

Healthy Lakes:

How to Build, Fund & Implement a Project



Wisconsin Lake Partnership Convention

30 March 2016



Agenda

- Welcome
 - Introductions & goals
 - Resources
 - Background
- Healthy Lakes Overview
- 5 Best Practices – technical descriptions
- Grant Application & Administration
- The Social Science



Resources

- www.healthylakeswi.com
- Future workshops
- Patrick's Professional
- Shoreland
Landscaper Training



CONTACTS

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Your local DNR Lake Biologist or Environmental Grants Specialist.

Healthy Lakes Lean Government Team



THANK YOU to everyone who provided feedback, including the many partners who completed a customer survey and commented during the public review of proposed DNR guidance.

Additional contributors include: Cheryl Clemens, Karen Engelbretson, John Haack, Dave Kafura, Amy Kowalski, Jesha LaMarche, Flory Olson, Tim Parks, Bret Shaw, Shelly Thomsen, Scott Toshner, Bone Lake Management District, Maine Lake Smart Program, and Vermont Lake Wise Program.



Citizens lead, and government follows.



Background

- > 15,000 lakes
- \$2.3 billion economic impact from fishing alone, tourism & property taxes
- Two primary threats to our lakes are **water quality declines** and **habitat loss**
- Poorer shoreland conditions = poor habitat = poor water
- We all love lakes and have a role in protecting, improving, and restoring them
- What can we do easily to encourage better shoreland conditions?
- Healthy Lakes is one way to do so. Building off existing grants & lessons learned from citizen champions, at DNR, from other agency partners and other states







Wisconsin's 2014-2017 Healthy Lakes Implementation Plan

Goal: protect and improve the health of Wisconsin lakes by increasing lakeshore property owner participation in habitat restoration and runoff and erosion control projects.



Statewide Plan

- Implementation focus



Fact Sheets

- 5 Best Practices
- Funding & Admin FAQs



Technical Guidance

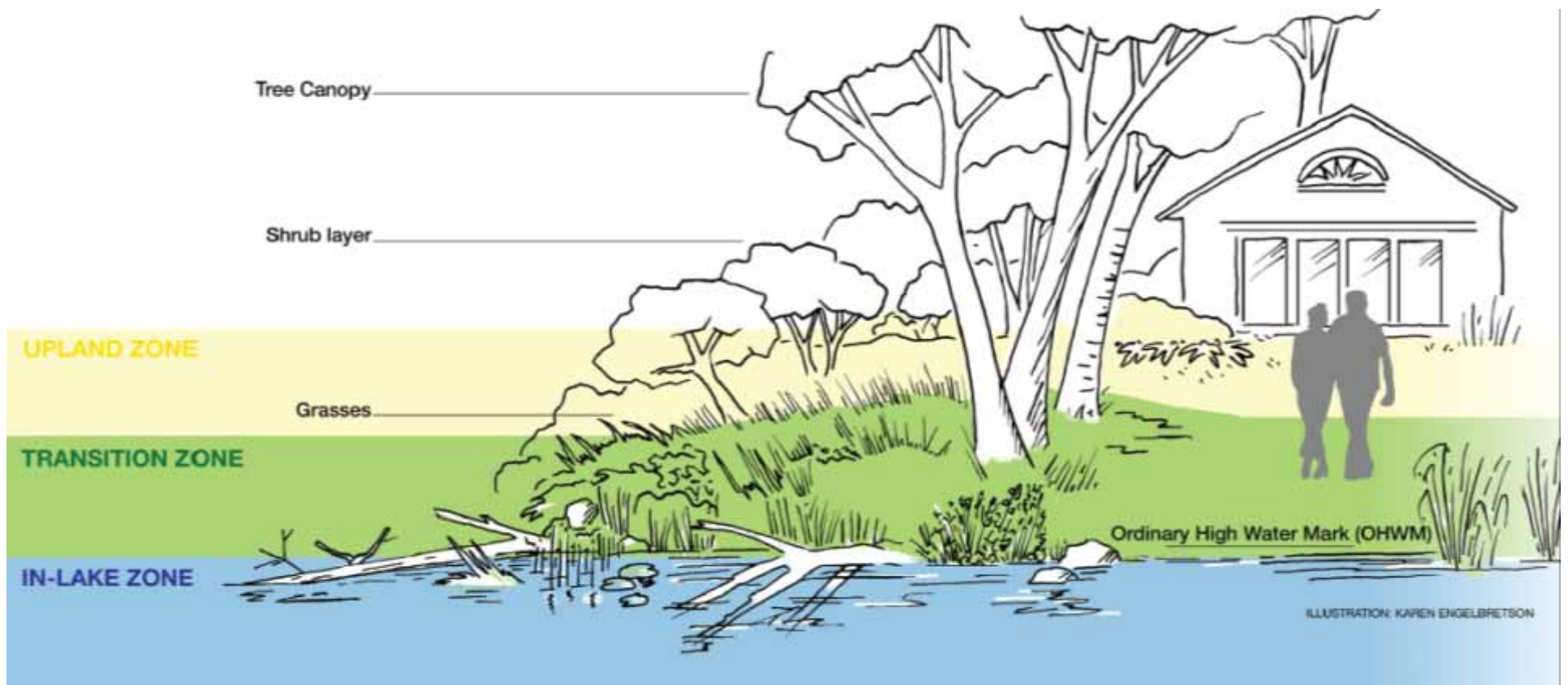
- More project installation detail

Wisconsin's 2014-2017 Healthy Lakes Implementation Plan



Green Lake, Green Lake County (Lisa Reas)

Wisconsin's 2014-2017 Healthy Lakes Implementation Plan



Healthy Lakes project participation is voluntary.¹¹

Healthy Lakes Best Practices



Healthy Lakes isn't for everyone or everywhere.

Not intended for complex sites where engineering design/review needed

<http://www.uwsp.edu/cnr-ap/UWEXLakes/Documents/resources/healthylakes/RunoffGuide.pdf>

<http://healthylakeswi.com/resources/>

- Construction occurs on slopes >20%.
- More than 20,000 square feet are cleared.
- More than two acres drains to an eroded area.
- Severe gully erosion (at least one foot deep) is present.
- You are not comfortable implementing solutions on your own.

