

# Outreach Plan for the Green Lake Watershed



2010—2020



Hancock County Soil &  
Water Conservation  
District



THE UNIVERSITY OF  
**MAINE**  
Cooperative Extension



*This outreach plan was developed by Laura Wilson at the University of Maine Cooperative Extension and Megan Facciolo at the Hancock County Soil and Water Conservation District with the input and assistance of the Green Lake 319 steering committee, the Green Lake Association, and the City of Ellsworth Water Department. This plan is due to be evaluated in an ongoing manner, as described for each objective. This plan is due for review and updating in 2011.*



This material is based upon work supported in part by the Cooperative State Research, Education, and Extension Service, U.S. Department of Agriculture, under Agreement No. 2008-51130-19504. Any opinions, findings, conclusions, or recommendations expressed in this publication are those of the author(s) and do not necessarily reflect the view of the U.S. Department of Agriculture.

**Introduction:**

Green Lake is a 3,132 acre waterbody located in the towns of Ellsworth and Dedham in Hancock County, Maine. The area of the direct watershed measures 21.4 square miles, extending into portions of Ellsworth, Dedham, and Otis. The lake has a maximum depth of 170 feet, an average depth of 44 feet, and a flushing rate of .52 times per year. Green Lake is currently listed on the Maine DEP's *Nonpoint Source Priority Watersheds List*. The proximity of Green Lake to Ellsworth and the greater Bangor area makes it an attractive residential choice for commuters.

***The steering committee that was formed to guide the grant understands that outreach is necessary for long-term protection.***

Green Lake supports heavy, year-round recreational use including a warm and cold water fishery.

According to Maine Inland Fisheries and Wildlife, it

contains trophy smallmouth bass and trophy lake trout (togue). The lake has one public (City owned) boat launch and two privately owned boat launch service businesses. At the southern end of the lake, between Green Lake and Graham Lake, the Green Lake National Fish Hatchery is located, which provides smolts and parr for the USFWS Atlantic salmon restoration/recreation program for Gulf of Maine Rivers. Green Lake is also one of the



Green Lake National Fish Hatchery. Photo: USFWS. Green Lake is in the background.

eight original locations of landlocked salmon in Maine and is home to the southern most population of arctic charr. According to the Natural Resources and Habitat Map, produced by the City of Ellsworth, using data from Inland Fisheries and Wildlife, Green Lake's watershed also contains important bald eagle habitat, coastal waterfowl habitat, and deer wintering areas.

The Green Lake Association (GLA), serving the area surrounding Green Lake in Ellsworth and Dedham Maine, was formed for charitable, educational and scientific purposes and was incorporated as a non-profit in 2007. It's objective is to advance and protect Green Lake as a valuable and natural resource. The association undertakes educational and informational activities that promote best practices for lake property owners and recreational users of the lake. Educational and informational activities address maintaining the water quality of the lake, promoting wildlife

habitat, and encouraging environmental stewardship.

### **Outreach Planning:**

The Green Lake Outreach Plan is a task in the 319 grant awarded in 2008 to the Hancock County Soil and Water Conservation District (HCSWCD). In addition to construction projects to remediate pollution from camp roads and residential sites in the 21.4 square mile watershed, the steering committee that was formed to guide the grant understands that outreach is necessary for long-term protection.

### **Purpose and Use:**

This outreach plan should be used to guide efforts by partners in the Green Lake protection effort. The outreach campaigns described in this document should not be viewed as the only campaigns necessary to protect the lake—other outreach efforts will likely evolve from these efforts, and be necessary for long-term protection. Other priorities may be identified in the future—therefore this outreach plan is to be viewed as a living document, to be updated at least annually, and to be changed if deemed necessary by the steering committee.

### **Outreach Plan Process:**

This plan was developed through the “Outreach Planning Process” developed by the New Hampshire Department of Environmental Services and New Hampshire Sea Grant for their Natural Resources Outreach Coalition, and

amended by the University of Maine Cooperative Extension (UMaine Extension) for their Lake Education and Action Project. This process is based on the US EPA’s program, “Getting in Step”.

*The primary threat to Green Lake is the introduction of phosphorus to the lake via soil erosion from the watershed. Phosphorus is the limiting nutrient in most freshwater aquatic systems—the more phosphorus, the more algae may grow. Therefore, the primary outreach goal for Green Lake is: To maintain or improve the water quality of Green Lake by limiting phosphorus inputs to the lake.*

In order to better understand their target audience (lakefront residents), the members of the Green Lake steering committee surveyed 63 Green Lake watershed residents in the summer of 2009. Most (47) were members of the Green Lake Association (GLA). Questions included what the audience believed to threaten lake water quality, whether the respondent is a GLA member, and how they prefer to receive information about Green Lake.

Only 16 of the respondents indicated that soil erosion/phosphorus/nonpoint source pollution is the greatest threat to the lake (25%). Thirteen indicated that development (which is closely related) is the greatest threat to water quality. While 46% of the audience therefore understands in some part the threat to Green Lake, it is important to note that

almost all of these responses came from current GLA members.

