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# Dr. Bret Shaw

**Environmental Communications Specialist,  
University of Wisconsin – Extension**

**Assistant Professor, Department of  
Life Sciences Communication,  
University of Wisconsin - Madison**





# Marketing Lakeshore Protection

Bret Shaw  
Assistant Professor  
Department of Life Sciences Communication  
UW-Madison

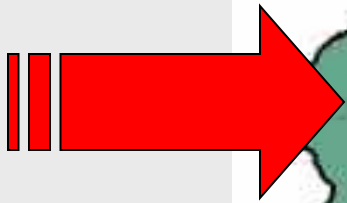
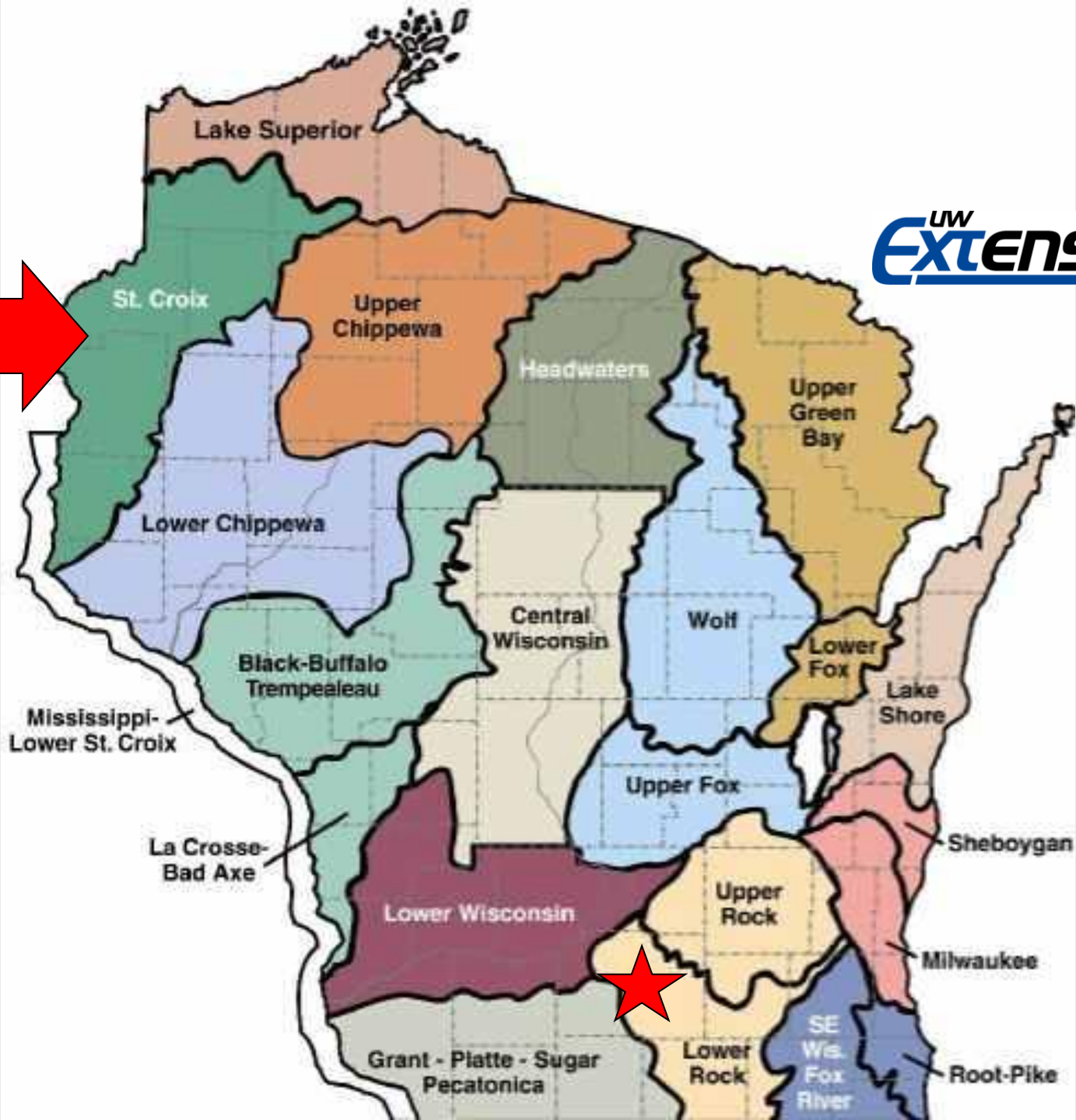
&  
Environmental Communication Specialist  
UW Extension