NOT for steep slopes



NOT for largely cleared parcels



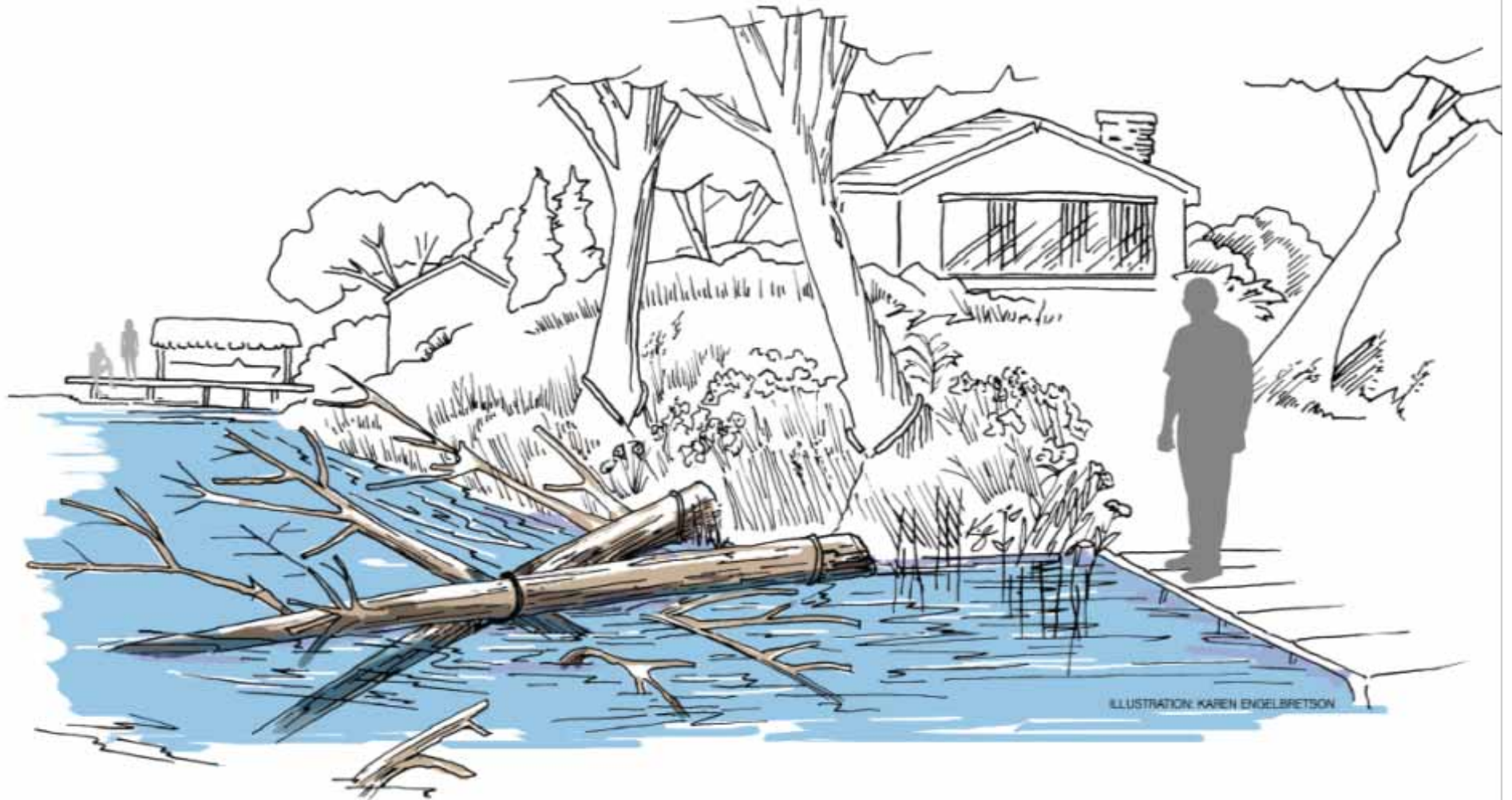
NOT for >2 acres draining to eroded area



NOT for severe gullies



Practice #1: Fish Sticks



Practice #1: Fish Sticks



Pewaukee Lake, Waukesha County (Tom Koepf)

- Commit to no-mow or 350 ft² native planting at the base









GENERAL PERMIT APPLICATION INSTRUCTIONS

To apply for this General Permit, submit all of the required information listed below. A complete submittal with detailed plans will allow us to make a decision about your permit application. Permit processing review times begin when the application is received by the Department and is determined to be complete.

Please note that you are responsible for obtaining all necessary local (e.g. city, town, village or county) and U.S. Army Corps of Engineer permits or approvals in addition to any applicable state permits prior to commencing any work at the project site.

The Department offers the opportunity to apply electronically for all waterway and wetland permits. The Water Permits portal page can be found at <http://dnr.wi.gov/Permits/Water/>

Informational Requirements:

1. **Application form.** A complete, signed application form "Water Resources Application for Project Permits (WRAPP)" (Form# 3500-53) <http://dnr.wi.gov/files/PDF/forms/3500/3500-053.pdf>.
2. **Application fee.** Checks should be made payable to "Wisconsin DNR." A list of fees can be found at <http://dnr.wi.gov/topic/waterways/Permits/PermitProcess.html>.
3. **Site maps** which clearly illustrate the location and perimeter of the project site, and its relationship to nearby water resources (e.g. lakes, rivers, streams, wetlands), major landmarks and roads.
4. **Photographs** that clearly show the existing project area. Remember that too much snow cover or vegetation may obscure important details. If possible, have another person stand near the project area for size reference.
5. **Project plans and specifications** reflecting the General Permit Eligibility Standards as listed in the project-specific checklist below. If your project does not meet all of the eligibility standards, you will need to apply for an Individual Permit.
6. **Electronic documents.** If you are applying on paper, all documents listed above must also be submitted in an electronic format, either by enclosing a disk with your application materials, providing a link to an ftp site, or by other electronic methods. If possible, please create a separate file for each component of the application (i.e., forms, photos, maps, plans, etc.). Each file must be less than 15 megabytes in size, and the total size of the files combined must be less than 30 megabytes.

If you are applying electronically, you may be prompted for some of these items separately during the electronic submittal process.

Don't Forget!

Additional Requirement:

1. An applicant who applies for coverage under this general permit for the placement of fish sticks must **indicate** in the application materials **whether you will allow**, as part of your permit coverage, to let **new fish sticks sites on the same lake to be afforded coverage under your general permit at a later date** with no additional fee required.

HABITAT STRUCTURE – FISH STICKS

General Permit Application Checklist

<http://dnr.wi.gov/topic/waterways/documents/PermitDocs/GPs/GP6-FishSticks.pdf>

Practice #2: 350 ft² Native Plantings



(Robert Korth)

- 350 contiguous ft² at least 10 feet wide
- One 350 ft² native planting per property per year

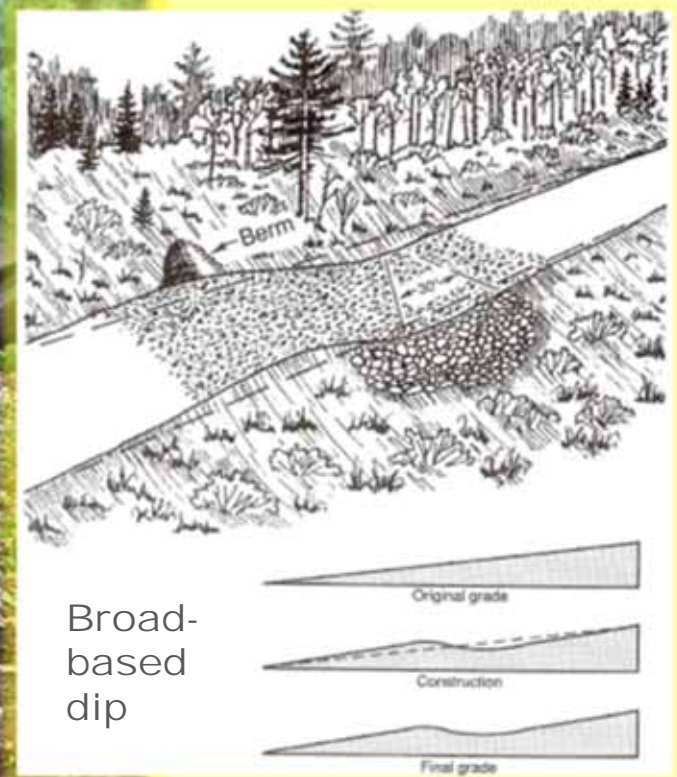






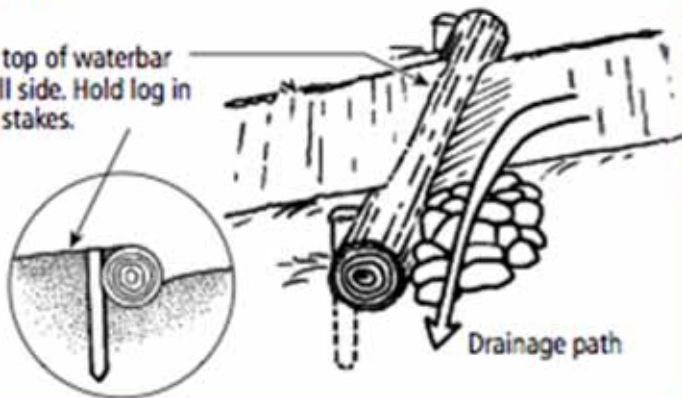
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Practice #3: Diversion



