



CUMBERLAND COUNTY
SOIL & WATER
CONSERVATION DISTRICT

Highland Lake Education & Outreach Plan

PHASE ONE

Highland Lake Education & Outreach Plan

2020 Highland Lake Watershed Management Plan

Highland Lake Leadership Team

Problem to be Addressed:

The total development within the Highland Lake watershed is resulting in too much phosphorus entering the lake and it is threatening its water quality.

Awareness Message (for all audiences):

Reducing phosphorus entering Highland Lake helps keep our lake healthy and safe for us to enjoy!¹

Behavior Change (for targeted audiences):

Reducing and preventing soil erosion from roads, driveways, and individual properties will reduce the phosphorous helping to improve the health of Highland Lake.²

Background:

Based on the Highland Lake Watershed Management Plan, we know a key contributing factor to the current lake water quality is excess phosphorous. Excess phosphorous is primarily added through erosion. The Highland Lake Watershed Survey identified many erosion sites, which fall under three types of issues: private road erosion, yard erosion, and shoreline erosion. This plan was developed for two phases, Phase I is focused on addressing shoreland zone erosion issues, while Phase II will expand to addressing erosion and nutrient issues in the whole watershed. This education and outreach plan was created by the Highland Lake Leadership Team Education & Outreach Committee, composed of Windham and Falmouth Municipal staff, Highland Lake Association volunteers, Maine Department of Environmental Protection staff, and Cumberland County Soil & Water Conservation District staff. This education and outreach plan was approved by the Highland Lake Leadership Team on February 10, 2021.

¹ May not be the exact wording used for all audiences.

² Again, may not be the exact wording used for targeted audiences.



Project Timeline (Calendar Year):

2020: Develop Education & Outreach Plan Phase I

2021: Implement Phase I of plan; Conduct annual evaluation

2022: Implement Phase I of plan with any modifications; Conduct annual evaluation; Develop workplan and budget for FY2023

2023: Implement Phase I of plan with any modifications, Conduct annual evaluation; Identify Phase I tasks to implement in 2024-2029

2024: Develop Phase II of plan; Implement Phase I with any modifications; Conduct annual evaluation

2025: Implement Phase I with any modifications & II of plan; Conduct annual evaluation

2026: Implement Phase I & II of plan with any modifications; Conduct annual evaluation

2027: Implement Phase I & II of plan with any modifications; Conduct annual evaluation

2028: Implement Phase I & II of plan with any modifications; Conduct annual evaluation; Develop overall plan evaluation

2029: Implement Phase I & II of plan; Implement plan evaluation; Develop next steps



Phase I: Approximate Shoreland Zone

General E&O Efforts

In addition to the targeted outreach, this education and outreach plan requires general coordination and continual maintenance to platforms used to perform outreach. These items are listed below.

Timeline

FY2021

Committee meetings (monthly)

1. Online or in-person meeting space
2. Task updates, brainstorming, coordination

Create handout template (one-off)

1. Identify handout formats
2. Identify core information (logos, disclaimers, key message, etc.)
3. Decide standard appearance

Update existing online resources (one-off)

1. Create social media posting calendar
2. Streamline HLA website resources page
3. Emphasize E&O messages on online platforms

Keep online resources current (on going)

1. Regularly post E&O content to HLA Facebook & Community pages
2. Include E&O updates in website news bulletins/email blasts

Evaluate through link clicks and views on website and social media pages

Annual evaluation (annually)

1. Develop survey questions based on activities done during year (5-10 questions)
2. Identify methods of delivery
3. Send survey to participants
4. Advertise survey & request responses (widely)
5. Monitor responses & do second participant push if needed
6. Analyze results & make any E&O adjustments

Modify survey questions annually to reflect work done and to gather information for further guidance.



FY2022

Committee meetings (monthly)

1. Online or in-person meeting space
2. Task updates, brainstorming, coordination

Keep online resources current (on going)

1. Regularly post E&O content to HLA Facebook & Community pages
2. Include E&O updates in website news bulletins/email blasts

Evaluate through link clicks and views on website and social media pages

Annual evaluation (annually)

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FY2023

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1. Online or in-person meeting space
2. Task updates, brainstorming, coordination

Keep online resources current (on going)

1. Regularly post E&O content to HLA Facebook & Community pages
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Modify survey questions annually to reflect work done and to gather information for further guidance.



