

Shoreland Friends Project Assessment



Wisconsin Association of Lakes

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WISCONSIN ASSOCIATION OF LAKES, INC.

*A nonprofit group of citizens, organizations, and businesses working for
clean, safe, healthy lakes for everyone.*



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An Overview of the Shoreland Friends Project

The Shoreland Friends Project was conducted by the Wisconsin County Code Administrators, Wisconsin Association of Lakes, the UW-Extension Center for Land Use Education, and eleven Wisconsin counties. A Department of Natural Resources Lake Classification Grant helped fund the project.

Participating Counties

Bayfield	Marquette	Rusk
Chippewa	Marinette	St. Croix
Florence	Oconto	Washburn
Lincoln	Ozaukee	

The project was conducted in two phases from 2000 - 2003.

Phase 1

The *Shoreland Friends Guidebook* was written to serve as a “how-to” guide for County Zoning Departments and others to educate new waterfront property owners about shoreland development regulations and the rationale for them.

Phase 2

A companion manual, *Shoreland Friends Guidebook Volume II: Ideas for Reaching Waterfront Property Owners*, was written to provide guidance for developing a local shoreland education program. This second volume of the guidebook draws upon resources in the original. It includes step-by-step instructions and exercises for completing a shoreland educational plan. The guidebook also describes the compilation, distribution, and evaluation of locally customized shoreland education packets. The guidebook includes examples from the participating counties of:

- shoreland educational plans;
- locally produced packet materials;
- other activities, such as workshops; and
- grant applications to help fund activities.

Shoreland Education Plans

Citizen and staff groups from all eleven counties developed a shoreland educational plan that identified critical shoreland management issues and appropriate educational materials or other activities to address these issues. Ten of the participating counties

¹ distributed packets of information to waterfront property owners. The shoreland education packets were collections of written materials based on goals identified by each county. Contents and distribution of the shoreland education packets were addressed in the plans.

Based upon needs identified in the shoreland educational planning sessions with the participating counties, a new publication was also developed as part of this project. The booklet, *Natural Shorelines: Restoration Stories*, illustrates the results of shoreland buffer restorations. It includes before and after photos of restoration sites with different soil types and exposures (sun\shade, wet\dry), listing of plants and materials used, and installation costs.

Shoreland Education Packets

Distribution of shoreland education packets was a cornerstone of the Shoreland Friends Project. A folder entitled *Information about Waterfront Living* was developed as part of the project and used by most participating counties. Folder contents were determined by the goals and messages identified in the shoreland educational plan. Counties included locally developed materials with specific information about the shoreland ordinance, local contacts, and other customized information. A few key publications were selected to concisely address shoreland management issues. Folders included:

- ✓ A welcome or introductory letter (customized by county)
- ✓ Summary of the local shoreland zoning rules and other information about the county's lake resources (customized by county)
- ✓ Who to call for permits, technical assistance, and other local resources (customized by county)
- ✓ Fact sheet describing the importance\value of shoreland buffers, choices included:
 - Why Protect Shoreland Areas?
 - What is a Shoreland Buffer?
- ✓ Fact sheet describing how to restore shoreland buffers, choices included:
 - Natural Shorelines: Restoration Stories
 - Shoreland Restoration: A Growing Solution. Step-by-Step Instructional Guide
 - A Fresh Look at Shoreland Restoration

¹ Chippewa County did not complete their plan to distribute shoreland education packets as part of the Shoreland Friends Project. Controversy over Chippewa County zoning ordinance revision stalled their plan, but efforts are again underway as there is renewed interest in developing shoreland education materials.

- ✓ Shoreland and lake stewardship materials, choices included:
 - Owning Waterfront Property: A Checklist
 - The Water's Edge: Helping Fish and Wildlife on Your Waterfront Property
 - Your Lake and You!
 - Rethinking Yard Care
 - A Field Guide to Aquatic Exotic Plants and Animals

Distribution Methods

The original concept for the Shoreland Friends Project was to distribute packets to new waterfront property owners so they would have information about shoreland living early on, before mistakes were made. Efficiently identifying new shoreland property owners was a challenge for some counties.

