which is under heavy development pressure. The Blue Hills corridor of the Chippewa River is identified in the study to “create a corridor of undeveloped rolling glacial landscape for aquatic and terrestrial species and hiking trails.”

South Fork of the Flambeau and Devils Creek are listed as Outstanding Resource Waters. Big Weirgor Creek and the Jump River are listed as Exceptional Resource Waters.

Problem to be addressed by project



Why is the project needed?
What are the threats to the resource?

With increased development pressure, floodplain, wetland, and shoreland areas are negatively impacted. Shoreland development can result in loss of wildlife habitat, decline in water quality, and loss of special wild places. The Rusk County Shoreland Zoning Ordinance and the Rusk County Floodplain Zoning Ordinance are in place to prevent these impacts. However, there is a lack of understanding of the components and rationale of the ordinances.

A better understanding of the benefits of some limits on development near the water is greatly needed in Rusk County. Misinformation about shoreland development restrictions in the county creates an especially critical need for distribution of factual information. Accurate information must be delivered to all property owners and potential property owners for them to have a good understanding of development regulations and impacts.



What will best address the problems identified above?

A proactive educational approach for maintenance of local shoreland zoning ordinances is far more desirable and effective than a reactive enforcement approach. The greatest barriers to effective implementation of shoreland zoning are: waterfront property owners’ lack of awareness of zoning requirements; lack of understanding of the rationale behind these requirements; and lack of staff funding at the local and state level for education, monitoring, and enforcement.

Citizens play a key role in shaping the local shoreland and land use regulations that will work in their communities. Establishing a countywide water resource/enthusiasts group has been identified as a key activity in Rusk County’s shoreland education plan (July 27, 2001). The project activities will begin to address the problems described above.

Project goals and objectives



Are the goals and objectives tied to the resource problems identified above?

Goals

Rusk County property owners understand the benefits and responsibilities of living near water.

The shoreland zoning ordinance is understood and followed.

Objectives

Provide effective educational messages to current and potential waterfront property owners about relevant shoreland management regulations. A county development guide will also be useful to those interested in developing other types of land in Rusk County, and it will show the economic value of making wise development and land use choices for the protection of Rusk County's many natural and cultural resources.

Methods and activities



Are specifics about how the grant activities will be carried out included?

Significant education about rivers was important to the rivers planning grant.

Rusk County Development Guide (lead = Andy Albarado)

The development guide will target people interested in building, buying property, and/or relocating in Rusk County. It will contain information not only on content and rationale for the shoreland ordinance, but also general development information that will be of interest to the target audience. The general content is extremely important to gain a wider readership for the document. Many will be interested in learning more about the area and how to purchase and develop property. Not every potential buyer will pay attention to information targeted solely for shoreland protection.

Shoreland-related information

Building permit process
Zoning restrictions
Special use permits/variances
BMPs for woodlot development
Shoreland BMPs
Contacts for permits
Building information
Zoned areas
Septic systems and code
Lake and river associations
Board of adjustment

General development/relocation

Local quality of life
Housing
County economic profile
Retail/business districts
Government & services
History/heritage/cultural
Real estate
Rural address
Education
Recreation
Healthcare/medical facilities

- Write text and develop preliminary graphics and format.
- Desktop publishing and printing.
- Distribution by area realtors, lenders, building contractors, plumbers.
- Area businesses will contribute \$3,000 by advertising in the guide.

Formation of a Countywide Waterways Association
(lead = Matthew Davis, UWEX)

NOTE This element was especially important to the river planning grant program in 2002. Evaluation criteria stressed the importance of the creation of a local river management organization and the development of a strategy to protect rivers.

The waterways association will be a citizen-led group open to all who use and enjoy the waters of Rusk County.

- Lake Appreciation Day picnic to provide information about waterway development and impacts, to gather initial input, and to solicit interest in an organization. (before grant starts)
- Gather input regarding interest in the organization and identify issues and activities for river protection.
- Communicate with potential members through letters, advertising, and meetings.
- Identify priorities for issues and activities. (members/citizens)
- Establish organizational structure and operating procedures. (members/citizens)
- Develop initial 2-year strategic plan that identifies goals, mission statement, and activities. (members/citizens)
- Contribution of \$1,000 provided by Dairyland Power Cooperative.

Distribution of shoreland informational packets
(lead = CeCe Tesky, Rusk County Zoning)

- Review evaluation of 2001/02 packet distribution.
- Revise packet content and distribution procedures based upon evaluations.
- Obtain handouts and folders (500).
- Distribute packets monthly to new waterfront property owners.

Project products or deliverables

- Shoreland Development Guide (10,000 copies)
- Rusk County Waterway Strategic Plan
- Waterfront owner packets (500)
- Survey and evaluation results

Data to be collected

- Survey will gather information regarding issues of concern to residents and what they would like to do about them.
- Evaluation of waterway organization meetings and process.
- Evaluation of waterfront packets by recipients.

Existing and proposed partnerships



Who are the partners that will support and strengthen the project?

How will partners demonstrate their support with labor or other contributions?