# Community Based Social Marketing Pilot Project Team Members

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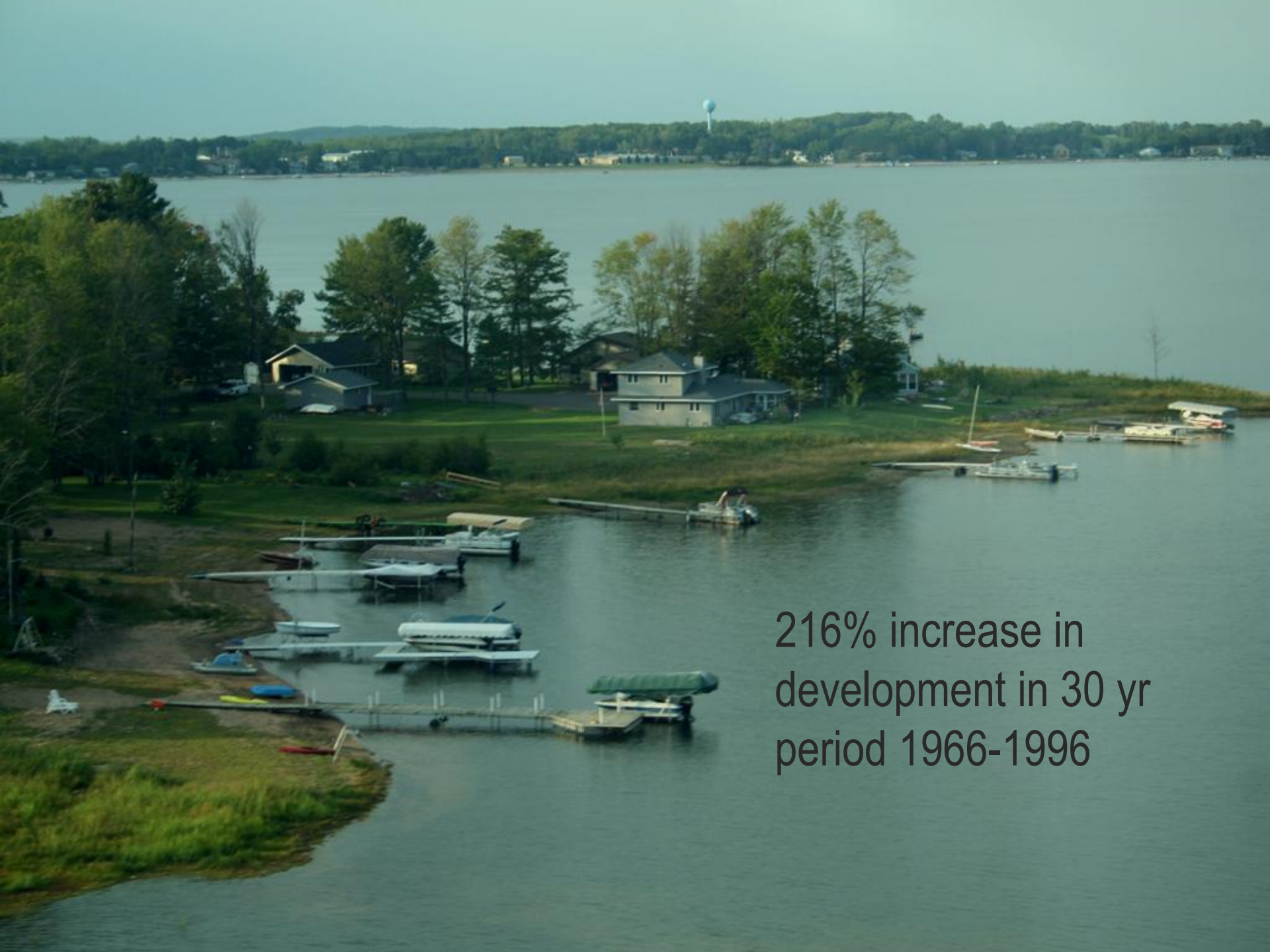


- John Haack, UW Extension Basin Educator
- Dave Ferris, Burnett County Land and Water Conservation
- Mike Kornman, UW Extension CNRED
- Pamela Toshner, WDNR Lakes
- Cheryl Clemens, Harmony Environmental



