



The Shoreland Friends Guidebook

Environmental Education for Owners of Shoreland Property

Sponsored by the Wisconsin County Code Administrators in cooperation with the Wisconsin Association of Lakes, Wisconsin Department of Natural Resources and the University of Wisconsin Extension through the College of Natural Resources at the University of Wisconsin – Stevens Point

Foreward

The Shoreland Friends Guidebook was written to serve as a “how-to” guide for County Zoning Administrators and local groups that want to educate new shoreland property owners about shoreland stewardship practices and related regulations. Raising the awareness level of new property owners through this “welcome wagon” approach will increase compliance with shoreland management regulations and promote shoreland protection to maintain the quality of our lakes and streams.

Appendix A provides recommendations on roles that various state organizations and agencies could perform for shoreland education projects. The methods used to develop this guidebook are in Appendix B.

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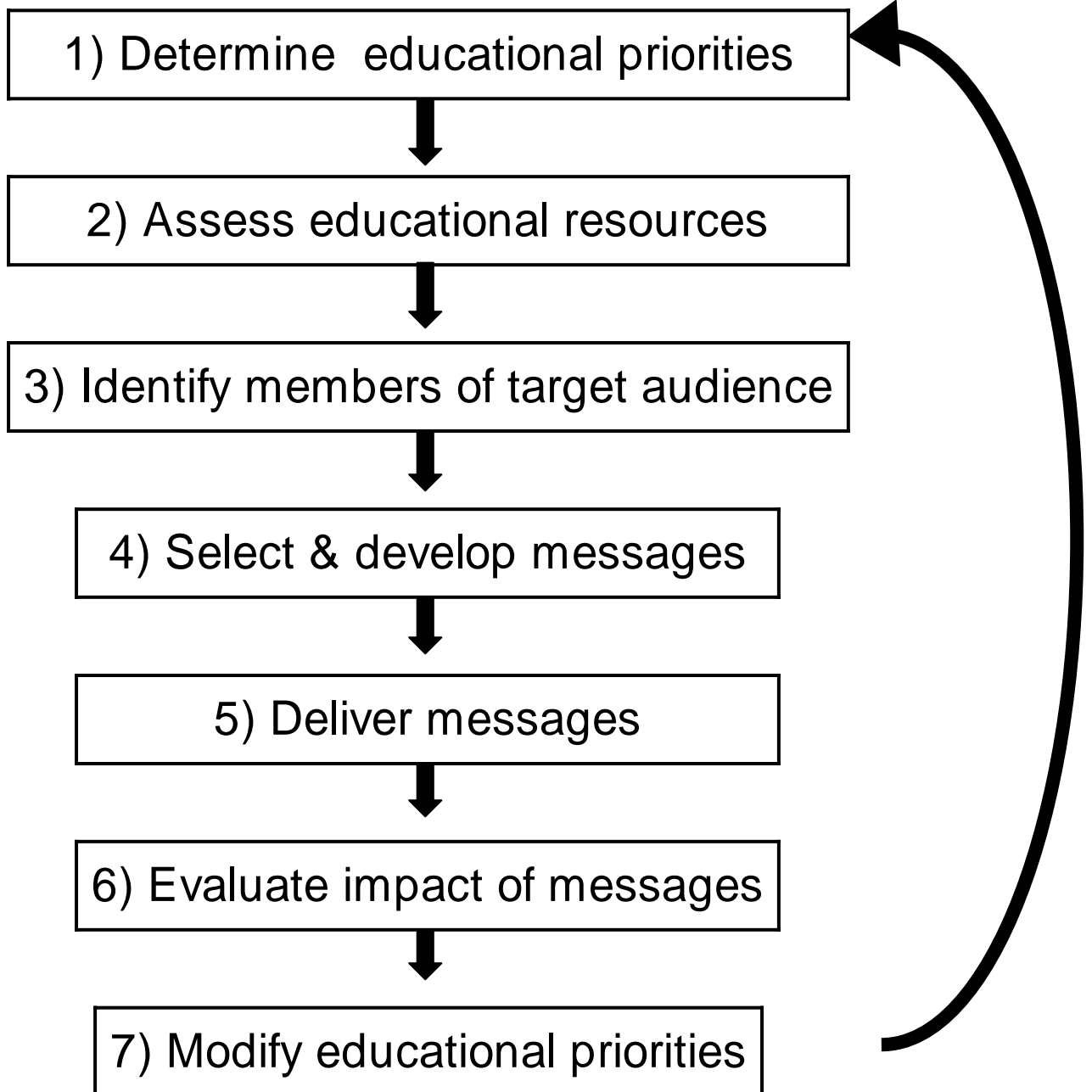
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Main steps for an educational project



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Appendices:

- A) Recommended organizational roles for shoreland education
- B) Methods used in developing guidebook
- C) Environmental and conservation organizations by county (2000)
- D) Funding sources
 - 1) Foundations in Wisconsin search results
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- E) DNR rules for lake and river grant programs
- F) WCCA survey and results
- G) Wolf Basin Partnership packet for waterfront property owners
- H) Real Property Listers correspondence, survey and results
- I) Graphics and logos
- J) Additional shoreland educational publications
- K) Shoreland protection messages
 - 1) *The Point* by Dave Carlson
 - 2) *A Tale of Two Lakes* by Erik Ness
 - 3) Written permission for reproduction
 - 4) *Restoring Your Shoreland: A guide to shoreland planting packets*
- L) New waterfront property owner survey and results

Section 1: Determining educational priorities (messages & target audiences)

Steps to follow

Prior to embarking on an educational project for new shoreland property owners, it makes sense to define what the current shoreland educational needs are. Issues to consider when defining the educational needs include the pattern of regulatory compliance as well as the environmental impacts from undesirable practices. Convening the people listed under **Cooperators** in this section should be helpful to answer the following questions:

- What are the common compliance problems with the shoreland ordinance?
- What undesirable shoreland practices have significant environmental impacts?
- What are the priority shoreland problems/educational needs?
- Who is the target audience (who needs education)?
- What message(s) need to be delivered to the target audience to achieve better compliance and environmental protection?

Basin-wide priorities and multi-agency cooperation

After determining educational priorities on a county level, it would make sense to expand the discussion throughout the basin to see if other counties have similar priorities. Addressing shoreland educational issues on a basin-wide level results in a more comprehensive project which increases the likelihood of garnering funding and assistance from DNR and UWEX while minimizing duplication of efforts.

Educational priorities (example)			
Priority	Problem/ educational need	Target audience	Message
Priority #1	Property owners are clearing shoreland vegetation beyond what is allowed in the shoreland ordinance. This has negative effects on water quality, wildlife habitat and natural shoreline beauty.	New and existing shoreland property owners	Maintaining shoreland vegetation protects water quality, natural beauty, wildlife habitat, and property values. Therefore, the county shoreland ordinance requires ___(county specific).
Priority #2			
Priority #3			

Cooperators

Staff

- Zoning staff; including summer interns or limited term employees
- Land Conservation staff; including summer interns or limited term employees
- Real Property Lister or Register of Deeds staff (involve after priority identification)
- DNR Water Management Specialists (regulatory)
- DNR wardens
- DNR Lake Management Specialists (education and funding)

DNR Lake Management Specialists	
DNR region & counties served	Name & phone
Northeast serves Brown, Calumet, Door, Florence, Fond du Lac, Green Lake, Kewaunee, Manitowoc, Marinette, Marquette, Menominee, Oconto, Outagamie, Shawano, Waupaca, Waushara and Winnebago	Tim Rasman 920-492-5903
Northern (East) serves Forest, Iron, Langlade, Lincoln, Oneida Price, Taylor and Vilas	Bob Young 715-365-8937
Northern (West) serves Ashland, Barron, Bayfield, Burnett, Douglas, Polk, Rusk, Sawyer and Washburn	Danny Ryan 715-635-4073
Southeast serves Kenosha, Milwaukee, Ozaukee, Racine, Sheboygan, Walworth, Washington and Waukesha	Bob Wakeman 414-229-0819
South Central serves Columbia, Crawford, Dane, Dodge, Grant, Green, Iowa, Jefferson, Lafayette, Richland, Rock and Sauk	Sue Graham 608-266-8117
West Central serves 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

- Contact the local DNR Geographic Management Unit (GMU)/basin water team leader from the table below, and ask them to identify a lead person for shoreland educational issues (perhaps the UWEX basin educator) in the biannual work plan. It is recommended that this person:
 - coordinate ZAs and other local sponsors in a basin to develop a basin-wide shoreland education plan,
 - apply for funding to cover the costs of educational materials and delivery,
 - coordinate selecting and ordering educational materials from DNR and UWEX annually, and
 - assist in development of new materials addressing basin shoreland educational needs.