Automated land records

Identification and distribution to new property owners works well when a county has automated land records that track properties in the shoreland area. With automated land records, periodic lists of waterfront property transfers can be readily generated. Monthly lists are ideal so packets can be distributed relatively soon after sale.

For other counties, property transfers must be checked one-by-one to see if they are waterfront. Real property listers and county land records departments may be willing to print monthly lists. Additional steps, such as identifying waterfront parcels individually, may need to be completed by department staff or volunteers participating in the shoreland educational program. The resulting lists can be used to generate mailing labels for sending packets and follow-up evaluations.

Generating Mailing Lists

Process for generating new waterfront property owner mailing lists:

1. Create a list of parcel numbers from a list of recent real estate transfers.
2. Sort parcel numbers to select only waterfront owners.
 - check locations of parcel numbers on plat maps (parcel maps) by hand,
 - or
 - check whether the water frontage query was completed on the real estate transfer form, or

query waterfront parcels in a Geographic Information System (GIS).

3. Use the selected parcel numbers to generate mailing addresses from the tax assessment roll in the Real Property Lister's or County Treasurer's office.

Hand distribution

Because of the difficulty in generating mailing lists and expense of mailing, packets were distributed by hand in many of the participating counties. Zoning offices distributed packets with permit applications, and both zoning and land conservation departments handed out packets while providing technical assistance. In some of the participating counties, realtors distributed waterfront information packets at their offices and at real estate closings. Lake organization volunteers also distributed packets to new waterfront property owners using a welcome wagon approach.

Shoreland Friends Project Assessment

To evaluate this project, the lead contacts from the eleven participating counties were contacted to complete a telephone survey in 2007 (The lead contacts in the participating counties are listed in Appendix 1). Survey questions included:

1. Does your County Zoning or Land and Water Conservation Dept. still distribute customized folders with information about lake-friendly waterfront living to new waterfront property owners?
2. What type of distribution method is currently used?
 - a. Direct mail to new property owners from lists of waterfront property transfers generated by real property listers or land records offices.
 - b. Hand delivery by local realtors who deal with waterfront property sales.
 - c. Hand delivery by local lake organizations using a welcome wagon approach.
 - d. Hand delivery by county zoning and land conservation staff during site visits.
 - e. Self-service availability at a public location, eg: kiosk or reception areas at county zoning and land conservation offices.
 - f. County Zoning or Land and Water Conservation Dept. web sites.
3. Have other activities identified in the county shoreland education plans been accomplished? Activities identified in the participating counties' plans included:

- a. Shoreland development guides or handbooks for waterfront property owners.
 - b. Shoreland restoration technical assistance, such as:
 - i. localized lists of appropriate native plants for various site conditions (soil types, exposures, etc.) and where to get them.
 - ii. lists of area businesses with expertise in design and installation.
 - iii. restoration how-to manuals or guidebooks tailored to local conditions.
 - iv. demonstration sites.
 - v. site planning, design assistance, and/or financial assistance (cost-share programs) offered to property owners by county staff.
 - c. Workshops for the development community (contractors, landscapers, realtors, etc.) to help them understand county shoreland zoning rules and waterway permits, shoreland restoration and erosion control techniques.
 - d. Coordination with countywide lakes and rivers groups.
4. Supplies of the publication that was developed as part of the Shoreland Friends Project, *Natural Shorelines: Restoration Stories*, are now quite low. Would the county use copies of this publication if it was updated and reprinted?

Results

Distributing shoreland education packets

Ten of the participating counties are still distributing folders of information about shoreland management and stewardship to waterfront property owners. One of the eleven participating counties, Chippewa, did not complete their plan to distribute shoreland education packets as part of the Shoreland Friends Project. Controversy over the Chippewa County zoning ordinance revision stalled their shoreland education plan. However, efforts are again underway as there is renewed interest in developing shoreland education materials.

