

Shoreline Stewardship in Ontario 2006: Recommendations Towards a Framework for Improved Cooperation in Shoreline Stewardship Program Development and Delivery

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Table of Contents

Acknowledgement.....	3
Table of Contents.....	3
1.0 Introduction.....	4
2.0 Methodology.....	5
2.1 Identifying Stakeholders.....	5
2.2 Data Collection Methods.....	6
2.3 Data Analysis.....	6
3.0 Existing Shoreline Stewardship Programs in Ontario.....	7
4.0 Shoreline Stewardship Organizations and Opportunities.....	10
5.0 Vision for Shoreline Stewardship in Ontario.....	10
6.0 Emerging Issues.....	11
6.1 Communication Shortfalls.....	11
6.2 Effective Programming, Reaching the Hard-to-Reach.....	12
6.3 Local Capacity.....	12
6.4 Funding.....	13
7.0 Strategic Directions.....	13
7.1 Cooperation and Communications.....	14
7.2 Sustainability.....	15
7.3 Capacity Building.....	16
7.4 Developing More Effective Programs.....	17
8.0 Next Steps.....	18
9.0 References.....	19
10.0 Notes.....	20
Appendices.....	21
Appendix A – Shoreline Information Resources.....	22
Appendix B – List of Organizations Contacted and Surveyed.....	33
Appendix C – Shoreline Stewardship Organizations and Opportunities.....	36
Appendix D – Water Connections Backgrounder.....	46



1.0 Introduction

Shoreline stewardship – the care and protection of shorelines along any body of water – lakes, rivers, streams, reservoirs, drainage ditches – is an important component of watershed management. Due to the multi-jurisdictional nature of land and water management, protection of our shorelines requires a multitude of agencies and approaches, including legislation/enforcement, incentives, and education, working in concert.

The Living by Water Project (LBW) is an action-oriented initiative aimed at enhancing, conserving and protecting shoreline environments. LBW focuses upon the problem of shoreline degradation by promoting the benefits of lifestyle choices that conserve and protect the environment, as well as property value. The project targets several audiences:

- individual shoreline residents
- groups and agencies who directly or indirectly have the the potential to influence shoreline residents such as municipal officials, planners, developers, landscapers, and realtors
- other interested individuals, groups and agencies who may influence shorelines

LBW started in British Columbia in 1999 through the efforts of Clive Callaway and Sarah Kipp, two shoreline residents. In 2001, a three year grant from the J. W. McConnell Family Foundation provided the springboard to develop partnerships and delivery mechanisms across the country. LBW is currently operating in five provinces. While each of the provinces has their own programs, the network works together to develop materials and national direction.

Through the McConnell Foundation funding, Ontario had a paid LBW coordinator from 2001 to 2004. During the first two years, this role focused on developing provincially-specific resource materials, including adaptation of the *On the Living Edge* handbook, a training program and the *Workshop-in-a-Box*. In March 2004, the Centre for Sustainable Watersheds (CSW) became the Ontario lead partner for LBW. CSW's first task as the Ontario coordinator was to determine the level of implementation of LBW in the province, and to develop next steps. Although the awareness of the LBW name seemed high and there was good uptake of the materials, the mechanisms for delivery and their relative successes were largely unknown.

CSW undertook this project to help understand current challenges in the delivery of shoreline stewardship messages and to develop recommendations that would rejuvenate interest in LBW. The hope was that this report could be the impetus that would lead into a new phase of the project that would focus on a more cooperative approach to protecting shorelines in Ontario.



2.0 Methodology

The recommendations and strategies set forth in this document were developed using different approaches to gather input from a number of individuals, groups and agencies.

2.1 Identifying Stakeholders

The aim of this research was to learn about and speak with as many representatives as possible from groups and agencies involved in shoreline stewardship in Ontario. These groups were identified through a list of contacts gathered from previous Ontario LBW initiatives, an extensive network of associates, word-of-mouth references and web research.

Over the course of the project, CSW contacted 146 individuals. One hundred and thirteen (113) individuals representing 108 groups provided input as follows:

Regional – 117 contacted, 81 participated

- Community stewardship councils - 13 contacted, 11 participated
- Conservation authorities - 14 contacted, 11 participated
- Green Communities - 6 contacted, 6 participated
- Municipalities - 4 contacted, 4 participated
- Volunteer associations - 66 contacted, 37 participated
- Other regional shoreline delivery groups - 14 contacted, 12 participated

Provincial/Federal Non-Governmental Organizations - 15 contacted, 13 participated

- Centre for Sustainable Watersheds, Citizens' Environmental Watch, Conservation Council of Ontario, Conservation Ontario, Ducks Unlimited (Ontario Region), Environmental Defense – Blue Flag Program, Federation of Ontario Cottagers' Associations, Green Communities Association, Ontario Land Trust Alliance, Ontario Nature, Ontario Stewardship, The Living by Water Project: National Steering Committee, Watershed Report Card.

Provincial and Federal Government - 14 contacted, 14 participated

- Environment Canada: Ecological Monitoring and Assessment Network, Ontario Region, Restoration Programs, Great Lakes Sustainability Fund, Fisheries and Oceans Canada: Habitat Programs, Ontario Great Lakes, Central and Arctic Region, Prescott Office, Ontario Ministry of Environment: Lake Partner Program, Nutrient Management, Surface Water Monitoring, Ontario Ministry of Natural Resources: Stewardship Liaison, Parks Canada: Rideau Canal, Trent Severn.

Please see Appendix B for a full list of organizations that were contacted and those who participated. While every effort was made to include as many shoreline stakeholders as possible, due to the number of organizations in Ontario, it is recognized that we may not have been able to reach all groups.



2.2 Data Collection Methods

Kick Off Meeting

Eleven individuals representing nine groups attended the kick-off meeting at Desert Lake Resort in eastern Ontario. This meeting provided opportunity for participants to give feedback on the vision and discuss challenges to shoreline stewardship and possible approaches for collaboration. Participants are listed in Appendix B.

Surveys

CSW 'categorized' groups based on their capacity and/or their approach to shoreline stewardship and developed surveys accordingly to gain input from a broad spectrum of shoreline stewardship practitioners. Draft surveys were circulated for review by various project stakeholders and interested parties. The questions were qualitative in nature with the main purpose of gaining an understanding of the existing shoreline stewardship programs, challenges and opportunities that each group experienced in the development and delivery of these programs, as well as the capacity, or potential capacity of each organization to further develop shoreline stewardship across the province.

Each survey was approximately 45 minutes to one hour in length. CSW employees Andrea Klymko, Bonnie Adams, Kimberley Goodman and Barbara Robbins carried out the surveys from August to October in 2004. Sixty-five surveys were completed for this project. Participants are listed in Appendix B.

Personal Consultations

Sarah Rosolen, Bob Sneyd and Barbara Robbins carried out 50 personal consultations with shoreline stewardship leaders to get a more in-depth look at challenges and potential opportunities for partnership. Personal consultations are listed in Appendix B.

2.3 Data Analysis

Consultations

Upon completion of the surveys and consultations, the collected information was tabulated and analyzed for trends.

Web and Literature Review

CSW compared the results of the survey with a number of documents that had been developed to capture trends in the delivery of stewardship-based initiatives provincially and nationally. These documents are listed in the References, Section 9.0.

Visioning Feedback Meeting

Shoreline stewardship leaders from both regional and umbrella/provincial groups were invited to meet in Markham, Ontario on March 8, 2005 to provide feedback on the draft document and develop a common vision for shoreline stewardship in Ontario. Participants identified existing resources, roles and best practices as well as challenges, strategies and opportunities for partnerships. The meeting also offered an opportunity to showcase regional and provincial case studies. Participants and presenters are listed in Appendix B.



The regional presentations were designed to highlight:

- Elements making their program effective or unique
- Challenges they face in delivery and solutions to overcome them
- Plans for sustainability
- Any resources that can be shared

The provincial case studies were designed to focus on:

- Resources available to support shoreline stewardship
- Provincial-scale challenges and solutions
- Future roles and resources

Feedback

CSW circulated the draft findings to all participants, as well as others interested in the report. The draft was circulated to 141 individuals, 14 of whom provided written feedback that was incorporated into this second draft, which is now in circulation for comment.

3.0 Existing Shoreline Stewardship Programs in Ontario

The research revealed a number of tools being used to disseminate shoreline stewardship messages across the province. The following is a brief overview of the findings:

Newsletters and Mailing Lists

All of the regional volunteer associations that were surveyed distributed newsletters at least annually and most usually more than once a year. E-mail newsletters are gaining popularity. Many of the umbrella organizations circulate newsletters and updates.

Websites

Most of the groups and agencies that were surveyed have their own website, except for a few smaller organizations. Websites provide a good opportunity to promote shoreline stewardship to landowners, especially in the context of regional issues and priorities.

Information Resource Centres

A number of groups that were surveyed indicated that they operated centres for citizens or representatives of other organizations to gather information and resources on shoreline issues. These groups ranged in capacity from federal government agencies and conservation authorities with core funding, to volunteer associations.

Workshops

Several of the regional groups indicated that they offered workshops on shoreline stewardship. Seminars and workshops present a good opportunity to provide detailed information to landowners about the issues associated with shoreline living and tips for best management practices (BMPs).

Conferences

Four one-day stewardship mini-conferences are offered across Ontario: Living With Lakes Forum in Greater Sudbury, the LakeLand Conference in Bancroft, Federation of Ontario Cottagers' Association's (FOCA) Annual Lake Steward Meeting in Toronto and Lake Links in eastern Ontario. Geared to reach a range of levels of awareness, these conferences provide a learning experience for everyone involved. Often multi-stakeholder initiatives, these events offer presentations by expert speakers and provide opportunities for government agencies to reach large numbers of people. Conservation Ontario's 3-day Latonnell Conference, which attracts over 1000 participants, also offers a stewardship stream. This is an excellent learning and networking opportunity for practitioners of any capacity.

Annual General Meetings

Volunteer associations' Annual General Meetings (AGMs) are intended to engage property owners by providing an opportunity for their input and feedback on priorities and involving them in decision making. Several groups use their AGM for outreach, by organizing information booths and inviting guest speakers.

Fairs and Shows

Several professional 'cottage shows' in Ontario provide a venue to reach thousands of waterfront residents and users. Many of the groups surveyed indicated that they attended and participated in such shows to provide outreach on healthy shoreline living. The cost to participate in some of the larger shows can exclude smaller groups, although there are a number of smaller, less expensive, local fairs.

Dock-to-Dock or Door-to-Door Visits

A number of organizations and agencies had carried out these short, individual household visits. This approach offers a high profile way to reach a large number of shoreline residents with information on BMPs for shoreline living. It is a good opportunity to raise awareness about environmental issues, engage waterfront property owners and gain feedback on the need for more comprehensive programs such as a home visit or workshop. It is also a great chance for organizations to promote their other activities and raise membership. This approach requires minimal training and can be carried out by volunteers or students, however does not typically support the time or expertise necessary to provide comprehensive recommendations to landowner concerns.

Shoreline Reviews

One group surveyed had developed the shoreline review to collect land use information and provide recommendations to property owners based on their land use practices. This program provides an opportunity to identify areas of concern that may be targeted for more comprehensive follow-up. Landowners are not obligated to follow the recommendations listed, nor are infractions reported to regulatory agencies.

Home Visits

Several groups surveyed have offered (or plan to offer) home visits to shoreline residents. These confidential visits offer landowners the opportunity to discuss specific concerns with trained shoreline advisors and learn about BMPs for protecting their shoreline. Feedback from participants in these programs has been encouraging and evaluations indicate that most individuals had taken positive action as a result of their visit. One significant drawback with this approach is that property owners with more serious shoreline problems do not usually

“Such visits should be mandatory for all cottage owners.”



request a visit. Home visits are also resource-intensive, typically lasting over 1½ hours, plus travel time; and a relatively high level of expertise is required for advisors to be able to offer appropriate advice to landowners. Due to the high costs of this approach, some groups indicated that they were interested in developing a cost-recovery program.

