

Highland Lake Education and Outreach Committee Meeting Minutes

February 25, 2020

3:00-4:30 p.m. @ Falmouth Town Hall

Attendees: Heather Huntt, Ali Clift, Amanda Pratt, Tom Verlee, Rosie Hartzler, Nancy Lightbody, Kimberly Darling, Gretchen Anderson, Keith Williams

- Minutes from January 22, 2020 were approved pending edits.
- **E&O Plan Development: Recap of the E&O planning process and continuation of identifying audiences and messaging for those audiences.**
 - Each committee member presented their assigned behavior change (see slides attached). Other committee members offered edits/suggestions to each behavior change education plan.

Awareness Message

- *Very simple, what is the issue/problem, message for ALL audiences*
- *Example: "Highland Lake is being overfed" or is "too dirty"*

Why is there a problem?

- *Bigger picture of what needs to be done*
- *Example: Erosion and nutrients (phosphorus) are bad; Help us stop feeding Highland Lake dirt; Keep lake clean and clean water flowing in*

Behavior Change: Specific Actions Needed for Identified Sites from Watershed Survey

**Private Roads
Invest and Maintain!**

**Yard Erosion
Cover and Stabilize Soil**

**Shoreline Buffers
Plant Native Shrubs**

Private Road Residents

1. **Review funding sources*
2. **Assess issues/needs*
3. *Create maintenance plan*
4. *Understand importance of maintenance*
5. *Implement maintenance plan*
**If not already a road association*

**Owners/Property
Managers/Residents**

1. *Install BMPs in areas identified in the survey themselves or seek assistance*
2. *Participate in LakeSmart*

**Owners/Property
Managers/Residents**

1. *Plant in eroding or sparsely vegetated areas.*
2. *Maintain & encourage buffer*

Septic Systems
(Provide TA to top priority sites, E&O to rest of watershed)

Healthy Properties
(Expands Yard Erosion and Buffer Planting to full watershed)

**Phase I:
Approximate
Shoreland Zone**

**Phase II:
Full watershed**

Phase I:

Approximate
Shoreland Zone

Behavior Change: Specific Actions Needed for Identified Sites from Watershed Survey

Goal:

To get 15% of shoreland zone residents to increase their shoreline buffers each year.

Target Audience:

Shoreland zone property owners & property managers

Theme of Message:

Plants are great at stabilizing shorelines and help protect the health of Highland Lake.

Delivery:

Handouts on native plants that grow in shoreline conditions; example photos of good buffers on Highland Lake; Neighbor-to-neighbor conversations

Measuring Metric:

Take photos during annual boat survey, compare to watershed survey photos.

Shoreline Buffers
Plant Native Shrubs

Owners/Property
Managers/Residents

1. Plant in eroding or sparsely vegetated areas.
2. Maintain & encourage buffer

Phase I:

Approximate
Shoreland Zone

Behavior Change: Specific Actions Needed for Identified Sites from Watershed Survey

Goal:

- Minimize Stormwater Runoff (minimize impermeable surfaces, tiered slopes, water diversion, natural vegetation; preserve or plant)
- Eliminate pollutants (oils, salts, sediments, phosphorus-free fertilizer)
- Capture and Infiltrate (rain barrels for roof runoff, downspouts directed to rain gardens)

Target Audience:

Shoreland zone property owners abutting the lake and tributaries

Theme of Message:

Take active measures to reduce runoff & stability soil on your property.

Delivery:

- Identify available literature and Youtube videos on erosion management / mitigation
- Workshops and awareness at community events

Yard Erosion
Cover and stabilize soil

- Owners/Property
Managers/Residents
1. Install BMPs in areas identified in the survey themselves or seek assistance
 2. Participate in LakeSmart

Measuring Metric:

Grant Implementation documents and watershed photo comparison.

Phase I:

Approximate
Shoreland Zone

Behavior Change: Specific Actions Needed for Identified Sites from Watershed Survey

Goal:

- Year 1 - For HLLT E&O to inventory 100% of road association dynamics in watershed.
- Year 2 - For 60% of road associations to create a personalized road maintenance plan.
- Year 3 - For 40% of road associations to implement maintenance plan.

Target Audience:

Private Road property owners

Theme of Message:

Routine road maintenance plans will save money, improve road quality and improve lake water quality.

Delivery:

Workshops on forming road associations, road maintenance seminars, handouts on maintenance plan creation

Private Roads
Invest and Maintain!

Private Road Residents

1. **Review funding sources*
2. **Assess issues/needs*
3. *Create maintenance plan*
4. Understand importance of maintenance
5. Implement maintenance plan

**If not already a road association*

Measuring Metric:

Annual survey of road associations for resident buy-in, maintenance plan creation, road improvement comparison.

Phase II:

Full
Watershed

Behavior Change: Specific Actions Needed for Identified Sites from Watershed Survey

Healthy Properties

Owners/Property
Managers/Residents

1. Plant in eroding or sparsely vegetated areas.
2. Maintain & encourage buffer

Goal:

To get 10% of property owners, property managers, and residents in the full watershed to understand the benefits of stabilized soil and shoreline buffers that are maintained.

Target Audience:

Property owners & managers in the full watershed

Theme of Message:

Cover and stabilize the soil in identified areas. Use appropriate native plants to help protect the health of the watershed

Delivery:

- Explain the benefits of healthy properties.
- Explain the benefits of addressing the entire watershed, whether heavily planted or sparsely vegetated, healthy populated or unoccupied.
- Provide handouts on BMPs for watershed conditions.
- Provide handouts on native plants that grow in shoreline conditions.
- Show example photos of good buffers in the watershed.

- Conduct neighbor-to-neighbor conversations.
- Conduct property walks for interested residents by trained volunteers.
- Encourage participation in LakeSmart.
- Encourage participation in pre- and post-survey.

Measuring Metric:

Take photos during annual boat survey and compare to watershed survey photos.

Phase II:

Full
Watershed

Behavior Change: Specific Actions Needed for Identified Sites from Watershed Survey

Goal:

- To get 40% of year-round watershed residents to pump out their system every 2-3 years. (Regularly inspect every 2?)
- To get 20% of seasonal watershed residents to pump out their system every 4-5 years.

Target Audience:

Seasonal and year-round watershed residents

Theme of Message:

Regular maintenance of your system will protect Highland lake and groundwater from being contaminated as well as protect your health and investment in your home.

Delivery:

Technical assistance to top priority sites; Partner with local septic pumper for raffle and E&O; Utilized EPA's SepticSmart Outreach Toolkit & Lake George E&O. Road Association Maintenance Discounts.

Septic Systems
Maintain, Maintain, Maintain!

Owners/Property
Managers/Residents

1. Properly maintain system.
2. Replace system, if necessary.

Measuring Metric:

Conduct survey every 3 years to determine if maintenance has increased and/or replacement of failing, top priority sites.