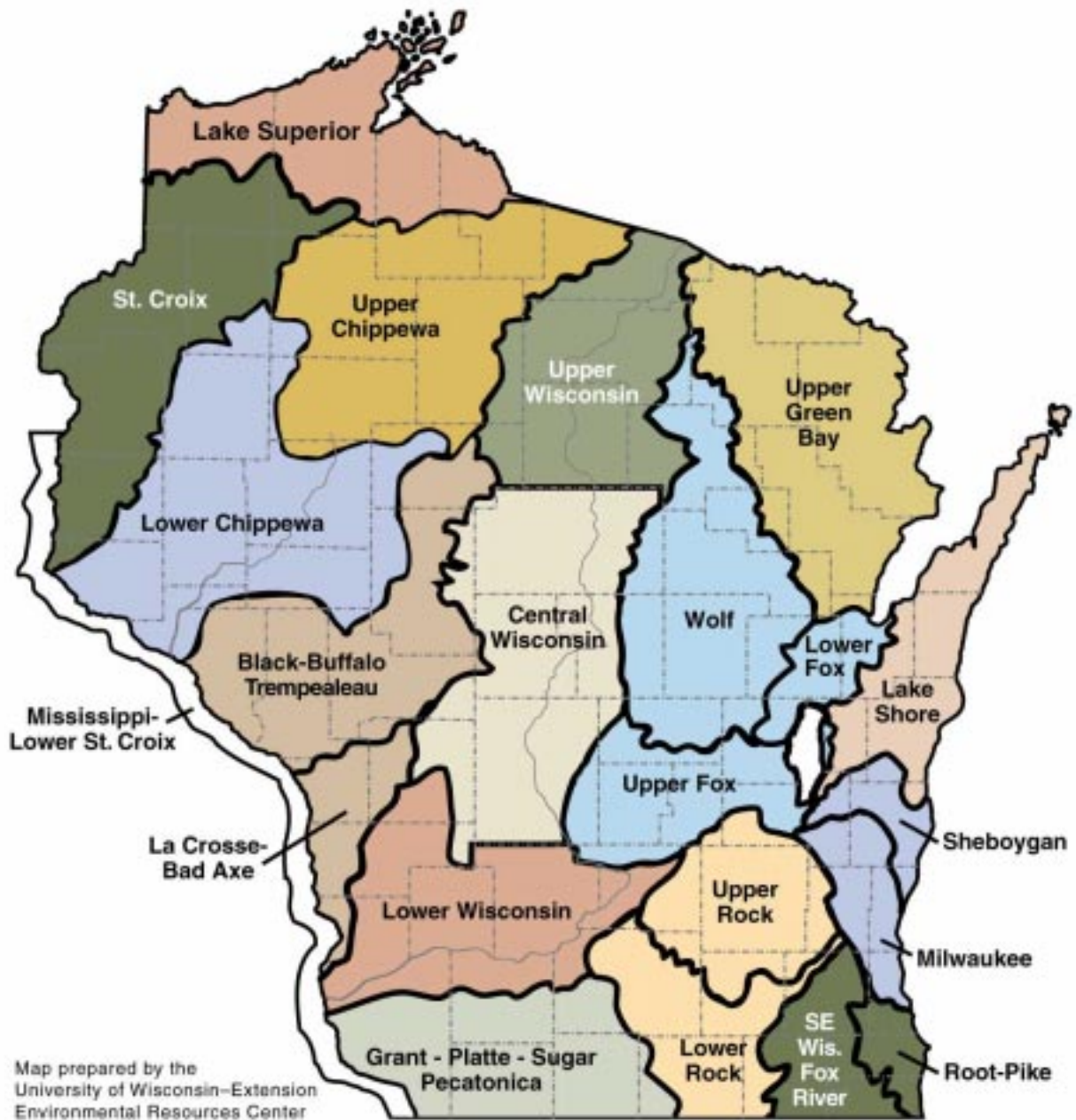
DNR GMU / Basin Water Team Leaders			
Basin (see map on p.10)	City	Water Team Leader	Phone number
South Central Region			
Lower Wisconsin River	Dodgeville	Tom Bainbridge	(608) 935-1937
Upper Rock	Horicon	Jim Congdon	(920) 387-7872
Grant-Platte/Sugar-Pecatonica	Fitchburg	Robert Hansis	(608) 275-3304
Lower Rock	Fitchburg	Ken Johnson	(608) 275-3243
Southeast Region			
Milwaukee River	Milwaukee	Sharon Gayan	(414) 263-8707
Sheboygan River	Milwaukee	Chip Krohn	(414) 229-0862
Root/Pike River	Sturtevant	Mike Luba	(414) 884-2369
Illinois/Fox	Milwaukee	Greg Pilarski	(414) 229-0866
West Central Region			
Black/Buffalo/Trempealeau	Black River Falls	Ed Bourget	(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	Craig Thompson	(608) 785-9014

Northern Region			
Upper Wisconsin Basin	Rhineland	Tom Bashaw	(715) 365-8973
Superior	Spooner	Ted Smith	(715) 635-4071
Upper Chippewa	Park Falls	Bruce Swanson	(715) 779-4035
St. Croix	Spooner	Tom Beard	(715) 635-2101
Northeast Region			
Lower Fox	Green Bay	Bob Behrens	(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 Community Natural Resource and Economic Development (CNRED) agent
- UWEX basin educator, listed in table below

UWEX Basin Educators			
Basin (see map on p. 10)	City	Basin Educator	Phone number
South Central Region			
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
Southeast Region			
Milwaukee, Sheboygan	Milwaukee	Gretchen Messer	414/290-2434
Fox, Root/Pike	Milwaukee	Andy Yench	414/290-2431
West Central Region			
Central Wisconsin	WI Rapids	John DuPlissis	715/421-7800
Lower Chippewa	Eau Claire	Darren Lochner	715/836-5513
Northern Region			
Upper Wisconsin Basin	Rhineland	Bill Klase	715/365-2658
Lake Superior	Ashland	Mike Kroenke	715/685-2674
St. Croix	Spooner	John Haack	715/635-7406
Northeast Region			
Fox-Wolf	Oshkosh	Catherine Neiswender	920/232-1990
Lakeshore	Kewaunee	Patrick Robinson	920/388-2792 ext. 113
Upper Green Bay	Peshtigo	Diane Munroe	715/582-1002

Wisconsin Basin Map



Volunteers

The following organizations may be willing to help with Shoreland Friends projects:

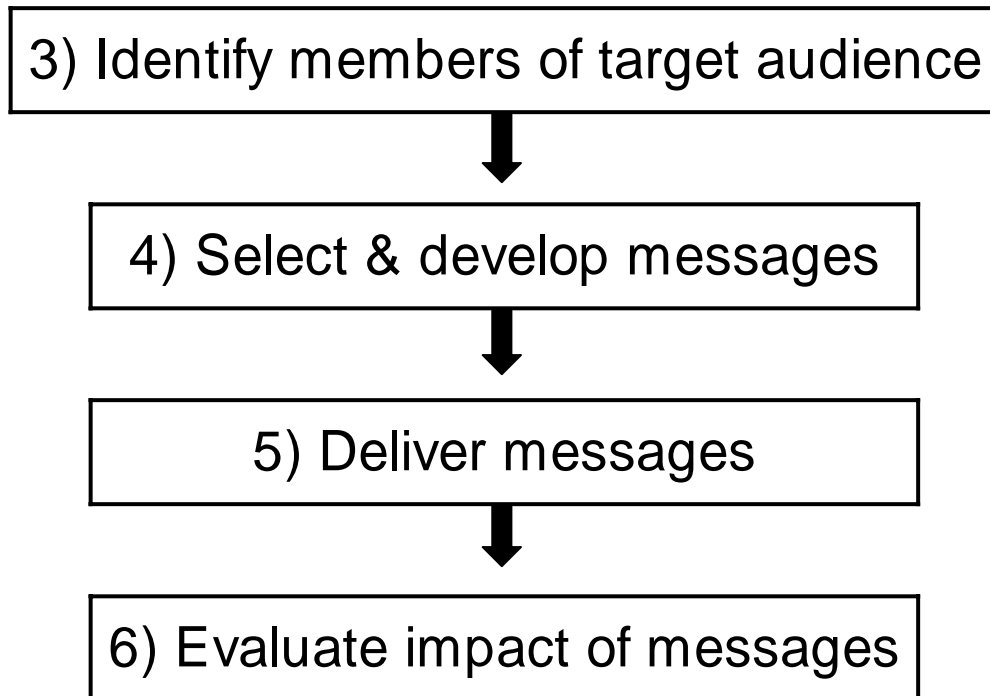
- Lake associations and lake districts. Biannually, a statewide list sorted by county and known as the *Lake List* is compiled. It is available from UWEX-Lakes at 715-346-2116
- Environmental organizations and conservation clubs sorted by county is in Appendix C. The most recent list is available from Karen Bridge (WDNR) at 608-246-7990.
- Information on other local organizations may be available from the local phone book, chamber of commerce and/or newspaper.
- Senior citizens interested in community projects.
- UW-Extension Master Gardeners. These associations assist in community horticultural programs and environmental stewardship and may be willing to help with shoreland restoration projects. The UWEX CNRED, horticulture or agriculture agent serves as contact person for the groups listed below.