Shoreline Clinics

Clinics provide the same comprehensive hands-on learning of a home visit but with the efficiency of engaging 10 to 20 people in one session. While there are many benefits to individual home visits, the group setting offers the added advantage of eliciting a greater interchange and dialogue as well as opportunities for group mentoring, sharing and support in implementing BMPs. In addition, clinics can reach individuals who would not otherwise request a home visit.

Realtor Program

Kawartha Conservation has developed an educational program for realtors called *Marketing and Understanding Waterfront Properties*. The course is approved by the Real Estate Council of Ontario (RECO) and qualifies for three mandatory continuing education credit hours. It examines the functions of healthy shorelines, common concerns related to properties and land use choices, as well as the permitting process. The course also helps realtors learn how to market waterfront properties with a better understanding of the impacts that landscaping has on long-term property values.

Shoreline Cleanups

The Great Canadian Shoreline Cleanup was started 11 years ago by the Vancouver Aquarium to promote community stewardship, change attitudes about litter and restore aquatic habitats. It has grown from a local beach cleanup to a national program, with projects in every province and territory. Several Ontario groups indicated that they had participated in this event, or organized their own. Especially when accompanied by media coverage, this type of event provides an excellent promotional opportunity to raise awareness about shoreline issues.

Blue Flag Program

The Blue Flag program is an international eco-certification program administered by the Foundation for Environmental Education, based in Copenhagen, Denmark. Environmental Defence is the Canadian coordinator. The program involves the annual assessment of beaches/shorelines using 27 criteria under the following categories: water quality, environmental education, environmental management and safety, and services.

Demonstration Sites

Demonstration sites present an opportunity for stewardship groups to promote hands-on learning and raise awareness about the benefits of natural shorelines. There are several healthy shoreline demonstration sites in Ontario. Ontario Stewardship provides an inventory on the Ontario Stewardship Centre, part of the Canada Stewardship Portal (www.stewardshipcanada.ca).

Training

CSW offers a LBW training program to help other organizations carry out shoreline stewardship programs in their own area.

Information Resources

In cooperation with a number of partners, LBW has developed a variety of shoreline-specific



resources. See Appendix A for a list of these resources. Most of the groups and agencies that were surveyed were aware of LBW, but were not necessarily informed of all of the resources that are available.

Feedback

- Most groups had used the *Waterfront Living* brochure and overall it was well received. Positive comments on this brochure include: excellent, great graphics, simple and practical. There was some feedback that the material was not specific enough for issues concerning the Canadian Shield region.
- Less than one-half of the groups surveyed were aware of the *On the Living Edge* handbook and only one-third were using it. The majority of those who had used it felt it was an excellent resource.
- The effectiveness of the Shoreline Action Checklist was questioned by several groups because the return has been low. At the same time, some reviewers indicated that the information on the checklist was useful.
- Feedback on *Workshop-in-a-Box* suggests that untrained volunteers may not have the expertise to use it effectively, it is potentially useful for groups with more capacity and experience.

A number of other shoreline specific publications and resource materials have been developed by other organizations. Details about products and availability are provided in Appendix A.

4.0 Shoreline Stewardship Organizations and Opportunities

Although the exact numbers are not known, there are hundreds of organizations and agencies – volunteer associations, conservation authorities, municipalities, community and provincial NGOs, and provincial and federal agencies – working on some aspect of shoreline stewardship in Ontario. The programs and services offered among the different groups vary by region. In some areas a community NGO or a municipality may be the lead, in others it may be a federal agency. An inventory of the shoreline stewardship programs of various organizations and agencies in Ontario is provided in Appendix C.

5.0 Vision for Shoreline Stewardship in Ontario

Shoreline stewardship leaders from both regional and umbrella/provincial groups met in Markham, Ontario on March 8, 2005 to develop a common vision for shoreline stewardship in Ontario. The following ideas were generated.

The shorelines of Ontario waterways are protected through:

- Better understanding and awareness of the connections between land use in a watershed and impacts.
- Management of resources/shorelines based on sustainability and public engagement in protection of the environment.
- Cooperation among stewardship agencies, organizations and all levels of government for simple and streamlined community outreach.



- Seamless stewardship including working collaborations between landowners, non-governmental organizations, all levels of government, First Nations, Inuit, educational institutions and industry.
- Funding that meets the necessities for communications, enforcement, incentives and capacity building, including support for community/grassroots involvement.

6.0 Emerging Issues

Shorelines in Ontario are varied - a diversity of rural, urban and wild areas with differing uses and pressures. Citizens and community groups are becoming increasingly concerned about the impact of land use decisions on the health and safety of our water resources. These can be important players in protecting our shorelines. However, lack of communication and cooperation among the complex mix of shoreline stewardship practitioners, including three levels of government, conservation authorities, and non-governmental organizations, is identified as a huge barrier to effective outreach.

6.1 Communication Shortfalls

A lack of communication among groups and agencies is perhaps the most significant issue facing shoreline stewardship, in fact all stewardship, in Ontario. Ineffective communications is resulting in the duplication of efforts (or perception thereof), inefficient use of funds, competition for funding, unclear messages and even volunteer burnout.

One of the major obstacles to communications is the huge number of stewardship groups and agencies operating in this province, and the fact that shoreline stewardship is only one small piece of the action. Representatives from all regional delivery groups and agencies indicated issues with duplication of efforts in program development and delivery, as well as competition for projects and funding. Some of the groups participating in shoreline stewardship are involved with larger, organized provincial and national networks, while others act independently. A common question being asked across the province is, 'Who's Doing What'¹? The issue of community networking is more problematic in rural and northern areas with larger geographic ranges.

"Our association is unaware of all the resources or programs that are available to us."

"too many people and projects"

Agencies reported a lack of capacity to communicate and work with community organizations. This becomes all the more difficult with increasing numbers of groups, and the need to stay current with changing volunteers and evolving local priorities. At the same time, grassroots groups indicate that it is difficult to maintain communications with the large number of stakeholders and coordinating agencies responsible for water issues. From the perspective of the volunteer organization, there are a number of programs of interest, but they are not offered in a 'user friendly' manner. The result is that volunteers are pulled in a number of directions. The resulting extra workload of more meetings, workshops and networking likely contributes to the serious issue of burnout and further limits their ability to be effective.

The lack of cooperation among agencies and groups damages the potential to reach landowners and effect behavioural change. The multitude of programs and advice offered to

¹ 'Who's Doing What' is a project of the Eastern Ontario Model Forest – www.whosdoingwhat.ca



landowners is overwhelming. Mixed messages and duplication in delivery erodes the credibility of the program and the organizations involved. Gaining trust with citizens was identified as an issue by many regional regulatory agencies.

While one may argue that the shortfall in communications and community outreach results from a lack of funding, the value of effective communications remains difficult to quantify. Until it becomes a priority of all organizations to work cooperatively, the challenges to community engagement will remain.

6.2 Effective Programming, Reaching the Hard-to-Reach

While there are many success stories, there is still little understanding about the components required to deliver an effective outreach program, or the benefits that can be gained. This is in part due to a lack of consistent program delivery and approaches. As well, a lack of funding for stable programming and evaluation has led to an inability to document the capacity of outreach approaches in achieving social and environmental change. In return, this failure to justify the investment raises doubts and poses problems for attracting funding.

“Trying to get people thinking on a watershed basis – that even if they don't live on the water, their actions still have an effect”

Another challenge to effecting behavioural change is a lack of understanding of the demographic. It is not effective to use a single message or approach to target issues along different types of shorelines or for different shoreline users. We need to ask why behaviour is not sustainable and develop programs to target the specific issues and audiences. Is it a lack of knowledge or a reluctance to change attitudes and actions?

6.3 Local Capacity

While most municipalities, conservation authorities and stewardship councils have significant technical expertise, there is generally a lack of dedicated resources to lead shoreline stewardship programs, specifically communications and community outreach. In many cases, municipalities may not be aware of how shoreline stewardship can fit into their planning and decision-making, or the benefits and available programming which could help to structure local programs.

Volunteerism is a huge resource for shoreline stewardship, representing a low-cost labour force of committed individuals working in the public interest. However, many agencies indicated that they face challenges with volunteer recruitment. A common misconception is that this pool of human resources is free. And while there are existing resources that serve the volunteer sector – for example, Ontario Stewardship, Ecological Monitoring and Assessment Network, Ontario Lake Partner Program – volunteer associations still identify significant challenges in their ability to carry out their programs. In particular, they indicated that they require support and guidance in training, access to expertise, as well as assistance with volunteer management, fundraising and communications². In addition, most of the volunteer associations indicated that they felt they needed more support from government policy, legislation and enforcement to help protect

“Getting community interest can be difficult - you can't always find a champion for a particular project”

2 An added burden for groups working with volunteers is the sharply rising cost and restrictions for insurance. One group surveyed indicated that they could not accept volunteers who were under 18 and another required volunteers to provide their own insurance.

their water resources (specifically concerning septic systems, pesticides and fertilizers, zoning and regulations).

6.4 Funding

One of the major challenges identified by shoreline stewardship practitioners was the lack of dedicated funding for communications, information management, education and outreach, restorations, incentives and enforcement, as well as training and volunteer management.

“If we could address core funding then we could address the other issues”

Notwithstanding that economic arguments indicate that it is far more cost-effective to protect our natural resources than to restore them at a later time, the immediate pressures of economic development usually win out. At the same time, in terms of funding for the environment, there are many large scale as well as regional priorities to consider.

Lack of core funding was an issue for many regional delivery groups who are currently delivering shoreline stewardship programs. Stewardship groups and agencies who have core funding also noted challenges in delivering on their stewardship mandate. In responding to growing community demands, many of them indicated that they did not have the staffing required to support adequate community outreach and engagement. Reliance on project funding for these programs leads to many problems in on-going delivery. Success in behavioural change requires stewardship programs that are consistent and build longer-term relationships. Evaluation of the effectiveness of these programs – increased public awareness and long-term adoption of BMPs – typically needs to happen several years after the first intervention. Short-term project funding therefore makes it difficult to prove the true value of these types of programs.

While several government agencies indicated that community-led stewardship is a good complement to legislation and could also lead to reduced enforcement costs, this does not currently translate to stewardship funding. Coincidentally, lack of resources dedicated to enforcement was identified by many respondents as a barrier to effective management of our shorelines³. Equally it was felt that there were insufficient incentives for landowners to carry out BMPs.

7.0 Strategic Directions

The programs, people and networks that exist seem to be working fairly well individually to target local issues of shoreline stewardship. However, huge inefficiencies can be found in resource development and program delivery. Access to funds and other resources for communications and community outreach are limited, resulting in ineffective short-term programming. Improving communication and cooperation is the primary challenge that needs to be addressed. Solving this issue should pave the way for more effective programming, easier access to funding and improved capacity at the local level.

7.1 Cooperation and Communications

³ Ontario is faced with a situation where some landowners are becoming vocal with about government involvement on private land.

“Need to coordinate our approach to meet the long term challenge”



Collaborative use of resources will result in better products and services with more credibility and strength, enabling stewardship agencies to do more efficient work and raising the profile of the groups as well as the message in general. Cooperation at both the provincial and regional scales will result in increased public awareness and improved protection of the environment. While clearly there are many benefits to cooperation, by the nature of jurisdictions and their overlapping mandates, priorities and boundaries, to date it has proven difficult. The following recommendations are offered.

7.1.1 ACTION: Build a Provincial Level Community of Practice (COP)

A provincial Community of Practice for shoreline stewardship, open to all provincial stakeholders including provincial organizations and governments, as well as representation from regional groups (see Action 7.1.2), would form a basis for on-going communications, a better understanding of 'who's doing what' and more consistency in program delivery across the province. It would provide a forum to share ideas and success stories, identify common needs and priorities and work cooperatively on materials, program development, training and research projects. Representation from regional groups would facilitate two-way communications between the provincial and regional programs.