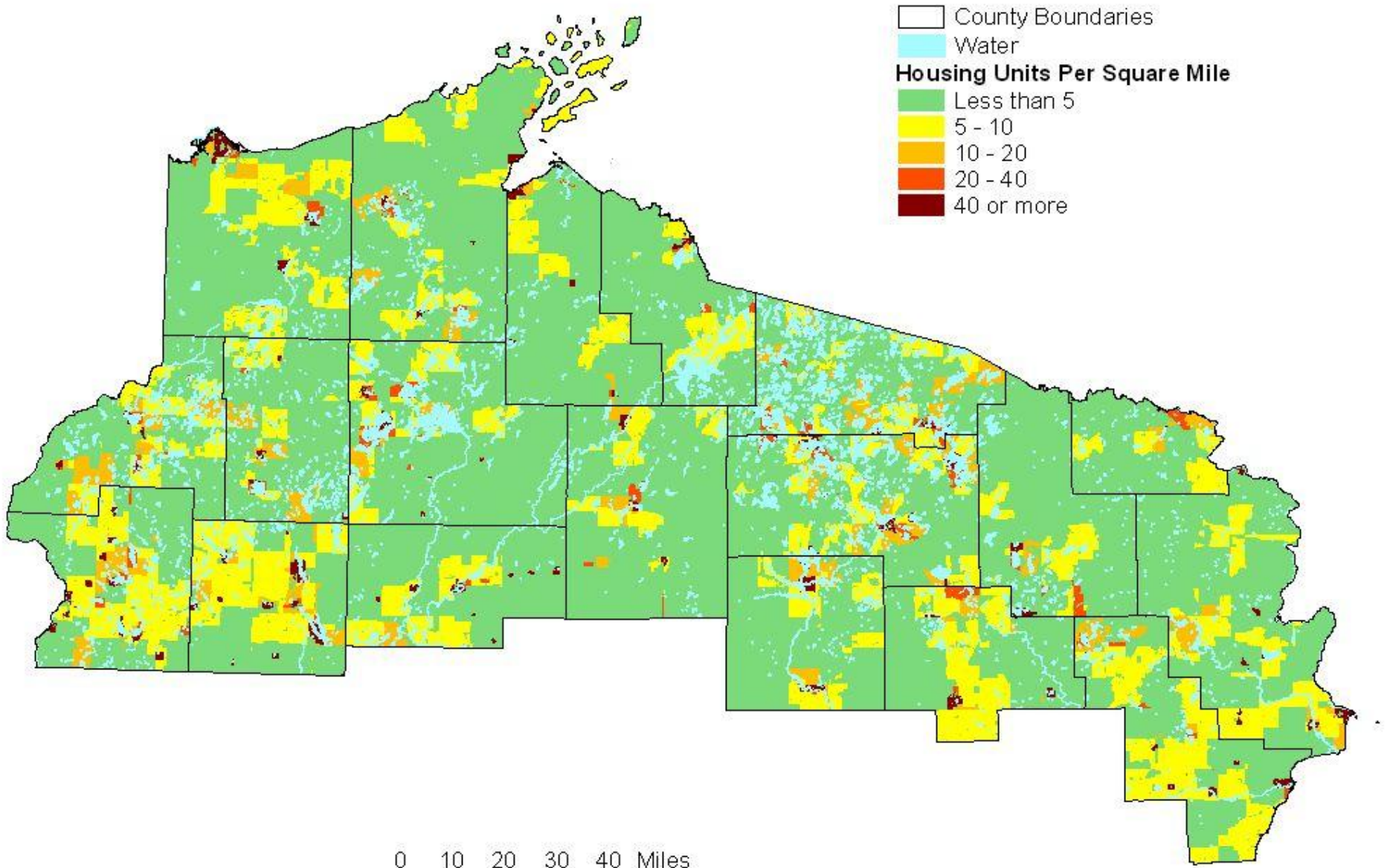
# Long and Des Moines Lakes





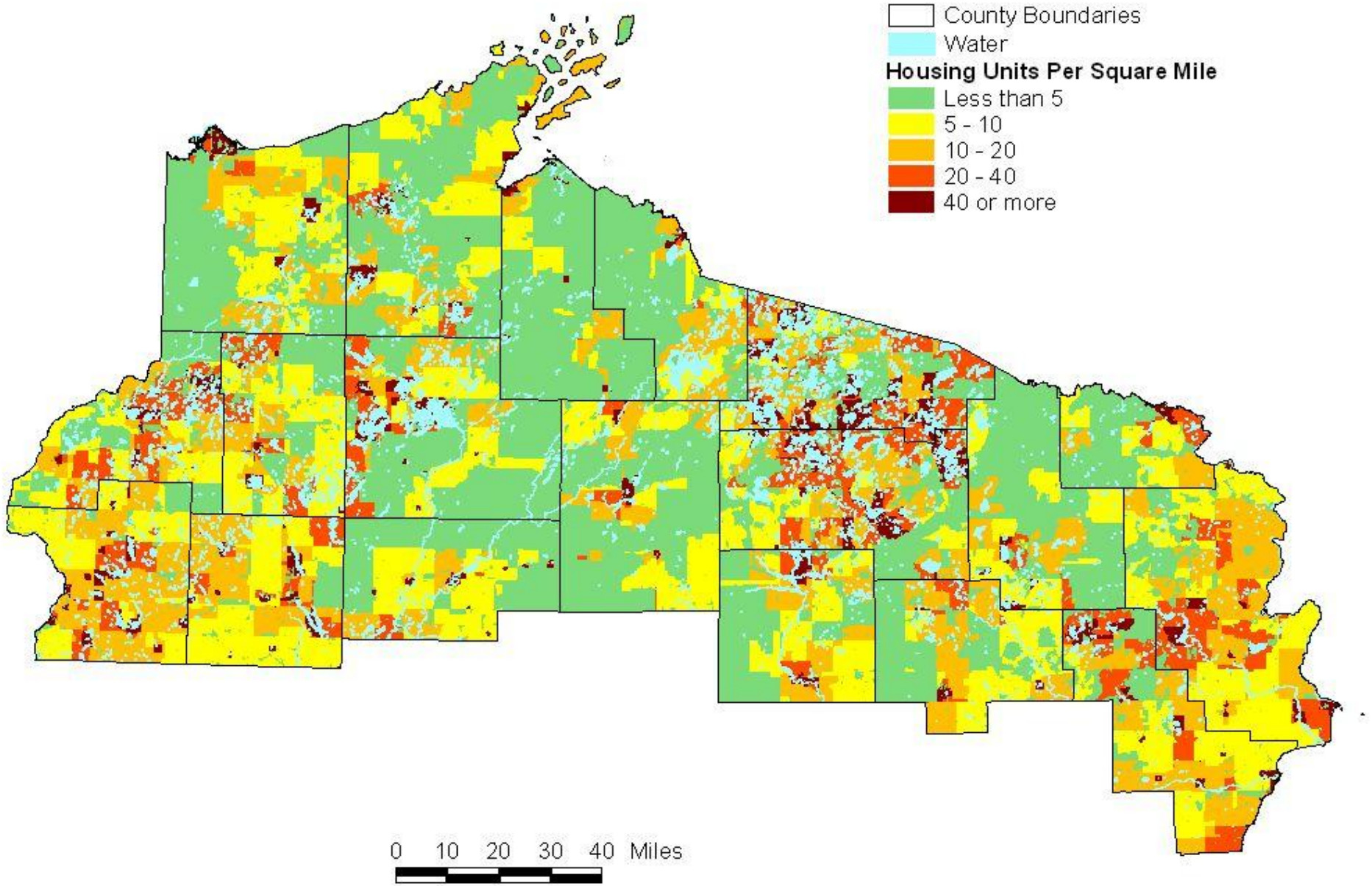
216% increase in  
development in 30 yr  
period 1966-1996