GLA members were the majority of the respondents to the survey, but the majority of the landowners on Green Lake are not members of the Green Lake Association. Currently, approximately 150 households are GLA members out of around 475 properties around the lake. In fact, two of the survey respondents indicated that they are not GLA members

**The majority of respondents indicated that they want to receive information via the GLA newsletter**

because the GLA does not involve their area of the lake.

The majority of respondents indicated that they want to receive information via the GLA newsletter (46 respondents). While this closely corresponds with the

number of GLA members responding to the survey (47), the use of the newsletter as a valued communication tool has been confirmed in other research efforts.

Therefore, because the GLA newsletter is sent to all residents regardless of membership in GLA status, the newsletter will be used as an outreach tool.

**Situation #1:** A strong lake association representative of the entire lake area is helpful as a source of information to lake residents. The Green Lake Association, while active, needs to increase

membership, specifically in the Northeast Cove area of the lake. Currently, the perception is that the GLA does not involve that area of the lake.

**Desired Outcome:** By 2011, there will be an increase in membership in the GLA, specifically from the Northeast Cove area of the lake.

**Target Audience:** Landowners in the Northeast cove area of the lake, and landowners who are not currently GLA members.

**Message:** The GLA represents the whole lake, and the best protection long-term is active participation from all areas of the lake. Help the GLA protect Green Lake by becoming a member.

**Method:** In spring 2010, the GLA will send out a special membership campaign mailing, emphasizing the benefits of a strong lake association. This will be a direct mailing to people who currently are not members.

As well, in summer 2010, an event will be held on the Northeast cove area of the lake. This event will be for the entire lake community, but if permission can be granted to use the “Sunset Lodge” venue on the Northeast cove area, the event will take place there. One idea is to have the launching event for the second volume of the Green Lake history book. Other ideas included a family lake day, and a potluck dinner. The Maine Lakes Conservancy Institute’s program will be

offered first to Northeast Cove area residents.

subsequent improvements.

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**Implementation:** For both methods, the GLA will implement. HCSWCD and UMaine Extension will provide information and possibly activities for children at the event at Sunset Lodge.

**Situation #3:** The majority of non-GLA respondents to the survey could not identify soil erosion/phosphorus as the primary threat to water quality for Green Lake.

**Indicator:** Number of new GLA members by the end of 2010.

**Desired Outcome 3:** An increase in the number of people who know the threat of soil erosion/phosphorus and will identify soil as the primary threat to lake water quality.

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**Situation #2:** For this grant, money and technical assistance are available for lakefront landowners to improve their property to become more lake-protective.

**Objective:** By 2011 (the end of this grant cycle), more lakefront residents and municipal officials will know the threat of soil erosion/phosphorus to Green Lake, and will indicate on a survey that soil erosion is the greatest threat to lake water quality.

**Desired Outcome/Objective #2:** By fall 2010, the technical assistance and residential site improvement money will have been used to protect Green Lake.

**Target Audience:** Lakefront landowners with erosion issues, or who lack a lakefront buffer (or who could enhance an existing buffer area).

**Target Audiences:** Residents who are not currently GLA members, Dedham municipal officials, Ellsworth Planning Board members (secondary audience is current GLA members).

**Message:** Beautify your property, and get free technical assistance! Help with funding improvements on your property is available!

**Message:** The greatest threat to lake water quality is soil erosion. Buffers can be planted in a way that will not block your view of the lake, beautify your property and provide protection.

**Method:** This message will be distributed via the new GLA website, the next GLA newsletter, and the upcoming Scott's Neck Association mailing.

**Method:** This message will come via presentations on the lake at buffer cruises and through the GLA newsletter, which is distributed to all residents, whether or not they are GLA members.

Indicator: HCSWCD staff will track the number of technical assistance visits and

**Indicator:** Participants in the buffer cruises will fill out a survey after the cruise to assess learning.

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**Situation #4:** LakeSmart is a Maine Department of Environmental Protection program designed to recognize and reward residents who are maintaining their property in a lake-friendly manner. To be effective, a tipping point of 15% of an area's residences need to be "LakeSmart" to make lake-friendly property management a social norm. One problem that has been encountered is making certain that the resident would like a LakeSmart evaluation, vs. only having technical assistance from the conservation district.

**Desired Outcome 4:** at least 15% of residences on Green Lake will be designated as "LakeSmart".

**Objective:** By the end of 2011, at least 15% of the residents on Scott's Neck will have had a LakeSmart evaluation.

**Message:** "free", "be rewarded for your good property management".

**Method:** The road association will send a letter to all Scott's Neck landowners offering the LakeSmart property evaluation in their fall and spring issues. As well, the GLA will advertise LakeSmart for Scott's Neck specifically in their spring newsletter, and on their new website.