Distribution methods

Automated land record lists

Only two of the counties, Rusk and Washburn, are regularly mailing packets to new waterfront property owners from lists generated by land records offices. Both counties receive a list of waterfront property transfers once a month. Ozaukee County generates mailing lists of waterfront property owners from GIS parcel maps periodically to invite them to attend special events, such as erosion control workshops and coastal management programs.

Hand delivery

The other counties are distributing packets by hand. County zoning and land conservation department staff give waterfront property owners the materials during site visits, permit application interactions, and at events. The materials are also available at kiosk and reception areas of the county offices. Additionally, all eleven counties have helpful information about their shoreland zoning and land development rules on their web sites. The web sites also encourage property owners to contact county staff for permitting and technical assistance questions.

Countywide and individual lake organizations are also distributing packets to waterfront property owners in most of the counties. Area realtors are distributing packets to new waterfront owners in three of the counties: Florence, Marquette, and Ozaukee.

The participating counties' distribution methods of the shoreland management and stewardship packets are summarized in Table 1.

Table 1. Distribution methods for shoreland management and stewardship packets

County	Distribution method
Bayfield	Zoning Dept. distributes packets at the County offices, at events, and during site visits. Bayfield County Lakes Forum and local realtors help distribute information packets as well. Waterfront property transfers in the county are not currently automated; nor tracked to generate a mailing list of new waterfront owners; however, the Zoning Dept. is working to build this capacity with their Land Records Dept. The county now distributes their shoreland development guidebook (titled: Property Owner's Guide For Protecting and Managing Shorelands in Bayfield County) more frequently than the packets, but they still have both available.
Chippewa	The Zoning Dept. is not currently distributing folders, but they want to do so soon. Waterfront property transfers in the county are not currently automated, nor tracked to generate a mailing list of new waterfront owners; however, the Zoning Dept. is working to build this capacity with their Land Information Dept.
Florence	Packets are available to pick up at the County Visitors Center. County UW-Extension also provides packets to local realtors who have been very helpful in giving them to new waterfront owners. The Florence County Lakes and Rivers Association also helps distribute packets using a welcome wagon approach. The County plans to review and update their packet materials in Fall/Winter 2007.
Lincoln	Shoreland zoning guidance packets for property owners are available at the County offices, and distributed during site visits and at events. The Zoning Dept. plans to update their educational materials as part of a 5/07 lake protection grant project (a joint lake protection grant project with Langlade Co.). More efficient ways to distribute the materials to shoreland property owners will also be explored with the County Land Information and Conservation Department as part of this project. ~2/3 of the County's townships currently have parcel maps in GIS; parcel mapping is expected to be complete by 2012. Parcel maps from completed townships can be used to generate waterfront property mailing lists and then shared with lake organizations. 5/07 LPT grant proposal includes plan to explore use of GIS parcel maps to track shoreland restoration sites, monitor mitigation compliance, and improve educational outreach with waterfront property owners.
Marquette	The Zoning Dept. provides packets to local realtors who have been very helpful in giving them to new waterfront owners. Lake organizations also assist with distribution at some lakes. The Zoning Dept. and Land & Water Conservation Dept. have packets available at the county offices, at events and during site visits. The County does not currently generate lists of waterfront property transfers, but is currently working on creating GIS parcel maps so automated lists may be possible in the future.
Marinette	Packets are available from the Zoning and Land & Water Conservation Dept. offices. Staff distributes packets during site visits and at events. The LWCD is developing a geodata base in the County GIS to track riparian parcels, pictorial data, and shoreline assessments as part of their current Lake Classification Implementation grant (began 9/06). The County also plans to update their county-specific shoreland zoning publications as part of their grant project.