Local Master Gardener Association	Phone number
Barron County	(715) 537-6250
Calumet County	(920)849-1450
Clark County	(715) 743-5121
Coulee Region	(715) 538-2311
Columbia County	(608) 742-9682
Door County	(920) 743-5511
Fon du Lac County	(920) 929-3170
Glacial (Forest, WI)	(715) 528-4480
Lake Superior (Superior, WI)	(715) 395-1363
Madison area	(608) 224-3700
Manitowoc County	(414) 683-4167
Marathon County	(715) 847-5433
Northeast Wisconsin (Green Bay, WI)	(920) 391-4610
Northern Lights (Marinette, WI)	(715) 732-7510
Northwoods (Crandon, WI)	(715) 478-2212
Outagamie County	(920) 832-5121
Portage County	(715) 346-1316
Sheboygan County	(920) 467-5740
Southeast Wisconsin (West Allis, WI)	(414) 290-2400
St. Croix Valley (Baldwin, WI)	(715) 684-3301
Thyme Shares (Montello, WI)	(608) 297-9153
Waupaca County	(715) 258-6230
West Central (Altoona, WI)	(715) 839-4712
Winnebago County	(920) 232-1972
Wood County	(715) 421-8440

Section 2: Assessing educational resources

Steps to follow

The goal of this section is to assess the resources available to accomplish the following steps:



The steps in the diagram above correspond to the sections of this guidebook. A summary of each step is included in the **Steps to follow** subsection of each section. Reading these summaries now is highly recommended to gain an understanding of what is involved in each of the steps above and develop a plan that optimizes the resources available. Section 5 may be particularly helpful since it summarizes all of the steps involved in delivering packets of printed materials as well as providing a wide range of other options for developing and delivering educational messages.

These resources can be broken into two main categories:

- People with time and talents who can complete steps 3-6 above. See **Cooperators** from Section 1 as well as Appendix A, **Recommended organizational roles for shoreland education**
- Funding for staff time, educational materials, and delivery costs. See **Funding sources** below for options.

Funding sources

The tables below were developed after a review of funding sources available through government agencies, organizations and foundations. Keep in mind that having a basin-wide project increases the likelihood of garnering funding since granting organizations often favor geographically comprehensive projects. Grants for activities that are programatically comprehensive (such as water classification projects) and include education of new property owners may also be better received. It is often more efficient to write one comprehensive grant application, rather than many individual applications for similar projects.

Statewide funding opportunities		
Cooperator	Funding interests & comments	Contact
WDNR	Lake and river grants (See details below in this section)	Regional DNR Lake Management Specialist. See Cooperators in Section 1
WDNR	Biennial work plan funding (See details from Langlade County in Section 3)	
WDNR	Basin Partnership grants, depends on local priorities	DNR Basin Water Team Leader. See Cooperators in Section 1
WI Environmental Education Board (WEEB)	Environmental literacy and education; up to \$20K	WEEB office, UWSP 715-346-3805 http://weeb@uwsp.edu
Natural Resource Foundation of Wisconsin	Education related to Wisconsin's natural resources; up to \$1K	(608) 264-8548 http://www.nrfwis.org/grants/grants.htm
County Zoning Departments	Funding may be available from zoning fees and fines or general county funding	County Zoning Department
County Land Conservation Departments	Land and water conservation	County Land Conservation Department
Local corporate sponsors	Depends on individual corporations	Check local phonebook
Local conservation & lake organizations	Fundraising with bake sales, pancake breakfasts, carwashes, raffles, etc.	See Cooperators in Section 1
Antonia Foundation ¹	Conservation efforts, environment & wildlife, generally award \$3-5K	F. Michael Arnow, treasurer (414) 964-4000
Cudahy (Patrick & Anna M.) Fund ¹	Environmental issues. Family owns shoreland property in Door County. Median grant is \$10K	Judith Borchers, Exec. Dir. (414) 271-6020 www.cudahyfund.org

Regional Funding opportunities			
Location	Cooperator	Funding interests	Contact
Douglas and Bayfield counties	Duluth-Superior Area Community Foundation ²	Environmental issues	Holly Sampson, President (218) 726-0232
Green Bay, Wausau and Milwaukee	Gannett Foundation, Inc. ²	Natural resources and environmental conservation	Contact nearest daily Gannett newspaper
Racine and other communities with Tenneco facilities	Tenneco Corporate Contributions Program ²	Natural resources	John J. Castellani, Exec.V.P. Tenneco Corporate Contributions Program 1275 King St. Greenwich, CT 06831
La Crosse area	Cleary Foundation ¹	Wildlife and nature conservation	Gail K. Cleary, president (608) 783-7500
Green Bay & NE Wisconsin	Cornerstone Foundation of Northeastern Wisconsin ¹	Preservation of natural areas	Sheri Prosser, vice-president (920) 432-2045
Brown, Door, Kewaunee, Oconto, and Shawano counties	Greater Green Bay Community Foundation ¹	Resource conservation & preservation	Bret N. Bicoy (920) 432-0800
SE Wisconsin	Hunt (Frieda & William) Mem. Trust ¹	Environment & wildlife	Wayne Lueders (414) 297-5786
Milwaukee area & Door County	Maihaugen Foundation ¹	Environment	Julia B. Faulkner 16585 Deer Creek Pkwy. Brookfield, WI 53005
SE Wisconsin & Fox Valley	Wisconsin Energy Corp. Foundation ¹	Environment & wildlife	Barbara J. Karow (414) 221-2106
Great Lakes Basin	Great Lakes Aquatic Habitat Network & Fund	Protect and restore wetlands, shorelines, rivers, lakes, and other aquatic habitats; up to \$3.5K	Jill Ryan, Coordinator (231) 347-1181 http://www.glahabitat.org/grants.html

¹ More information in Appendix D1 - Foundations in Wisconsin

² More information in Appendix D2 – The Foundation Center (nationwide)

Appendix D also contains information on additional funding sources.

Wisconsin DNR lake and river grants

Small Purpose Lake Planning Grants (proposed for the year 2000)

These grants would be the best fit for small education projects for new property owners and award up to \$3K 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 for these grants are due February 1 and August 1.

Further information is available at

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

Larger lake and river grants

Education of shoreland property owners may also be funded as a component of the larger DNR lake and river grants that are meant for comprehensive projects. The administrative codes describing the criteria for these grants are all included in Appendix E as well as at the following websites:

NR 190 Lake Management Planning Grants

<http://www.legis.state.wi.us/rsb/code/nr/nr190.pdf>

NR 191 Lake Protection and Classification Grants

<http://www.legis.state.wi.us/rsb/code/nr/nr191.pdf>

NR 192 Lake Classification Technical Assistance Grants

<http://www.legis.state.wi.us/rsb/code/nr/nr192.pdf>

NR 195 River Protection Grants

<http://www.dnr.state.wi.us/org/water/fhp/NR195.htm>

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

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

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

For more information or assistance contact your regional DNR Lake Management Specialist listed under **Cooperators** in Section 1.

Section 3: Identifying members of a target audience

This section will:

- Summarize current shoreland educational projects and interest levels for future projects,
- Describe how pilot project counties are identifying members of their target audience, and
- Identify counties which have Real Property Listers and other staff cooperators.

Steps to follow

In order to get a measure of the current state of affairs in Wisconsin regarding local shoreland educational efforts, a survey was distributed at the November 1999 Wisconsin County Code Administrators conference. The survey results provided information about counties that were already providing educational materials to new property owners, and identified those were interested in doing so in the future. The survey responses are summarized in **Current and future shoreland educational projects** in this section. Briefly, five county pilot projects are currently underway providing shoreland educational materials to new property owners. Many other counties are interested in developing these projects, but need assistance in dealing with the technical, logistical, and financial components of developing a local project.

The process for identifying new property owners in the target audience for each pilot county is different, but the general steps are as follows.

1. Identify target audience based on potential environmental impact, local experience regarding compliance and available project assistance and funding. Options include:
 - new waterfront property owners,
 - new shoreland property owners,
 - all waterfront or shoreland property owners (current and new), and
 - all new property owners.
 2. Review information from recent real estate transfer forms.
 3. Create a list of parcel numbers from real estate transfer forms to identify new owners.
 4. Sort parcel numbers to select only those in target audience. Methods include:
 - check locations of parcel numbers on plat maps (parcel maps) by hand,
 - check whether the **water frontage** query was completed on the real estate transfer form, and
 - query Geographic Information System (GIS).
 5. Use the selected parcel numbers to generate mailing addresses from the assessment roll which may be located in the Real Property Lister's office.
- Pilot counties that have developed a system to identify members of their target audience and deliver educational materials shared the following characteristics:

- Zoning departments worked cooperatively with the Real Property Lister or Register of Deeds and sometimes were able to use lists of new property owners generated for other purposes. An example is the “sales report” generated by some Real Property Listers to provide information for realtors and assessors.
- Zoning departments provided staff time and at least partial funding for the projects.

Real Property Listers and other staff may be willing to help identify members of a target audience. (See survey of **Real Property Listers and other staff cooperators** in this section.)