Recommendations

- Develop a Steering Committee to guide development of the COP.
- Carry out a community-mapping exercise to identify existing programs, services, success stories, resources and gaps. Appendix C of this document provides a good starting point for existing regional, provincial and national organizations.
- Define regions based on existing organizations and committees – regional source water protection committees or landscape level collaborations, for example. Identify additional potential partners, especially where no conservation authorities or stewardship councils exist.
- Determine how this COP would relate to existing broader stewardship networks, specifically Conservation Council of Ontario and Stewardship Network of Ontario.
- Hold an annual meeting, perhaps in concert with an existing event, such as Conservation Ontario's Latonnell Conference.
- Determine how this COP would fit within and contribute to emerging national initiatives (NGO and government).
- Engage federal governments to become involved in the COP.
- Seek funding for regional program delivery and development of regional nodes (see 7.1.2 and 7.4.3) where they don't exist.
- Use technologies to improve communications and link among websites and portals to promote success stories, resources and opportunities available. CSW is currently engaged in a feasibility study to examine opportunities for linking Canada's water community. A backgrounder is provided in Appendix D. For more information, visit www.waterconnect.ca.

7.1.2 ACTION: Support Regional Networking

Local cooperation will help solve difficulties of individual groups trying to address common priorities independently. It works on the basis of sharing strengths and expertise. Coordinated local programming helps facilitate larger scale projects with reduced

administration costs and more assistance for on-the-ground projects, including more effective support for the voluntary sector. As well, cooperation is beneficial to the public as it offers a common message and clear definition of roles, services and resources in the region.

*“Local organizations and local autonomy are important.”
Canada Stewardship Agenda*



Examples of regional collaborations that have come together based on common priorities and delivery areas include the Kawartha Lake Stewardship Alliance, Muskoka Watershed Council and the Oak Ridges Moraine Alliance. Many other regions are embarking on community mapping to identify what resources are out there, who is really doing what, and local needs and priorities. This is a necessary first step to be able to take advantage of existing resources and strengths.

Recommendations

- Work with COP and existing organizations to identify potential regional nodes.
- Seek local and provincial funding to support regional meetings for sharing information, setting/discussing priorities and developing programs.
- Seek start-up funding to support development of regional nodes (see 7.4.3 below).

7.2 Developing More Effective Programs

Achieving widespread behavioural change is going to require more focused programming and social marketing. It will also need effective and on-going evaluation that will allow adaptive evolution of programming needs.

“Dropping brochures out of planes just doesn't work.”

7.2.1 ACTION: Identify and Reach a Broader Audience

Increased public awareness and greater understanding of ecosystems' interactions will instil an enhanced sense of ownership and commitment to projects. Effective public engagement will require an appreciation of the various users of shoreline resources and how best to reach them.

Recommendations

- Encourage regional nodes to solicit more local buy-in, especially from municipalities.
- Carry out a study to understand demographics of shoreline resource users in Ontario (or in partnership with the LBW National Steering Committee).
- Work with provincial COP to expand Kawartha Conservation's training for realtors, landscapers, developers, etc.
- Identify and promote core messages, but ensure flexibility that will allow each organization to deliver that message in their own way.
- Identify non-traditional community champions, including industry sponsorships.
- Develop incentives for BMPs.

7.2.2 ACTION: Develop a Collaborative Research Program to Assist in Evaluation and Adaptive Program Development

While we have certainly seen successes in shoreline stewardship in Ontario, most of the documentation of results covers only short-term project objectives. Evaluation of the impacts of specific approaches on behaviour needs to be on-going. Through collaboration in program delivery and evaluation, it is hoped that the evaluation process will eventually become quite simple.

Potential Research Activities

Document economic, environmental and social benefits of stewardship⁴.

- Evaluate demographic triggers and best practices for social marketing and achieving behavioural change.
- Understand the value and role of volunteers and volunteer associations.

Recommendations

- Develop a research working group to identify partners for research programs (provincial or national).
- Develop an inventory of best practices for social engagement (based on demographics).
- Develop an evaluation program that can be tied to funding.

7.3 Capacity Building

Expertise assembled through the provincial COP can be used to develop a capacity building program that will provide support for communications, access to expertise, training, assistance with local fundraising, and volunteer management. Specific training may be required for different stakeholders, such as municipalities.

“(Working with community) is the only way to reach long-term solution - change in attitudes is better than regulation”

7.3.1 ACTION: Develop Capacity Building Programs Provincially, Offer Them Locally

“The biggest benefits [to working with community] are access to local knowledge and working relationships”

Collaborative development and delivery of a multi-component training program would be the most cost-efficient option for disseminating a consistent program provincially. It will also contribute to program evaluation. By involving regional representatives in development, the training course would be easily adaptable for use at the regional level.

Recommendations

- Structure a working group through the COP to continue the development of the LBW and FOCA training programs.
- Work with the COP and Federation of Canadian Municipalities to develop specific engagement and training programs for municipalities.
- Build community capacity through regional training, based on local priorities.
- Identify the most appropriate/effective activities for volunteers in shoreline stewardship and develop support mechanisms, including training.

4 A study commissioned by Environment Canada regarding community delivery through the Atlantic Coastal Action Programs sites in the Maritimes also indicated that community delivery is more cost effective, as well as a stimulant to the local economy (Gardner Pinfold Consulting Economists, 2002). However, it is clear that more investment and research in the effectiveness of outreach programs will be required in order to communicate the benefits.



7.4 Sustainability

The delivery of the Canada's Stewardship Agenda, a federal, provincial and territorial government initiative to shape a national framework and plan for collaboration on stewardship, showed great promise for the future of stewardship in Canada. In its report on public consultations across the country, it identified a need to invest in stewardship by enhancing capacity and program support, as well as core funding for stewardship organizations. As government agencies continue to address their role in delivering on stewardship, the time is right for revisiting this need.

7.4.1 ACTION: Develop a Provincial Stewardship Fund

A provincial stewardship fund would support on-the-ground delivery of stewardship activities, including incentives for landowners who carry out BMPs. One of the challenges with current program funding is the pressure to develop new and innovative projects at every turn. This fund could support programs and approaches that have already proven to be successful. This type of fund would be most effective if administered with input from the provincial COP and regional representatives to identify potential duplication and to take advantage of existing successful initiatives.

Recommendations

- Review existing stewardship funding models, for example New Brunswick's Environmental Trust Fund which is supported by a recycling tax.
- Approach provincial and federal government, industry, foundations and willing individuals to support a provincial fund.
- Consider how to get those who benefit from shorelines to contribute to this fund.
- Look at possibilities to tie programs with the Gas Tax revenues and Integrated Community Sustainability Plans.

7.4.2 ACTION: Communicate with Funders

Raise awareness among funders of the provincial shoreline stewardship COP, regional collaborations, existing activities and evaluation initiatives.

Recommendations

- Organize a forum to provide an opportunity for the stewardship community to meet and communicate with potential sponsors/funders.
- Develop an inventory of 'who's doing what' to showcase the organizations participating in shoreline stewardship in Ontario. Use Appendix C as a starting point.
- Work with funders to accept proposals for existing 'endorsed' shoreline stewardship programs and to work towards a standard evaluation as a requirement of funding.
- Liaise with the Conservation Council of Ontario, which is setting up a conservation funding task force.

7.4.3 ACTION: Seek Funding to Support Development of Regional Nodes

Regional coordinators with some seed money could provide the substantial momentum required to develop effective collaboration that would support sustainable shoreline stewardship programming locally. These positions, which would ideally be housed within existing organizations, would likely require two to three years of funding in order to show the benefits required to develop long-term local support of collaborative partnerships. As regions



may be in different stages of development, funding should be flexible. The coordinator's main objective would be to organize activities within the regional node such as partnership development, training/capacity building, workshops and meetings, local resource development, as well as finding and distributing funding for local activities.

Recommendations

- Work with COP to identify regional nodes and develop priority activities for individual regions.
- Approach potential funders – Environment Canada, Fisheries and Oceans Canada, Infrastructure Canada, Ontario Ministry of the Environment, Ontario Ministry of Natural Resources, Ontario Trillium Foundation and industry – to support development of regional nodes.

8.0 Next Steps

If we choose to move towards a more collaborative approach to shoreline stewardship in Ontario, it is with the understanding that it will require buy-in and support from a great number of stakeholders. To this point, there is much to build on, but it will require strong leadership and commitment from all involved.

This document, now in its second draft, will be circulated for review and feedback from everyone who participated in the study and it is also available on CSW's website (www.watersheds.ca/downloads/shoreline_stewardship_ontario_2006.pdf).

Once the final document is complete (expected March 2006), CSW will send out a call for participation in a Steering Committee with the objective to develop a Provincial Community of Practice for Shoreline Stewardship and to implement the recommendations provided in this document.

9.0 References

Canadian Centre for Philanthropy (2003). *The Capacity to Serve: A Qualitative Study of the Challenges Facing Canada's Nonprofit and Voluntary Organizations*

Federal-Provincial-Territorial Stewardship Working Group (2002)/*Canada's Stewardship Agenda: Report on Consultations*. Ottawa, ON.

Gardner, Julia, C. Sherlock, G. Hunter (June 2003). *Appreciating the Values, Needs and Potential of the Stewardship and Conservation Sector in Canada: Strategic Directions for Funding and Other Support*, Dovetail Consulting Inc., Vancouver, B.C.

Gardner Pinfold Consulting Economists Limited (July 2002). *An Evaluation of the Atlantic Coastal Action Program (ACAP): Economic Impact and Return on Investment*

“With long-term funding and support, stewardship programs will contribute at a variety of scales, building local capacity while enhancing provincial, territorial, national or international goals and objectives for stewardship.”
Canada Stewardship Agenda



10.0 Notes



Appendices

Appendix A – Shoreline Information Resources.....	22
Appendix B – List of Organizations Contacted and Surveyed.....	33
B-1 Surveys.....	33
B-2 Personal Consultations.....	34
B-3 Kick-off Meeting Attendees.....	34
B-4 Visioning Meeting Attendees.....	35
Appendix C – Shoreline Stewardship Organizations and Opportunities.....	36
C-1 Regional Organizations.....	36
C-1.1 Community Stewardship Councils.....	36
C-1.2 Conservation Authorities.....	36
C-1.3 Green Communities.....	37
C-1.4 Municipalities.....	37
C-1.5 Volunteer Associations.....	38
C-1.6 Other Regional Shoreline Stewardship Groups.....	39
C-2 Provincial and National Non-Governmental Organizations.....	40
C-2.1 Centre for Sustainable Watersheds.....	40
C-2.2 Conservation Council of Ontario.....	40
C-2.3 Conservation Ontario.....	40
C-2.4 Ducks Unlimited Canada – Ontario Region.....	40
C-2.5 Environmental Defence Canada.....	41
C-2.6 Federation of Canadian Municipalities.....	41
C-2.7 Federation of Ontario Cottagers' Association.....	41
C-2.8 Green Communities Association.....	42
C-2.9 Ontario Land Trust.....	42
C-2.10 Ontario Nature.....	42
C-2.11 Ontario Stewardship.....	43
C-2.12 Stewardship Network of Ontario.....	43
C-3 Provincial and Federal Government.....	43
C-3.1 Environment Canada.....	43
C-3.2 Fisheries and Oceans Canada.....	44
C-3.3 Ontario Ministry of Natural Resources.....	44
C-3.4 Ontario Ministry of the Environment.....	44
C-3.5 Parks Canada.....	45
Appendix D – Water Connections Backgrounder.....	46



