

# LakeSmart

## Goal:

Lake-friendly landuse practices statewide



# Elements of LakeSmart

- Workshops to educate lakeshore residents and bring into program
- Evaluation tool for properties
- Trained evaluators
- Incentives: certificates, ads
- Signs to make award winning properties visible & as an incentive



# Evaluate



## Process Evaluation: workshops

- Are workshops successful
- What would make them more successful
- Why don't people come
- Are there other tools that would be better

## Paper surveys for lake assoc's at their annual meeting

Would you be interested in  
participating in a free LakeSmart  
Training Program ....

Yes

No

If no:

complimentary lunch or dinner

complimentary plant materials

free technical assistance

free labor

other \_\_\_\_\_

nothing



# Evaluate



## Impact Evaluation:

- Are people implementing BMPS
- Which BMPS most likely
- What is most successful at getting people to do the BMPs
- What support is need

# Phone Survey of workshop attendees (2006-7)

- 37% had a property evaluation in 2004
- 47+ evaluations requested for 2005
- 83% took action (planting, diversions,...)



# Paper survey (for BMP usage) of people requesting evaluations

- Most frequent problem: buffers (35), driveways (33)
- Hardest to sell: winding path (1:1), buffer (17:11), stabilize shoreline (8:5)
- Incentives: TA & materials (33%), labor (30%), funding, setting an example, sign (26%),

# Evaluate

## Context Evaluation:

- who is getting awards
- why others are not
- what support is need
- why are some lakes successful and others not



# Informal phone survey of lake assoc. and SWCD contacts

## Audience:

- Specifically year-round or seasonal lake shore residents, not weekenders
- Most were lake or watershed association members
- Association was a cohesive group, already have sparkplug, can-do activists, offers sustainability

# Informal Interviews

- Size matters, for large lakes start with road associations
- Property evaluator crucial



# Lessons Learned and Applied

- **We need to narrow our focus and concentrate on fewer lakes**
- Offer more informal walk 'n talks
- Require commitment from lake associations
- Offer support (with social marketing tools) to lake associations for longer