



Roles and Responsibilities

Working Together for Healthy Shorelines and Healthy Lakes

The success of the Love Your Lake program relies upon participating donors, funders, organizations and individuals at various levels of involvement. Donors and funders support Watersheds Canada and the Canadian Wildlife Federation (CWF) to lead the development of the program materials and training to Regional Partners, who lead the facilitation and delivery of the program to lake organizations and shoreline property owners. By working cooperatively and maintaining strong relationships and lines of communication throughout the various levels of involvement, the Love Your Lake program is successfully working towards improving the health of shorelines across Canada.

Watersheds Canada and CWF

As the lead partners and program administrators, Watersheds Canada and CWF work cooperatively with Regional Partners, donors and contractors to develop and deliver the Love Your Lake program across Canada. Watersheds Canada and CWF are responsible to:

- Provide training, materials and support to regional partners;
- Provide required policies, procedures and agreements for use by Regional Partners and lake organizations;
- Develop the educational and stewardship content for the individual property reports, lake summary reports, website and communications materials;
- Develop the program components and resources, including the database and training materials;
- Facilitate the printing of program communication materials and survey code letters for individual property reports;
- Respond to all inquiries and concerns of Regional Partners; and
- Continually improve the efficacy of the program across all participating regions.

Main Contacts



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Regional Partners

Regional Partners are organizations that work with Watersheds Canada and CWF to lead the delivery of the Love Your Lake program to lakes within their geographic areas. Regional Partners have organizational capacity, local knowledge and expertise to form successful relationships with lake organizations (lake associations or similar groups) and deliver the program positively and effectively. Regional Partners are responsible to:

- Facilitate the delivery of the program to one or more lakes within their region by working with Watersheds Canada, CWF and local lake organizations;
- Form relationships and agreements with lake organizations to deliver the Love Your Lake program;
- Sign and use required policies, procedures and agreements with Watersheds Canada, CWF and lake organizations;
- Hire and/or supervise staff to:
 - Attend mandatory training for the regional partner managers and surveyor staff provided by Watersheds Canada and CWF;
 - Communicate with lake associations;
 - Complete all in-field surveying and data entry of assessed properties
 - Facilitate the distribution of communication materials to lake organizations and/or shoreline property owners;
 - Promote the program locally (at events and/or annual general meetings) and answer questions from lake organizations and/or shoreline property owners within the region;
 - Obtain electronic parcel mapping files from local townships, municipalities or other agencies to identify individual properties along each lake using Geographic Information Systems (GIS) computer technology; obtain shoreline property addresses and mailing addresses for each property;
 - Work cooperatively with lake organizations to troubleshoot any in-field data collection errors or data-entry errors that result in incorrect individual property reports;
 - Report on lessons learned, submit feedback and collect and submit testimonials; and,
 - Provide activity updates, photos and stories to Watersheds Canada and CWF.

Lake Organizations

Lake organizations (lake associations or similar groups) will work with Regional Partners to help deliver the Love Your Lake program information to shoreline property owners along their lake. Lake organizations are responsible to:

- Work with regional partners to deliver communication materials to shoreline property owners;
- Provide volunteer assistance to Regional Partner staff to complete surveys, including delivery of communication materials to shoreline property owners;
- Sign and use required policies, procedures and agreements with Regional Partners;
- Provide volunteer boat drivers, boats, and/or motor fuel to regional partner staff to complete in-field surveys; and,
- Encourage shoreline property owners to participate in stewardship actions as outlined in their shoreline property reports and lake summary report.

Shoreline Property Owners

Shoreline property owners are the end-users of this program. When the lake organization agrees with the Regional Partner to participate in the Love Your Lake program, each property along the lake will be surveyed. Each shoreline property owner will receive an introductory letter (informing them about the program and that the lake organization and Regional Partner will be delivering the program to the lake), and a values survey with a return envelope, if applicable. The spring following their assessments, shoreline property owners will receive a letter in the mail with a unique survey code to order their report online. Each shoreline property owner will have the opportunity to voluntarily participate more actively in the Love Your Lake program by:

- Completing a values survey;
- Attending local events and/or meetings organized or supported by their lake organization or Regional Partner organization;
- Ordering their individual shoreline property report online (MyReport.LoveYourLake.ca) using the unique survey code delivered to them in a letter (these reports can be ordered as a free electronic PDF or as a hardcopy mailed to them for \$20.00 including taxes and shipping);
- Completing the Evaluation Survey found online (LoveYourLake.ca); and,
- Following through on the recommended actions in their individual property reports to improve the health of their shoreline property.