Log waterbar

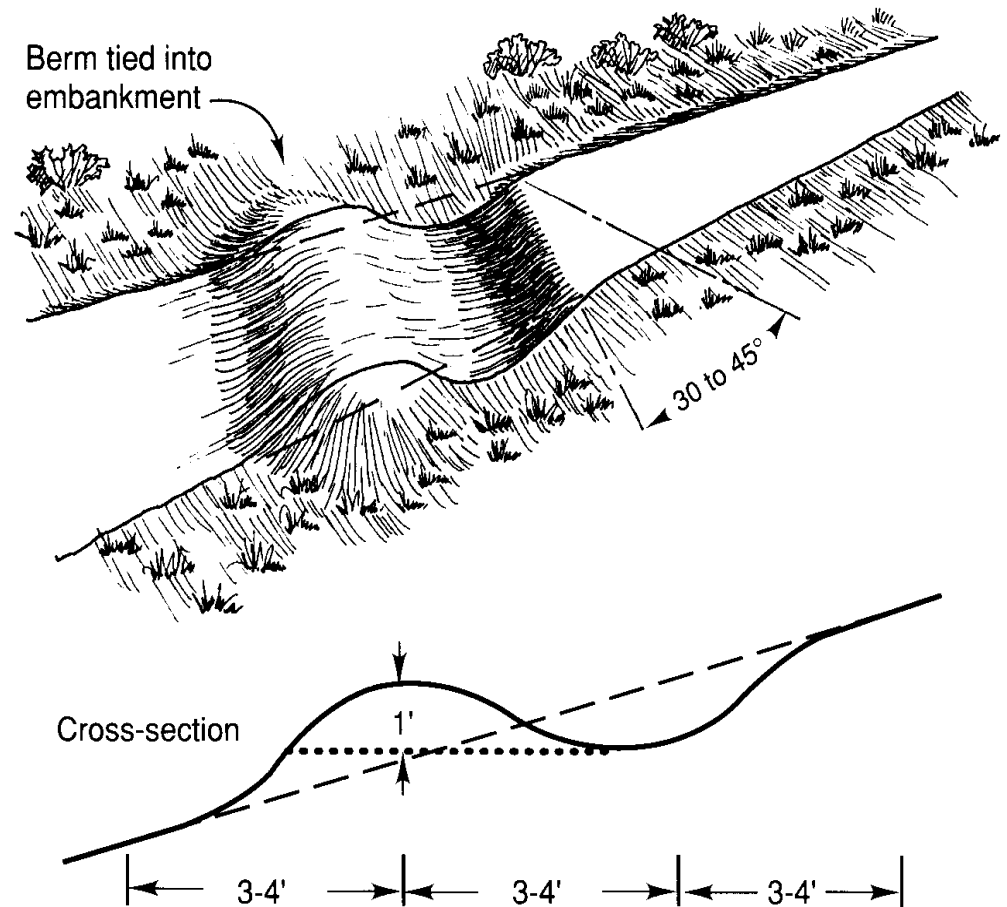
Pile soil to top of waterbar on downhill side. Hold log in place with stakes.



(<http://awwatersheds.org/>)

Pathway and Driveway Diversions

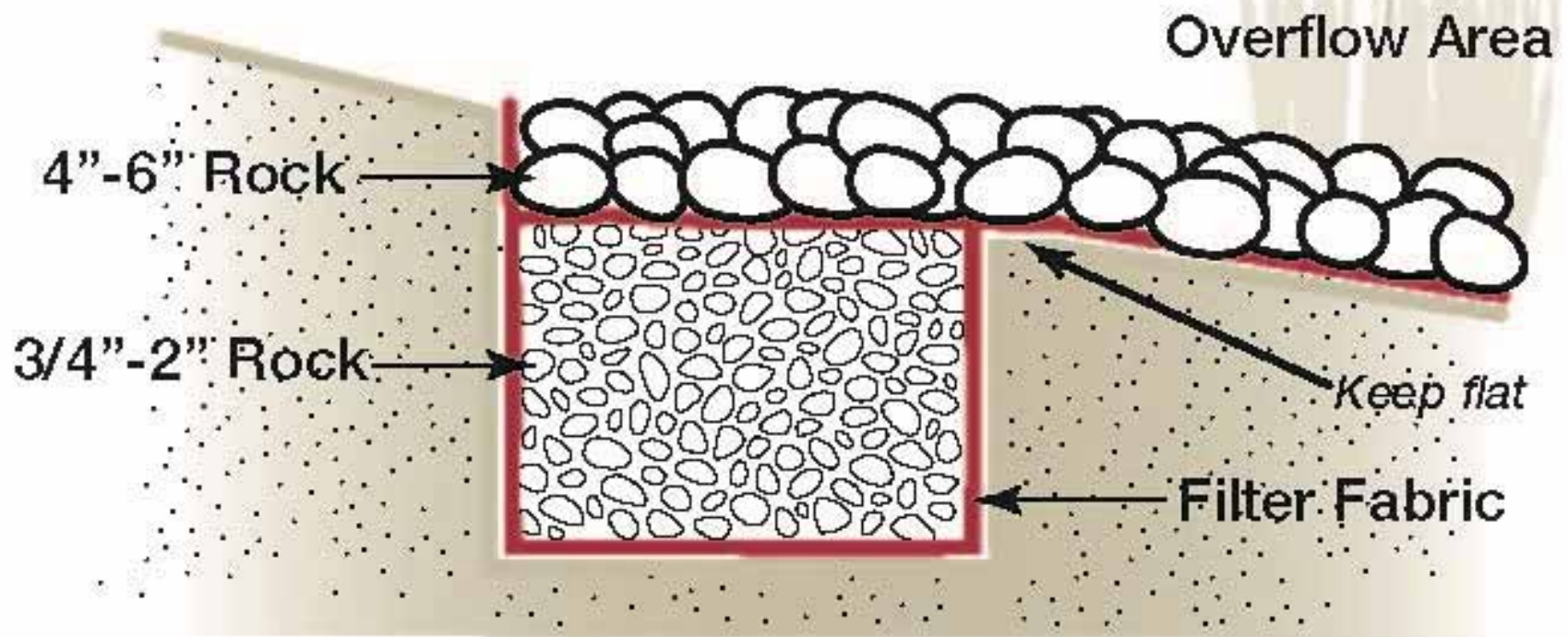
- ☞ Broad Dip
- ☞ Water Bars



Practice #4: Rock Infiltration



Deer Lake, Polk County (Cheryl Clemens)

