

Marketing, Planning & Implementing Projects

- Lake Minnesuing
- Douglas County

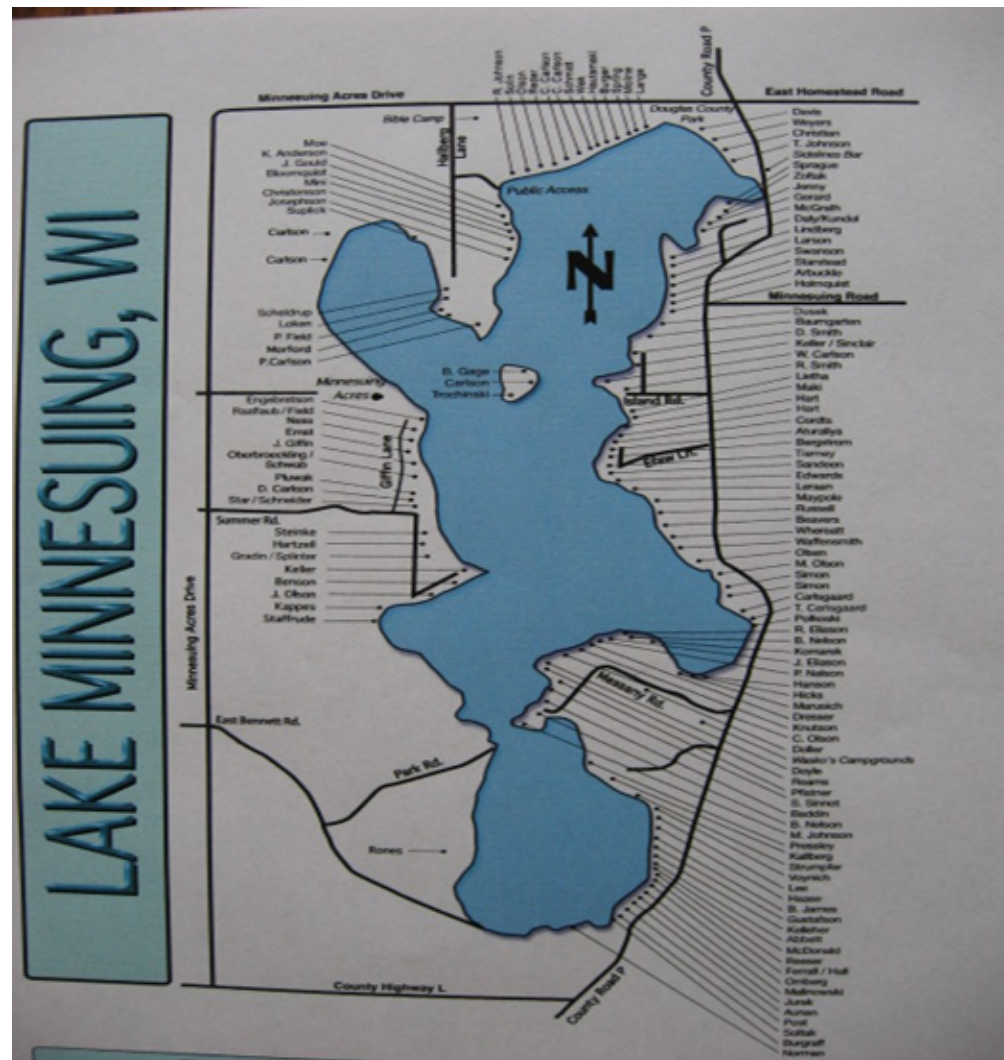


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One Lake's Experiences

- Introduction to Lake Minnesuing
- Marketing Healthy Lakes to Stakeholders
- Assessing Shore & Property Owners
- Site Visits & Plans
- Sponsorship – How it Worked for Us
- Seeking Commitment
- Packaging Your Application

135 Developed Properties 20% of Shore Natural



Natural Shoreline



But Also Not So Natural



Introducing Healthy Lakes to Lake Minnesuing

- Lake Assoc annual meeting 2015
- Make it interesting
- Make it fun
- Make it understandable
- Our need: Manage runoff

Ah...Morning Coffee



Coffee Filter



Storm Water Runoff



Result of Poor Filtration



Healthy Lakes

- What's it all about?
- Do we really need this on Lake Minnesuing?
- Your project planned in 2015
- Your application to LMSD by 9-15-15
- Your project completed in 2016/17

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.