A new identification method – Wisconsin Department of Revenue database

Another option for identifying new property owners and obtaining their addresses will become available through a new database being developed by the Wisconsin Department of Revenue (DOR). This database will include the names, addresses, and amount of water frontage from the real estate transfer forms. This information is public and reports for each county will be available on a regular basis in a variety of forms (hardcopy, disks, or e-mail). When using the reports from the database, determining whether a property is waterfront could be based on the *feet of water frontage* query. This approach for determining whether a property is waterfront eliminates step 4 above, but is reliant on the landowner’s completion of the *feet of water frontage* field. The DOR database will sort the responses to *feet of water frontage* from the real estate transfer forms (greater than 0 feet of frontage = waterfront, 0 or blank = not waterfront). Another option would be to use the parcel numbers from the database report and check them against plat maps to determine if they are waterfront. Questions remaining about using the DOR database are:

- Will there be a fee associated with the reports on recent real estate transfers?
- How long will the lag time be between filing a real estate transfer form with the County Register of Deeds and availability of the DOR report?
- Will the reports be available to counties in a format that they can sort or read-only? Will software be compatible?

It is recommended that the DOR be contacted and encouraged to revise the real estate transfer form to clearly determine whether a property has waterfront frontage, and make the database reports available with properties sorted based on whether they have water frontage.

Inquiries and requests for reports from the DOR can be directed to:
 Bonnie Bindl, Property Assessment Specialist
 Bureau of Equalization
 P.O. Box 8933
 Madison, WI 53708
 608-266-8139
 e-mail: bbindl@dor.state.wi.us

Current and future shoreland educational

projects

In order to get a measure of the current state of affairs in Wisconsin regarding shoreland educational efforts, a survey was developed and distributed at the November, 1999 Wisconsin County Code Administrators conference. Zoning Administrators from thirty-three counties completed the survey. The survey results provided information about counties that were already providing educational materials to new property owners, and identified those were interested in doing so in the future. The survey responses are summarized below. See Appendix F for the survey and responses.

1. Based on the survey and additional information, there are five counties currently providing educational materials to new waterfront property owners by special mailings.
 - Langlade
 - Marathon
 - Oneida (funding expired)
 - Waupaca
 - Waushara
 - Vilas (planning to start a project this year)

Most counties responding to the survey which are not currently providing educational materials are interested in doing so in the future.

2. New waterfront property owners' names are obtained from:
 - Real Property Lister (Langlade & Oneida)
 - GIS database (Marathon)
 - Database, purchased software from Marathon County (Lincoln)
 - New filing system/database (Vilas)
 - Register of Deeds (Waukesha)
 - Land Records (GIS) and Register of Deeds (Waupaca)
 - Register of Deeds; mailings are mailed to ALL new property owners (Waushara)
3. The information is distributed via mail by all the counties currently implementing projects. Other ideas for distribution included:
 - Website
 - Posting at libraries and other public places
 - Through a lake protection/rehabilitation district
4. The frequency of actual distribution of information was typically twice a year. Oneida County distributed the information twice a month at times. Counties felt that once or twice a month was the preferred frequency.
5. The following information is typically included in the mailings:
 - A. Introductory/welcome letter
 - B. Regulatory information
 - Summary of shoreland zoning regulations

- Subdivision and sanitary regulations
- C. Educational materials
 - *Life on the Edge*, or the order form for this publication
 - *Why Protect Shoreland Areas?*
 - *What is a Shoreland Buffer?*
 - *A fresh look at shoreland restoration*
 - Shallow lakes publication
 - “Knock it off!” bumper sticker referring to Eurasian milfoil
- D. Contact list for management and regulatory questions about shoreland property
- E. Appendix F contains the list of additional materials sent by Polk County

Other items which were suggested for inclusion were:

- Ordinance & permit procedures
 - Building near wetland publication
 - Maintaining private sewage systems
 - Soil test information
6. Three counties use special folders to contain the information and are willing to provide a sample copy.
 7. The only county evaluating the effectiveness of the mailing is Marathon County which has a return checklist asking the recipient how useful they found the information packet to be. Other counties commented that evaluation was a good idea.
 8. Typical costs are \$3 for the material and an additional \$3 for mailing. The Wolf Basin Partnership contracted with a printing business to produce 1500 attractive, informative folders of information for approximately \$1 each, not including postage (enclosed as Appendix G).
 9. DNR is currently sharing the costs for materials and stuffing packets in some counties. Land Conservation departments would be another possibility.

Other comments included strong support for this project. Counties felt this was a good way to be pro-active, and that education can only help.

Real Property Listers and other staff cooperators

Real Property Listers (RPLs) from seventeen counties responded to a survey about methods to identify new waterfront property owners in their counties, and whether their counties had someone who might be willing to do this in the future. See Appendix H for the cover letter, fact sheet, survey, and results. The survey responses are summarized below.

1. New owners of waterfront property on lakes and streams could be identified by a variety of methods including:
 - GIS (6 counties; 2 counties indicated their systems are ready to use)
 - Other computer database (5 counties)
 - Real estate transfer forms (3 counties; based on answer to *feet of water frontage*)
 - Checking property locations from transfer forms with maps (3 counties)
2. RPLs recommend the same new waterfront property owner identification methods as Zoning Administrators did in **Current pilot projects, examples to learn from** in this section.
3. The amount of time estimated to identify the new waterfront property owners and generate mailing lists once a month ranged from a few hours (to compare transfer forms and maps or run a GIS query) to months (to develop a database with the waterfront properties identified).
4. Six counties identified county staff who might be willing to help identify new waterfront property owners. They are as follows.
 - Vilas County is developing a database to identify the waterfront property owners.
 - Lincoln County Land Conservation Department has packets developed, and the county has about 70% of the waterfront owners flagged in a database.
 - Price County has a RPL willing to help and a GIS system in place.
 - The Bayfield County RPL office is willing to review the transfer returns and look at maps to identify new waterfront property owners.
 - The Burnett County RPL is willing to identify new waterfront property owners via the feet of frontage listed on real estate transfer forms.
 - Wood County has a GIS system for part of the county and a GIS technician that might be willing to help.

Current pilot projects, examples to learn from

In order to learn more about the five counties that have current shoreland education pilot projects, phone interviews were conducted with the Zoning Administrators (ZAs). The table on the next page summarizes how each pilot county identifies new property owners in their target audiences. Additional details from each of the counties are provided following this table.

The main method of communication with new property owners in pilot projects has been to deliver packets of printed materials. A table located in **Delivering packets of printed materials** in Section 5 provides details about the remainder of the steps pilot counties used to select, develop and deliver the packets including cost estimates and funding sources.

County & ZA	Target audience	Method for identifying target audience ¹	Assistance from outside of Zoning Dept.	Time/costs for Zoning Dept.
<u>Langlade</u> Becky Frisch 715-627-6206	New waterfront property owners	Parcel #s copied from real estate transfer forms. Whether parcels are waterfront is determined by hand checking against parcel maps.	RPL ² provides access to transfer forms.	2 hours to check parcel #s with maps + 1 hour to add county-specific handouts to folders and label envelopes for 13 packets
<u>Marathon</u> Jim Burgener 715-261-6020	New waterfront property owners	GIS system query for parcels adjacent to selected waterbodies generates list of parcel #s from recently filed real estate transfer forms.	Register of Deeds uses information from real estate transfer forms to update parcel information linked to GIS.	2 hours to develop GIS query program. Minutes per week to run query. Unknown time for generating address labels and stuffing packets.
<u>Oneida</u> Steve Osterman 715-369-6130	New waterfront property owners	RPL prints mailing labels for all recently transferred properties. Labels corresponding to properties which do not list water frontage on real estate transfer forms are eliminated.	RPL generates mailing labels for new waterfront property owners.	Unknown time for labeling and stuffing packets.
<u>Waupaca</u> Dave Rosenfeldt 715-258-6255	New shoreland property owners	Spreadsheet from RPL summarizes recent real estate transfer forms. Parcel #s from spreadsheet hand checked against plat maps to determine if a parcel is within the shoreland zone.	RPL generates spreadsheet of recent real estate transfers.	1-2 days to get parcel #s + 1 day to generate address labels to send up to 500 brochures.
<u>Waushara</u> Mark Schumacher 920-787-0453	All new property owners	Register of Deeds provides real estate transfer forms. General zoning brochure including shoreland setbacks is sent to all new property owners.	Register of Deeds provides access to real estate transfer forms.	2-3 days per year to generate mailing lists of all new property owners and send ~2500 brochures.

¹ The table describes mechanisms used to obtain parcel numbers for recent target audience property transfers. Once the list of relevant parcel numbers was created, support staff from all of the pilot counties could generate the address lists of associated landowners using assessment rolls.

² RPL = Real Property Lister

Details from each of the pilot counties

County: Langlade

Contact person: Becky Frisch, 715-627-6206

Pilot project status: in progress

1) Identification of members of target audience

- RPL provides access to transfer forms. Zoning employee takes the following information directly from real estate transfer forms: name, parcel address, and parcel number. The parcel numbers are sometimes inaccurate, so the Zoning employee checks the address against the parcel number when determining if the property is waterfront (via plat maps), and the zoning class of the waterbody.
- Assessment roll contains mailing addresses linked to parcel numbers. The mailing address from the assessment roll is used to mail out shoreland educational information. The parcel address from the real estate transfer form must be used for the shoreland educational information that is hand-delivered since many waterfront property owners have a different primary residence (and therefore mailing address).