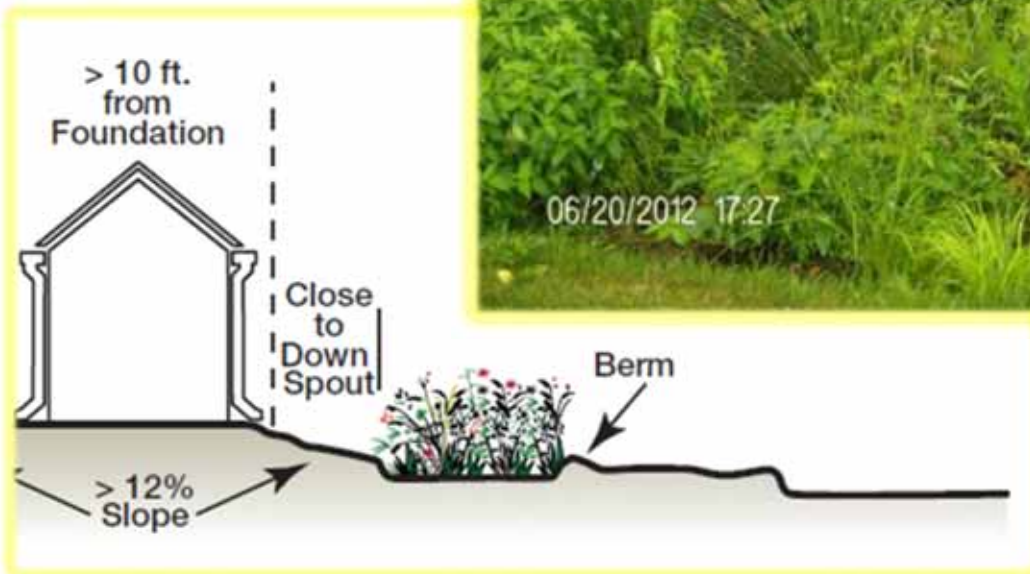




Practice #5: Rain Garden



Shell Lake, Washburn County (Brent Edlin)



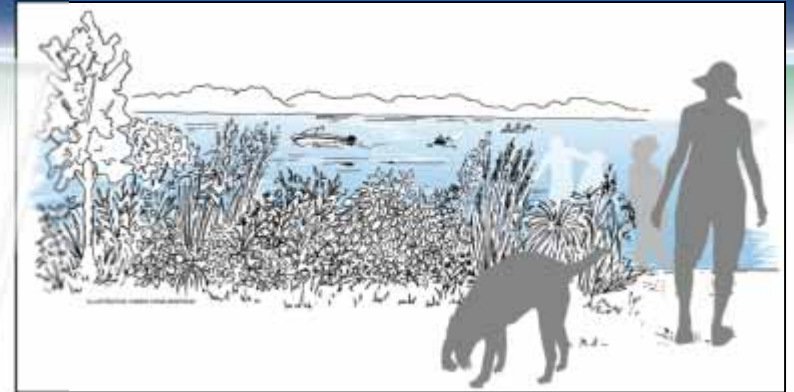
What is a Rain Garden?



- ☞ Shallow depression (6 inches to 1 foot deep)
- ☞ Planted with native wildflowers
- ☞ Capture runoff from roofs, driveways, and lawns







Practice #2: 350 ft² Native plantings

Consult the native planting guide on our Healthy Lakes web pages for siting ideas, planning and design help, and template plant lists

Wisconsin's Healthy Lakes
Implementation Plan
Simple and inexpensive best practices for lakefront property owners.

Introducing Healthy Lakes:
Funding for Lakeshore Best Practices
November 13, 2014

Wisconsin's **Healthy Lakes Implementation Plan** (Plan) goal is to protect and improve the health of our lakes by increasing lakeshore property owner participation in habitat restoration and runoff and erosion control projects. The following frequently asked questions about funding and administering a Healthy Lakes project may help you get the answers you're looking for.

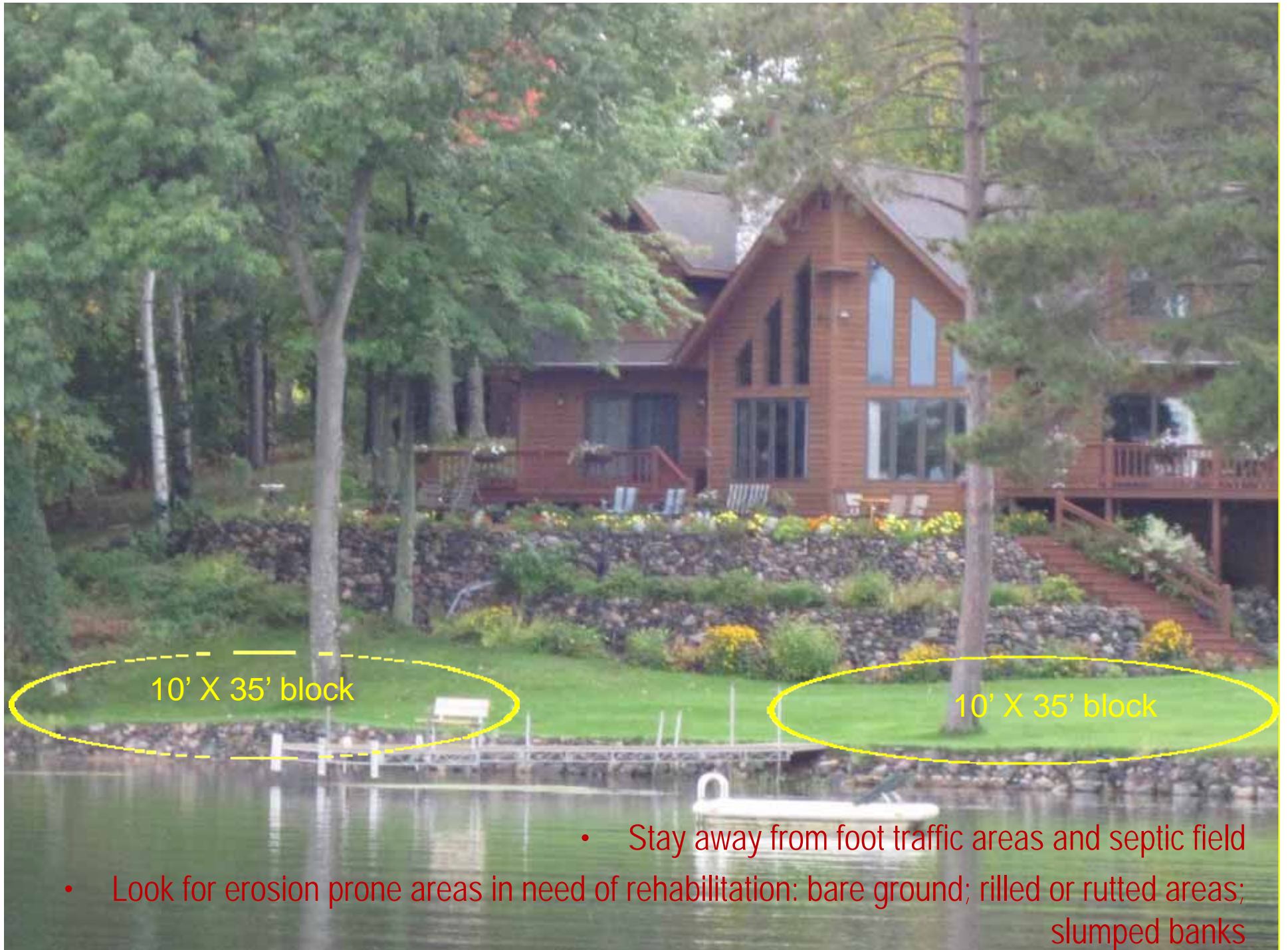
Click [here](#) to view a recording of the Healthy Lakes webinar from November 13, 2014.