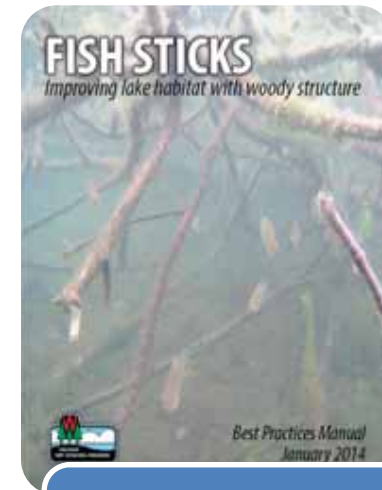
Statewide Plan

- Implementation focus



Fact Sheets

- 5 Best Practices
- Funding & Admin FAQs



Technical Guidance

- More project installation detail

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





Healthy Lakes Grants

- LMSD application deadline September 15
 - Cost breakdown: 75% State/25% property owner
 - LMSD may apply on behalf of multiple landowners
 - Property owner pays for and completes project
 - LMSD applies for reimbursement to property owner
 - Standard **2-year** grant agreement i.e. projects planned in 2015 for completion in 2016/17
- Each practice capped at \$1000 state share
- Contract requires property owner agreement to maintain for 10 years
- LMSD administers contract that landowner signs
- Self-reporting or site visits on 10% of projects annually

Marketing Healthy Lakes

- Referral to the Healthy Lakes website
- Paper copies of Healthy Lakes fact sheets at all lake property owner meetings
- Shared many “sample” or “typical” completed projects from other lakes
- Constantly linked the practices to Lake Minnesuing for a local connection

Marketing Healthy Lakes

- Spoke at our town meetings
- Leveraged our well read lake newsletter
- Provided handouts at all lake meetings and our “summer socials”
- Initiated face to face site visits

Lake Newsletter Articles



LMSD Update – Healthy Lake Minnesuing

We have a real opportunity to take steps to positively influence water quality in Lake Minnesuing and make our lakeshore property more valuable. During our annual lake meeting last June we introduced a proposal called “Healthy Lakes”. “Healthy Lakes” has now been approved by the State of Wisconsin. It is intended to help protect and improve lake health by increasing property owner participation in habitat restoration and runoff and erosion control projects. Our love for Lake Minnesuing can inadvertently cause.....

Marketing Results

- 2 property owners stepped forward asking for help

Assessing Your Shoreline

- Determine where needs exist
- Leverage your other work and play

Native Planting Opportunity



Rain Garden Opportunity



Another NP Opportunity



Assessing Properties

- Board members worked to match amenable owners & sites w/needs
- Early adopters, respected leaders, environmentally conscious
- Local shoreline knowledge
- Leveraged other activities (YFI)
- Cold calls

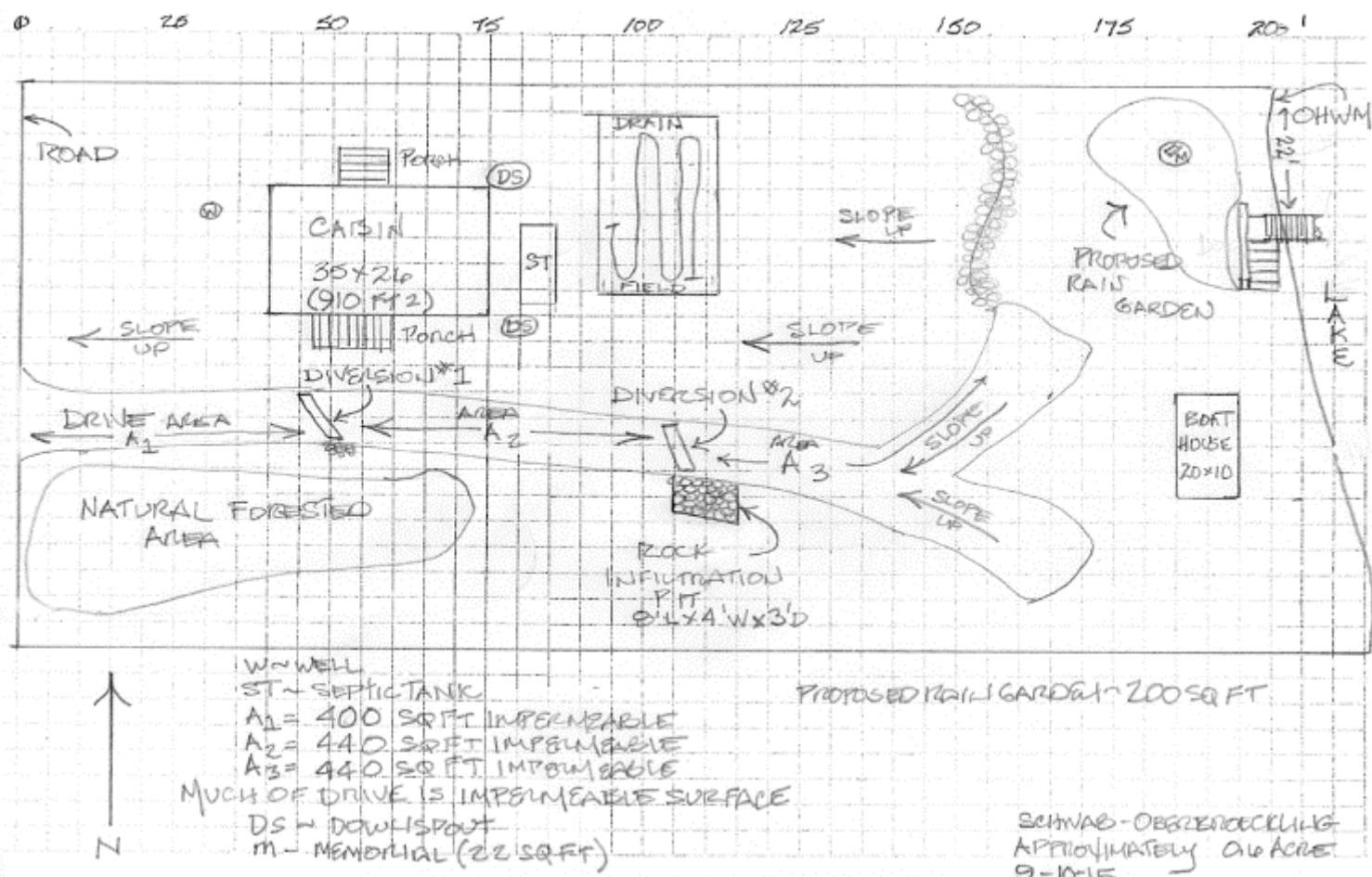
When Property Owners Open to a Face to Face Site Visit