Appendix A – Shoreline Information Resources

Shoreline Resources	
Bait Association of Ontario	
<ul style="list-style-type: none"> Attention Anglers – A brochure on new bait import and harvest regulations 	
<i>Availability</i>	
<ul style="list-style-type: none"> Phone (705) 748-3398 or contact the Invading Species Hotline (800) 563-7711 	
Bird Studies Canada	
<ul style="list-style-type: none"> 20 Years of the Canadian Lakes Loon Survey – A program brochure with information and highlights about loon conservation Marsh Havens – A fact sheet about improving marsh habitats for birds in the Great Lakes Basin Project brochure and guidelines available for the Canada Lakes Loon Survey 	
<i>Availability</i>	
<ul style="list-style-type: none"> Bird Studies Canada P.O. Box 160 Port Rowan, ON N0E 1M0 	<ul style="list-style-type: none"> Phone (519) 586-3521 or (888) 448-BIRD (2473) Visit www.bsc-eoc.org
Canadian Marine Manufacturers Association	
<ul style="list-style-type: none"> Enviro Boater Guide – A guide to environmentally friendly boating 	
<i>Availability</i>	
<ul style="list-style-type: none"> Canadian Marine Manufacturers Association 243 North Service Rd W, Suite 106 Oakville, ON L6M 3E5 Visit www.discoverboating.ca 	
Canadian Mortgage and Housing Corporation	
<p>CMHC provides the About Your House Fact Sheets which offer water facts and tips to help homeowners. Titles include:</p> <ul style="list-style-type: none"> Your Septic System Water Saving Tips for Your Lawn and Garden About Your House – Water-Saving Tips For Your Lawn and Garden About Your House – Your Septic System Buying a House with a Well and Septic System Low-Maintenance Lawns Rain Gardens: Improve Stormwater Management in Your Yard Healthy Housing: Practical Tips for Your Home Definitely In My Backyard: Making the Best Choices for You and the Environment <p>The Household Guide to Water Efficiency, is a user-friendly reference for homeowners and tool for municipalities. It contains water-saving information, including how to repair leaks, landscape for water efficiency and make the most efficient use of water on a daily basis.</p>	
<i>Availability</i>	
<ul style="list-style-type: none"> Canadian Mortgage and Housing Corporation 700 Montreal Road Ottawa, ON K1A 0P7 Phone (800) 668-2642 Selected publications available at: www.cmhc-schl.gc.ca 	
Canadian Parks and Wilderness Society	
<p>CPAW's Wildlife Friendly Waterfront booklet provides advice for shoreline property owners on how to</p>	



Shoreline Resources

help create and protect wildlife habitat.

Availability

- Download this booklet free of charge from CPAWS-Ottawa Valley Chapter <http://www.cpaws-ov.org/images/wildlifefriendly.pdf>
- E-mail info@cpaws-ov.org for a hard copy
- Bulk orders are available for lake associations and other community groups and cost \$35 for 100 copies.

Department of Fisheries and Oceans

Policy and Legislation Guidelines

- Policy for the Management of Fish Habitat
- Fisheries Act – Habitat Protection and Pollution Prevention Provisions – Compliance and Enforcement Policy

Prescriptive Guidelines

- Guidelines for the Use of Explosives In or Near Canadian Waters

Technical Guidelines

- Freshwater Intake End-of-Pipe Fish Screen Guidelines

Awareness Guidelines

- The Dock Primer – A Cottager's Guide to Waterfront Friendly Docks. Produced by Cottage Life in association with DFO, this brochure is a shoreline property owner's guide to environmentally friendly dock construction
- The Shoreline Primer – A Cottager's Guide to a Healthy Waterfront. Produced by Cottage Life in association with DFO, this brochure outlines the importance of natural shorelines to water quality and fish habitat, and provides guidelines on restoring an altered shoreline to its natural state

Fish Fact Sheets

- Atlantic Salmon, Brook Trout, Brown Bullhead, Brown Trout, Channel Catfish, Chinook Salmon, Coho Salmon, Lake Sturgeon, Lake Trout, Lake Whitefish, Largemouth Bass, Muskellunge, Northern Pike, Pink Salmon, Rainbow Trout, Smallmouth Bass, Walleye, Yellow Perch

Working Around Water? Working Around Water – What you should know about fish habitat fact sheets. This series is designed to inform shoreline property owners of the importance of carefully planning any projects that may impact fish habitat and water quality. Titles include:

- Information - What you should know about Fish Habitat
- Fact Sheet C-1 - Fish Habitat & Docks, Boathouses and Boat Launches
- Fact Sheet C-2 - Fish Habitat & Building a Beach
- Fact Sheet C-3 - Fish Habitat & Building Materials
- Fact Sheet C-4 - Fish Habitat & Shoreline Stabilization
- Fact Sheet C-5 - Fish Habitat & Constructing Ponds
- Fact Sheet I-1 - Fish Habitat & Dredging
- Fact Sheet I-2 - Fish Habitat & Controlling Aquatic Plants
- Fact Sheet I-3 - Fish Habitat & Sunken Log Retrieval
- Fact Sheet I-4 - What you should know about Fish Habitat and Stream Cleanup
- Fact Sheet L-1 - What you should know about obtaining a Fisheries Act Authorization
- Fact Sheet L-2 - Municipal Drains in the Southern Ontario Region
- Fact Sheet T-1 - What you should know about Fish Habitat and the Effects of Silt and Sediment
- Fact Sheet T-2 - What you should know about Fish Habitat and Fluctuating Water Levels on the Great Lakes

Underwater World

- Groundfish, Pelagics, Invertebrates, Diadromous, Marine Mammals, Freshwater, Aquatic Topics

Availability

- Visit www.dfo-mpo.gc.ca/canwaters-eauxcan/infocentre/guidelines-conseils/index_e.asp



Shoreline Resources

- Fish Habitat Care – A general booklet about fish habitat

Availability

- Fisheries and Oceans Canada
Ontario Area
Fish Habitat Management Program
Referrals Coordinator
867 Lakeshore Road
Burlington, ON L7R 4A6
- Phone (905) 336-4595
- Fax (905) 336-6285
- E-mail referralsontario@dfo.mpo.gc.ca

- Fish Habitat Conservation and Protection: What the Law Requires: The Directive on the Issuance of Subsection 35(2) Authorizations
- Fish Habitat Conservation and Protection: Guidelines for Attaining No Net Loss

Availability

- Habitat Management and Environment Science
Fisheries and Oceans
200 Kent Street
Ottawa, ON K1A 0E6
- Phone (613) 991-1280

- Safeguarding Fish Habitat in Canada's Inland Provinces – A brochure describing DFO's habitat programs in various provinces

Availability

- Phone (905) 336-4595

- How Blue Are You – A booklet designed for youth aged 8 to 15 that tests their knowledge of oceans and offers tips on how to conserve and protect the marine environment

Availability

- Available for download at: www-comm.pac.dfo-mpo.gc.ca/pages/educational-games/games/game05b_e.htm

- Stewards of Canada's Waters – A brochure that describes the role and mandate of Fisheries and Oceans Canada

Availability

- Available for downloading at: www.dfo-mpo.gc.ca/communic/scw-gec_e.htm#a

- Homes for Fish Colouring Book – This resource is designed to help explain that concept of protecting fish habitat to children
- The Drain Primer – A guide that features drawings, illustrations, and practical how-to information on drain construction and maintenance as well as a list of appropriate contacts. Produced by Drainage Superintendents Association of Ontario and Ontario Federation of Agriculture in association with DFO
- The Baitfish Primer – A Guide to Identifying and Protecting Ontario's Baitfish, produced by Fisheries and Oceans Canada – Great Lakes Laboratory for Fisheries and Aquatic Sciences and Bait Association of Ontario
- The Healthy Shore List – How Does Your Waterfront Check Out?
- How Much do You Know About Your Shoreline – A 5-question quiz card
- A Fish Tale – A booklet that informs children about the effects of pollution and acid rain, and on the effects of the conservation and restoration of habitat and aquaculture (fish farming) on fish and oceans

Availability

Hard copies of all materials are available through district offices:

Burlington District Office
Phone (905) 639-0188

Sault Ste. Marie District Office
Phone (705) 941-2039



Shoreline Resources

E-mail referralsburlington@dfo-mpo.gc.ca	E-mail referralssaultstemarie@dfo-mpo.gc.ca
Parry Sound District Office Phone (705) 746-2196 x246 E-mail referralsparrysound@dfo-mpo.gc.ca	Sudbury District Office Phone (705) 522-2816 E-mail referralssudbury@dfo-mpo.gc.ca
Peterborough District Office Phone (705) 750-0269 E-mail referralspeterborough@dfo-mpo.gc.ca	Thunder Bay District Office Phone (807) 346-8118 E-mail referralsthunderbay@dfo-mpo.gc.ca
Prescott District Office Phone (613) 925-2865 x120 E-mail referralsprescott@dfo-mpo.gc.ca	Kenora District Office Phone (807) 467-6441 E-mail referralskenora@dfo-mpo.gc.ca
Sarnia District Office Phone (519) 383-1821 E-mail referralssarnia@dfo-mpo.gc.ca	

District of Muskoka

The District of Muskoka has designed a series of brochures to inform and guide shoreline property owners in measures they can take to protect their water quality and shoreline.

- Stormwater Management for Single Lots
- Design and Construction Along the Shoreline
- Eutrophication and Algae
- Guide to Healthy Shorelines

Availability

- Download free of charge from the District of Muskoka website
http://www.muskoka.on.ca/planningeconomic/plan_pub.htm
- Phone the District's Planning and Economic Development Department (705) 645-2231

Ducks Unlimited Canada

DUC provides free wetland and environmental education lesson plans, ranging from elementary to high school level. These plans are designed to assist educators teach children about the value of wetland ecosystems and how to take positive actions to conserve wetlands in their own communities. Topics include:

- Habitats, Communities, and the Diversity of Life (grades 4-6)
- Interactions and Ecosystems (grades 7-8)
- Evolution, Diversity, and the Sustainability of Ecosystems (grades 9-12)

Availability

- Download lesson plans free of charge from the DUC website:
http://www.ducks.ca/resource/teachers/lesson_plans/index.html

A Wetland Tale – An activity book designed to teach children about the importance of protecting wetlands. Other resources for youth such as a quarterly magazine, guidebooks, and activity books are available to Greenwing members. Greenwing annual membership is \$15.