# 1940 Housing Density by Partial Block Group



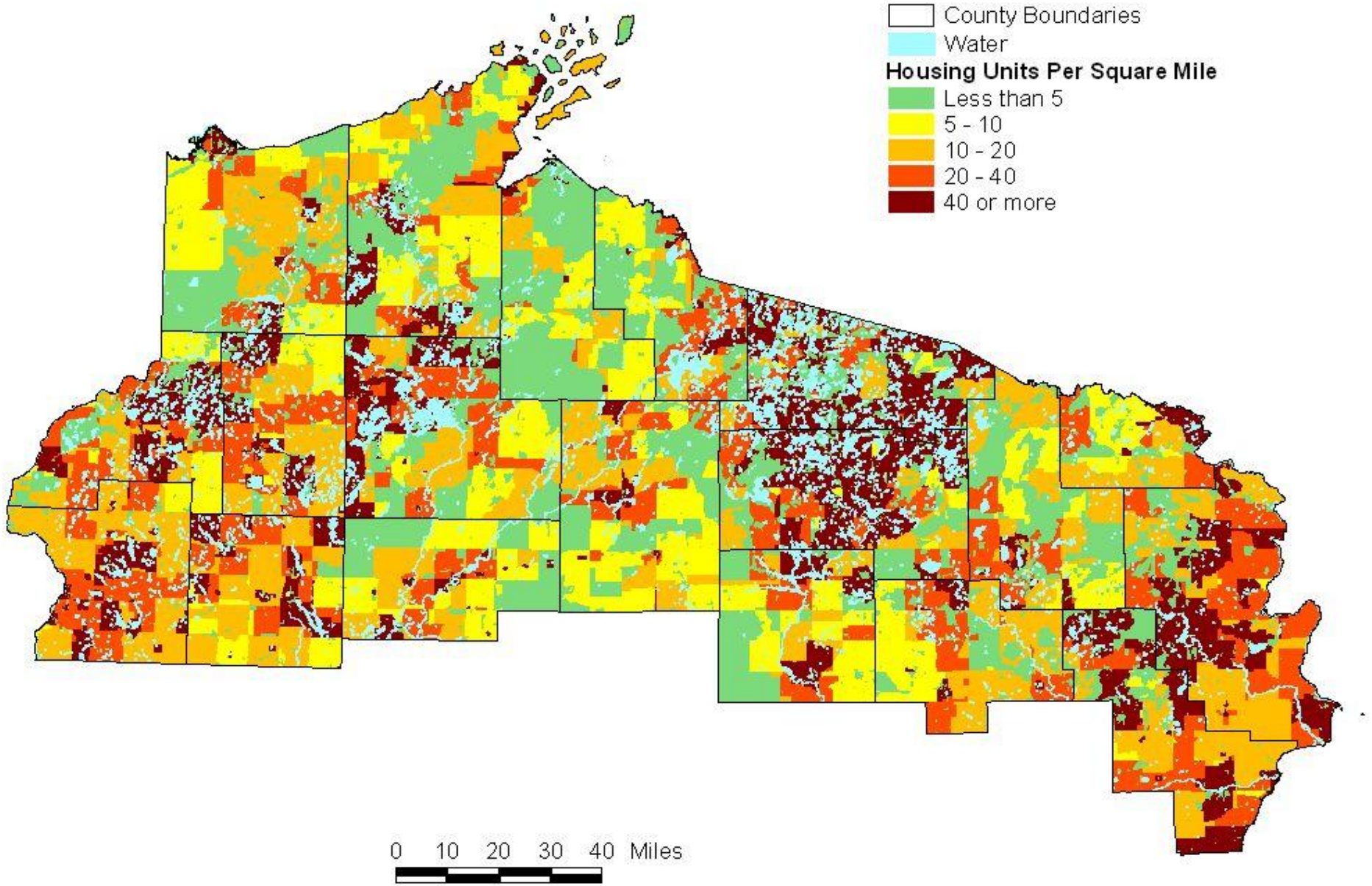
0 10 20 30 40 Miles

# 1990 Housing Density by Partial Block Group





# 2010 Housing Density by Partial Block Group Rural Renaissance Forecast












# Conferences & Workshops



2007  
Northwest Wisconsin  
**Lakes  
Conference**



Friday, June 22, 2007  
8:30 am to 4:00 pm

**Telemark Resort &  
Convention Center  
Cable, WI**

Sponsored by the lakes and rivers  
associations of Bayfield, Burnett,  
Douglas, Sawyer and  
Washburn Counties, the  
Wisconsin Association of Lakes and  
University of Wisconsin-Extension

Northern Region  
**Storm Water  
Training**



Siren, WI:  
January 27, 2005  
or  
Rhinelander, WI:  
February 8, 2005

Sponsored By:  
Department of Natural Resources  
Wisconsin Extension

9th Annual St. Croix Basin Protection Conference



**Protecting the  
St. Croix River Basin:**

40 Years of Policies and Partnerships

University Center, UW-River Falls  
**April 15th, 2008**

The 25-mile-long Lake St. Croix segment of the St. Croix National Scenic Riverway has now been impacted by excessive nutrient and sediment loading to such an extent that it is being proposed for listing as "an impaired water." Now, more than ever, you should join the discussion on how to reverse this kind of degradation through nutrient reduction in the St. Croix Basin - one community, one lot and one field at a time...

**Communicating  
Lake Protection:  
A Toolbox**



Friday, July 28<sup>th</sup>, 2006

*Hearthwood Conference Center  
& Resort, Trepo*



# Awareness = Behavior Change?



- Environmental awareness campaigns can increase awareness and understanding
- Environmental education literature measures knowledge gained rather than behavior change
- Often success measured by outputs
  - attendees at workshops, brochures distributed, Web sites launched

# Limitations of Environmental Education



- Knowledge or awareness often don't translate to behavior change
- Education may work better with higher SES, risk of "preaching to the choir"
- Research on the effectiveness of lake outreach and education is sparse (knowledge applied or behavior changed)



# Self Interest?

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- Natural resource education frequently encourages behaviors - promising some type of vague payback in the distant future.
- Natural resource education frequently pursues public interest without fully considering self interest.