Examples

The following examples are all in PDF format. In order to view these Adobe Reader. Get it free here! <http://get.adobe.com>

- Participation sledge as part of the Healthy Lakes Initiative
- Sample resolution adopting Wisconsin's Healthy Lakes Implementation Plan

Healthy Lakes
Healthy Lakes Plan
About (ask to DNR)
Fact Sheets
Dedication & Acknowledgments
Fish Site
Native Planting
Best Practices
Education Materials
Local Initiatives Profile
Native Planting Guide
Local Agency Submittals



Healthy Lakes Grants

- Annual deadline February 1
- \$25,000 state cap with up to 10% of it for technical assistance and project management
 - 75/25% state/sponsor match
 - Eligible sponsors, including qualified lake associations, lake districts, counties and other local government units, may apply on behalf of multiple landowners
 - Standard **2-year** grant agreement
- Each best practice capped at \$1000 state share
- 10-year contract with standard operation & maintenance details described in grant agreement
 - Grant sponsor develops and administers contract that landowner signs
- Self-reporting or site visits on 10% of projects annually

Lake Protection Grant

Lake Management Plan Implementation Category

- **Purpose of grant category – provide funds for implementation of Dept. approved recommendations in a plan to improve lakes & lake ecosystems**

- Lake specific Lake Management Plan
- County Land & Water Resource Management Plan
- Wisconsin's Healthy Lakes Management Plan



RESOLUTION # _____

Resolution of _____ *Clean Lake* _____

County of _____ *Washburn* _____

WHEREAS, *Clean* Lake is an important resource used by the public for recreation and enjoyment of natural beauty; and

WHEREAS, *Clean Lake Association* recognizes the importance of the quality and health of Wisconsin's lakes to its citizens and local economies; and

WHEREAS, the quality and health of Wisconsin's lakes is directly related to the quality and condition of their shorelands; and

WHEREAS, the *Clean Lake Association* recognizes the need for an implementation plan to protect and improve lake shorelands; and

WHEREAS, the Wisconsin's Healthy Lakes Implementation Plan is a statewide implementation plan which identifies best practices for the protection and improvement of lake shorelands including habitat restoration, runoff and erosion control best practices; and

WHEREAS, adoption of the said Wisconsin's Healthy Lakes Implementation Plan enables a grant applicant to be eligible for grant funding through the Wisconsin Lake Protection Grant Program, Healthy Lakes Project;

NOW, THEREFORE, BE IT RESOLVED that *Clean Lake Association* hereby adopts the Wisconsin's Healthy Lakes Implementation Plan and will use the plan to guide the implementation of best practices to protect and improve the quality and health of lake shorelands and Wisconsin's lakes.

Adopted this day 01 of August _____, 2015

By a vote of: _____ in favor, _____ against, _____ abstain

BY: _____ Jane Doe _____ Secretary/Clerk of

_____ *Clean Lake Association* _____

<http://dnr.wi.gov/files/PDF/forms/8700/8700-284.pdf?c>

File Edit Go to Favorites Help

1 / 4 88.6% Tools Fill & Sign Comment

Save... Print... Clear Data Submit by Email

State of Wisconsin
 Department of Natural Resources
 PO Box 7921, Madison WI 53707-7921
 dnr.wi.gov

Surface Water Grant Application
Lake Management Planning,
Lake Protection & Classification,
River Protection, River Planning,
Aquatic Invasive Species (AIS) Control

Form 8700-284 (9/14) Page 1 of 4

Notice: Use of this form is required by the Department of Natural Resources for any application filed pursuant to chs. NR 190,191,195 & 198, Wis. Adm. Code. Personal Information collected on this form, will be used for administrative purpose and may be provided to requesters to the extent required by Wisconsin's Open Records Laws [ss.19.31 – 19.39 Wis. Stats.]

[General application instructions for sections 1-7.](#)

Section 1: Application Type (check one)

Application Deadlines:

DECEMBER 10	FEBRUARY 1
Lake Management Planning Grant: <input type="radio"/> Large Scale Planning <input type="radio"/> Small Scale Planning	Lake Protection Grant: <input type="radio"/> Land/Easement Acquisition <input type="radio"/> Wetland & Shoreline Habitat Restoration <input type="radio"/> Lake Management Plan Implementation <input type="radio"/> Healthy Lakes Project
Lake Protection Grant: <input type="radio"/> Lake Classification & Ordinance Development	Aquatic Invasive Species Grant: <input type="radio"/> Established Population Control
Aquatic Invasive Species Grant: <input type="radio"/> Education, Prevention & Planning <input type="radio"/> Clean Boats Clean Water Form 8700-337	Rivers Protection Grant: <input type="radio"/> River Management <input type="radio"/> Land/Easement Acquisition
River Protection Grant: <input type="radio"/> River Planning	
YEAR-ROUND:	
Aquatic Invasive Species Grants: <input type="radio"/> Early Detection & Response <input type="radio"/> Maintenance & Containment Form 8700-323	

Section 2: Applicant Information

Applicant Name (Organization)	Organization Type
Authorized Representative Name	Title

Lake Management Plan Implementation Healthy Lakes Project Application

**Surface Water Grant Application
Lake Management Planning,
Lake Protection & Classification,
River Protection, River Planning,
Aquatic Invasive Species (AIS) Control**
Form 8700-284 (9/14) Page 5 of 5

[Application Instructions](#)

Application Type: Lake Protection Grant – Healthy Lakes Project

A. Project Area, Landowner and Practice Information (Provide a parcel map showing property location of all participating landowners.)

Name of Lake		Add Lake			
Landowner Name	Parcel Number	Add Landowner			
Has the landowner signed a participation pledge? <input type="radio"/> Yes <input type="radio"/> No					
Practices to be Installed and Costs					
Zone 1: In-lake	Cost	Zone 2: Transition	Cost	Zone 3: Upland	Cost
<input type="checkbox"/> Fish Sticks	\$ _____	<input type="checkbox"/> Native Planting	\$ _____	<input type="checkbox"/> Rain Garden	\$ _____
		<input type="checkbox"/> Diversion Practices	\$ _____	<input type="checkbox"/> Diversion Practices	\$ _____
				<input type="checkbox"/> Rock Infiltration Prac	\$ _____

Provide a parcel map showing property location of all participating landowners.

B. Products and Deliverables

- Signed Conservation Commitment w/ completed installation checklist & O&M plan
- Pre and Post project installation photographs
- Summary of other education activities
- Summary of publicity events to promote the Lake Health Initiative project

C. Data to be Collected All practices have standardized data reporting requirements as defined in the Conservation Commitment and as explained in the grant application guidance.

D. Role of project in planning and/or management of lake

Has the Statewide Healthy Lakes Implementation Plan been adopted? If so, identify how the plan was adopted:

- By resolution (provide date of resolution): _____
- Through a local planning process (provide name of plan and date of adoption): _____

Other – Specify: _____

Describe:

Participation Pledge (optional)



HEALTHY LAKES PARTICIPATION PLEDGE

I/we **Mr. and Mrs. Lake-Lover** pledge to participate in Wisconsin's Healthy Lakes initiative. More property owners implementing the suggested best practices over time may eventually add up to significant success and healthier lakes for current and future generations.