2) Number of mailings and time invested

- There were 125 new waterfront property owners and ~3500 real estate transfers in the County in 1999.
- One month it took 2 hours to check parcel #s from real estate transfer forms with parcel maps + 1 hour to add county-specific handouts to folders of publications and label envelopes for 13 packets.

3) Other ways Zoning staff initiates contact with new or existing waterfront property owners

- Working with County waterway association (lakes & rivers).
- Volunteers from 4 lake associations will distribute to new waterfront property owners.

4) Funding sources & cooperators

- Bob Young, DNR Lake Management Specialist, provides publications and gets packets stuffed. The publications and folder stuffing were funded through a fish and habitat project proposal included in the DNR biennial work planning process. Young noted that starting in August 2000, small shoreland education projects like this will be able to apply for funding under “small purpose projects” in the lake planning grants program if this revision is adopted. More details are available in **Funding sources** in Section 2, and Appendix E which contains guidance on lake and river grants.
- Zoning staff adds County specific inserts
- Zoning covers postage costs.
- Volunteers deliver.

County: Marathon

Contact person: Jim Burgener, 715-261-6020

Pilot project status: in progress

1) Identification of members of target audience

- GIS system identifies parcels adjacent to lakes and streams chosen by the ZA. Lakes and streams were chosen to reflect areas that people are developing as shoreland, but not those with a 6 inch stream running through. Information from the real estate transfer forms (name, mailing address and parcel address) are entered in GIS system by Register of Deeds/RPL for other purposes, so this project does not require any extra work for them.
- It took the Zoning GIS specialist 2 hours to develop a GIS query to identify parcels adjacent to major lakes and streams with recent real estate transfers. This query is now run weekly and takes only a few minutes. The output is a list of parcel numbers. Zoning support staff produces address labels from the parcel numbers using the GIS system which is linked to the assessment roll.

2) Number of mailings and time invested

- 23 since GIS query started 4 months ago + 6 sent on request

3) Other ways in which Zoning staff initiates contact with new or existing waterfront property owners

- Zoning staff are on site prior to issuing building permits for buildings within 100 feet of the ordinary highwater mark. Staff provide some written materials at that time.

4) Funding sources & cooperators

- Zoning Department

County: Oneida

Contact person: Steve Osterman, 715-369-6130

Pilot project status: in progress last year, lack of publications and staff currently

1) Identification of members of target audience

- Real property listing office provided mailing labels every other week. RPL was already creating mailing labels for all transferred properties to place on deeds for assessors. A duplicate set of labels was printed for Planning and Zoning and those labels which were not waterfront were crossed off. Whether they were waterfront was determined based on the “feet of frontage” box on the real estate transfer forms.
- RPL supports shoreland protection.

2) Number of mailings and time invested

- 200 packets were sent in the last 6 months, more were needed but not available.
- Minimal additional time necessary for RPL to eliminate address labels corresponding to landowners with no waterfront frontage indicated on transfer forms. Zoning simply pastes labels on envelopes.

3) Other ways in which Zoning staff initiates contact with new or existing waterfront property owners

- Talked to lake associations, realtor radio show, Kiwanis, and Rotary 2-4 times per year.

4) Funding sources & cooperators

- Bob Young from DNR provided publications (see Langlade County for details).
- Zoning provided staff time and postage.

County: Waupaca

Contact person: Dave Rosenfeldt (ZA) & Jeff Henneman (Shoreland Zoning Specialist who identifies new waterfront property owners), 715-258-6255

Pilot project status: in progress

1) Identification of members of target audience

- Zoning employee gets Excel spreadsheet summarizing recent real estate transfer forms from RPL (spreadsheet generated for realtors and assessors for valuation every few months). Zoning employee checks parcel numbers from spreadsheet against plat maps to determine if a parcel is within the shoreland zone (eyeballing 1000' from lakes and 300' from rivers). Zoning employee produces a list of parcel numbers for properties within the shoreland zone that have transferred hands recently. Data processing can then generate address labels for new property owners from the list of parcel numbers.

2) Number of mailings and time invested

- 1500 brochures sent out so far. It takes 1-2 days to identify new shoreland owners checking RPL spreadsheet against plat maps + 1 day for support staff to generate address labels from parcel numbers to send out up to 500 brochures.

3) Other ways in which Zoning staff initiates contact with new or existing waterfront property owners

- Catherine Neiswinder (basin educator) has developed packets handed out by lake assns; too costly for Zoning Dept. to mail to new waterfront property owners

4) Funding sources & cooperators

- Zoning department

County: Waushara

Contact person: Mark Schumacher, 920-787-0453

Pilot project status: in progress

1) Identification of members of target audience

- Register of Deeds office provides the unsorted real estate transfer forms. Zoning office sends out general county zoning brochure on shoreland, wetland, floodplain and land division regulations to all new landowners.

2) Number of mailings and time invested

- Takes 2-3 staff days to send out ~2500 brochures over the course of a year.

3) Other ways in which Zoning staff initiates contact with new or existing waterfront property owners

- *Life on the Edge* is provided to realtors to distribute to new waterfront property owners when deal is closed. Approximately 100 per year are distributed this way. Realtors come to the Zoning office and pick up more when they run out.
- Joint training sessions are sponsored jointly by Zoning, Register of Deeds, and DNR for realtors, builders, assessors & appraisers, and surveyors. 40-50 people per year attend training session. Checking into getting the training sessions accredited for continuing education hours for realtors and assessors.

4) Funding sources & cooperators

- Zoning office

Section 4: Selecting and developing educational messages and materials

This section will:

- Provide recommendations for an effective mailing
- Provide example local materials to develop
- Suggest key publications for a mailing
- Provide ordering information for educational materials
- Suggest videos, slide shows and books to consider for a local lending library
- Describe promotional items, related costs and vendors
- Provide a list of seasonal topics for educational initiatives
- Identify useful websites

Steps to follow

The following table provides an example of how to incorporate the educational priorities from Section 1 and the resource assessment from Section 2 to select and develop your educational messages.

Selecting and developing educational messages and materials	
Educational priority/message (Section 1)	Maintaining shoreland vegetation protects water quality, natural beauty, wildlife habitat, and property values. Therefore, the county shoreland ordinance requires _____(county specific).
Resources (Section 2)	A = Lake association volunteers with talents in photography and presenting to groups B = Zoning staff time and funding for publications
Educational message selected/developed	If A , then have lake association volunteers develop and present a slide show for new waterfront property owners to explain the valued aspects of their lakes which are dependent on shoreland vegetation. If B , then choose publications focused on the value of shoreland vegetation and develop a brochure on buffer regulations to include in a packet for new property owners.

A wide range of prepared educational materials and messages related to management and regulation of waterfront property are available including publications, books, websites, videos, compact discs and slide shows. A lending library could be established at the local zoning office, UW-Extension office or public library to provide organizations and individuals easy access to a variety of materials that may be too expensive to send out to individual property owners.

In addition to prepared materials it is often beneficial to develop some educational materials and messages specific to local needs and regulations. These can range from fact sheets to T-shirts displaying an educational message to slide shows. Graphics, logos and messages which could be used on the printed materials or promotional items can be found in Appendix I. Due to the fact that an educational message is closely linked to how it is delivered, additional ideas on developing and delivering messages are included in **Other delivery methods for educational messages** in Section 5.

To date, the pilot counties that are providing information to new property owners have mainly used mailings of printed materials. Reviewing a number of their “welcome wagon packets” led to the following recommendations for an effective mailing:

1. Place the materials in an attractively labeled folder to keep the information together and easy to locate.
2. Include a letter welcoming the new property owner and describing the contents of the packet. See “Example welcome letter” in this section.
3. Include a list of local contacts to answer waterfront property questions. See “Example contact list” in this section.
4. Include information about local zoning regulations that affect waterfront property owners. See “Example zoning summary” in this section.
5. Include a few key publications. See “Key publications” in this section.
6. Keep the packet simple and attractive. When too much information is provided, it’s likely to be placed in the trash, particularly at a time when people have just moved and undoubtedly have many other issues competing for their time. Concise, high quality materials with illustrations or graphic examples are more likely to be read. Keeping a packet simple also keeps publication and mailing costs down so that more property owners can be contacted.

A good example of a packet which incorporates all of these recommendations, except for the zoning summary, is the Wolf Basin Partnership packet provided in Appendix G.

Example local materials to develop

Example welcome letter

Courtesy of the Wolf Basin Partnership

[Sponsoring agency letterhead]

Dear Shoreland Owner:

Greetings! You are the proud owner of property along one of Wisconsin's many jewels; its lakes and rivers. Along with the many benefits of living on the water's edge also come distinct 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 natural scenic beauty, biological diversity and water quality protection.

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

To help you protect your valuable shoreland, we offer this free information packet that you can use to manage your property in a way that will preserve valued water front features, and could enhance the economic value of your property.