Private Roads³

Goal: For all private roads to have maintenance plans, maintenance budgets, and to implement regular road maintenance.

Target Audience: Private road property owners and Private Road Associations where they exist

Potential Target Audience Incentives:

- Winter plowing
- Cost & time
- Damage to vehicles
- Condition of ride
- Need free technical support

Focused Message: Routine road maintenance will save money, improve road conditions, and improve Highland Lake water quality.

Delivery Tools:

Paper: Cost-benefits of road maintenance; [Road association manuals/How to run a RA](#); [Road maintenance manuals](#)

Digital: Cost-benefits of road maintenance infographics; links to online resources

Person: RA round table; Workshops on developing & budgeting maintenance plans; [Field workshops to identify maintenance issues and solutions](#)

Measuring Metrics: Visual inspections, surveys

Timeline:

FY2021

Identify key community members (e.g. Road Commissioner) to conduct direct outreach to (meeting, email, phone call, etc.)

Cost-benefit handout

1. Search for handout examples for handout examples created by other groups
1. Compile research & information (delegated to CCSWCD)
2. Draft handout in template
3. Send handout out to select group for revisions
4. Final draft

³ For private roads, the E&O is to ASSIST the technical assistance/implementation that will happen with the 319 grant and Watershed Management Plan. Education cannot do technical implementation for an issue this complicated, it can only raise awareness of the issues, resources available, and solutions. For example, an implementation task that may occur through the 319/WMP could be: "Year 1: Assess each road to determine barriers in efficient road maintenance. Work with each Road Association to create a tailored plan for overcoming these barriers (forming a RA, finding ways to get 100% payment on road maintenance due/increase road maintenance dues if needed, creating a road maintenance plan, etc.)"



5. Print
6. Include in seasonal HLA e-newsletter with advertising framing
7. Post handout to HLA and municipal websites
8. Create snapshot posts for social media with advertising framing
9. Display handouts at tabling/HLA events
10. Bring handouts to site visits

Evaluate through link clicks (online), number of distributed handouts, and annual survey question

Distribute Road Association & Road Maintenance Manuals

1. Identify key community members (e.g. RA President/Secretary) to conduct direct outreach to (meeting, email, phone call, etc.)
2. Advertise availability in HLA newsletter
3. Post manuals to HLA and municipal websites
4. Create snapshot posts for social media with advertising framing
5. Bring handout to site visits

Evaluate through link clicks (online), number of distributed handouts, and annual survey question

Develop cost-benefit infographics

1. Generate statistics/information
2. Design graphics (CCSWCD-contracted graphic designer?)
3. Send handout out to select group for revisions
4. Send revisions to graphic designer
5. Final draft
6. Print & format for digital graphics
7. Include in seasonal HLA newsletter
8. Create snapshot posts for social media with advertising framing
9. Print as poster for displaying at tabling/HLA events, municipal buildings

Evaluate through link clicks and views

FY2022

Road Association Round Table Event⁴

1. Determine roundtable topics (mix of case studies, lessons learned, training, and/or new technology)
2. Schedule date, time, location, speaker
3. Assemble presentation & handouts/other materials (contact/attendance sheet, survey)
4. Promote event through all communication channels

⁴ *Highland Lake Watershed Implementation Project, Phase IV will be holding a separate series of 1 -2 workshops in 2021 (Covid-dependent) to discuss bigger picture of private road needs.*



5. Day of activities (set up venue, track attendance, advertise upcoming events, ways to join lake conversation, note questions asked during presentation, hand out survey, collect survey)
6. Follow up activities (add new contacts to outreach list; send follow up email; analyze survey responses; promote event success on social media, website, newsletter)

Evaluate through attendance, event survey, and annual survey question

Maintenance & Budgeting Workshops (Individual Roads?)