I/We pledge to work with DNR Lake Protection Grant sponsor **Healthy Lakes Association** to install the following best practice(s) to restore fish and wildlife lakeshore habitat and/or prevent storm water runoff and erosion. (check practices to be installed on the property)

- Fish Sticks
- 350 square feet native plantings
- Diversion practice(s)
- Infiltration practice(s)
- Rain garden

I/We understand that by signing this Pledge I/we am/are indicating a strong interest to follow through with a Healthy Lakes project on my/our property, but this is not a legal requirement to do so.

Describe Personal Participation Goal (optional):

Name: **John and Jane Lake-lover** (please print)

Phone #: **(123) - 456-7890**

E-mail address: **lovinglakes@yoofoo.com**

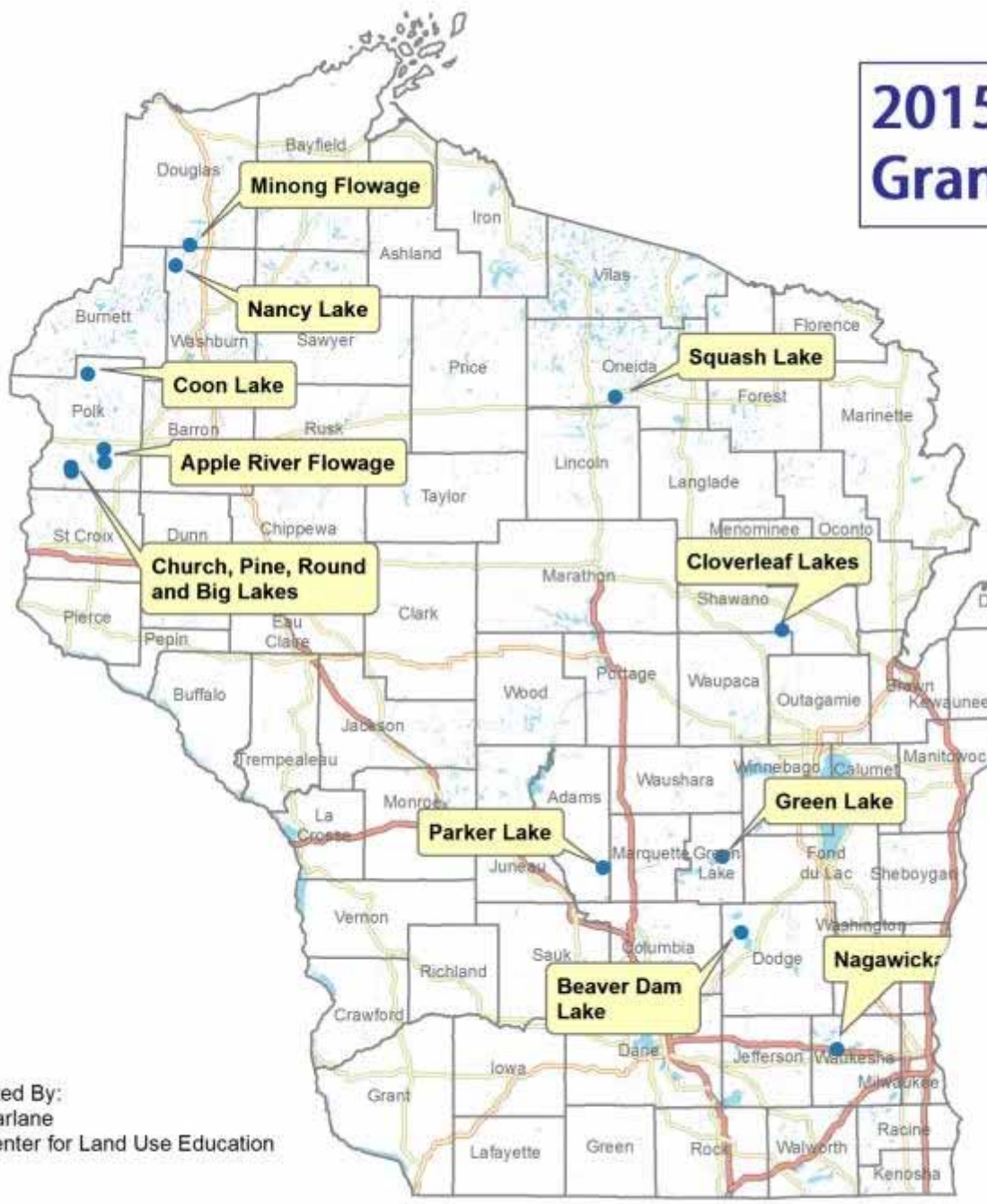
Signed: **John Lake-Lover and Jane Lake-Lover**

Date: **01/01/2015**

Grant Review/Ranking

- **LPT 191.07 Priorities (4) The department *may* consider the following factors when developing a project priority list:**
- The degree to which the project provides for the protection or improvement of water quality
 - E.g. ORW/ERW, impaired?
- The degree to which the project provides for protection or improvement of other aspects of the natural ecosystem such as fish and wildlife habitat, native vegetation or natural beauty
 - E. g. sites adjacent to sensitive area, support from fisheries, wildlife, etc.
- The availability of public access to, and public use of, the lake.
 - E. g. public property or demonstration sites
- The degree to which the proposed project complements other lake and watershed management efforts including local comprehensive plans and the level of support from other affected management units or organizations
 - E. g. partner support, other plans
- The likelihood of the project to successfully meet the stated project objectives and 2-year timeline and the degree of detail in the application
 - E. g. landowner commitment, neighbors participating together, costs, baseline monitoring/inventory completed, compliance monitoring/maintenance assistance