We also recommend the book "Life on the Edge...Owning Waterfront Property". This excellent reference contains most of the answers to many questions you may have about everything from how to landscape around a new home to protect water quality and wildlife, to putting in a well and septic system, to figuring out which regulations apply to activities on and near the waterfront. An order form is enclosed.

Please take a few minutes to look through this information. We hope you refer to it often. Please feel free to contact the [sponsoring agency] or the local contacts listed in this folder if you have any questions.

Sincerely,

[Sponsoring agency with contact information]

Example contact list

Courtesy of the Wolf Basin Partnership

Who's Who –

Contacts for your Waterfront Property Questions
[Name] County

Questions About...	Who to Call...
✧ Alterations to your shoreline or buffer	Zoning Dept. or DNR
Aquatic plants/algae	DNR lake mgmt specialist
Backyard conservation	UW-Extension or DNR
✧ Building/remodeling	Zoning Dept.
County or local lake association	UWEX-Lakes Program
✧ Cutting trees and shrubs	Zoning Dept.
✧ Driveways, garages	Zoning Dept.
Fish and wildlife	DNR fish/game manager
✧ Piers, docks, boathouses	Zoning Dept. or DNR
Quiet hours/boat and jetski use	Town Board or Lake Assn
✧ Sanitary/septic requirements	Zoning Dept. or Sanitarian
✧ Shoreline buffer restoration	Lake Assn or UWEX
✧ Shoreline setbacks & protection	Zoning Dept.
Yard care and the environment	UW-Extension CNRED agent

[Name] County Zoning Department: [phone]

[Name] DNR Office: [phone]

[Name] UW-Extension: [phone]

[Local] Lake Association(s)/District(s): [phone]

UWEX-Lakes Program: (715) 346-2116

✧ Important: These activities may require a permit or have specific guidelines to follow. Please contact the appropriate agency for more information.

Example zoning summary

Courtesy of the Langlade County Land Records & Regulations

Key publications

The table below lists key publications that are valuable for the waterfront property owners' packets because they are informative, short, inexpensive and attractive. The table outlines general educational categories and the resources that are available in each category. Additional publications addressing waterfront property issues are listed in Appendix J.

Listed below are a few examples of combinations of key publications that could be used in a packet for new property owners. Remember to also include the other components of a packet outlined in the "Steps to follow" part of this section.

Option A – Shoreland protection and wildlife habitat focus

Tailored for property owners who want to maintain natural shorelands and/or value shoreland wildlife.

- *Life on the Edge* order form
- *The Point*
- *The Water's Edge: Helping fish and wildlife on your lakeshore property*

Option B – Shoreland buffer restoration focus

Tailored for property owners with traditional lawns that may consider shoreland restoration.

- *Life on the Edge* order form
- *Silence of the Loons*
- *A fresh look at shoreland restoration*
- *Restoring Your Shoreland: A guide to shoreland planting packets*

Option C – Responsible household practices and lawn care focus

Tailored for property owners interested in protecting water quality while caring for their lawns.

- *Life on the Edge* order form
- *Silence of the Loons*
- *Your Lake & You!*
- *Rethinking lawn care*

Resource	Source/ Publication Number	Cost
Why protect shoreland areas?		
<i>The Point</i> , 2 pages, reprint from the book <i>Moose Don't Fly</i> by Dave Carlson (excellent story about how the shoreland atmosphere and wildlife habitat can be destroyed with improper development)	Appendix K	Free*
<i>Silence of the Loons</i> , 4 pages or 1 page excerpt, Milwaukee Magazine reprint (humorous description of the difference between lawns and natural shorelines)	Appendix K	Free*
How to protect shoreland areas		
<i>Life on the Edge</i> order form	UWEX Lakes	Free*
<i>Life on the Edge</i> ; 112 pages. (comprehensive but somewhat dated)	UWEX Lakes	\$2.50 each for 10 or more + s/h
<i>Why Protect Shoreland Areas?</i> ; 4 pages, 1994 (land use, shoreland zoning issues)	WDNR WZ-009	Free*
<i>The Water's Edge: Helping fish and wildlife on your lakeshore property</i> ; 12 pages, 1998 (wildlife habitat, impacts of lawns, excellent photos and graphics)	WDNR	Free*
<i>Your Lake & You!</i> ; 8 pages, 1999 (colorful newspaper illustrating lake ecology & environmental yard care practices)	NALMS	\$0.35
<i>Owning Waterfront Property: A Checklist</i> ; 4 pages, 1999 (advantages of natural shorelines, checklist of practices)	Wisconsin Environmental Initiative	\$0.25
Shoreland buffers/yard care		
<i>What is a Shoreland Buffer?</i> ; 2 pages, 1999 (definition & advantages of buffers)	UWEX GWQ028	Free*
<i>A fresh look at shoreland restoration</i> ; 4 pages, 1999 (advantages of natural shorelines over urban landscape)	UWEX GWQ027	Free*
<i>Restoring Your Shoreland: A guide to shoreland planting packets</i> , 1999 (order form for trees & shrubs through DNR)	Appendix K	Free*
<i>Rethinking yard care</i> ; 8 pages, 1994 (environmentally sound lawn care)	UWEX GWQ009	Free*
<i>Fertilizers and Wisconsin Lakes</i> ; 2 pages, 1987 (algae link, lake-safe fertilizers)	WDNR WR-163	Free*
Exotic species control		
<i>A Field Guide to Aquatic Exotic Plants and Animals</i> ; pamphlet, 1993	WDNR WR-857 or 407	Free*

*May require local copying or reimbursement of WDNR or UWEX for large quantities

Ordering information for educational materials and organizations

- Wisconsin Department of Natural Resources (WDNR)
A few copies of DNR publications can be obtained from the nearest DNR Service Center location for selection of publications for new property owners. To order larger quantities for distribution, contact the Lake Management Specialist or the person designated by the DNR basin water team leader (See **Cooperators** in Section 1).

DNR Service Center Location	Phone Number
Antigo	715-627-4317
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
Spoooner	715-635-2101
Sturgeon Bay	920-746-2860
Sturtevant	262-884-2300
Superior	715-392-7988
Wausau	715-359-4522
Wisconsin Rapids	715-421-7800
Woodruff	715-356-5211

<http://www.dnr.state.wi.us/org.water.fhp/lakes.htm> is the DNR website on programs, grants, and electronic publications related to lakes and streams.

- North American Lake Management Society (NALMS)
P.O. Box 5443
Madison, WI 53705-5443
608-233-2836
www.nalms.org
- UWEX Cooperative Extension Publications
Rm. 170, 630 W. Mifflin St.
Madison, WI 53703
(608)262-3346
To order large quantities for distribution, contact the UWEX basin educator, the Lake Management Specialist or the person designated by the DNR basin water team leader (See **Cooperators** in Section 1).
<http://clean-water.uwex.edu/> is the UW-Extension website on programs and electronic publications related to lakes and streams.
<http://clean-water.uwex.edu/pubs/shore/index.html> leads directly to electronic publications
- UWEX Lakes Partnership
College of Natural Resources
University of Wisconsin-Stevens Point
1900 Franklin Street
Stevens Point, WI 54481
715-346-2116
<http://www.dnr.state.wi.us/org/water/fhp/lakes/Partners.htm>
- Wisconsin Association of Lakes (WAL)
One Point Place, Suite 101
Madison, WI 53719-2809
608-662-0923
<http://www.nalms.org/wal/wal.htm>
- Wisconsin Environmental Initiative
16 N. Carroll St. Suite 840
Madison, WI 53703-2726
(608) 280-0360
www.wi-ei.org

A local lending library: suggested materials

Available for purchase

Resource	Source	Cost
Videos		
<i>The Living Shore</i> ; 17 minutes Excellent introduction to the valuable functions of shallow water and near shore habitat; presents options for protection and restoration.	WAL 800-542-5253	\$15 + \$2 s/h
<i>A Storm on the Horizon: An Educational Video on the effects of stormwater on our rivers</i> ; 18 minutes by Trout Unlimited Demonstrates the impact of storm water and outlines what can be done to allow development to occur with protection of water resources in mind.	Andy Lamberson 2104 Chestnut Dr. Hudson, WI 54016 715-386-7568 andrewlamberson@hotmail.com	\$15 donation requested
<i>Ribbons of life: understanding and managing the river environment</i> ; 22 minutes Illustrates the importance of land use and land management along rivers and in their watershed	University of MN Extension Distribution Center 800-876-8636 Item VH-7542	\$6+\$3.50 s/h
<i>Saving Our Shorelines (SOS)</i> ; 25 minutes Helps landowners understand why and how they can preserve their shorelines for multiple uses.	Minnesota DNR Nongame Wildlife ATTN: Lori Naumann 500 Lafayette Road St. Paul, MN 55155 Questions? Call Jenny Winkelman at 651-772-7945	\$30; send check or money order to address at left
<i>Stop Exotics, Clean Your Boat</i> ; 11 minutes; 2000 This humorous video leaves boaters informed and motivated to take a couple extra minutes to clean their boat, sailboat, or personal watercraft at the end of a day on the water. It highlights 5 simple steps boaters should take with their equipment before launching into or leaving any waterbody.	Minnesota Sea Grant (218) 726-6191 or seagr@d.umn.edu	\$10

