

TOMAHAWK LAKE ASSOCIATION COMPREHENSIVE LAKE MANAGEMENT PLAN

Addendum

Goal 2. Preserve the quality of Tomahawk Lake System waters.

Objective a. Support watershed land use practices which limit nutrient and soil runoff.

Objective b. Encourage the preservation, enhancement, and restoration of natural shorelines.

Actions

1. Initiate demonstration projects and provide technical assistance to encourage shoreland restoration and stormwater projects. Demonstration designs and overall program strategy development will address a range of options for landowners from low-cost, low-effort to more involved projects and designs.

The technical assistance strategy will consist of the following:

- a. TLA Owner Self-Evaluation Handout (w/links for more information)
- b. Property evaluations with recommendations and basic information (consultant provided, homeowner pays a portion of the cost, homeowner fee may be refunded with project installation)
- c. Landscaper training to support landscaper design and installation (potential partners: VCLRA, Oneida and Vilas County, MKLPA)
- d. Example designs for common Tomahawk Lake System situations

Demonstration sites will include:

- a. Private sites to demonstrate no-mow /naturalized area, diversions, native plantings, rain gardens, rock infiltration, diversions, etc. These may include existing or newly established projects.
 - b. Potential “public” sites: Indian Shores, Lakeside (restaurant), Indian Mounds (public beach with landing), Lake Tomahawk Landing (existing grading)
 - c. Selection criteria for demonstration sites will include: common TLS situations (both shoreland restoration and stormwater runoff), visible sites, willingness to promote, etc.
 - d. TLA may provide limited funding for demonstration sites.
2. Help to identify and implement stormwater water management projects at priority areas such as public access sites.

3. Educate and communicate why shoreland restoration and stormwater projects are important for the preservation of the Tomahawk Lake System water quality. Identify and encourage stewardship actions to preserve water quality.

The education and communication strategy will consist of the following:

Behaviors to encourage

- Allow a 10 foot or deeper no-mow area along your shoreline
- Consider a 35' X 10 ft. or larger native planting
- Take advantage of available consulting and technical assistance to evaluate your property for potential to:
 - complete shoreland restoration
 - capture stormwater runoff from your property
- Consider installing a shoreland restoration or stormwater project on your property
- Encourage growth of natural vegetation to prevent shoreline erosion.

Barriers to these behaviors

- Availability of local expertise
- Impression of telling people what to do
- False perceived connection with enforcement
- Preference for manicured landscaping/ Concern that project will look messy
- Need to dispel myths about restoration (mosquitoes)
- Do not want a sign
- Difficult to get agreement among multiple owners
- Limited time- only here on the weekends
- Cost
- Potential to waste \$ - want to be sure it is done right
- Risk: will the project be successful?
- Risk: what is the impact on home value?
- Blocking views
- Lack of information
- Lack of communication
- Apathy – they just don't care
- Deer will eat my vegetation

Messages to use

- Tomahawk Lake and Little Tomahawk Lake have outstanding water quality - shoreland and stormwater practices will help to keep them that way.
- Why shoreland and stormwater practices are important. Provide specifics for each practice.
- Lake stewardship begins with you and how you manage your property.

- Preserve the natural shoreland and lake environment.
- We share an ethic of lake stewardship.
- Keep the North the North!
- Deer resistant plants and methods to prevent browsing
- Attracting butterflies/wildlife
- Protecting home
- Not attracting mosquitoes
- Protecting lake
- Preserving property values
- Include photos of native plants
- Promote ecological as well as water quality benefits.
- Explain reasonable expectations for native plantings
- Encourage owners to bring landscapers into construction projects early
- Maintain septic systems

Methods to address

- Promote installed demonstration sites with signs, U-tube videos, before and after photos, boat tours, etc.
- Landscaper list (certification)
- Share maps from shoreline inventory
- Brochures (e.g., Self-evaluation Brochure), Web site, newsletter, Facebook page – include photos of native plants
- Word-of-mouth – ways to encourage???
- Welcome packet
- PR- Lakeland Times news article re: TLA shoreland and stormwater efforts

Evaluation

- ✓ Track project participation in shoreland projects
- ✓ Track phosphorus reductions with larger stormwater projects

Target audiences

- TLA property owners
- Realtors
- Towns
- Landscapers

TLA CLMP WORK PLAN (2017-2020)

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Objectives

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Actions¹	Timeline (each year if not indicated)	Board/Committee Assignment	\$ Estimate	Vol. Hours	Funding Sources	Partners
1) Establish demonstration projects (5 total)	2017 to 2020	Shoreland and Stormwater Environmental and Education Marketing		?	TLA Homeowner-funded Healthy Lakes Program (potential for future)	Oneida County Land and Water Conservation WDNR
2) Provide technical assistance for shoreland and stormwater practices						
a. Develop self-evaluation handout						

¹ See CLMP implementation strategy for action item detail. Estimates are for annual budgets once implementation begins.

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Actions¹	Timeline (each year if not indicated)	Board/Committee Assignment	\$ Estimate	Vol. Hours	Funding Sources	Partners
b. Provide property evaluations						
c. Provide or support landscaper training						
d. Develop example designs						
2) Participate in public dialog regarding land use policy and zoning and stormwater regulations	Ongoing	Board		?		Oneida County Planning and Zoning Oneida County Lakes and Rivers Association WDNR

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3) Help to identify and implement stormwater management projects	Ongoing	Environment and Education	?	?	Lake Planning Grant	Towns Oneida County Land and Water Conservation WDNR
4) Educate and communicate about the importance of shoreland restoration and stormwater projects.	Ongoing	Shoreland and Stormwater Environment and Education Marketing	?	?	Lake Planning Grant	Oneida County LWCD WDNR Oneida County Lakes and Rivers Association
a. Develop demonstration site signs						

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b. Promote demonstration sites with before and after photos, brochure						
c. Update website with shoreland and stormwater information						
d. Identify and procure shoreland and stormwater information for welcome packets						
Citizen Lake Monitoring Add locations	2016	Environment and Education				