# Social Marketing

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- Seek understanding of audience - ask them directly- focus groups, surveys
- Understand obstacles/motivations to behavior
- Devise ways using marketing principles to encourage adoption of pro-environmental strategies

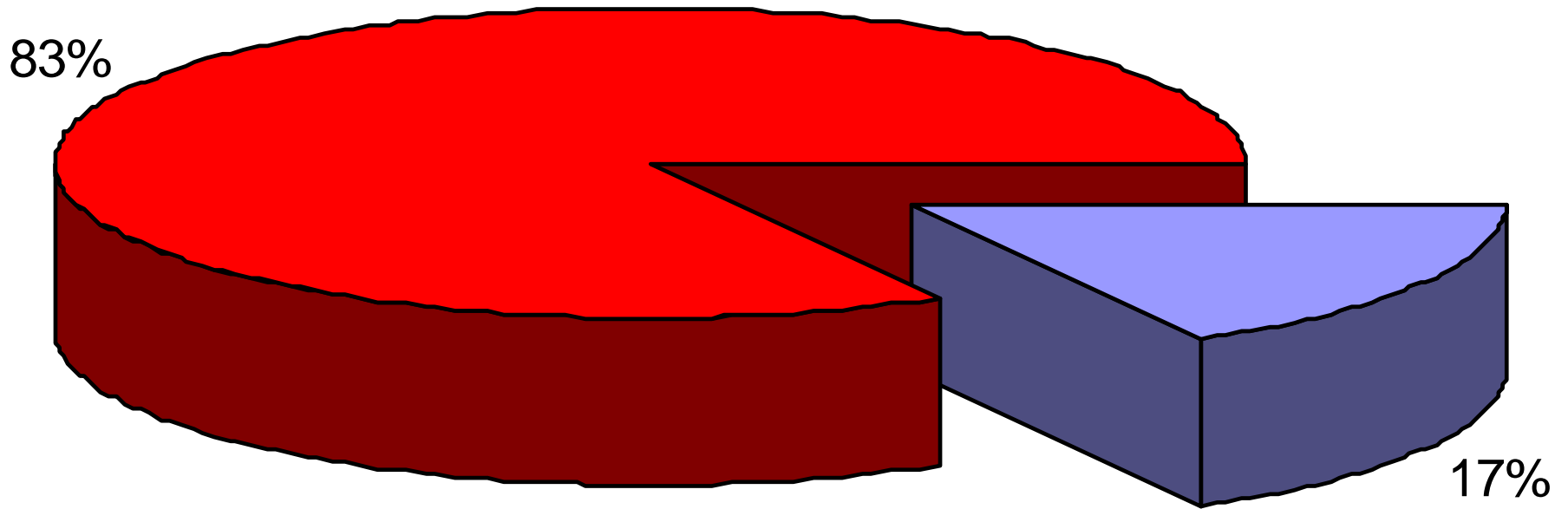
# Social Marketing Tools

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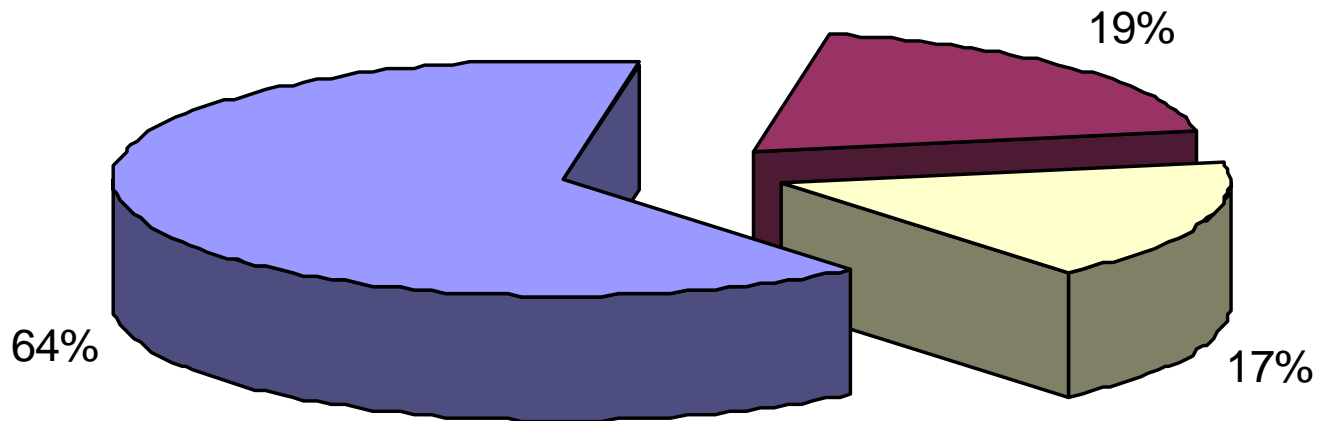
- Segmenting
- Encouraging commitment
- Prompts
- Norms
- Incentives and barriers
- Creating effective “vivid” messages