1. Schedule date, time, location, speaker
2. Assemble presentation/talking points & handouts/other materials (contact/attendance sheet, survey)
3. Promote event through all communication channels
4. Day of activities (set up venue, track attendance, advertise upcoming events, ways to join lake conversation, note questions asked during presentation, hand out survey, collect survey)
5. Follow up activities (add new contacts to outreach list; send follow up email; analyze survey responses; promote event success on social media, website, newsletter)

Evaluate through attendance and annual survey question

Yard Erosion

Goal: To have shoreland zone⁵ property owners minimize stormwater runoff, eliminate pollutants, and capture and infiltrate stormwater on their property.

Target Audience: Shoreland zone property owners abutting the lake and tributaries

Potential Target Audience Incentives:

- Better property values
- Expense of proper solution vs band aid
- Don't recognize problem
- Area use

Focused Message: Take active measures to reduce runoff and stabilize soil on your property to improve your property and keep Highland Lake healthy.

Delivery Tools:

Paper: Cost-benefit handout; [BMP pick list](#)

Digital: [YouTube videos](#); BMP shopping list

Person: BMP workshops; Rainy-day walking tours to see BMPs in action; Neighborhood install days

⁵ Properties within 250 feet of shoreline



Measuring Metrics: Attendance tracking of trainings; link clicks for websites & videos; surveys

Timeline:

FY2021

Identify community locations to distribute

- Windham & Falmouth Town Halls
- 1-2 neighborhood kiosks
- Door to door distribution (700 households within 300' of shore)
- Direct mail (700 households within 300' of shore, 1,450 households in watershed)
- E-newsletter (~370 emails)
- HLA Facebook page (~160 members)
- Highland Lake Facebook Community Group (~160 members)
- HLA website
- Windham & Falmouth Municipal websites

Lake-friendly Living Tips

1. Make updates to existing handout for additional solutions
 - a. How to request TA
 - b. Shoreland Zone rules with Windham & Falmouth specifics
2. Make second version with homeowner benefit POV
3. Send handout out to select group for revisions
4. Final draft
5. Print
6. Identify community locations to distribute
7. Include in seasonal HLA newsletter with advertising framing
8. Post handout to HLA, municipal websites
9. Create snapshot posts for social media with advertising framing
10. Display handout to tabling/HLA events
11. Bring handout to site visits

Evaluated through link clicks, views (online), number distributed

FY2022

Cost-benefit handout

1. Search for handout examples created by other groups
2. Compile research & info (delegated to CCSWCD)
3. Draft handout in template
4. Send handout out to select group for revisions
5. Final draft
6. Print
7. Include in seasonal HLA newsletter with advertising framing



8. Post handout to HLA and municipal websites
9. Create snapshot posts for social media with advertising framing
10. Display handout to tabling/HLA events
11. Bring handout to site visits

Evaluate through link clicks, views (online), and number distributed

BMP pick list handout

1. Search for handout examples created by other groups
2. Compile research & info (delegated to CCSWCD)
3. Draft handout in template
4. Send handout out to select group for revisions
5. Final draft
6. Print
7. Include in seasonal HLA newsletter with advertising framing
8. Post handout to HLA and municipal websites
9. Create snapshot posts for social media with advertising framing
10. Display handout to tabling/HLA events
11. Bring handout to site visits

Evaluated through link clicks, views (online), and number distributed

FY2023

BMP Workshops

1. Determine workshop topics
2. Schedule date, time, location, speaker
3. Assemble presentation & handouts/other materials (contact/attendance sheet, survey)
4. Promote event through all communication channels
5. Day of activities (set up venue, track attendance, advertise upcoming events, ways to join lake conversation, note questions asked during presentation, hand out survey, collect survey)
6. Follow up activities (add new contacts to outreach list; send follow up email; analyze survey responses; promote event success on social media, website, newsletter)

Evaluate through attendance, event survey, and annual survey question

Walking Tours

1. Schedule date, time, location, tour guide
2. Assemble talking points/script & handouts/other materials (contact/attendance sheet, survey)
3. Promote event through all communication channels
4. Day of activities (track attendance, advertise upcoming events, ways to join lake conversation, note questions asked during tour, take photos/video for promotional purposes)
5. Follow up activities (add new contacts to outreach list; send follow up email; promote event success on social media, website, newsletter)