County	Distribution method
Oconto	The Zoning and Land & Water Conservation Dept. have packets available at county offices, and distribute them to area businesses, at events, and during site visits. The Oconto County Lakes & Rivers Association also assists with distribution. The county is not currently generating lists of waterfront property transfers, but the LWCD would like to develop this capacity with the Land Records Dept.
Ozaukee	The Planning, Resources and Land Management Dept. has a binder of information that they have available for people to pick up at their offices. Area realtors also distribute shoreland management information. The County does not currently generate lists of waterfront transfers, but they do generate mailing lists of waterfront property owners from GIS parcel maps periodically for special events (eg: erosion control workshops).
Rusk	Register of Deeds office generates list of waterfront property transfers once a month for the Zoning Dept. The Zoning Dept. gives this list to the Rusk County Waters Alliance, who then mails the packets to the new waterfront property owners. The Zoning Dept. also plans to update their county-specific shoreland zoning publications and other lake stewardship materials as part of their current Lake Classification grant (began 7/06).
St. Croix	The Zoning Dept. and LWCD have packets available at the county offices, and distribute at events and during site visits. Lake organizations also assist with distribution.
Washburn	The County Land Records Dept. generates list of waterfront property transfers: 10-15 properties/month (~250/year). Packets then mailed to new property owners by the Planning, Land & Water Resource Management Dept.

Other shoreland education plan activities

Shoreland development guides

Eight of the participating counties identified creation of shoreland development guides in their shoreland education plans as part of the Shoreland Friends Project. All eight of these counties have completed these guides; and four of them are currently updating them to address ordinance changes or to make other improvements (see Table 2).

The shoreland development guides are colorfully illustrated booklets that describe shoreland

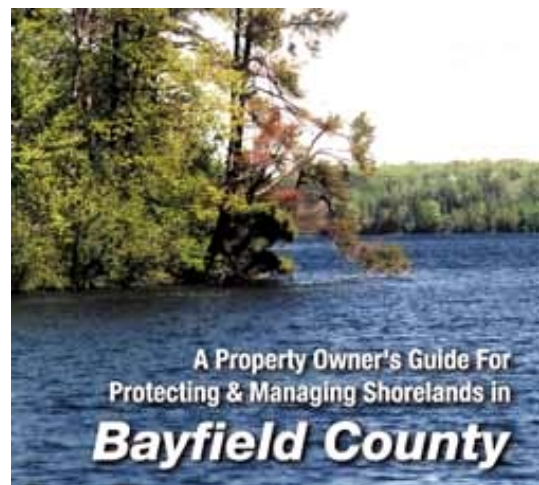


Figure 1. The cover of Bayfield County's shoreland development guide for waterfront property owners.

zoning and land development rules and the rationale for them in an approachable manner. Figure 1 illustrates an example from Bayfield County. The guides also offer tips on lake-friendly waterfront living, such as:

- Ways to restore or enhance natural shorelines.
- Tips on responsible land management practices.
- Simply answering the question, “Why do we have this in our shoreland zoning ordinance,” helps explain the benefits of sound development practices.

A number of the counties’ shoreland development guides also include a checklist of things to consider when purchasing shoreland property so that people’s expectations and waterfront living desires match the capacity of the lot and the lake.

Shoreland restoration technical assistance

Ten of the participating counties identified shoreland restoration technical assistance in their shoreland education plans. All ten of them achieved this to some degree—although Florence County was only able to accomplish shoreland restoration demonstration sites and workshops so far. Other counties accomplished more activities, such as:

- Restoration how-to manuals or guidebooks tailored to local conditions.
- Continued support for county staff to assist landowners with site planning, design assistance, and/or cost-sharing.

The counties’ activities are summarized in Table 2.

Seven of the counties are currently providing technical assistance to waterfront property owners: Bayfield, Lincoln, Marquette, Marinette, Oconto, Rusk, and Washburn. St. Croix County staff focuses on providing stormwater and erosion control technical assistance, such as designing rain gardens, for landowners.

Six of these counties also have cost-sharing programs that provide financial incentives for landowners to install shoreland restoration projects: Bayfield, Lincoln, Marinette, Oconto, Rusk, and Washburn. The cost-share funding is from county tax dollars, DATCP², or DNR lakes grants for certain lakes (Washburn County has a current DNR lake protection grant to help fund shoreland restoration projects on Shell Lake, for example).

² Dept. of Agricultural, Trade, and Consumer Protection’s Soil and Water Resource Management Grant Program

Workshops

Five of the participating counties held workshops to meet specific needs (summarized in Table 2). These were mostly to provide training and updates for contractors, landscapers, and developers about appropriate erosion control methods in shoreland areas, shoreland restoration techniques, and mitigation requirements associated with county zoning ordinances.