# Ownership

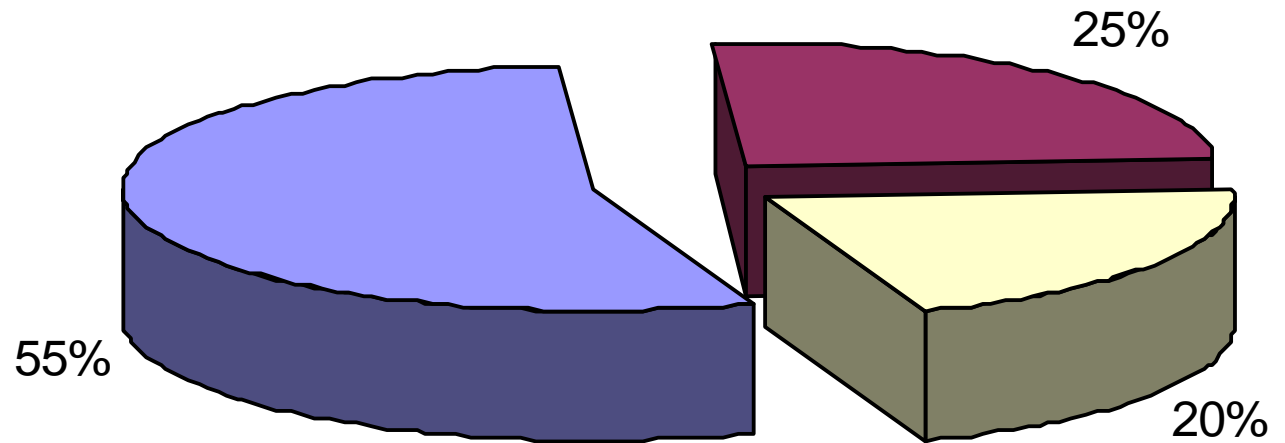


■ Resident ■ Non-Resident

# Resident Land Owners

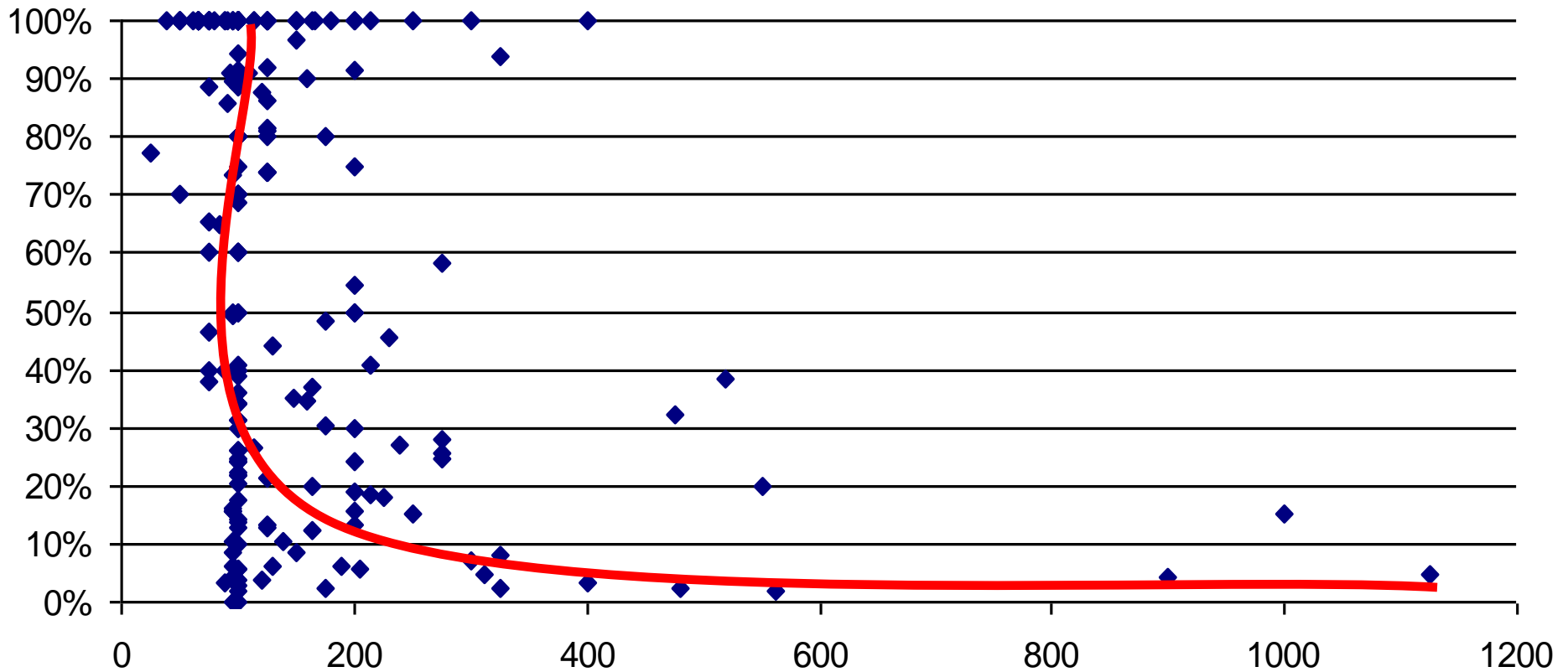


Non-Resident



■ Highly ■ Lightly ■ Moderate

# Comparison of feet of shoreline owned and % disturbed



# Project progress to date...



- Shoreland assessment completed - 212 parcels
- Completed focus groups and phone interviews
- Surveys returned 72%
- Data analysis completed
- Campaign tools – in progress

# Preliminary findings



- Focus group and phone....personal and family needs are #1
- Most agree agree how they maintain their shoreline affects lake in a variety of ways, benefits of natural shorelines.....but behavior?
- Self reported conditions don't mirror observed conditions



# Benefits



- Really like most wildlife...  
some more than others



- Property owners agreed  
good habitat = wildlife



# Benefits - Favorite animals



- Protecting or restoring habitats



# Got Geese ?

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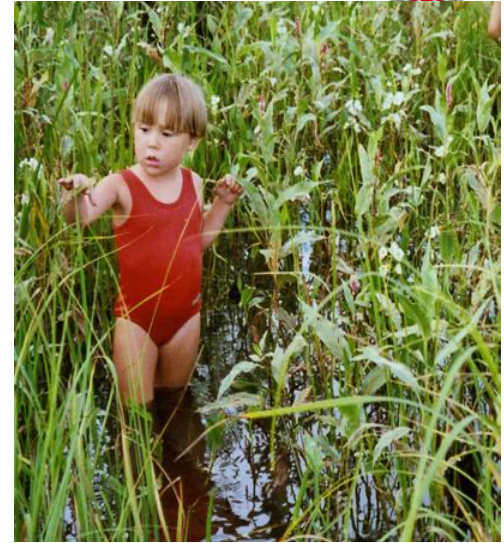
- Green poop – problem
- Goose proof buffer – benefit
- Included feature article in county lake newsletter, video



