

Wisconsin Department of Natural Resources SWIMS Project Summary

General Project Information

Project ID: LPT-320-08
Name: BURNETT COUNTY LAND CONSERVATION DEPARTMENT: LMI-Shoreland & Shallows Citizen Based Social Marketing I
Type: Lakes Grant
Subtype: Lake Protection Grant
Status: COMPLETE
Start Date: 09/01/2007
End Date: 06/30/2013
Purpose: Burnett County Land & Water Conservation Department in partnership with UW-Extension, and Long and Des Moines Lakes property owners will design and implement a Community Based Social Marketing (CBSM) project. The purposes of the project are 1) to develop a CBSM strategy that will improve lake protection, particularly near-shore habitat and 2) to increase participation in the Shoreline Incentives Program. Multiple partners will collaborate on the following activities: literature review; focus group and survey design/implementation; pre- and post- structure mapping and shoreline assessments; marketing tool design/implementation; and project reporting. WiLMS modeling and paleoecological information will be analyzed for past, present, and future lake conditions. Because this is one of two CBSM pilots in the state, project leaders will continually share updates and results with local and statewide audiences.

Project deliverables include: a final CBSM case study report summarizing project methodology, implementation, and results; educational materials developed; media coverage; and monitoring/modeling results.

This scope is intended to summarize the detailed project scope provided in the application and does not supersede those application tasks/deliverables. Data, records, reports, and education materials, including GIS-based maps and digital images, must be submitted to the Department in a format specified by the regional Lake Coordinator. Grantee or consultant will provide DNR Lake Coordinator with a draft for comment on report adequacy prior to making final payment to the consultant. DNR shall receive both paper and electronic copies of the deliverables.

Objective:

Comments: Grantee is BURNETT COUNTY LAND CONSERVATION DEPARTMENT

Outcome:**Study Design:****QA Measures:**

People

Name	Role	Status	Start Date	End Date	Organization	Comments
Burnett County Land and Wa	GRANT_RECII	ACTIVE	09/01/2007		Burnett County Land and Water Conservation Dept	

Project Statuses

Date	Reported By	Status	Comments
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Actions

Action	Detailed Description	Start	End Date	Status
ATTAINS Implementation Initiated	Burnett County Land & Water Conservation Department in partnership with UW-Extension, and Long and Des Moines Lakes property owners will design and implement a Community Based Social Marketing (CBSM) project. The purposes of the project are 1) to develop a CBSM strategy that will improve lake protection, particularly near-shore habitat and 2) to increase participation in the Shoreline Incentives Program.	09/01/2007	06/30/2013	COMPLETE

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Action	Detailed Description	Start	End Date	Status
Grant Awarded	Burnett County Land & Water Conservation Department in partnership with UW-Extension, and Long and Des Moines Lakes property owners will design and implement a Community Based Social Marketing (CBSM) project. The purposes of the project are 1) to develop a CBSM strategy that will improve lake protection, particularly near-shore habitat and 2) to increase participation in the Shoreline Incentives Program. Multiple partners will collaborate on the following activities: literature review; focus group and survey design/implementation; pre- and post-structure mapping and shoreline assessments; marketing tool design/implementation; and project reporting. WiLMS modeling and paleoecological information will be analyzed for past, present, and future lake conditions. Because this is one of two CBSM pilots in the state, project leaders will continually share updates and results with local and statewide audiences.	09/01/2007	12/31/2012	COMPLETE
Grant Awarded	Burnett County Land & Water Conservation Department in partnership with UW-Extension, and Long and Des Moines Lakes property owners will design and implement a Community Based Social Marketing (CBSM) project. The purposes of the project are 1) to develop a CBSM strategy that will improve lake protection, particularly near-shore habitat and 2) to increase participation in the Shoreline Incentives Program. Multiple partners will collaborate on the following activities: literature review; focus group and survey design/implementation; pre- and post-structure mapping and shoreline assessments; marketing tool design/implementation; and project reporting. WiLMS modeling and paleoecological information will be analyzed for past, present, and future lake conditions. Because this is one of two CBSM pilots in the state, project leaders will continually share updates and results with local and statewide audiences.	09/01/2007	12/31/2012	COMPLETE
Information and Education		09/01/2007	12/31/2012	PROPOSED
Shoreland Monitoring, Assessment, Inventory	Shoreland Monitoring, Assessment or Inventory	09/01/2007	06/30/2013	PROPOSED

Monitoring Stations

Station ID	Name	Comments
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Assessment Units

WBIC	Segment	Local Name	Official Name
2674100	1	Long Lake T41 R14 S28	Long Lake
2674200	1	Des Moines Lake (Sucker)	Des Moines Lake

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Lab Account Codes

Account Code	Description	Start Date	End Date
CF013	LAKE PROTECTION GRANTS	01/01/1960	12/31/2099
CF014	LAKE PROTECTION GRANTS	01/01/1960	12/31/2099
CF015	LAKE PROTECTION GRANTS	01/01/1960	12/31/2099
CF016	LAKE PROTECTIONS GRANTS	01/01/1960	12/31/2099

Forms

Form Code	Form Name
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Methods

Method Code	Description
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Fieldwork Events

Start Date	Status	Field ID	Station ID	Station Name
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Documents

Title	Description	Author	Published	Comments
Shoreland Habitat Protection Social Marketing Strategies	Summary of Burnett County Research: Suggestions for Developing and Implementing Shoreland Habitat Education Campaigns as part of grant LPT-320-08. During the past few years, UW-Extension in cooperation with Burnett County and other local partners conducted research with lake property owners in Burnett County regarding their knowledge of and adoption of shoreland management practices to protect lakes. This report synthesizes the major findings from that research in the hopes these findings will benefit others. The outreach strategies developed were tested through a final project survey. It is hoped that this report can be used to assist others with educational programs that aim to promote more natural shoreland habitats among lakeshore property owners.	John Haack and Bret Shaw, University of Wisconsin-Extension	12/01/2013	

Budget

Combined Budgets:

Combined SLOH:

Combined Total:

Funding

Organization	Source	Type	Amount	Start Date	End Date
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