Bayfield, Lincoln, Marinette, Oconto, and Rusk Counties plan to conduct contractors workshops as part of current lake classification implementation or lake protection grant projects. Marinette County is also planning to develop a training and certification process for contractors that work in shoreland areas as part of their current lake classification implementation grant.

Coordination with county lakes and rivers associations

The assistance of countywide lakes and waterways groups has been helpful in delivering shoreland educational materials in five of the participating counties. The countywide lakes groups work with county land conservation or zoning departments to help distribute lake-friendly waterfront living information new property owners or organize local workshops and other events (see Table 2). The Oconto County Lakes and Rivers Association is an important advocate to build support for establishing a county-level lake specialist staff position at the Land and Water Conservation Dept. (They hope to obtain this county position by 2009.)

Lincoln County is working to increase their coordination with the county lake association as part of a lake protection grant proposal (joint application with Langlade County, submitted May 2007). If funded, one of the project elements includes enlisting the county lakes groups to assist in developing additional shoreland stewardship marketing strategies. Similarly, a new countywide group is forming in Marquette County that may soon be able to take on a stronger role in delivering shoreland education materials to waterfront property owners.

Natural Shorelines: Restoration Stories Publication

Nine of the participating counties would like supplies of *Natural Shorelines: Restoration Stories* publication if it was updated and reprinted. This interest, plus continued requests for this publication by lake organizations, warrants investing the time to update and reprint this piece. Wisconsin Association of Lakes and Harmony Environmental³ (the consulting firm who initially created this publication as part of the Shoreland Friends Project) are planning to review this publication in Winter 2007.

³ This business was previously Dragonfly Consulting.

Table 2. Other activities from counties' shoreland education plans

County	Shoreland development guide	Shoreland restoration technical assistance	Workshops	Coordination with county lakes groups
Bayfield	Guide will be updated in Fall 2007 to describe new multi-unit development standards that were changed in the zoning code in March 2007 as part of current lake classification implementation project.	Restoration Guidebook created by ABDI LWCD ⁴ ; their staff also provides technical and financial assistance with the ABDI Land and Water cost-share program. Bayfield Co. Zoning Dept. will also create new brochures describing shoreland mitigation and restoration procedures as part of current grant.	Bayfield Co. Zoning office conducting series of seminars with all county municipalities, developers, & others to describe new electronic procedures for land use permits, septic maintenance, and voluntary compliance program.	Barnes-Eau Claire Lakes Assoc. developed a scorecard for lake stewardship and accompanying presentation. Bayfield Co. Lakes Forum assists in planning and carrying out annual NW Wis. Lakes Conference with neighboring counties.
Florence		Demonstration sites	Shoreland restoration and erosion control workshops for contractors and landowners	Florence Co. Lakes & Rivers Assoc. assists with distributing shoreland stewardship materials.
Lincoln	Plan to update their Guide to Shoreland Zoning for Property Owners as part of a 5/07 LPT grant proposal.	Some DATCP funding is available for cost-sharing through the LCD, but not enough to meet current demand. Joint lake protection grant application submitted 5/07 with Langlade Co. to fund a shared shoreland protection staff position to provide technical assistance.	Landscaping contractors workshop planned as part of 5/07 LPT grant proposal.	Organizing assistance is planned to build capacity of the Lincoln Co. Lakes Assoc. as part of 5/07 LPT grant proposal.

⁴ Ashland, Bayfield, Douglas, Iron Counties Land and Water Conservation Dept.