2015 Healthy Lakes Grant Recipients



11 applications
8 counties
15 lakes
48 properties
100 practices

\$81,540.54 state
\$126,667 total

Map Crafted By:
Dan McFarlane
UWSP Center for Land Use Education



Partnerships

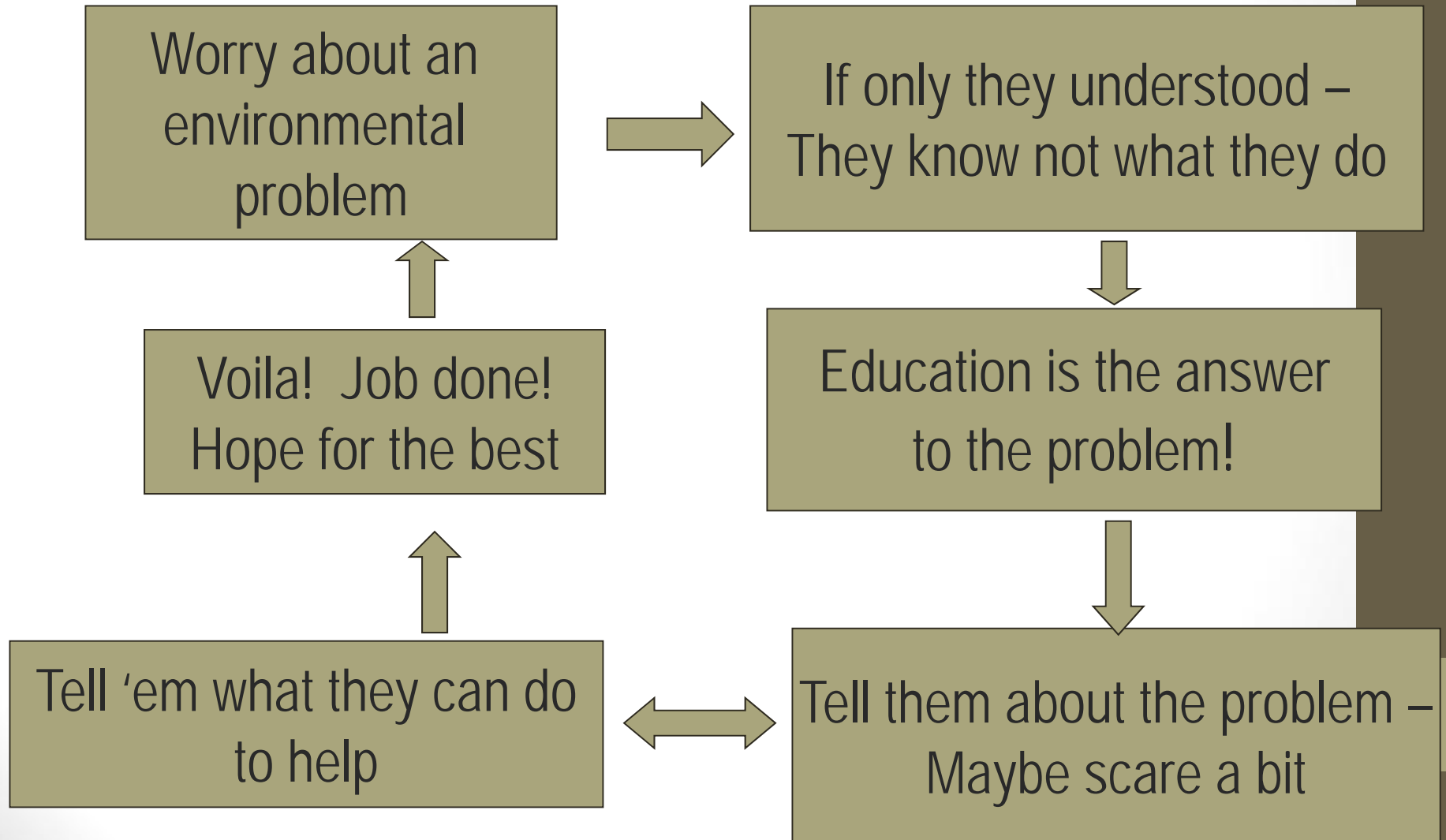


Insights to promote natural shorelines among lakeshore property owners



John Haack
Regional Natural Resource Educator

Modifying Behavior: The Typical Education Model



Factors Related to Adoption

- Beliefs alone don't get it done
- Varying levels of readiness
 - use tailored message v. 1 size fits all
- Perceptions: My shore is more natural than... (survey/biologist/ photos)
- Understand lake property owners
 - survey, focus group, interviews..

Messaging Recommendations

- Providing objective feedback mildly (i.e. self assessment/worksheet, shoreland map ratings ?)
- Avoid “*reactance*”



Messaging Recommendations

Self-assessment worksheets

objective feedback provided mildly...



Bone Lake Management District Polk County, WI

[Home](#) [Administration](#) [Bone Lake Mgmt Plan](#) [Lake Protection](#) [Bone Lake Events](#) [About Bone Lake](#) [About Polk County](#) [Water Quality](#) [Join Our Mailing](#)

Interactive Checklist Survey for a FREE Site Visit

Are all areas of your lot well covered with vegetation?

- My lot is completely vegetated with tall growth between my house and the lake.
- There are no areas of bare soil on my lot. My lot has some tall vegetation near the water.
- There are few areas of bare soil AND/ OR my property is covered with a thick lawn.
- My lot has extensive areas of bare soil AND/OR is covered with a thin lawn.
- Gullies have formed from water running across my lot.



Bone Lake
WATERFRONT RUNOFF COMMITTEE

2080C-G20 West Bone Lake Drive
Milltown WI 54858

Messaging Recommendations

Shoreland assessment maps



Option: Only
green & yellow?

Messaging Recommendations

- Use outreach messages emphasizing social norms (informal rules of behavior)
- “Join your neighbors in adopting a natural shoreline to keep your lake clean”

Messaging Recommendations

- Emphasizing social norms cont.
 - Shine a spotlight on good example
 - Shoreland signs, boat landings, parks, tours, feature articles...



Choose Words Selectively

- Not just what you say but how you say it

- **Water Words that Work**

www.waterwordsthatwork.com



- **“Swap the shop talk”**

- **Emphasize:**

- Inclusivity – WE, OUR, SHARED...
- Water Protection and Preserving Water Quality
- Future Generations...
- Keep people in the Picture- benefits for people

Choose Words Selectively

- The Language of Conservation

<i>Bad Words to Avoid</i>	<i>Good Words to Use</i>
<i>Environment</i>	<i>Land, air and water</i>
<i>Ecosystems</i>	<i>Natural areas</i>
<i>Biodiversity / endangered species</i>	<i>Fish and wildlife</i>
<i>Regulations</i>	<i>Safeguards/protections</i>
<i>Riparian</i>	<i>Land along lakes, rivers and streams</i>
<i>Aquifer</i>	<i>Groundwater</i>
<i>Watershed</i>	<i>Land around rivers, lakes and streams</i>
<i>Environmental groups</i>	<i>Conservation groups / organizations protecting land, air, and water</i>
<i>Agricultural land</i>	<i>Working farms and ranches</i>
<i>Urban sprawl</i>	<i>Poorly planned growth/ development</i>
<i>Green jobs</i>	<i>Clean energy jobs/jobs protecting water quality/etc.</i>



Small Message Difference Make a Difference

- Native plant coupon promotional effort
 - \$5 Off vs. Free
 - “Free” double coupon redemption

FREE SHRUB* *or \$7 off*

ANY ONE OF THE TOP TEN NATIVE SHRUBS FOR BURNETT COUNTY
*Free (container(s)), or \$7 off a native shrub purchase

CHOOSE FROM THESE TOP 10 NATIVE SHRUBS

- Nannyberry
- Red osier dogwood
- American highbush cranberry
- Black chokeberry
- Gray dogwood
- Pagoda dogwood
- Snowberry
- Dwarf bush honeysuckle
- Juneberry
- Chokecherry

COUPON VALID FROM MAY 1 TO JUNE 17, 2012 AT THESE PARTICIPATING GREENHOUSES:

Austin Lake Greenhouse HWY 35 Webster	Grantsburg Family Foods HWY 70 Grantsburg	Wayne's Foods Plus HWY 35 Webster and HWY 77 Danbury	The Grainery HWY 35 Webster
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SHARE YOUR SHORE
For Clean Water & Lakeshore Habitat

Sponsored by:
Burnett County
Lakes and Rivers
Association

Existing Natural Vegetation on Neighbors - Important

- Vegetation on a shoreline was more strongly related to the amount of vegetation on neighbors' shorelines...

...than to their property management goals or stewardship.