Availability

- Phone (800) 665-3825

- Wetlands Filter Your Water – A publication about the importance of wetlands
- Rural Wetlands in Ontario – A Guide for Landowners

Availability

- | | |
|---|---|
| <ul style="list-style-type: none"> • Ducks Unlimited
Ontario Office
566 Welham Road
Barrie, ON L4N 8Z7 | <ul style="list-style-type: none"> • Phone (888) 402.4444 • E-mail du_barrie@ducks.ca • Visit www.ducks.ca |
|---|---|



Shoreline Resources	
Environment Canada	
<p>The Water Fact Sheet series provides information on problems and solutions associated with distribution, conservation, and pollution of Canada's freshwater resources. A few of these fact sheets offer specifically valuable information and tips for shoreline property owners concerning water conservation, erosion and sediment, groundwater, and water quality.</p> <ul style="list-style-type: none"> • #A-3. Clean Water – Life Depends on It! • #A-5. Groundwater – Nature's Hidden Treasure • #A-6. Water Conservation – Every Drop Counts! • #A-8. Water – the Transporter <p><i>Availability</i></p> <ul style="list-style-type: none"> • Download these fact sheets free of charge from the Environment Canada website: http://www.ec.gc.ca/water/en/info/pubs/FS/e_contnt.htm 	
<ul style="list-style-type: none"> • Reseau – An online initiative that focuses on water information <p><i>Availability</i></p> <ul style="list-style-type: none"> • Visit http://map.ns.ec.gc.ca/reseau/en/ 	
<ul style="list-style-type: none"> • Your Guide to the One-Tonne Challenge: Take Action on Climate Change – use less energy, save money and protect our environment. Includes tips on how to reduce water consumption. <p><i>Availability</i></p> <ul style="list-style-type: none"> • Visit www.climatechange.gc.ca 	
<ul style="list-style-type: none"> • Let's Protect Our Wetlands! An activity sheet <p><i>Availability</i></p> <ul style="list-style-type: none"> • Download from: http://0-www.on.ec.gc.ca.library.unl.edu/wildlife/publications-e.html 	
<ul style="list-style-type: none"> • Planting the Seed – A Guide to Establishing Aquatic Plants. This is a non-technical, how-to booklet for establishing aquatic plants in marsh habitats. <p><i>Availability</i></p> <ul style="list-style-type: none"> • Environment Canada Environmental Conservation Branch Conservation Strategies Division 4905 Dufferin St Downsview, ON M3H 5T4 • Visit http://www.on.ec.gc.ca/wildlife/docs/doc-planting-e.html • E-mail Wildlife.Ontario@ec.gc.ca 	
<ul style="list-style-type: none"> • Water – No Time to Waste, A Consumer's Guide to Water Conservation <p><i>Availability</i></p> <ul style="list-style-type: none"> • Phone (888) 668-6767 • Visit http://www.ec.gc.ca/water/en/info/pubs/nttw/e_nttwi.htm 	
<ul style="list-style-type: none"> • Ontario Shorebird Conservation Plan • Great Lakes Fact Sheet – How Much Habitat is Enough. A Great Lakes fact sheet. <p><i>Availability</i></p> <ul style="list-style-type: none"> • Environment Canada Canadian Wildlife Services Downsview, ON M3H 5T4 • Phone (416) 739.5830 • E-mail wildlife.ontario@ec.gc.ca 	
<ul style="list-style-type: none"> • P2 & You @ the Cottage – A few ways to practice pollution prevention at the cottage <p><i>Availability</i></p> <ul style="list-style-type: none"> • 4905 Dufferin Street, 2nd Floor • Fax (416) 739-4776 	



Shoreline Resources	
<ul style="list-style-type: none"> • Downsview, Ontario M3H 5T4 • Phone (416) 739-4826 	<ul style="list-style-type: none"> • E-mail enviroinfo.ontario@ec.gc.ca • www.ec.gc.ca/nopp/docs/fact/en/p2cottage.cfm
<ul style="list-style-type: none"> • Fish Lead Free brochure – Contains information about non-toxic, lead-free alternatives <p><i>Availability</i></p>	
<ul style="list-style-type: none"> • Canadian Wildlife Services Environment Canada Ottawa, ON K1A 0H3 	<ul style="list-style-type: none"> • Phone (819) 997-1095 • Visit www.cws-scf.ec.gc.ca/fishing
<ul style="list-style-type: none"> • Camp Green, Canada and Clean Marine Boating! <p><i>Availability</i></p>	
<ul style="list-style-type: none"> • Environment Canada Pollution Prevention Section 4905 Dufferin St Downsview, ON M3H 5T4 	<ul style="list-style-type: none"> • Phone (416) 739-5910 • Visit www.on.ec.ca/epb/fpd
<ul style="list-style-type: none"> • Ecological Gifts – Canadians Donating Ecologically Sensitive Land. Includes land such as wetlands and shoreline habitats that have been conserved in a natural state. <p><i>Availability</i></p>	
<ul style="list-style-type: none"> • Ecological Gifts Program Canadian Wildlife Service Environment Canada's Ontario Region 4905 Dufferin St Downsview, ON M3H 5T4 	<ul style="list-style-type: none"> • Phone (416) 739-4286 • E-mail ecogifts.ontario@ec.gc.ca
<p>A series of brochures on water conservation, titles include:</p> <ul style="list-style-type: none"> • Water Saving Tips for Kitchen and Laundry • Water Saving Devices • Waterwise Tips for Bathrooms • Water Audit <p><i>Availability</i></p> <ul style="list-style-type: none"> • For more information phone (800) 668-6767 	
<p>Federation of Ontario Cottagers' Association</p> <ul style="list-style-type: none"> • FOCA's Stewardship Program – A brochure outlining FOCA's stewardship initiatives <p><i>Availability</i></p> <ul style="list-style-type: none"> • E-mail info@foca.on.ca • Phone (416) 429-0444 	
<p>Lanark and Leeds Green Community</p> <ul style="list-style-type: none"> • Well Aware – A Guide to Caring for Your Well & Protecting Your Family's Health <p><i>Availability</i></p> <ul style="list-style-type: none"> • Visit www.wellaware.ca 	
<p>Living by Water</p> <p>Living by Water produces a range of publications for general audiences, shoreline residents, and groups designed to encourage shoreline property owners to adopt sustainable living practices that will help protect water quality.</p> <ul style="list-style-type: none"> • On the Living Edge Handbook – Easy-to-read information on healthy shoreline living practices including dealing with shoreline erosion, protecting water quality, building by water, installing and maintaining septic systems and wells. Individual copies are \$18.70 per copy plus shipping, and bulk rates and consignment are available for groups wishing to sell them. 	



Shoreline Resources

- Shoreline Action Checklists – A voluntary checklist that shows what anyone who visits a shoreline to protect and restore them
- Waterfront Living Brochure – An illustrated brochure with simple tips for natural waterfront living
- Shoreline Credo – Promise statements for youth and older children to protect Canada's shorelines
- Shoreline Ambassador Certificate – To acknowledge individual efforts in shoreline protection, conservation, restoration or enhancement
- Children's Ribbon of Life Activity Sheet – Contains a quiz, word search, maze and fun graphics; suitable for ages 8 to 12
- Waterfront Living Posters – A colour waterfront living poster showcasing simple tips for living on shoreline properties
- Green Guest Guide – Environmental household and recreational tips and reminders for waterfront visitors – hard copies available or download from the LBW website <http://www.livingbywater.ca/GreenGuestGuide.pdf>

Availability

- In Ontario, all materials are available for free (except On the Living Edge Handbook) through the Centre for Sustainable Watersheds. Shipping costs apply.
- Phone (613) 272-5136
- E-mail info@watersheds.ca
- Pick up at 11 St. Mary's St. Portland, ON

Workshop-in-a-Box – A portable tool kit that helps your group conduct an interactive workshop that meets the needs of permanent and seasonal shoreline residents in your community. Modules include: Protecting Water Quality, Septic Systems, Shoreline Erosion, Healthy Shorelines and Shoreline Recreation.

Availability

- Contact the Grenville Land Stewardship Council at (613) 342- 8528

Don't Give Our Septic Tank Indigestion – A sign listing items that should not enter drains or septic systems

Availability

- Available for photocopying from CSW

Nests Afloat – How to build a loon nest platform

Availability

- Available for download at www.watersheds.ca

Ministry of Municipal Affairs and Housing

Ministry of Municipal Affairs and Housing developed the brochure Guide to Operating and Maintaining Your Septic System to inform homeowners how septic systems function and tips and best management practices for maintaining their systems.

Availability

- Download this resource free www.obc.mah.gov.on.ca/userfiles/html/nts_4_7724_1.html
- Contact the Housing and Building Development Branch (416) 585-6666

Muskoka Watershed Council

Healthy Shorelines

- Aquatic plants are not just weeds!
- Beach building blues
- Retaining wall woes
- Natural shorelines

Healthy Living Fact Sheets

- Healthy Lawn Tips
- Common Lawn Problems
- Proper Watering Practices

Along the Shoreline

- Shoreline Vegetation in Muskoka



Shoreline Resources

Availability

- Available at <http://www.muskokaheritage.org/watershed/watershedpublications.asp>

Ontario Federation of Agriculture

OFAH offers of a series of fact sheets on Best Management Practices – titles include:

- Best Management Practices – Buffer Strips
- Farm Forestry and Habitat Management
- Fish and Wildlife Habitat Management
- Irrigation Management
- Water Management
- Water Wells

Availability

- If you are an Ontario farmer, single copies of each title are available at your local Ontario Ministry of Agriculture and Food
- To purchase single copies or bulk orders of all other titles, and to order complete sets of books
 Ontario Federation of Agriculture
 40 Eglinton Ave E, 5th Floor
 Toronto, ON
 M4P 3B1
- Phone (416) 485-3333
- Visit www.gov.on.ca/OMAF/english/products/best.html

Ontario Federation of Anglers and Hunters

OFAH distributes wallet size aquatic invasive plant and animal species identification cards to provide recreational freshwater users with a information on identifying, reporting, and preventing invasive species. Titles include:

- | | |
|--|---------------------------------|
| • Bighead and Silver Carp (English only) | • Round Goby |
| • Eurasian Watermilfoil | • Ruffe |
| • European Frogbit (English only) | • Rusty Crayfish (English only) |
| • Purple Loosestrife | • Spiny and Fishhook Waterflea |

Availability

- Contact OFAH (705) 748-6324

OFAH also distributes the following on invasive species:

Fact sheets

- Aquarium Hobbyists – You can help the environment
- European Frogbit Invades Ontario Waters
- Fanwort Invades Ontario Waters
- Fishhook Water Flea Invades the Great Lakes
- Grass Carp – A Threat to Ontario Waters
- Round Goby Invades Ontario Waters
- Rudd Invades Ontario Waters
- Spiny Water Flea Invades Ontario Waters

Stickers and Signs

- Attention Boaters – Don't Transfer Zebra Mussels (sign)
- Do Not Dump Bait Buckets (stickers)

Brochures

- Bait Facts
- Purple Loosestrife: What You Should Know, What You Can Do
- Sea Lamprey: The Battle Continues
- Zebra Mussels
- Aquatic Invasive Species – A Guide for Water Gardeners and Aquarium Owners

Availability

- Contact the Invading Species Hotline at (800) 563.7711
- E-mail invading_species@ofah.org



Shoreline Resources
<ul style="list-style-type: none"> • Visit www.invadingspecies.com
Ontario Marine Operators Association
<ul style="list-style-type: none"> • Clean Boater Program – A brochure describing the Clean Boater Program and how to get involved <p><i>Availability</i></p> <ul style="list-style-type: none"> • Visit www.cleanboater.com
Ontario Ministry of Natural Resources
<p>The Ministry of Natural Resources' Extension Notes is a user-friendly fact sheet series on a variety of resource management topics, including Forests, Agroforestry, Water and Wetlands, Insects and Pests, and Wildlife. There are several shoreline specific titles including:</p> <ul style="list-style-type: none"> • Preserving Water Quality • Preserving and Restoring Natural Shorelines • Restoring Shorelines with Willows • Building a Pond • Improving Fish Habitat • Protecting Fish Habitat • Protecting Fish Habitat from Sediment • Buffers Protect the Environment <p><i>Availability</i></p> <ul style="list-style-type: none"> • Download fact sheets free of charge from the MNR website www.mnr.gov.on.ca or the LandOwner Resource Centre www.lronline.com/EN_splash.html • Hard copies are available from the LandOwner Resource Centre. Individual copies, to a maximum of five, are free. Subsequent copies are \$1 each. Bulk rates for orders of 50 copies or more of any one title are \$0.50 each. A compilation of the entire collection of 54 Extension Notes packaged in a binder is \$75.
<ul style="list-style-type: none"> • Community Fisheries Involvement Program (CFIP) – A program brochure <p><i>Availability</i></p> <ul style="list-style-type: none"> • Visit www.mnr.gov.on.ca
Ontario Ministry of the Environment
<ul style="list-style-type: none"> • Lake Partner Program – Program brochure <p><i>Availability</i></p> <ul style="list-style-type: none"> • Visit http://www.ene.gov.on.ca/envision/water/lake_partner/
<ul style="list-style-type: none"> • Seven Hints on Protecting Your Lake <p><i>Availability</i></p> <ul style="list-style-type: none"> • Ministry of Environment Public Information Centre 135 St. Clair Ave. W Toronto, ON M4V 1P5 • Phone (416) 325-4000 or (800) 565-4923
Ontario Ministry of Health
<ul style="list-style-type: none"> • What You Need to Know About West Nile – A brochure about West Nile and how to protect yourself, including methods for reducing risk with ornamental ponds and rain barrels <p><i>Availability</i></p> <ul style="list-style-type: none"> • Phone (800) 387-5550 • Visit www.healthyontario.com
Ontario Nature
<p>Ontario Nature provides facts sheets and brochures available on-line containing information on restoring and creating wildlife habitat.</p> <ul style="list-style-type: none"> • Habitat Creation with Native Plants



Shoreline Resources

- Wetland Restoration and Rehabilitation
- C.P.R. For Wetlands – Conserve, Protect and Restore
- Natural Invaders – This brochure is an identification and information guide on invasive plant species for property owners.
- Water at Risk Brochure – Water is essential to our bodies and vital to the natural world around us. Pollution, rapid development and poor land-use have put our water sources at risk.
- Wetlands - The Great Lakes system is the largest freshwater system in the world, supporting extensive wetland habitat. Since 1800, over two-thirds of Great Lakes wetlands have been lost, through drainage and development.
- Ontario Species at Risk – Find out more about the hundreds of species at risk in Ontario, which include endangered, threatened and special concern species.