County	Shoreland development guide	Shoreland restoration technical assistance	Workshops	Coordination with county lakes groups
Marquette	Guide focuses on mitigation technical assistance.	Zoning and LWCD staff provide mitigation technical assistance. Shoreland buffer demonstration sites also completed.	Builders and Realtors seminars held.	LWCD is working with lake groups to form a countywide org. Kick-off mtg. was held 9/06; and group has since been meeting periodically.
Marinette	Plan to produce an updated county-specific shoreland zoning brochure as part of a current lake classification implementation grant.	LWCD staff and county cost-share program. Tours of restoration sites developed in partnership with Oconto Co.	Developing training and certification process for contractors that work in shoreland areas as part of their current lake classification implementation grant.	
Oconto	Produced, "A Guide to the Basics of Shoreland Regulation in Oconto County."	LWCD staff and cost-share program (county funding). Tours of restoration sites developed in partnership with Marinette Co.	LWCD is planning contractors workshops on shoreland restoration and erosion control techniques for Winter 2007.	Oconto Co. Lakes & Rivers Assoc. assists with distributing shoreland stewardship materials. LWCD is working with the County Lakes Assoc. and LCC to build support for county lakes specialist staff position.
Ozaukee	Produced both hard-copy and Web-based versions of their Land Development Guide.	Created localized lists of native plants and businesses providing restoration services.	Erosion control, bluff stabilization, and coastal management workshops provided regularly.	

County	Shoreland development guide	Shoreland restoration technical assistance	Workshops	Coordination with county lakes groups
Rusk	Plan to create a shoreland ordinance and classification system guidebook as part of their current lake classification grant.	LWCD staff and cost-share assistance available to property owners that are restoring shoreland buffer areas. Zoning Dept. organized a collection of shoreland stewardship materials for loan at county offices, and supplied county library with shoreland education resources.	Contractors workshops on erosion control and POWTS. Training sessions for land development and realty professionals are also planned as part of their current lake classification grant (began 7/06).	Countywide group was formed based on responses from interested property owners. Rusk Co. Waters Alliance now assists Zoning Dept. with distributing shoreland stewardship materials.
St. Croix		LWCD staff provides stormwater and erosion control, rain gardens design assistance. Created localized lists of native plants and area businesses offering restoration services.		LWCD staff intern inventorying waterfront properties for rain garden design assistance in Summer '07.
Washburn	Produced the "Washburn County Shoreline Management and Development Guide."	LWCD staff provides technical assistance and county cost-share program (DATCP funding). Created localized lists of native plants and businesses providing restoration services. Restoration demo sites also completed.	Shoreland restoration workshop with county lakes and rivers association.	Washburn Co. Lakes & Rivers Assoc. assists in planning and carrying out annual NW Wis. Lakes Conference with neighboring counties.

Lessons Learned

Ten of the eleven participating counties are still distributing folders of information about shoreland management and stewardship to waterfront property owners. However, only two of the counties are regularly mailing packets to new waterfront property owners from lists generated by land records offices. A third county generates mailing lists of waterfront property owners from GIS parcel maps periodically to invite them to attend special programs.

The initial intent of the Shoreland Friends Project was to standardize a method of routinely sending shoreland education materials to new waterfront property owners. Five of the counties are currently developing methods to improve tracking of riparian parcels, such as parcel mapping and other GIS applications. When complete, waterfront property transfers will be easier to track using GIS. Lake classification implementation grants are helping to provide funds for the counties to build this capacity with their land information and records offices.

Because of the difficulty in generating mailing lists and expense of mailing, information is still primarily distributed by hand in most of the participating counties. Area realtors are distributing packets to new waterfront owners in three of the counties. Countywide and individual lake organizations are also distributing packets to waterfront property owners in many of the counties. However, coverage among all the lakes can be spotty and inconsistent.

To build the capacity of lake organizations to distribute this information, Wisconsin Association of Lakes produced the manual, *Designing Shoreland Stewardship Packets: a Guide for Wisconsin Lake Organizations*. This guide offers a standard set of procedures and resources to help lake organizations develop and distribute shoreland education packets to new waterfront property owners. The guide is promoted to lake organizations as a way to create a new vision of waterfront living and to build good relationships with local lake people and others in the community.

All but one of the eleven participating counties have attempted the other key activities they listed in their shoreland education plans: create shoreland development guides, provide shoreland restoration technical assistance and workshops, and coordinate with county lakes groups. The shoreland education plans crafted with the participating counties as part of the Shoreland Friends Project focused primarily on compiling and distributing the packets. Other shoreland education activities were only sketched out in a very basic manner in the counties' plans, so it's difficult to precisely gauge success or failure of this aspect of the Shoreland Friends Project. More specific measurable goals and objectives are necessary to better measure accomplishments.