The HCSWCD will assess the property for a LakeSmart award upon arrival at the property, THEN discuss any technical issues with the property owner after the LakeSmart assessment. This method should lead to better understanding of LakeSmart on the part of the property owner, while making the best use of time by the HCSWCD staff member.

**Indicator:** Number of completed LakeSmart evaluations.

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While the above efforts were deemed most important by the steering committee, the committee also developed some longer term outreach objectives. These are:

1. Municipal officials in Dedham will implement/follow the recommendations in the updated comprehensive plan,
2. More watershed residents (not just lakefront) will understand how their landscapes/land use and actions affect the lake, and subsequently may affect their taxes, and
3. Contractors working in the Green lake Watershed will be certified in erosion and sediment control.

These longer-term objectives require the support and commitment of the GLA and partners to implement. Plans for meeting these objectives will be developed in late 2010 or early 2011.

**Objective #1:** By 2011, there will be an increase in membership of the GLA, specifically from the Northeast Cove area of the lake.

<b>Task</b>	<b>Who</b>	<b>When</b>	<b>Needs?</b>	<b>Partners/Notes</b>
<b>Send out membership forms/membership letters to all residents who are not currently members</b>	GLA	May/June 2010	Can sort newsletter list to determine membership status and send only to non-members. Grant will pay postage	GLA with HCSWCD
<b>Schedule event for the Northeast Cove area of the lake</b>	Audie will find location in Northeast Cove area	Prior to Feb. 2 meeting	Location, Date, Time	HCSWCD, UMAINE EXTENSION to assist with activities
<b>Invite all lake residents to event</b>	GLA	Spring/early summer 2010	Posters, article in spring newsletter	
<b>Secure MLCI for event</b>	HCSWCD with UMAINE EXTENSION	As soon as date is set	Need contact information/pricing from MLCI—Laura obtain	
<b>Create agenda</b>	GLA, HCSWCD, UMAINE EXTENSION	Early summer 2010	Ideas	
<b>Hold event</b>	GLA, UMAINE EXTENSION	Late July 2010	Materials, supplies, refreshments, membership forms	
<b>Evaluate event</b>	GLA	Immediately after event	Documentation of new members	

**Desired Outcome/Objective #2:** By fall 2010, the technical assistance and residential site improvement money will have been used to protect Green Lake.

<b>Task</b>	<b>Who</b>	<b>When</b>	<b>Needs?</b>	<b>Partners/Notes</b>
<b>Write information for web and newsletters</b>	HCSWCD	Feb. 2010		
<b>Publish article in newsletter</b>	GLA/ Penny	Spring 2010/usual schedule	article	HCSWCD
<b>Information posted on website</b>	Joe	ASAP	Information from HCSWCD	

**Objective #3: By 2011 more lakefront residents will know the threat of soil erosion/phosphorus to Green Lake, and will indicate on a survey that soil erosion is the greatest threat to lake water quality.**

<b>Task</b>	<b>Who</b>	<b>When</b>	<b>Needs?</b>	<b>Partners/Notes</b>
<b>Write article for newsletter</b>	GLA	Later issues	Dates, times, place to sign up for cruises	COLA, already did one in Fall '09
<b>Publish article in newsletter</b>	GLA	Summer 2010	article	Publish in Spring/Summer newsletter
<b>Organize buffer cruises—ask for volunteers to provide party boats</b>	Ellsworth Water—John Wedin will ask Joe Kitchen and Joe Jenkins	Spring 2010	\$ from Grant for boat fees if necessary	GLA, HCSWCD
<b>Invite Local Officials</b>	John Wedin	Spring/Summer 2010	Date, time and location of cruise, number of people who can be accommodated	Sign up through John Wedin or HCSWCD
<b>Hold cruises</b>	John Wedin, GLA, HCSWCD, UMAINE EXTENSION	Summer/Fall 2010		Include messages on wildlife habitat, landscapes, soil erosion
<b>Prepare and administer evaluation</b>	UMAINE EXTENSION	By cruise date		Laura will coordinate with John

**By 2011, at least 15% of the residents on Scott's Neck will have had a LakeSmart evaluation.**

<b>Task</b>	<b>Who</b>	<b>When</b>	<b>Needs?</b>	<b>Partners/Notes</b>
<b>Advertise availability of LakeSmart evaluations</b>	Scott's Neck Road association	Spring 2010	Article from HCSWCD	HCSWCD
	GLA in spring newsletter	Spring 2010	Newsletter article	HCSWCD
<b>Schedule LakeSmart evaluations for landowners who request the evaluation</b>	HCSWCD, UMAINE EXTENSION	Spring/summer 2010		
<b>Approach additional landowners if 15% mark is not met by July 2010</b>	Scott's Neck residents who do have LakeSmart evaluations	August/September 2010	Information about LakeSmart, people who have had evaluations	HCSWCD
<b>Expand to additional roads in the future to reach long term goals</b>	GLA	Beyond 2010	Support of DEP, HCSWCD, success on Scott's Neck	