# Barriers to natural vegetation



- Ticked off by ticks
- Watching kids swim
- People like their beaches



# Barriers to natural vegetation



- Not everyone likes the wild look  
Design option for a more manicured look



# Program Products to date



- Newsletter insert for target lakes
- Top Ten Native Plants / Coupon / Sale
- Newsletter update- Mailed to 3,500
- Youth Journal
- No strings attached shoreland visits
- Shoreland social on restored site-
- Laminated Lake Map/ messages

# Property Owners Heard



## PROPERTY OWNERS HEARD: PROTECTING LONG AND DES MOINES LAKE

By John Haack and Bret Shaw

### LAKES EDUCATION PROGRAM GETS INSIGHTS FROM YOU

Understanding what motivates lakeshore property owners is helping Burnett County design and deliver lakes education that is useful to property owners like you. During the past year and a half, many of you participated in lake discussion groups, phone interviews or returned the lakes questionnaires. Your responses provided important insights for future lakes education efforts focusing on protecting natural lake shores or improving developed lake properties.



Burnett County and University of Wisconsin Extension are using your insights to design tools and educational approaches that communicate information that is practical, appealing and relevant to lake shoreline owners. We hope this information encourages behavior changes needed to produce positive, measurable effects on protecting our lakes. During the coming summer, we will share a number of new educational products with you - a youth lakes field guide, brochures, and various initiatives branded with the "Share Your Shore" logo. We hope these items will encourage you to take some action, small or large, that protects and enhances your lake and lakeshore property for generations to come.



### TAX INCENTIVES FOR WATER QUALITY, FISH AND WILDLIFE

Many of you felt the most important benefits of allowing more natural vegetation on the shoreline areas of your property were maintaining good water quality, improving fish and wildlife habitat and reducing runoff water and eroded soil from entering the lake. These insights are right on the mark and supported by researchers and biologists across the state. When asked what strategies would encourage you to allow a portion of your shoreline to return to a more natural state, tax credits rated the highest. You will be hearing more from us about the Burnett County Shorelines Incentive Program and how you can participate to protect your lake and lower your taxes while doing so.

### WATCHING KIDS SWIM

A number of different things prevent some of you from allowing more natural vegetation on the shoreline areas of your property. One of the larger barriers to doing this are concerns that an obstructed view of the lake reduces the ability to see children or grandchildren while they are playing in or near the water. One easy option to address this concern is to introduce landowners to strategic planting of low growing native shrubs and grasses that still provide a view of the lake and the ability to watch over children. The enclosed brochure "Top Ten Native Plants" lists a few of the shorter native plants found along lakeshores. More information on specific low-growing vegetation will be featured in a future issue of the Burnett County Lake and River Association's newsletter - *LakeLines*.



# Top Ten Native Shoreline Plants



SHARE  
YOUR  
SHORE

*For Clean Water & Lakeshore Habitat*

TOP TEN

NATIVE SHORELINE PLANTS

FOR BURNETT COUNTY



# Incentive Coupons - Top Ten Plants



# \$5 OFF

## A GALLON POT OR ONE FREE PACK

of any of the listed top ten native plants for Burnett County

Valid from May 15 - June 30, 2009 at participating greenhouses

## TOP TEN NATIVE SHORELINE PLANTS FOR BURNETT COUNTY

1. Swamp milkweed
2. Blue vervain
3. Chokecherry
4. Big bluestem
5. Bergamot
6. Black-eyed Susan
7. Snowberry
8. Big leaf aster
9. Pennsylvania sedge
10. Columbine



**SHARE  
YOUR  
SHORE**

*For Clean Water & Lakeshore Habitat*

*Valid at:*

**Wayne's Foods Plus**  
Webster Hwy 35 &  
Danbury Hwy 77

**Grantsburg Family Foods**  
Hwy 70 Grantsburg, WI

**Austin Lake Greenhouse**  
Hwy 35 Webster, WI

**Wood River Nursery**  
Hwy 70 East of Grantsburg

# Top Ten Point of Sale - Poster



## TOP TEN NATIVE SHORELINE PLANTS FOR BURNETT COUNTY



### SWAMP MILKWEED

*Asclepias incarnata*

SOIL - wet to moist  
LIGHT - sun to part shade  
HEIGHT - 3 - 4 feet  
BLOOM - June to August, pink flowers  
PLANTING - Plant along the lake edge



### BLACK-EYED SUSAN

*Rudbeckia hirta*

SOIL - dry to medium  
LIGHT - sun to part shade  
HEIGHT - 1 - 3 feet  
BLOOM - June to October, yellow flowers



### BLUE VERVAIN

*Verbena hastata*

SOIL - wet to moist  
LIGHT - sun to part shade  
HEIGHT - 2 - 6 feet  
BLOOM - June to September, blue flowers  
PLANTING - Plant along the lake edge



### SNOWBERRY

*Symphoricarpos albus*

SOIL - dry to medium  
LIGHT - full to part shade  
HEIGHT - 2 - 4 feet  
BLOOM - June, white flowers and berries  
PLANTING - plant along lake edge



### CHOKECHERRY

*Prunus virginiana*

SOIL - moist to dry  
LIGHT - sun to part shade  
HEIGHT - up to 20 feet  
BLOOM - May to June, white flowers  
and red berries in clusters