Native Plants are Good

- Emphasize positive outcomes landowner care about (barriers/ benefits)
 - Habitat for desired wildlife
 - Potentially less undesirable wildlife
- Address outcomes they don't want
 - Blocking their view
 - Looking messy
 - Decreased property value



Address Owners Goals for Shoreline Landscaping

- Neatly groomed landscape, not messy- clean edges along more natural areas
- Clear view of the lake – lower natural vegetation
- Ticks- mulched pathways



Promote Natural Shorelines to Attract Desired Wildlife

- Highlight the species most meaningful to property owners you work with:
 - Song Birds
 - Frogs
 - Fish



Promote Natural Shorelines to Attract Desired Wildlife

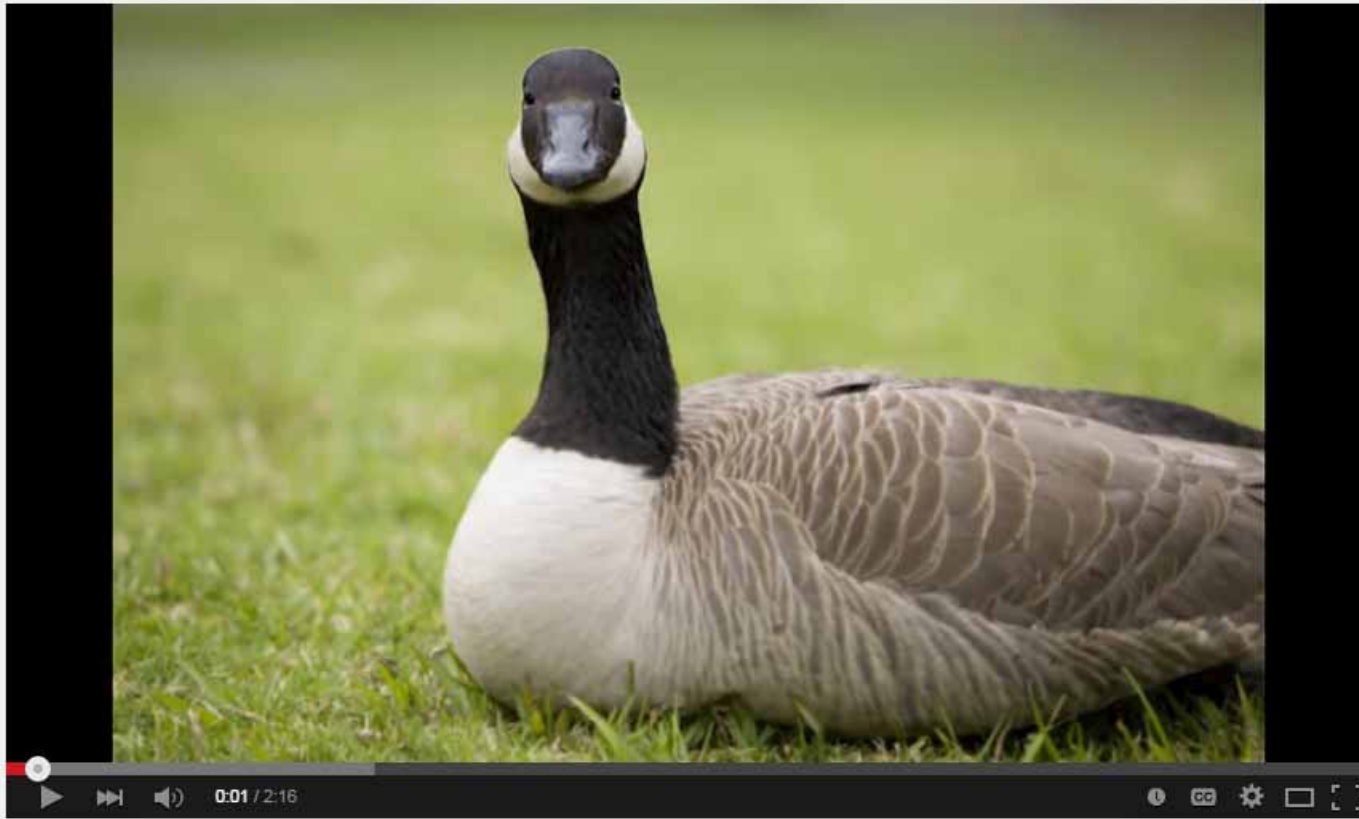
- Highlight the species most meaningful to property owners you work with:
 - Song Birds
 - Frogs
 - Fish



Benefits/ More Frogs



Benefits/ Prevent Geese



Sebastian the Goose Encourages Natural Shorelines

Other Considerations: Pick Your Messenger carefully

- Many folks prefer a messenger similar to target audience
 - Neighbors
 - Friends
 - Lake Assoc. Members



Other Considerations: Vocal Minority Put-off

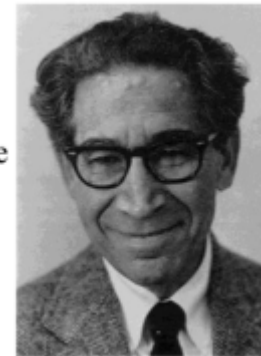
- Reactance Theory- perceived threat to their private property rights... those with perceived authority
 - Greatest when comes from gov. or some untrusted entity
 - Least when coming from those without authority- neighbors, volunteers

Dave



Other Considerations: Vocal Minority Put-off

- Reactance Theory- perceived threat to their autonomy/ self-governing
- “A MAN WITH A CONVICTION is a hard man to change. Tell him you disagree and he turns away. Show him facts or figures and he questions your sources. Appeal to logic and he fails to see your point” Leon Festinger



Other Considerations: Use Multiple Strategies

- Use multiple approaches that complement each other
- Similar design elements
- Create long-term relationships
- Sustained efforts: 18% -154 parcels, 660 sq ft.



Other Considerations: Use Multiple Strategies

- Real change-more natural shorelines takes time
- No silver bullets
- Be patient



Conclusions from Survey MN

- 8% need little or no intervention
- 19% inclined to restore buffer
 - Assess barriers
- 51% potential target for communications strategy
 - beauty of buffers
 - water quality improvement
 - Ability- to keep up with maintenance

Conclusions from Survey MN

- Incentives:
 - One time payment \$500= additional 23%
 - Yearly payment of \$100= additional 30%
- N~4000 respondents

Using Social Information

- Basic assumption (Kristin F.)
 - One-size fits all outreach unsuccessful strategy
 - Importance of case specific data, targeting audiences
 - We wouldn't use ecological data from one lake to plan for another, same with social



Implementing

Key /Foundation

Beyond Service Delivery Model



Human Capacity to govern for the common good.

1. Democracy- rule by the people
2. Active Citizenship... me too.
3. Mindset and skills to do this work- define problem, solutions... ***Civic Imagination***
4. Institutional efficacy “effectiveness/ competency”

Create Institutional Frame Work to Support / Sustain Efforts

- Governance concept
 - All impacted by the problem are stakeholders & help define the problem.
 - All stakeholder are accountable for contributing – leadership, time, knowledge, constituencies & dollars
 - All folks are involved in decision making
 - All implement in the place they have authority to act

UWEX Lakes → Healthy Lakes



**Using Social Science to Encourage More
Natural Shorelands and Healthier Lakes**

[Back to Healthy Lakes Home Page](#)

[General Principals of Social Marketing](#)

[Marketing Materials](#)

[Coupon Promotional Materials](#)

[Key Insights and Recommendations](#)

[Resources and Reports](#)

[Peer Reviewed Journal Articles](#)

[Multiple Website Linkes](#)

[Media Coverage](#)

[Contact Us](#)

**Insights to promote natural shorelines among
lakeshore property owners**

Questions? Thoughts?

**Thanks to:
Bret Shaw and Mike Amato
UW Madison
Life Sciences Communication**





Leadership:

A Case Study in Making a Movement Happen