<i>Shoreland restoration: a growing solution;</i> ~13 minutes Available in 2001	Seth Wilner, UWEX (715) 365-2750 seth.wilner@ces.uwex.edu	?
Slide Shows		
<i>Margin of Error? Human Impacts on Wisconsin's Shores;</i> 85 slides, also available in PowerPoint on CD/ROM	UWEX Lakes 715-346-2116	\$10 for PowerPoint version on CD or slides can be borrowed from UWEX-Lakes or local basin educator
<i>Wisconsin's lakes and shorelands: nature's not making them anymore. Are our shoreland zoning rules working?</i> 61 slides. Good background on why the minimum statewide shoreland standards are not sufficient.	New copies are not available. Distributed to all DNR fisheries managers and service centers.	Borrow from DNR staff
Books		
<i>Life on the Edge;</i> 112 pages Comprehensive coverage of shoreland issues; somewhat dated.	UWEX Lakes 715-346-2116	\$3.00 + \$1.50 s/h
<i>Lakescaping for Wildlife and Water Quality;</i> 176 pages Excellent photos and "how to" information on buffer functions & shoreland restoration	Minnesota DNR 651-296-6157	\$20
<i>Lake Leaders Handbook;</i> 3 ring binder Largest collection of lake management information customized for citizen leaders covers an extensive range of subjects on running a lake organization	UWEX Lakes 715-346-2116	\$15 + \$5 s/h
<i>Wisconsin Water Law: A Guide to Water Rights and Regulations,</i> 2 nd edition This comprehensive guide to water law in Wisconsin discusses everything from riparian rights to drainage districts and wetland regulations. Available 8/00.	UWEX publications 608-262-3346	\$15 - \$25 for the book; CD version also available
<i>Through the Looking Glass... A Field Guide to Aquatic Plants;</i> 248 pages Detailed and highly accurate information needed to identify aquatic plants; contains over 120 illustrations	WAL 800-542-5253	\$18 + \$2 s/h

Available to borrow

The following educational materials are available to borrow from the state UW-Extension Media Collection which has descriptions for all of its items at www.uwex.edu/ces/media/catalog/water.html. To borrow these materials contact the local UW-Extension CNRED or agriculture agent at the phone number listed on page 39. The agent can order materials from Mary O'Connor, Librarian with the UW-Extension Media Collection, at 800-353-3514. Purchasing information is also available for some of these items at this phone number. If an item is not in use by another group, it can be delivered within three days. Borrowing fees range from \$0-10 per item.

A/V educational materials held by the UW-Extension Media Collection

Erosion Control for Water Quality Protection; 25 minutes, item 17285.

Stresses the importance of planning for controlling soil erosion during construction. Shows how planning by municipalities, developers, and land owners can reduce erosion and protect water quality. Demonstrates several types of erosion control products.

From Curb to Stream: Cleaning Up Our Urban Waters; 1990; 19 minutes, item 17005.

Focuses on urban nonpoint source pollution problems and solutions, including those related to construction site erosion, runoff from paved areas, use of home and lawn chemicals and others. Illustrates community efforts and clean water benefits. Primarily intended for local officials, the construction industry and urban groups including homeowners.

Stop the Invasion; 1993; 25 minutes, item 18111.

Intended to stimulate understanding of why exotic species are a major environmental problem in public waters, how some of the major exotic species impact the environment and how people working together can stop the spread of exotic species.

Streamside Protection: Finishing the Job for Clean Water; 1990; 14 minutes, item 17004.

Illustrates the water quality, wildlife and aesthetic values of stream corridors. Includes case studies of rural landowners who have adopted streambank protection measures and the assistance they have received. Primarily intended for rural landowners and conservation/environmental groups.

A Tale of Two Lakes; 1992; 18 minutes, item 17399.

The story of the development of two neighboring lakes in northern Wisconsin. North Fish Lake is home to a small, traditional family resort, while the land around Mills Lake has been subdivided and is home to hundreds of people and several resorts and restaurants. Focuses on issues of land use and environmental planning facing recreational areas in northern Wisconsin. Emphasizes the need to determine a long-term vision of what we'd like the lakes to be.

Wisconsin's Lake Waters; 1986; 80 slides with script and cassette, item 16048.

General portrayal of Wisconsin's inland lakes, ecological functions, human impacts and the need for personal commitment to care for this natural resource. Designed to motivate lakeshore property owners to organize and begin the process of caring for their lake.

Additional videos on water quality protection issues including agricultural conservation practices and youth education

UW-Extension County Offices			
County	Phone Number	County	Phone Number
Adams	608-339-4237	Marinette	715-732-7510
Ashland	715-682-7017	Marquette	608-297-9153
Barron	715-537-6250	Milwaukee	414-290-2412
Bayfield	715-373-6104	Monroe	608-269-8722
Brown	920-391-4610	Oconto	920-834-6845
Buffalo	608-685-6256	Outagamie	920-832-5119
Burnett	715-635-3506	Ozaukee	414-284-8288
Calumet	920-849-1450	Pepin	715-672-5214
Chippewa	715-726-7950	Pierce	715-273-3531
Clark	715-743-5121	Polk	715-485-8600
Columbia	608-742-9681	Portage	715-346-1316
Crawford	608-326-0223	Price	715-339-2555
Dane	608-224-3717	Racine	414-886-8460
Dodge	920-386-3793	Richland	608-647-6148
Door	920-743-2260	Rock	608-757-5696
Dunn	715-232-1636	Rusk	715-532-2151
Eau Claire	715-839-4712	St. Croix	715-684-3301
Fon du Lac	920-929-3170	Sauk	608-355-3250
Grant	608-723-2125	Sawyer	715-635-3506
Green	608-328-9440	Shawano	715-526-6136
Green Lake	920-294-4032	Sheboygan	920-467-5740
Iowa	608-935-3354	Taylor	715-748-3327
Jackson	608-935-3354	Trempealeau	715-538-2304
Jefferson	920-674-7295	Vernon	608-637-2165
Juneau	608-847-9329	Walworth	414-741-3190
Kenosha	414-857-1945	Washburn	715-635-3506
Kewaunee	920-388-4410	Washington	414-335-4477
La Crosse	608-785-9593	Waukesha	414-548-7788
Lafayette	608-776-4820	Waupaca	715-258-6230
Langlade	715-627-6236	Waushara	920-787-0416
Lincoln	715-536-0304	Winnebago	920-232-1971
Manitowoc	920-683-4167	Wood	715-421-8440
Marathon	715-261-1231		

Promotional Items

Promotional items such as mugs, calendars, or other promotional items may be very effective in spreading the shoreland stewardship message. The table below lists many possible promotional items with ballpark costs and vendors to help in the development of these items. Example graphics and logos that could be used on the promotional items or on printed materials are in Appendix I.

Promotional Item	Approximate price each when ordering 200	Vendors
Memo board	\$2.00	ABC
Calendar	\$2.00	C
Refrigerator magnet	\$0.50	ABD
Pen or pencil	\$0.25	ABD
Post-it notes	\$1.00	ABD
Folder	\$1.50	C
Ceramic mug	\$1.50	ABCD
Sport bottle	\$1.00	ABCD
Foam can cooler	\$1.50	ABCD
Bottle opener	\$1.50	C
Half gallon jug	\$4.50	BC
Cloth bag	\$3.00	ABCD
Mesh bag	\$5.00	C
Waterproof Sportsafe	\$2.00	C
T-shirt	\$5.00	ACD
Baseball cap	\$5.00	ABCD
Sun visor	\$1.00	ABC
Yo-yo	\$1.50	BC
Frisbee	\$1.00	ABCD
Beach ball	\$2.50	C
Rubber ducky	\$2.50	BC
Balloon	\$0.25	AB
Inflatable kite	\$2.00	C
Wood massager	\$6.50	C
Key chain	\$0.50	ABD
Fly swatter	\$0.50	A
License plate frame	\$1.00	B

Example Vendors:

- A. Atlas Pen & Pencil Corp., Hollywood, FL, 800-342-8889
- B. Best Impressions, LaSalle, IL, 800-635-2378, www.bestimpressions.com
- C. G.G. Tauber Company, Inc., Rockville, Maryland, 800-638-6667, www.ggtauber.com
- D. Nelson Marketing, Oshkosh, WI, 800-982-9159, www.4imprint.com

Seasonal topics

The seasonal topics listed in the table below could be used as a starting point for press releases or seasonal reminder mailings to waterfront property owners.

Spring	Summer	Fall	Winter
<ul style="list-style-type: none"> • Pier installation • Boat tuning • Septic check • Fish advisories • Lawn care • Exotic plants • Shoreline erosion 	<ul style="list-style-type: none"> • Shoreland restoration • Responsible boating • Lawn care • Exotic plants 	<ul style="list-style-type: none"> • Pier removal • Boat & cottage winterizing • Protecting shorelines from ice damage • Lawn care • Aerator installation 	<ul style="list-style-type: none"> • Planning for shoreland restoration • Planning for construction • Debris on ice

Websites

Effects of shoreland development & need for protection

<http://www.dnr.state.wi.us/org/water/fhp/papers/p2/index.htm>

Contains the PowerPoint presentation entitled “Margin of Error? Human Influence on Wisconsin Shores” which is concerned with the impacts of human development on lake shores, shoreland zoning and lake classification.