### BIG LEAF ASTER

*Aster macrophyllus*

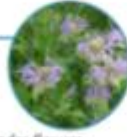
SOIL - dry to medium  
LIGHT - full to part shade  
HEIGHT - 1 - 2 feet  
BLOOM - August to October, lavender flowers



### BERGAMOT

*Monarda fistulosa*

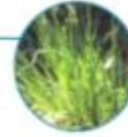
SOIL - moist to dry  
LIGHT - sun to part shade  
HEIGHT - 2 - 4 feet  
BLOOM - July to August, lavender flowers  
PLANTING - plant along the lake edge



### PENNSYLVANIA SEDGE

*Carex pennsylvanica*

SOIL - dry to medium  
LIGHT - full sun to full shade  
HEIGHT - 6 - 8 inches



### BIG BLUESTEM

*Andropogon gerardii*

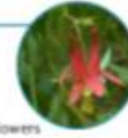
SOIL - moist to dry  
LIGHT - sun to part shade  
HEIGHT - 3 - 8 feet  
(shorter with less moisture)



### COLUMBINE

*Aquilegia canadensis*

SOIL - dry to medium  
LIGHT - full to part shade  
HEIGHT - 2 - 3 feet  
BLOOM - May to June, pink flowers



# Lake Lines Newsletter- BCLRA



•Logo/Branding

•No Strings Attached  
Site Visits

SPRING/SUMMER 2009  
VOLUME 14, ISSUE ONE

**LAKELINES**  
Burnett County Lakes & Rivers Association  
University of Wisconsin Extension-Burnett County

## Learn to Create a Natural Shoreline

- with a free, no-strings-attached visit

A natural shoreline is a healthy, vibrant place for people, birds, and fish alike. The Burnett County Shoreline Incentives Program encourages preservation and restoration of natural shorelines.

Natural shorelines provide many benefits:

- keep the water clean by filtering runoff and holding the soil in place
- provide a home for a diversity of creatures
- create natural, northwoods beauty
- allow you to access and enjoy the water

Burnett County provides incentives to encourage restoring or preserving your waterfront as a natural shoreline. Over 600 parcels have been enrolled in the Burnett County Shoreline Incentives Program since it began in the year 2000. Owners of these parcels receive an annual property tax credit in return for ensuring permanent protection for the shoreline zone. Incentives provided for each parcel enrolled in the Shoreline Incentives Program

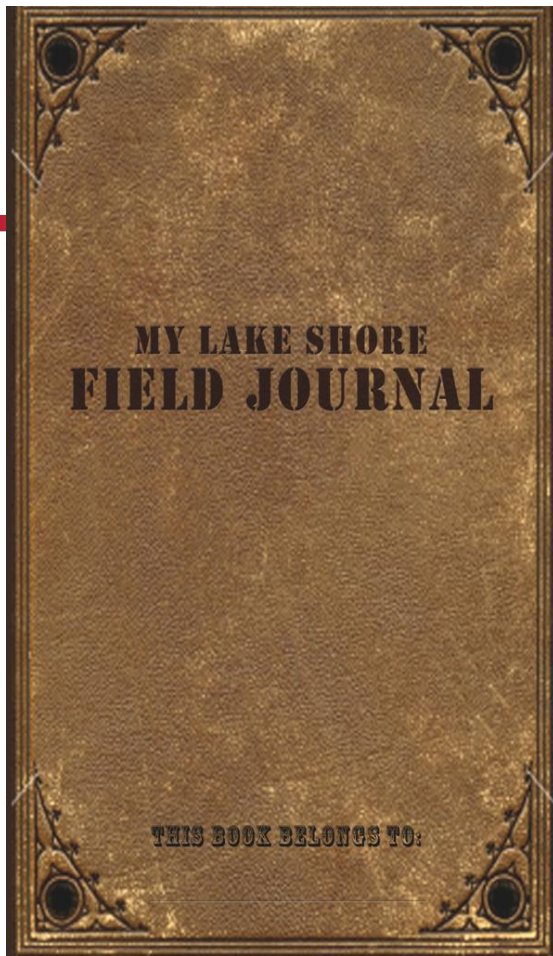
Interested in joining the hundreds of property owners who are creating a legacy of natural shorelines in the Burnett County northwoods? Contact the Burnett County Land and Water Conservation Department to arrange a free visit: Call 715-349-2186 or email [lwcd@burnettcounty.org](mailto:lwcd@burnettcounty.org) More information is available on line at [www.burnettcounty.com/shoreline](http://www.burnettcounty.com/shoreline).

### Free No-Strings-Attached Visit

What exactly does a property visit entail?

- Consultation with a qualified landscape expert
- Technical assistance with waterfront property concerns
- Individualized landscape designs
- Native plant lists specific to your property
- Step-by-step instructions for project installation
- Do-it-yourself guides and educational materials

# Youth Journal



# Modified Shoreline Packet



**SHARE YOUR SHORE**  
FOR CLEAN WATER & LAKESHORE HABITAT

**FRIENDS OF THE SHORE**  
BURNETT COUNTY

*A Guide for Landowners*

Easy steps for caring for your lakefront property, to preserve it for families to enjoy

# Shoreline Demo & Social Event



# Next steps

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- Continue with marketing campaign/tools – ramp up to county level
- Implementing more in Spring/Summer 2010
- Evaluate behavior and attitude change – 2011/2012

# Lessons learned ...

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- Property owners with natural shorelands wanted to talk with us - owners with highly disturbed properties didn't.
- People agree with benefits of natural shorelines – but have competing priorities
- Most behaviors are not simple and neither is the process of behavior change



# Wizards & Sorcery?