Ontario Nature has also developed Family Nature Notes – fact sheets to assist parents and educators introduce the concept of wildlife habitat and wetland conservation to children. These cost \$1.

Availability

- Visit the Ontario Nature website www.ontarionature.org
- Contact Ontario Nature (800) 440-2366

Ontario Soil and Crop Improvement Association

Ontario Soil and Crop Improvement Association provides brochures covering information for property owners on septic systems and wells.

- Septic Smart! New Ideas for Household Septic Systems on difficult sites
- Protect Your Family By Protecting Your Well Head
- Groundwater Deserves Attention

Availability

- Download these brochures free from their website www.ontariosoilcrop.org/brochures_available.htm

Ontario Stewardship Program

The Ontario Stewardship Program – A brochure identifying stewardship councils of central and southern Ontario and a list of some of the projects in which they are involved

Availability

- Visit www.stewardshipcanada.ca or www.stewardshipcenter.on.ca

Ontario Wetland Habitat Fund

Financial Assistance for Private Landowners

- West Ottawa – A publication celebrating one of Ottawa's most significant wetlands
- A Wetland Conservation Plan: A Landowner's Guide to Wetland Conservation Planning

Availability

- Ontario Wetland Habitat Fund
310-1750 Courtwood Cres
Ottawa, ON K2C 2B5
- Phone (613) 722-2090 X252
- E-mail mstabb@wetlandfund.com

Peterborough Green-up

Peterborough Green-Up has developed numerous fact sheets on many environmental topics, some of which are specifically valuable to assist shoreline property owners in making conscious waste, water, and gardening choices to help protect their shoreline ecosystem. Fact sheet titles include:

- Water Use in the Yard
- Water Use in the Home
- Fixing Leaky Taps and Toilets
- Wildflowers
- Groundcovers
- Native Plants



Shoreline Resources

- Ultra Low Flow Toilets
- Restoring Healthy Shorelines
- Keeping Our Waterways Clean
- Outboard Motors
- Aquatic Plants
- Low Water Gardens
- Natural Lawn Care
- Invasive Exotic Plants in Ontario
- Fertilizer
- Alternative Cleaners

Availability

- Phone (705) 745-3238
- Download free from the Peterborough GreenUp website www.greenup.on.ca/brochure.htm

Tree Plan Canada

- Planting Shoreline Vegetation – A guide to help you plan and carry out shoreline planting projects

Availability

- Contact Natural Resources Canada at (800) 563-0202



Appendix B – List of Organizations Contacted and Surveyed

Total Groups Contacted – 146, Total Participants – 108

B-1 Surveys

Local Lake Groups – 22

Adam Lake Property Owners Association, Battersea Loughborough Lake Association, Big Rideau Lake Association, Buck Lake Association, Christie Lake Association, Dog Lake Association, Fairbanks Campers Association, Gananoque River Waterways Association, Georgian Bay Association, Greater Bobs and Crow Lake Association, Kapigkog Lake Cottager Owners Association, Lake of Bays Association, Lake of the Woods District Property Owners Association, Lower Beverly Lake Association, Miskwabi Cottagers Association, Mississippi Lake Association, Muskoka Lakes Association, Onaping Lake Campers Association, Otty Lake Association, Round Lake Property Owners Association, Tea Lake Property Owners Association, Wolfe Lake Association

Community Stewardship Councils – 9

Bancroft Area Stewardship Council, Community Stewardship Council of Lanark County, Grenville Land Stewardship Council, Haliburton Highlands Stewardship Council, Hastings Stewardship Council, Leeds County Stewardship Council, Lennox & Addington Stewardship Council, Prince Edward County Stewardship Council, Temagami Stewardship Council

Conservation Authorities – 9

Ausable Bayfield Conservation Authority, Cataraqui Region Conservation Authority, Hamilton - Halton Watershed Stewardship Program (A project of Halton Conservation and Hamilton Region Conservation Authority), Kawartha Conservation, Lower Trent Conservation, Mississippi Valley Conservation, Raisin Region Conservation Authority, Rideau Valley Conservation Authority, South Nation Conservation Authority

Municipalities – 3

City of Greater Sudbury, Township of South Frontenac, Township of Tay Valley

Green Communities – 6

EcoSuperior, Environment Network, Lanark and Leeds Green Community, Peterborough Green-Up, Severn Sound Environmental Association, Windfall Ecology Centre

Other Regional Shoreline Stewardship Groups – 7

Friends of the Tay Watershed Association, Huntsville Lakes Council, Kawartha Fisheries Associations, Muskoka Heritage Foundation, Ottawa River Keepers, Scugog Millennium Project, Thousand Islands – Frontenac Arch Biosphere Reserve

Provincial and Federal NGOs – 6

Centre for Sustainable Watersheds, Citizens' Environmental Watch, Ducks Unlimited (Ontario Region), Ontario Land Trust Alliance, Ontario Nature, The Living by Water Project: National Steering Committee

Provincial and Federal Government – 3

Fisheries and Oceans Canada: Habitat Programs, Fisheries and Oceans Canada: Prescott Office, Parks Canada: Rideau Canal



B–2 Personal Consultations

Local Lake Groups – 18

Battersea Loughborough Lake Association, Big Clear Lake, Big Gull Lake, Chaffey's Lock Area Lakes Association, Deer Mountain Area (Black Donald Lake), Dog Lake Association, Eagle Lake Property Owners Association, Farren Lake Association, Georgian Bay Association, Grindstone Lake Association, Little Silver and Rainbow Lakes Property Owners Association, Long Lake Association, Norway Lake Association, Onaping Lake Campers Association, Round Lake Property Owners Association, Silver Lake Association, Tea Lake Property Owners Association, Upper Rideau Lake Association

Community Stewardship Councils – 4

Community Stewardship Council of Lanark County, Frontenac Stewardship Council, Leeds County Stewardship Council, Lennox & Addington Stewardship Council

Conservation Authorities – 3

Cataraqui Region Conservation Authority, Mississippi Valley Conservation, Rideau Valley Conservation Authority

Municipalities – 1

Muskoka Watershed Council

Green Communities – 2

Lanark and Leeds Green Community, Peterborough Green-Up

Other Regional Shoreline Stewardship Groups – 4

Friends of the Tay Watershed Association, Frontenac Environmental Partnership, Mutual Association for the Protection of Lake Environments (M.A.P.L.E.), Water Watch Association

Provincial and Federal NGOs – 6

Centre for Sustainable Watersheds, Conservation Ontario, Federation of Ontario Cottagers' Associations, Green Communities Association, Ontario Stewardship, Watershed Report Card

Provincial and Federal Government – 12

Environment Canada: Ecological Monitoring and Assessment Network, Ontario Region, Fisheries and Oceans Canada: Habitat Programs, Ontario Great Lakes, Central and Arctic Region, Prescott Office, Ontario Ministry of Environment: Surface Water Monitoring, Lake Partner Program, Nutrient Management, Ontario Ministry of Natural Resources: Stewardship Liaison, Parks Canada: Rideau Canal, Trent Severn

B–3 Kick-off Meeting Attendees

Community Stewardship Councils – 1

Frontenac Stewardship Council

Conservation Authorities – 1

Cataraqui Region Conservation Authority

Green Communities – 1

Lanark and Leeds Green Community



Shoreline Stewardship in Ontario 2006

Provincial and Federal NGOs – 5

Centre for Sustainable Watersheds, Conservation Council of Ontario, Federation of Ontario Cottagers' Association, Ontario Stewardship, Watershed Report Card

Provincial and Federal Government – 1

Ontario Ministry of Environment: Lake Partner Program

B–4 Visioning Meeting Attendees

(*presentation given)

Local Lake Groups – 1

*Scugog Lake Stewards

Community Stewardship Councils – 2

Frontenac Stewardship Council, Parry Sound Stewardship Council

Conservation Authorities – 5

Cataraqui Region Conservation Authority, *Hamilton - Halton Watershed Stewardship Program (A project of Halton Conservation and Hamilton Region Conservation Authority), *Kawartha Conservation, Simcoe Region Conservation Authority, *Toronto and Region Conservation

Municipalities – 1

*Muskoka Watershed Council

Green Communities – 2

EcoSuperior, *Lanark and Leeds Green Community

Other Regional Shoreline Stewardship Groups – 2

Watershed Science Centre-Trent University, *Wetland Habitat Fund

Provincial and Federal NGOs – 7

*Centre for Sustainable Watersheds, *Conservation Council of Ontario, *Conservation Ontario, *Environmental Defense – Blue Flag Program, *Federation of Ontario Cottagers' Associations, *Ontario Stewardship, *Watershed Report Card

Provincial and Federal Government – 3

Environment Canada: *Great Lakes Sustainability Fund, *Restoration Programs, Parks Canada: *Trent Severn



Appendix C – Shoreline Stewardship Organizations and Opportunities

C–1 Regional Organizations

C–1.1 Community Stewardship Councils

Ontario Stewardship is a program delivered by the Ontario Ministry of Natural Resources (MNR) to support community involvement in protecting natural resources. There are 40 community stewardship councils in Ontario, each supported with one staff person (stewardship coordinator), as well as some operational and seed money. Stewardship coordinators take direction from a council of community volunteers to determine priorities for projects and provide guidance and assistance to groups and landowners practicing stewardship.

“(Working with community) is the only way to reach long-term solution - change in attitudes is better than regulation”

Shoreline Stewardship Initiatives

Stewardship councils are involved in a number of shoreline stewardship initiatives, but there were few common programs offered among the groups surveyed.

- Ontario Stewardship administers the LBW *Workshop-in-a-Box* in Ontario.
- Several of the stewardship councils had participated in or carried out shoreline stewardship programs, including home visits, demonstration sites, shoreline review, and materials development.
- One has produced a “Water Guide” for shoreline property owners specifically in their region, and 0are currently producing their second issue.
- Many had been involved in a stream assessment or restoration, specifically with an agricultural focus, supporting development of buffers and fencing.
- Over half helped coordinate workshops or conferences that incorporated shoreline issues.

Opportunities

- Have extensive and valuable partnership networks within their jurisdiction.
- Carry out fundraising activities to deliver programs based on environmental priorities within their community. As core expenses are already covered by the provincial government, funds raised can be directed towards program delivery.
- The annual Stewardship Ontario training conference could provide an opportunity for developing common approaches to shoreline stewardship.

C–1.2 Conservation Authorities

“Stewardship is community based”

Conservation authorities (CAs) were created in 1946 by an Act of the Provincial Legislature and are mandated to ensure the conservation, restoration and responsible management of Ontario’s water, land and natural habitats through programs that balance human, environmental and economic needs. Managing natural resources on a watershed basis, CAs aim to coordinate activities and stakeholders within their watershed. Community education and awareness is an important part of their work. CAs are funded primarily through self-generated fees and municipal levies, with additional program support from provincial and federal governments. Conservation Ontario is the non-governmental umbrella organization that represents the common interests of the 36 CAs.