Counties' Land and Water Resource Management (LWRM) Plans can be an important tool for establishing lakes and shorelands educational programming on a more

permanent basis. In most counties, the Land and Water Conservation Department staff plays a key role in providing technical and educational services for local landowners, and administering cost-sharing grants to implement conservation practices on the landscape. County Land and Water Conservation Departments are also required to create LWRM Plans describing how they will implement conservation programs in their counties. The LWRM Plans must be developed through a locally led process that identifies local needs and priorities. Activities such as shoreland protection, groundwater protection, and invasive species management have all been included in recent LWRM plans— in addition to the core runoff control projects.

Only counties with LWRM Plans approved by the Department of Agriculture, Trade and Consumer Protection (DATCP) are eligible to receive annual funding through the state's Soil and Water Resource Management Grant Program, which supports locally-led conservation efforts. Each year DATCP and DNR awards grant funds as part of an allocation process to counties to help pay for land and water conservation department staff and to provide landowner cost-sharing to implement LWRM Plans.

For example, Washburn County's current LWRM Plan (which guides Land and Water Conservation Dept. activities from 2005 through 2009) identifies as their top two priority goals:

1. Protect and restore aquatic and near shore fish and wildlife habitats and encourage their appreciation.
2. Protect and enhance lakes, streams, and wetlands by managing nutrient and sediment inputs.

To accomplish these goals, key activities written in Washburn County's LWRM Plan include:

1. Provide technical assistance and cost sharing to implement shoreline buffer and construction site erosion control requirements in the shoreland zoning ordinance.
2. Implement shoreland educational strategy activities, including the following outreach to all waterfront property owners:
 - develop shoreland property owners guidebook,
 - support neighbor-to neighbor contacts,
 - recognize good stewardship,
 - compile and distribute information regarding shoreland restoration techniques and assistance available.

The Washburn County Land and Water Conservation Department assists landowners with developing vegetation restoration plans. They also receive approximately \$55,000 - 60,000 from DATCP for cost-sharing conservation practices and about one-half of that money is used for shoreland restoration projects. Their DATCP funding

allotment is also expected to increase next year.

A number of counties are also using sequential lake classification implementation grants or other DNR lakes grants over time to help fund a number of activities, such as:

Zoning trainings and other workshops for contractors and developers.

Production of shoreland development guides and other materials for waterfront property owners to summarize shoreland zoning rules and the rationale for them in a user-friendly way.

Zoning administration, enforcement, compliance monitoring, and technical support; eg: digitizing parcel maps and adding geo-databases in counties' Geographic Information Systems (GIS) to track riparian parcels.

Continued state funding and support to assist the counties in developing locally-led educational programming will help build a culture of shoreland stewardship in Wisconsin's lake communities.

Appendix

County	Lead contacts for Shoreland Friends Project
Bayfield	Karl Kastrosky, County Zoning Administrator
Chippewa	Darren Lochner, UW-Extension Basin Educator Doug Clary, County Zoning Administrator
Florence	Corrin Seaman, County UW-Extension Community Resource Development Agent
Lincoln	Diane Hanson, Conservationist at the Land Information and Conservation Dept. Dan Miller, County Zoning Administrator
Marquette	Tom Onofrey, County Zoning Administrator Patrick Kilbey, County Conservationist at the Land Conservation Dept.
Marinette	Greg Cleereman, County Conservationist, and Chuck Druckrey, Water Resource Specialist, at the Land and Water Conservation Dept.
Oconto	Tom Milheiser, Land Conservation Department Director
Ozaukee	Andrew Struck, Assistant Director / County Planner at the Planning, Resources and Land Management Dept.
Rusk	Mark Steward, County Zoning Administrator
St. Croix	Robert Heise, Director of the Land and Water Conservation Department
Washburn	Brad Robole, Washburn County Planning, Land and Resource Management Director