This project is a result of a shoreland educational planning effort that is a partnership between county lake associations; the Northern Board of Realtors; Rusk County (represented by elected officials, and Economic Development, Land Conservation, and Zoning Departments); Wisconsin Association of Lakes; the Department of Natural Resources; and University of Wisconsin Extension. Letters of support are included from the Northern Waters Board of Realtors, the Wisconsin Association of Lakes, Wayne Stoll (a local realtor), and Dairyland Power. Local realtors will assist in the implementation of the project by distributing development guides. The Shoreland Friends Project, coordinated by the Wisconsin Association of Lakes, guided educational planning and waterfront packet distribution and evaluation. WAL will also assist with the formation of a county waterways association. Dairyland Power will provide financial support for the project.

Role of project in river planning and management



How is the project supported in related planning documents?

How will the project help to implement recommendations in these documents?

The plan will implement recommendations found in several state and local planning documents.

Rusk County Shoreland Educational Plan

This plan is a component of the Shoreland Friends project. It was developed under a DNR grant to the Wisconsin County Code Administrators and coordinated by the Wisconsin Association of Lakes. The project activities were recommended in the plan and further developed in subsequent meetings. They will help to achieve plan goals:

Preserve and restore aquatic and nearshore habitat

Minimize runoff of pollutants from shoreland property

Preserve and restore and encourage appreciation of the shoreland setting

Upper Chippewa Basin Team Issues

This project focuses on minimizing impacts from shoreland development. The top issue identified by the basin team is Shoreland development and the resulting loss of wildlife habitat, decline in water quality, and the loss of special wild places.

Northern Initiative Lakes and Shorelands

This project implements several strategies identified in the Northern Initiatives process.

Education

Provide proactive education for riparian property owners through the Wisconsin Lakes Association and UW-EX. **Development guide, Waterfront Information Packets, County-wide Waterways Association**

Work with realtors to assure that new homeowners are aware of their responsibilities and the consequences of their actions as owners of waterfront property. **Distribution of Development Guide and Waterfront Information Packets**

Increase awareness of existing lake (river) protection tools and processes. **Development guide and Waterfront Information Packets, Countywide Waterways Association**

Implementation timetable



Have you provided a clear timeline for project implementation?
Is your schedule reasonable?

Rusk County Development/Relocation Guide

Write text and develop preliminary graphics and format	Fall/Winter 2002/03
Desktop publishing and printing	Winter/Spring 2003
Distribution by area realtors, lenders, building contractors, plumbers	Summer 2003

Formation of a Countywide Waterways Association

Lake Appreciation Day picnic	Summer 2002
Gather input	Summer 2002
Communicate with potential members	Fall 2002 - Summer 2003
Identify issue and activity priorities	Summer 2003
Establish organizational structure and operating procedures	Fall 2003
Develop initial 2-year strategic plan	Winter 2003/04

Distribution of shoreland informational packets

Review evaluation of 2001/02	Fall 2002
Revise packet content and distribution procedures based upon evaluations	Winter 2002/03
Obtain handouts and folders (500)	Winter 2003
Distribute packets monthly to new waterfront property owners	Summer 2003/04

Plan for sharing project results

Individual copies of the development guide will be made available to state and local government agencies upon request.

All other project deliverables will be made available to the DNR in hard copy and digital form in MS Word format.

This grant application and early project results will be included in a Guidebook for Shoreland Educational Projects as a component of the WCCA Shoreland Friends grant.

Other information



Is there additional information that will support your application?

Materials that show work already completed on the project or that demonstrate your group's ability to carry out similar projects are especially helpful.



Remember to keep your application within page limits required by the grantor.

Additional shoreland educational activities are already underway. These are based upon goals and activities established with cooperative planning efforts between representatives of county lake associations; the Northern Waters Realtors Association; DNR; UWEX; and the Rusk County Economic Development, Land and Water Conservation, and Zoning Departments.

Shoreland Educational Activities (outside the scope of this grant)

- News column (in progress)
- Presentations and handouts at lake association meetings (each summer)
- Erosion control workshops for contractors and builders (spring 2002 - funds for workshop provided by Dairyland Power Cooperative)
- Website with shoreland zoning information (in place and periodically updated)
- Local lending library (established October 2001)

Attachments



Does your application demonstrate community involvement in the development of the project?

Shoreland Education Plan

(Follow-up meetings held August 24, 2001; January 24, 2002; and March 06, 2002)

Shoreland Friends Packet Evaluation Results

[EXAMPLE LETTER OF SUPPORT]

NOTE A letter of support should identify the supporting organization, describe the project, and explain the contribution the supporting organization will provide. A letter of support has value if the organization provides significant financial or in-kind support to the project.

March 22, 2002

Dan Ryan
Jane Malischke
Department of Natural Resources
810 W. Maple Street
Spooner, WI 54801

Dear Dan and Jane:

The Northern Waters Board of Realtors strongly supports Rusk County's application for a River Protection Grant. Our representative, Al Arnold, has participated in planning sessions for the grant project.

The Rusk County Development Guide is of particular interest to our members. It will provide important information and contacts for prospective homebuyers regarding relocating and building in Rusk County. Accurate information regarding opportunities and limits for homebuyers will greatly ease our efforts to provide information.

We will provide in-kind support for the project by distributing the guide to prospective homebuyers in Rusk County.

Sincerely,

Board Chair