Evaluate through attendance, annual survey question

Neighborhood Install Days

1. Draw up site plans for locations
2. Schedule date, time, location, project leader
3. Promote event through all communication channels
4. Gather materials and handouts
5. Day of activities (track attendance, advertise upcoming events, ways to join lake conversation, walk through install instructions, assign people tasks/roles, take photos/video for promotional purposes)
6. Follow up activities (add new contacts to outreach list; send follow up email; promote event success on social media, website, newsletter)

Evaluated through attendance, annual survey question

FY2024

YouTube Video

1. Determine video content (sales pitch, DIY install, informational, etc.)
2. Create script/storyboard
3. Identify locations, speakers, materials needed, etc. (gain permission to shoot if on private property)
4. Record video
5. Edit video
6. Create YouTube account
7. Upload video (include description, subtitles, title card, etc.)
8. Share video to social media accounts, website, and email

Evaluated by video views and shares

Shoreline Buffers

Goal: To have 15% of shoreline sites (368 total) identified in the survey to increase their shoreline buffer each year.

Target Audience: Shoreline property owners & property managers

Potential Target Audience Incentives:

- Better property values
- Good view of lake
- Area to play in yard
- Safe way to access water



Focused Message: Plants, especially woody shrubs and trees, are great at stabilizing shorelines, improving your property, and protecting the health of Highland Lake.

Delivery Tools:

Paper: Factsheets; "Myth Busters" to dispel misconceptions

Digital: Slideshow of good examples on HLA/HLLT website

Person: Hold demonstration plantings; Hold "open yards"; Work with local garden centers to highlight recommended plants (labels, display area, handouts, etc.)

Measuring Metrics: Visual inspections, attendance tracking

Timeline:

FY2021

Mythbusters Handout (two perspectives-lake and homeowner)

1. Search for handout examples created by other groups
2. Compile research & info
3. Take example photos (with permission)
4. Draft handout in template
5. Send handout out to select group for revisions
6. Final draft
7. Print
8. Identify community locations to distribute
9. Include in seasonal HLA newsletter with advertising framing
10. Post handout to HLA, municipal websites
11. Create snapshot posts for social media with advertising framing
12. Display handout to tabling/HLA events
13. Bring handout to site visits

Evaluate through number distributed

Slideshow for HLA website

1. Identify sites to highlight
2. Request landowner permission
3. Take photos
4. Edit photos
5. Draft accompanying text
6. Assemble slideshow (either PowerPoint or directly in website)
7. Convert layout to social media posts
8. Convert layout to newsletter/email callouts

Evaluate by views (online)



FY2022

Planting Factsheet

1. Determine factsheet topics (plant list, design tips, etc.)
2. Search for handout examples created by other groups
3. Compile research & info
4. Take example photos (with permission)
5. Draft handout in template
6. Send handout out to select group for revisions
7. Final draft
8. Print
9. Identify community locations to distribute
10. Include in seasonal HLA newsletter with advertising framing
11. Post handout to HLA, municipal websites
12. Create snapshot posts for social media with advertising framing
13. Display handout to tabling/HLA events
14. Bring handout to site visits

Evaluate through number distributed

Garden Centers

1. Identify key goals (discount program, display buffer plants together, have HLLT handouts/shopping list)
2. Identify garden center partners
3. Discuss program with garden centers to see what works best for them
4. Set up program
5. Advertise program through all communication channels

Evaluate through annual survey question

FY2023

Demonstration Install Days

1. Draw up site plans for locations
2. Schedule date, time, location, project leader
3. Promote event through all communication channels
4. Gather materials and handouts
5. Day of activities (track attendance, advertise upcoming events, ways to join lake conversation, walk through install instructions, assign people tasks/roles, take photos/video for promotional purposes)
6. Follow up activities (add new contacts to outreach list; send follow up email; promote event success on social media, website, newsletter)

Evaluate through attendance, annual survey question



Open "Yards"

1. Schedule date, time, location, tour guide
2. Assemble talking points/script & handouts/other materials (contact/attendance sheet, mobile information signs)
3. Promote event through all communication channels
4. Day of activities (track attendance, advertise upcoming events, ways to join lake conversation, note questions asked during tour, take photos/video for promotional purposes)
5. Follow up activities (add new contacts to outreach list; send follow up email; promote event success on social media, website, newsletter)

Evaluate through attendance and annual survey question