“Must involve community to engage people to respect their water resources”

Shoreline Stewardship Projects

- While few CAs have staff and programs specifically dedicated to shoreline stewardship initiatives, most indicated that they will visit a shoreline landowner upon request.
- Most have developed shoreline stewardship demonstration sites and coordinated shoreline



Shoreline Stewardship in Ontario 2006

stewardship workshops.

- Many have information centres designed for distributing shoreline stewardship information.

Opportunities

- Have expertise in watershed monitoring, assessment, planning and management, and are the lead regional agencies for Source Protection Planning in Ontario.
- Governed by municipal representatives, who represent the communities needs.
- Most administer grant programs (Healthy Futures, Clean Water Programs) for the implementation of BMPs such as erosion control, septic upgrades, well maintenance and upgrades, buffers and fencing projects (mainly agricultural focus).
- Most indicated that they would be able to support fundraising for shoreline stewardship through partnerships with other groups and/or through their own foundations.
- Conservation Ontario has a full-time watershed stewardship coordinator on staff to develop programs and support individual conservation authorities.

C-1.3 Green Communities

The Green Communities Association (GCA) is a national umbrella organization for community-based, non-profit organizations that bring environmental solutions to Canadians. There are 26 Green Communities in Ontario, offering programs based on needs of the community. About half of the Green Communities interviewed received core funding from their municipality. Otherwise, operating expenses are covered by project funding, sale of service/contracts and fundraising. The Green Communities Association supports their

“Our programs are developed based on the needs of the community and therefore well received”

“People are changing actions due to our programs”

member organizations with fundraising, reporting, material development, capacity building and facilitating communications among the groups.

Shoreline Stewardship Projects

- Many of the Green Communities surveyed had coordinated shoreline stewardship programs, including home visits, dock-to-dock, demonstration sites, and shoreline cleanups.
- Most had presented at volunteer association AGMs and have coordinated workshops and seminars.
- These groups are actively involved in community outreach and several operate information centres.

Opportunities

- National coordination and communication enables consistency in program delivery.
- Work with a number of partners at the local, provincial and national level in the development of their programs.
- These groups have several established programs and a proven track record, which adds credibility to their work.
- Building on the success of their established home visit programs, several groups are working together toward delivering a coordinated shoreline home visit program.
- As non-regulatory organizations with a mandate for public education, they meet the public as “friendly neighbours” and offer suggestions using a soft sell approach.

C-1.4 Municipalities

Municipalities have jurisdiction in planning and development and therefore must consider potential impacts on water quality in their decision-making. Incorporating broader perspectives on watersheds, source protection, nutrient loading and cumulative effects have become expected in their planning decisions. Larger municipalities have more resources to be actively involved in watershed planning and are able to offer strong community outreach programs. However, there is a huge gap in the capacity and resources available for smaller rural municipalities to deliver these types of programs effectively. For these municipalities, outreach and community engagement is a secondary concern to issues



associated with direct operational requirements.

Shoreline Stewardship Projects

- District of Muskoka's Watershed Council (MWC) was developed to manage Muskoka's watersheds. In addition to comprehensive monitoring and planning, MWC works with Muskoka Heritage Foundation to offer outreach and stewardship programs on over 100 lakes – including presentations/workshops, a public resource centre, school programs, articles for the newspapers designed to raise awareness, informational brochures and the *Clean & Green 13* public awareness campaign, which outlines actions that everyone can take to reduce impacts on the watershed.
- City of Greater Sudbury – Lake Water Quality Program works on over 330 lakes and with 31 lake stewardship groups. They do significant monitoring, shoreline inventories and have an active education/awareness campaign including, newsletters, presentations/workshops and of note is an annual Living with Lakes Forum. They also sit on City of Greater Sudbury's Lake Advisory Panel. Currently they are trying to establish an information centre/display at Science North and are proposing a septic education home visit, which could be used to raise awareness about other shoreline BMPs.

“When you get through to an individual and they finally see the message, and make changes, it's a pleasure to know that you've been a part of that change”

Opportunities

- Municipal involvement in lake planning may help ensure that shoreline protection criteria are included in zoning by-laws.
- Existing municipal services, such as newsletters, tax bills, and development permitting, offer opportunities to incorporate stewardship messages.
- Municipalities that do not have funded water protection programs have working relationships with local organizations and can offer referrals to appropriate delivery organizations or agencies.
- A growing number of municipalities are involved in septic re-inspection, which can be an excellent way to share messages about other shoreline stewardship issues.
- Seasonal residents are allowed to vote in municipal elections, therefore municipal officials are accountable to the shoreline residents (many of whom are seasonal residents).

C-1.5 Volunteer Associations

“The biggest benefits [to working with community] are access to local knowledge and working relationships”

There are thousands water-related voluntary associations in Ontario. These groups vary in their membership representation, as well as their capacity to deliver programs and raise funds, however, they share many commonalities in terms of their potential role in shoreline stewardship. While a few of these organizations have full-time staff, the responsibilities are mainly covered by volunteer boards of directors and working committees. Access to expertise and information, as well as volunteer burnout are challenges for these groups. Improving awareness and more effective methods of communication were identified as priorities by over half of the groups surveyed.

Shoreline Stewardship Projects

- All of the groups surveyed distributed at least one printed newsletter annually, with several publishing more than once a year; and most had used it to communicate shoreline issues and BMPs. Groups often made additional copies available by e-mail, on their website, at their AGM, or through other partners. About one-third of the groups surveyed sent additional educational information and brochures with their newsletter and this may be seen as an opportunity to reach lake residents with shoreline stewardship messages.
- All volunteer associations surveyed hold an Annual General Meeting and some additionally hold a fair or other special event for their members and stakeholders.
- Approximately three quarters of the groups had carried out a dock-to-dock or door-to-door communication strategy. Just less than half of the groups had participated in a shoreline home visit program. This outreach was always done in partnership with other organizations and was limited to

“We have limited time available to devote to all issues. We have opted for a good communication program via newsletter and AGMs”



Shoreline Stewardship in Ontario 2006

regional availability of the program.

- Some had organized guest speakers to present workshops on shoreline stewardship for their lake residents. A few had invited municipal councillors to participate in these workshops and one group had coordinated workshops specifically for realtors and councillors. One group had used the *LBW Workshop-in-a-Box*, but found that they did not have the expertise required to present the workshop.
- A few groups were involved in other shoreline stewardship programs including restoration or naturalization, shoreline inventories and the Great Canadian Shoreline Cleanup.

Opportunities

- Assemble and expend substantial human and financial resources toward water resource protection.
- Bring local knowledge and relevance to the common objective of protecting shorelines and water resources.
- Build relationships and give input to municipal process.
- Strong, consistent channels of communication, with the ability to reach out to hundreds of thousands of shoreline residents across the province through newsletters, websites, telephone networks, dock-to-dock or door-to-door programs, AGMs and other events.
- While the majority of the annual budgets for these organizations are small (under \$2500), several of these groups are able to generate over \$100,000 of revenue from memberships and donations. These revenues represent potential funds that can be leveraged to regional, provincial and national programs. Because these groups generally have little or no overhead, revenues can be allocated directly into projects.
- Many have formed partnerships with other agencies to deliver more intensive programs such as home visits and monitoring.

C-1.6 Other Regional Shoreline Stewardship Delivery Groups

There are a number of community-based watershed stewardship groups that are not part of an existing network or associated with any provincial or national organization. Similar to the Green Communities, these groups take on projects based on community needs and priorities and typically have been formed to fill in gaps left by other groups and agencies. The groups surveyed participate in a diversity of water protection-related projects and programs including monitoring, mapping, reporting, lake/environmental planning, stewardship and educational programs. The capacity among these groups varies and they typically rely on project funding to secure operating costs.

Shoreline Stewardship Programs

- Most of the groups had coordinated some sort of shoreline stewardship initiative – including the shoreline review, dock-to-dock campaigns, workshops, home visits, demonstration sites, shoreline cleanups, and conferences.
- Two groups have an information centre and another is in the planning stages.

Opportunities

- These groups represent strong regional networks and partnerships brought together by community interest and need and most are well-connected at the provincial level, and sometimes the national level as well.
- Some of their projects represent significant success stories that may serve a greater community interest if shared provincially or nationally.
- Government agencies indicate that it is easier for regional community groups to get a project up and running, due to less bureaucracy and similar to Green Communities, they may be able to communicate the message when government and regulatory agencies cannot.

"[Community groups] are not tied in terms of administrative paperwork, they can easily get projects up and running"



C–2 Provincial and National Non-Governmental Organizations

C–2.1 Centre for Sustainable Watersheds

CSW is a charitable organization dedicated to facilitating community involvement in water resource protection in Canada.

Shoreline Stewardship Projects

- Provincial coordinator for the Ontario Living by Water project and as such has the capacity to train others in shoreline stewardship delivery best practices.

Opportunities

- Networked with the National Steering Committee for LBW.
- Currently working on a feasibility study to look at the social and technical requirements to improve information-sharing among Canada's water managers, including best practices for outreach and stewardship.
- Has developed a comprehensive mailing list and rapport with a host of stewardship practitioners in Ontario.
- Co-founder and coordinator of the Ontario Ecosystems Monitoring Council, a network of monitoring practitioners, many of whom are also involved in the stewardship community.
- Has good connections with the research community.

C–2.2 Conservation Council of Ontario

The Conservation Council of Ontario (CCO) is a charitable organization aiming to promote cooperation for conservation and a healthy environment in Ontario. CCO members includes both provincial organizations and individual members who support the goal of a healthy environment, are committed to incorporating environmental values into their activities, and who wish to work together to promote a cooperative approach to solving environmental problems. Each of the 25 member organizations can send two voting delegates to CCO meetings.

Opportunities

- Occasionally CCO will undertake and pilot a demonstration project to recognize and support innovative ideas, such as urban stream rehabilitation, sustainable community forests and creating community action plans.

C–2.3 Conservation Ontario

See section Conservation Authorities.

C–2.4 Ducks Unlimited Canada—Ontario Region

Ducks Unlimited Canada (DUC) is a national, non-profit organization that has been involved in wetland conservation for more that 65 years. The organization has five regions in Ontario, each with a delivery leader who facilitates community action. DUC focuses on the conservation of wetlands by raising general awareness about the importance of these sensitive areas and working with landowners. They carry out a number of wetland restorations, including habitat improvement projects and demonstration sites.

Shoreline Stewardship Projects

- Implements landowner contact programs to disseminate brochures, assist with conservation tax incentive programs, provide advice on wetlands and support and administer conservation agreements.
- Some of the regional delivery leaders coordinate workshops involving shoreline stewardship



Shoreline Stewardship in Ontario 2006

components and distribute shoreline stewardship resources, including the LBW materials.

Opportunities

- Produces several high quality publications and are interested in co-producing a shoreline wetlands brochure.
- Offers some project funding for collaborative wetlands projects.
- Currently expanding their extension programs.

C–2.5 Environmental Defence Canada

Environmental Defence Canada is a national, charitable organization that works to protect the environment and human health through research and education. Focus areas include:

- Greening cities by fighting urban sprawl and fostering stewardship of natural areas.
- Protecting people by targeting sources of pollutants to air, water and land and encouraging practices that reduce exposure to toxins and harmful chemicals.
- Saving species by protecting and conserving habitat for Canada's endangered species and educating the public to encourage a greater understanding of our wild places.

Shoreline Stewardship Projects

- As the Canadian coordinator of the Blue Flag Program, this group is responsible for monitoring water quality and reporting on seven Toronto beaches.

Opportunities

- Intends to expand the Blue Flag program into new geographic areas, providing the chance to further promote shoreline stewardship in urban areas.