- It's a listening & learning session
- **What does property owner want?**
- Walk, photograph & measure the property – assess the slope
- Will needed space be dedicated?
- DIYer or check writer?
- Does it fit Healthy Lakes?

Implementation Possibilities

- Check writer – offer a list of capable suppliers – do your homework!
- DIY – explain program parameters and let owner draw plan
- DIY – or draw up a plan based on what you have learned on the visit
- Use recommended resources-see HL website

Site Plan



Sponsorship – How to “Just Do It”

- As a sponsor we had no real money
- Total annual budget \$2923

BUT

- We had knowledge
- We had volunteer labor available
- We had energy

Property Owner Agreements

- Agreement 1 - Escrow agreement
- Purpose: Explain program, protect sponsor & owner, and paying
- Agreement 2 - Participation agreement
- Purpose: Property owner buy-in and serves as conservation contract
- Both docs signed **prior to application**
- Goal: **Get all you need up front**

Escrow Agreement

Lake Minnesuing Sanitary District Escrow Agreement - Healthy Lakes

Project: Native Planting – Property Owner Name

Address: xxxx S Summer Road, Lake Nebagamon, WI

Purchased Materials Cost Estimate -----	\$ 711.00
Purchased Services Cost Estimate -----	\$ 396.00
Subtotal Purchased Cost Estimate -----	\$ 1107.00
Escrow Amount = Total Purchased + 20%----	\$ 1328.40
Donated Materials Value Estimate -----	\$ 0.00
Donated Services Value Estimate -----	\$ 0.00
Volunteer Hours Projected – 32@\$12/hour =	\$ 384.00
(5 LMSD grant admin hrs are included)	
Total Project Cost Estimate -----	\$ 1491.00

Escrow Agreement

The property owners agree to place the amount indicated as “Escrow Amount=Total Purchased + 20%” in escrow with LMSD (grant sponsor) for the purpose of managing project disbursements under the Wisconsin DNR Healthy Lakes Initiative Grant once the project is approved and prior to project initiation

Escrow Agreement

Upon completion LMSD will make reimbursement application to the DNR. Once LMSD receives reimbursement , LMSD will return the combined amounts of unused escrow and the reimbursement from the DNR in one check to the property owner.

Escrow Agreement

The property owner understands that the State's Healthy Lakes Initiative will reimburse 75% of the qualifying project's costs to a max project cost of \$1,333.00 (75% share is not to exceed the total of purchased materials and services). Should total project cost exceed \$1,333.00, the DNR's reimbursement is capped at \$1,000.00.