<http://clean-water.uwex.edu/keepcurt/Apr98/shorland.html>

“Development Disrupting Shoreland Habitats on Northern Lakes” summarizes research on impacts of shoreland development by WDNR.

<http://www.rivernetnetwork.org/leff.htm>

This site contains an article from a 1998 issue of River Voices magazine entitled “Riparian Buffers: Rationale, Strategies, and Resources and Protecting Streamside Corridors”.

What can waterfront property owners do to improve their lakes?

<http://www.stcloud.msus.edu/~harv/tri-lakes/top10.html>

The top 10 ways to improve our lakes. A good summary of what landowners can do.

Shoreland restoration & plant sources

<http://www.uwex.edu/ces/shoreland>

The UW-Extension website devoted to shoreland restoration.

<http://www.wnrmag.com/stories/2000/apr00/shore.htm>

This site contains an article on current shoreland restoration projects written by Paul Cunningham from the WI DNR for the April 2000 issue of the Wisconsin Natural Resources Magazine.

<http://www.dnr.state.wi.us/org/caer/ce/news/on/index.htm#art5>

Includes information on a sampling of some of the shoreland restoration projects on public lands that people can visit or get involved in.

<http://www.stcloud.msus.edu/~harv/tri-lakes/lakescpe.html>

A landscaping diagram by Carrol Henderson (MN DNR) is easy to maintain and good for the lake and wildlife. This landscaping can be beautiful, while saving you time and money. Caution: This graphic takes a few minutes to load, but is worth the wait.

<http://janus.state.me.us/dep/blwq/docwatershed/bufa.htm>

This site contains "The Buffer Handbook: A Guide to Creating Vegetated Buffers for Lakefront Properties" which is simple and well illustrated.

<http://www.state.ak.us/local/akpages/FISH.GAME/habitat/geninfo/webpage/techniques.htm>

This site describes a variety of bioengineering techniques that have been developed to protect and restore damaged streambanks for the benefit of fish. The selection of a specific technique depends largely on existing site conditions that dictate how, when and to what extent a given technique is applied.

http://www.dnr.state.mn.us/information_and_education/publications/volunteer/articles/aquascaping.html

Minnesota lakeside homeowners are learning to see the beauty of landscaping for a natural shoreline. Includes Q&A section and plant lists.

<http://www.dnr.state.wi.us/org/land/forestry/nursery/order/shorelandpkts.html>

The State Nurseries, working cooperatively with UW-Extension, provide packets of trees and shrubs that you may order from the State Nursery Program. These packets are designed for lakeshore restoration, one for sandy soils and one for moister soils.

<http://clean-water.uwex.edu/foxwolf/shorerest.html>

This site contains photos of shoreland restoration projects and native plant nurseries/landscapers/consultants.

Additional websites with relevant information are listed under the organizations they are affiliated with in **Ordering information for educational materials and organizations** earlier in this section.

Section 5: Delivering educational messages

This section will:

- Outline the steps to deliver packets of printed materials to members of a target audience including cost estimates and funding /cooperators for each step
- Identify other methods for delivering educational messages to a target audience

Steps to follow

Delivering packets of printed materials

The main method of communication with new property owners in pilot projects has been to deliver packets of printed materials. The following table outlines all of the general steps necessary to accomplish this from identifying members of the target audience to delivering the packets. Cost estimates and funding sources used by pilot counties are included for each step. A simple survey of a small group of waterfront property owners who were sent packets of publications is summarized in Section 6.

How pilot counties delivered packets of printed materials

Step	Cost estimates	Funding / Cooperator used by pilot counties
1) Identify members of target audience	1-2 days to identify new shoreland owners checking RPL spreadsheet against plat maps for ~500 properties (Waupaca); 2 hours to develop GIS query and only minutes per month to run the query (Marathon)	Zoning Dept., Real Property Listers, Register of Deeds or GIS specialists
2) Generate mailing labels	1 day for support staff to generate address labels from about 500 parcel numbers (Waupaca)	Zoning, RPL, or Data Processing staff
3) Obtain general educational publications	Varies depending on materials and quantities; \$1-\$3 per packet	Zoning Dept. or DNR Fish and habitat project proposal in biennial work planning process by the DNR lake management specialist provided seed money (See Langlade in Section 3)
4) Develop local materials (welcome letter, zoning summary, contact list)	Staff time to develop (~8 hours using examples in Section 4); copy costs	Zoning Dept.
5) Stuff packets	?	Zoning staff, DNR staff or copy shop personnel
6) Postage or packet delivery	\$0-3 per packet depending on weight of materials	<ul style="list-style-type: none"> • Zoning Dept. mailings • Personal delivery by volunteers • Over the counter in Zoning & Land Conservation offices • Realtors & title companies at time of sale

Other delivery methods for educational messages

Other valuable methods of communication with a target audience are available and have been used around the state. Some methods have the advantages of being lower cost and involving personal contact. The table of methods below is based on experiences shared by counties across the state. Section 1 provides ways to obtain contact information for these groups under **Cooperators**.

Method	Cooperator
Speaking on local TV and radio shows and to community groups (Kiwanis, Rotary, 4-H, Scouts, Optimists club, etc.)	Local conservation organizations, lake associations, County and DNR staff
Training for realtors, builders & landscapers (see Waupaca County in Section 1)	County, UWEX & DNR staff
Developing a local lending library of videos, slide shows, books & radio announcements (see Section 2)	Local conservation organizations & lake associations
Displaying educational materials & displays at public buildings, fishing tournaments, county fairs and other community events	Local conservation organizations, lake associations & UWEX
Sponsoring local lake fairs	Local conservation organizations, lake associations & garden clubs
Sponsoring local shoreland restoration workshops	Local lake associations, garden clubs & UWEX. Bob Tomesh (UWEX, 608-265-4536) teaches 8-10 hour workshops for \$25/person including a manual.
Designing and/or delivering promotional items	Local conservation organizations, lake associations, realtors & title companies
Building and/or installing brochure racks for shoreland protection information at libraries, marinas, resorts, and/or chamber of commerce	Local conservation organizations & lake associations
Sponsoring local citizens' attendance at the state Lake Leaders training and/or the annual Wisconsin Association of Lakes Conference	Local conservation organizations & lake associations

Section 6: Evaluating the impact of educational messages

Steps to follow

After the educational messages have been delivered to new property owners, the next step is to evaluate their impact. Evaluation is useful to:

- Measure the impact(s) of the educational messages to determine if the project is effective in its present form (if so, this can justify future funding), and
- Modify the target audience, educational messages and/or priorities.

Evaluating the impact of educational messages was a minor component of this phase of the Shoreland Friends project. Recommendations for future evaluation include determining the:

- Success in getting messages to the target audience,
- Timeliness of delivery,
- Effectiveness of individual educational materials (content and medium),
- Specific changes in shoreland management caused/facilitated by messages,
- Areas of increased property owner knowledge, and
- Other topics of interest to the target audience.

Preliminary results

In order to get a preliminary measure of the impacts of the educational messages sent, two pilot counties sent simple surveys to the new waterfront property owners who had been sent packets of publications. One pilot county included the survey in the packet and had a very low response rate. Another pilot county sent surveys out approximately a month after the packets were sent and got a higher response rate (7 out of 24 surveys were returned). The survey and results are in Appendix L, and summarized below.

1. There were some problems getting the packets to the correct property owners (did not own waterfront or shoreland, didn't receive packet, etc.).
2. Nearly all of the new waterfront property owners who received a packet read it and found the information helpful.
3. From the information sent, property owners remembered the zoning requirements and waterfront care. One property owner noted that he would keep the information on file for future reference.
4. None of the new owners had managed their waterfront property differently as a result of receiving the information. It should be noted, however, that these people had owned their properties for less than two months at the time the survey was sent.

5. The ways owners said they would prefer to receive messages about waterfront property issues included written materials, seasonal reminder mailings, calendars with seasonal reminders and websites.

Section 7: Modifying educational messages and priorities

Steps to follow

Evaluating the impact of educational messages provides valuable information on how to modify the messages to make them more effective including:

- Whether distribution, delivery and timing are optimized,
- Which materials should continue to be included or developed,
- Which materials should be eliminated,
- Whether a different educational medium should be used,
- Whether the message is increasing the knowledge of new property owners, and
- Whether the message is resulting in the desired changes in compliance and environmental protection.

Answers to these questions can be used to optimize the impact of educational messages. It may be valuable to reconvene the cooperators who helped plan the project to digest this information and make specific suggestions for change. This group of cooperators should also reassess whether the educational priorities have changed since the beginning of the project. If the original messages are largely understood by waterfront properties (and perhaps even reinforced by other organizations), it may be time to choose new priorities. Local events, changing cooperators and/or feedback from the target audience may also lead to new educational priorities. It is a careful balance between addressing new priorities and sticking with the original priorities long enough to accomplish your goal.