C–2.6 Federation of Canadian Municipalities

The Federation of Canadian Municipalities (FCM) is dedicated to improving the quality of life in all communities by promoting strong, effective and accountable municipal government and sustainable community development. Administers the Centre for Sustainable Community Development, that encourages municipal governments to improve their environmental performance and to enhance quality of life for Canadians through sustainable community development. The Centre's programs provide financial support and build capacity for Canadian municipalities to reduce greenhouse gas emissions and improve the quality of our air, soil and water.

Opportunities

- Coordinates a communication and knowledge network, including the publication of newsletters and *Forum*, a magazine highlighting the latest municipal-sector developments that is distributed to members of Parliament, federal departments, provincial and territorial governments, private companies, provincial, territorial and municipal associations, major newspapers and other media, libraries, universities, international municipal organizations and municipal governments overseas.
- Administers the Green Municipal Funds to support municipal government action to cut pollution, reduce greenhouse gas emissions and improve quality of life.
- Is currently developing capacity building programs related to water management.

C–2.7 Federation of Ontario Cottagers' Association

Federation of Ontario Cottagers' Association (FOCA) is a non-profit, volunteer-based organization that has been working with cottage associations and other stakeholders to protect Ontario's cottage country interests for over 40 years. They have a broad-based membership, serving over 500 cottagers' associations, as well as individual and corporate members. It has an active board of directors with a committee structure to work on issues identified by their membership. FOCA has two full-time staff, as well as occasional contract staff.



Shoreline Stewardship Projects

- Hosts an annual lake stewards' meeting that offers informative workshops and an opportunity for volunteer associations to come together and share experiences.
- Currently offering a program called *Docktalk* to build capacity among its members to deliver shoreline stewardship messages.
- Have also developed and published a lake stewards' action guide for their members entitled *Take the Plunge*.
- Partners in the Lakeland Conference .

Opportunities

- Has an extensive provincial network of over 250 lake stewards with broad geographical dissemination of stewardship messages. FOCA assists its members to become strong and active lake (and shoreline) stewards, with an annual newsletter covering many issues of concern to their members, as well as an annual meeting that offers excellent capacity building and communication and networking opportunities.
- Represents a strong voice, with numerous provincial partnerships.

C–2.8 Green Communities Association

See section Green Communities.

C–2.9 Ontario Land Trust Alliance

Ontario Land Trust Alliance (OLTA) is a network of well-organized land trusts in Ontario. Land trusts are charitable organizations that accept titles to properties to ensure that it is properly preserved and maintained. All programming is carried out on lands owned by a land trust, including the protection and conservation of shorelines where they exist.

Opportunities

- Seeks partnerships with other groups to carry out monitoring and stewardship of properties.
- Offers capacity-building workshops, that are also available to other groups, which include topics such as volunteer management, community fundraising and communications.

C–2.10 Ontario Nature

Ontario Nature connects individuals and communities with nature in order to protect and restore natural habitats through research, education and conservation. Ontario Nature currently has 136 member groups, consisting of approximately 25,000 individual direct members or supporters. It employs staff to work with member groups on regional issues and projects.

“The biggest benefits [to working with community] are access to local knowledge and working relationships - often the best way to go”

Shoreline Stewardship Projects

- Organize shoreline cleanups on Ontario Nature reserves.
- Distribute books, brochures, fact sheets and magazines.
- Some naturalist groups are involved in cattle fencing.

Opportunities

- Large provincial network of committed volunteers with a strong communication and support program for their members.
- Some member groups are involved in community outreach, as well as hands-on projects such as cattle fencing and shoreline clean-ups.



Shoreline Stewardship in Ontario 2006

- Are willing to partner on programs that serve their mandate and are able to provide some fundraising support.
- Participate and help coordinate regional workshops.

C–2.11 Ontario Stewardship

See section Community Stewardship Councils.

C–2.12 Stewardship Network of Ontario

Stewardship Network of Ontario (SNO) is a core group of representatives from conservation and stewardship organizations who have met periodically since 2004 to develop and present a draft stewardship strategy to guide a stronger collaboration in the delivery of stewardship programs. The vision is for organizations involved in stewardship to collaborate to provide comprehensive stewardship programs to benefit landowners in Ontario.

Opportunities

- Stronger collaboration and better communication among stewardship groups in Ontario will help facilitate the sharing of information, knowledge, contacts and resources that will improve project delivery.

C–3 Provincial and Federal Government

C–3.1 Environment Canada

Environment Canada's mandate includes preservation and enhancement of the quality of the natural environment, renewable resources, meteorology, enforcement of the rules of the Canada – U. S. International Joint Commission and coordination of federal environmental policies and programs. While managing the inland lakes of Ontario comes under provincial jurisdiction, Environment Canada is involved in protecting the Great Lakes as international boundary waters.

Opportunities

- Environment Canada's EcoAction is a granting program that distributes six million dollars annually for projects that have an action or community capacity-building focus. Currently 50% of this funding is given to climate change initiatives, however numerous shoreline stewardship and outreach activities have been supported. While this is an excellent source of project funding for one or two years, it does not address the need for on-going support or core costs associated with community delivery.
- Developed the *Water Fact Sheet* series, which includes some valuable information and tips for shoreline property owners concerning water conservation, erosion and sediment, groundwater and water quality (See Appendix B).
- Environment Canada's participation in organizing Lakewide Management Plan teams on each of the Great Lakes offers opportunities for partnership in stewardship programming and citizen engagement.
- Priorities including species at risk and climate change may include an outreach and education mandate that may provide opportunities for sharing resources to reach landowners along shorelines with common messages.
- Leading a government on-line pilot project called RésEau, to promote discovery, access, sharing and use of water information – *Know Your Watershed*, one of the RésEau applications is aiming to provide an infrastructure to support development of watershed profiles, including organizations and activities, across Canada.
- Environment Canada's Ecological Monitoring and Assessment Network Coordinating Office supports community involvement in collection of ecological data. Their network may be leveraged to provide possibilities for those groups to participate in other stewardship activities.



C-3.2 Fisheries and Oceans Canada

Fisheries and Oceans Canada (DFO) is responsible for policies and programs that support Canada's economic, ecological and scientific interests in oceans and inland waters, including the conservation and sustainable use of Canada's fisheries. Long-term DFO priorities include: managing and protecting fisheries the marine and freshwater environment, understanding the oceans and aquatic resources, maintaining marine safety, facilitating maritime trade, commerce and ocean development. There are six regional offices across the country with nine district offices in Ontario.

Shoreline Stewardship Projects

- Funding is available for special projects in Ontario (one to two year projects), however there is no on-going support available.
- Has a regulatory role including enforcement of the habitat protection and pollution prevention provisions of the Fisheries Act.
- Collaborates with MNR and conservation authorities on watershed and fish habitat plans.
- Public outreach – DFO representatives attend cottage shows and other events, AGMs, farm group meetings and are available to do presentations for groups.

Opportunities

- DFO has funded development of information resources on a national level, including the popular Shore, Dock and Drain Primers, Fact Sheets and LBW materials (see Appendix B).
- Is currently developing operational statements for specific projects around water that can be completed with low risk to fish habitat. These will allow proponents to proceed with their project without DFO review when conditions listed in the operational statements have been met. This may provide an opportunity for partnership for outreach.
- District DFO offices provide opportunity for community contact.

C-3.3 Ontario Ministry of Natural Resources

Ontario Ministry of Natural Resources (MNR) protects and manages the province's natural resources, including its provincial parks, fisheries, wildlife and forests through monitoring, research, information management and a demonstrated commitment to the role of stewardship through community outreach and support of the voluntary sector's participation.

Opportunities

- MNR developed *Extension Notes*, a user-friendly fact sheet series on a variety of resource management topics, with several shoreline specific titles available (see Appendix B).
- Commitment to stewardship and the voluntary sector by developing and supporting Ontario Stewardship and its community stewardship councils with committed staffing, overhead and seed money.

C-3.4 Ontario Ministry of the Environment

Ontario Ministry of the Environment (MOE) works towards cleaner air, water, land and healthier ecosystems in Ontario. MOE monitors pollution and restoration results in an effort to determine the effectiveness of activities and to assess risks to human health and the environment. This information is used to develop and implement environmental legislation, regulations, standards, policies, guidelines and programs to enhance environmental protection. Currently source protection is a major focus of this Ministry. Most MOE outreach efforts are focused on raising public awareness about the new legislation, regulations, standards, requirements and conservation options.

Opportunities

- Source protection legislation will offer opportunities for communications outreach, education and awareness with respect to shoreline land use practices that may have impacts on source water.



Shoreline Stewardship in Ontario 2006

- MOE supports the Lake Partner Program, a volunteer water quality monitoring initiative with over 1500 participants, representing committed individuals interested in lake stewardship and has distributed shoreline information in its bi-annual mail-outs.

C–3.5 Parks Canada

Parks Canada's mandate covers the protection of Canada's natural and cultural heritage to ensure ecological and commemorative integrity for future generations. This includes the responsible management of seven historic canals throughout Canada, with two in Ontario – the Rideau Canal and the Trent Severn Waterway. Parks Canada is responsible for permitting and policy development below the normal high water mark on the canals. There are five national parks and 23 national historic sites in Ontario.

Shoreline Stewardship Projects

- Regulatory role – permitting and policy development on their lands, including below the normal high water mark on the canals.
- Currently in the final process of completing *the Rideau Canal and Trent Severn Waterway Policies for In-water and Shoreline Works and Related Activities*, which will provide guidance and consistency in the development and use of waterfront properties, for training contractors who carry out shoreline work and providing advice for landowners in choosing more environmentally appropriate projects.
- Often involved in public outreach – dissemination of information to public through meetings, door-to-door campaigns, educational signs, etc.

Opportunities

- Parks often attend community events such as volunteers association meetings.
- Both Rideau and Trent offices supported shoreline inventories, restoration and/or demonstration projects as well as community involvement in shoreline stewardship.
- Both Rideau and Trent offices surveyed have a resource library available for the public with materials and information that pertains to shoreline properties along the canals.



Appendix D – Water Connections Backgrounder

The Need for Connecting Canada's Water Community

Access to information required for water management has been identified as a universal challenge in Canada, in part due to the large and ever increasing number of jurisdictions and sectors involved in caring for our water resources. Local level water management practitioners too frequently cannot retrieve the basic data and research they need to engage the public and make effective decisions. At all scales, government and non-governmental organizations face difficulties in connecting with all of the players within their jurisdiction.

Thanks to funding from **Infrastructure Canada's Knowledge-building, Outreach and Awareness Program**, Centre for Sustainable Watersheds is leading a feasibility study to look at what capacities are required to improve communications among Canada's many water management stakeholders. The study is exploring ways to facilitate linkages among existing web resources, databases and networks to provide recommendations for next steps in developing a national water information network.

Building on Existing Data, Working with Existing Networks

Water Connections is envisioned as a place to bring together water information, knowledge and expertise across jurisdictions and sectors. The hope is that improved access will support decision-making and implementation of best practices at the local level. Supporting free flow of information among our water community will also enable better communications and more effective collaboration.

Water Connections is not about creating a stand alone website or portal, but to develop and support a process that will facilitate linking among existing resources. This approach will build on work that is already happening, which should result in more current and complete information. A key objective of **Water Connections** is to support community involvement and help local organizations feed into and benefit from the information sharing infrastructure. Timely relevant data disseminated through credible community partners is an important vehicle to raise public understanding about the importance of protecting our water resources and empower more effective action toward that end.

Feasibility Study: Input from Across Canada

The feasibility study will examine the desirability, scope, technical requirements, potential partners, and business case for **Water Connections**. The work is drawing on input from a number of stakeholders across the country including provincial, regional and local policy makers, practitioners, researchers, and industry. An inventory of web resources is also an important part of the project. A first draft of the document will be completed by mid February 2006, leaving time for additional feedback and comments before sign off at the end of March.

For more information, to provide comments, or to get involved, please contact:

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