Escrow Agreement

The remaining project cost balance of 25% (or more if the total project cost exceeds \$1,333.00) is the property owner's responsibility. Donated materials, donated services and volunteer time at \$12.00/hour, can be used to help offset the required 25% property owner contribution.

Escrow Agreement

The property owner agrees to the terms and conditions of the DNR Healthy Lakes Initiative Grant. This includes providing the necessary documentation to the grant sponsor and DNR to prove the project is complete.

Participation Agreement

I/we as property owners are responsible to:

- Submit project plan to LMSD
- Provide digital "before" photos
- Site plan drawing
- Cost estimate
- Understand reimbursable share will not exceed \$1000

Participation Agreement

- I/we as property owners understand: LMSD or Wis DNR will have the right to inspect sites & that the project be functionally maintained a minimum of 10 years
- We incorporated the “conservation contract” in the agreement.

Participation Agreement Close

- 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 and we understand the parameters of the program as detailed in this agreement.

Seeking Commitment Failure #1 A “Cues to Care Lesson”

- Well respected property owners
- Long time ownership
- Caring people
- Lake Association supporters

View From Dock



Native Planting Opportunity



Diversion Opportunity



Recommendations

- 350 ft² planting between the shed and dock
- Rain garden adjacent to the parking area by horseshoe pits would minimize erosion and runoff
- Water bars in the washed out area could direct runoff into the nearby wooded area

What Happened?



Why?

Analysis of Failure #1

- TMI
- We hadn't done our supplier homework!
- These property owners are personal friends
- I was devastated
- But.....these are good people!
- Cues to Care applies here



Cues to Care

By Sally Elmiger

September 2011

- Dominant culture reads neat, orderly landscapes as a sign of neighborliness, hard work, and pride.
- Neat & orderly = mown lawn
- Areas of high ecological integrity are often seen as messy.

Seeking Commitment Failure #2

Lake Side of Structure



Slope to Lake



Lower Yard Area



Hydraulic Damage



Driveway to Boathouse



Runoff Evidence Side of Drive



Existing Downspouts



New Downspout Location



Recommendations

- Rain garden in lower yard to reduce hydraulic pressure on wall & filter runoff
- Downspouts (2) should be moved to the road end of the main structure
- Two diversions should be installed on the drive
- Rock infiltration pit on the south side of the drive

What Happened?



Why?

Analysis – Failure #2

- Property owners were simply overwhelmed – joint ownership
- Too much too soon
- We blew a great opportunity to help the property owners and the lake
- With time, perhaps another shot at this property

Successes!

- 3 projects were completed in 2016
- 4 more property owner projects are approved for 2017
- Grant application in for 2 additional projects for 2017/2018

Success #1



Success #2



Success #2



Success #2



Success #3



Success #3



Success #3

DONATED VOLUNTEER LABOR WORKSHEET - 6						
Volunteer Last Name		First		MI	Grant Project Number	
Trochinski		Jerry			LPT51116	
Volunteer's Title			Project Name:			
Property Owner			Lake Minnesuing Healthy Lakes			
Date	Description of Work Performed	Hours		Rate*	=	Total
07/02/2016	prepare area to drop tree	3.0	X	\$12.00	=	\$36.00
07/22/2016	secure chains and come along to tree	6.0	X	\$12.00	=	\$72.00
07/23/2016	assist felling tree	3.0	X	\$12.00	=	\$36.00
07/29/2016	set up come along to move tree to shore	3.0	X	\$12.00	=	\$36.00
08/06/2016	move tree to shore with come along	4.0	X	\$12.00	=	\$48.00
08/07/2016	gather tree and lg branches form fsticks	4.0	X	\$12.00	=	\$48.00
08/12/2016	buy cable & clamps, cut cable to length	2.0	X	\$12.00	=	\$24.00
09/03/2016	final position w/come along sec to shor	4.0	X	\$12.00	=	\$48.00
09/06/2016	rake disturbed area to plant cover crop	2.0	X	\$12.00	=	\$24.00
09/07/2016	plant & mulch cover crop to hold soil	2.0	X	\$12.00	=	\$24.00
			X		=	
			X		=	
			X		=	
			X		=	

Packaging Your Grant Application

- Grant aps can be submitted electronically-digitize everything!
- When scanning docs use lowest possible resolutions
- “Before” photos, site plans, estimates, & signed agreements can all be submitted as email attachments with your electronic application

Submitting Your Reimbursement Request

- Volunteer hours must be documented and the form you use, 8700-349, must be signed by volunteer
- Secure volunteer signatures before they head south for the winter!
- Review **your** “after” photos before you leave for the winter!

Good Luck!

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