

Stream Wise Award Program

Overview for 1/25 NYCAC Meeting

Mission Statement: This new Stream Wise Award Program is designed to inform and incentivize communities within the Lake Champlain Basin to engage in activities that enhance and protect water quality, aquatic/riparian habitat, and increase flood resiliency.

~Awareness Campaign

~Award Program

~Property Assessment Program

Phase 1

We are here



Phase 2

Phase 3

Creation of Marketing Campaign Materials that Empower Local Organizations to Run Successful Stream Wise Award Programs in the Lake Champlain Basin (RFP title)

1. Compile a 'Clearing House' or literature review of existing vegetated stream buffer related regulations, standards, grant and funding opportunities, and planting programs within the Lake Champlain Basin
2. Co-facilitate a team of experts who will lead the development of award program criteria as well as provide input in development of the program
3. Bring together local organizations and separate jurisdictions to analyze different approaches in development of Stream Wise Award Program material.
4. Develop social marketing materials for a campaign that will result in behavior change.
5. Develop a comprehensive 'how-to' guide /communications plan that details how local organizations can organize and successfully run a Stream Wise Award Program from scratch.

Phase 2 will support a **pilot project** to deliver coordinated outreach to private landowners through a social marketing campaign developed during Phase 1 to encourage landowners to adopt BMPs to protect and restored forested riparian buffers.

1. Identify partner organizations in Vermont, New York and Quebec to pilot the marketing campaign developed during Phase 1, and train in the marketing campaign.
2. Identify audience and needed behavior change for the pilot. The community as a whole will be one audience, while riparian landowners would be the second.
3. Record feedback and document pros and cons that come up with the selected partners
4. Update marketing material based upon feedback from pilot campaigns.
5. Provide 3 trainings for partner organizations in NY, VT, and Quebec. The deliverable would be a report documenting feedback on the trainings.

Once fully developed, a single entity will serve as the host organization for the Stream Wise Award Program. This organization will have the responsibility to house and coordinate distribution of all Stream Wise Award Program material, as well as to collect, analyze, report, and share Stream Wise Award Program data to local organizations and the public.

2020-2021

2022

2023 and beyond

Project Advisory Committee and Community Partner Members

PAC

New York	Vermont	Quebec
<ul style="list-style-type: none">• Lake Placid Land Conservancy• Adirondack Park Agency• NYSDEC	<ul style="list-style-type: none">• US Fish & Wildlife Service• VT Fish and Wildlife Department• VT Agency of Natural Resources	<ul style="list-style-type: none">• OBVBM

CPs

New York	Vermont	Quebec
<ul style="list-style-type: none">• LCLGRP• CWICNY• Ausable River Association• Trout Unlimited• Lake George Association	<ul style="list-style-type: none">• Lake Champlain Sea Grant• Poultney-Mettowee NRCD• Watersheds United Vermont• Vermont River Conservancy• Friends of the Winooski River	<ul style="list-style-type: none">• MRC Brome-Missisquoi

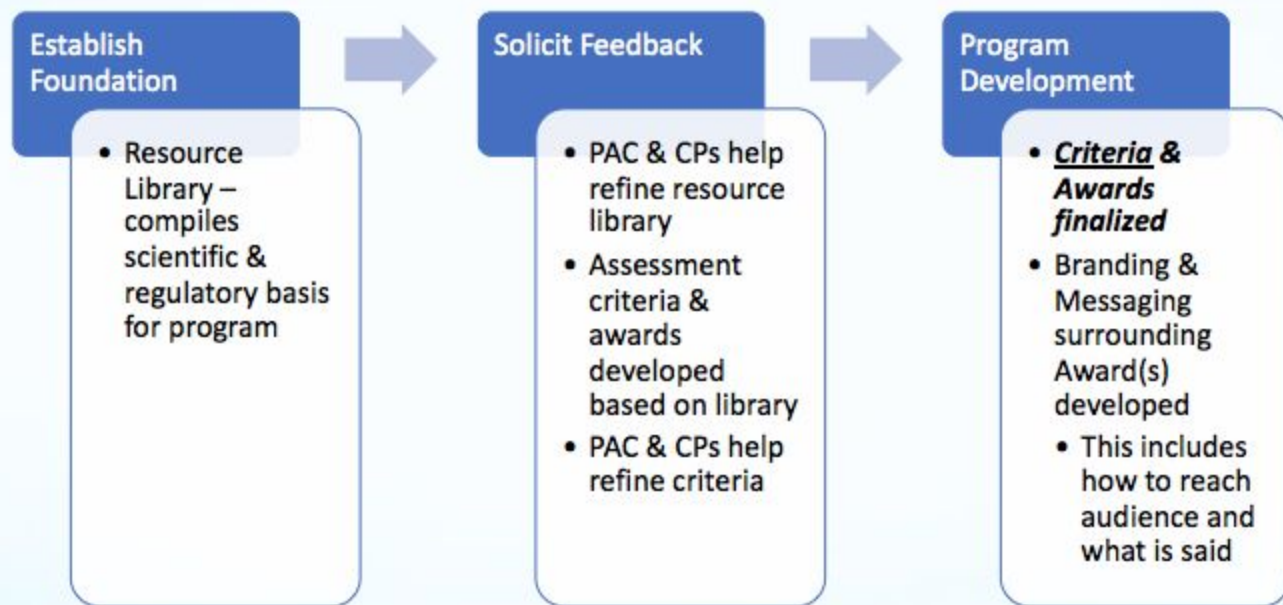
Phase 1 Grant Overview

Dana and Holly discuss where they are with the project

- Resource Library - Finalized
- Program Outline - In Development
- Branding/Marketing Process - Early Phases (sub-committee for look and feel)

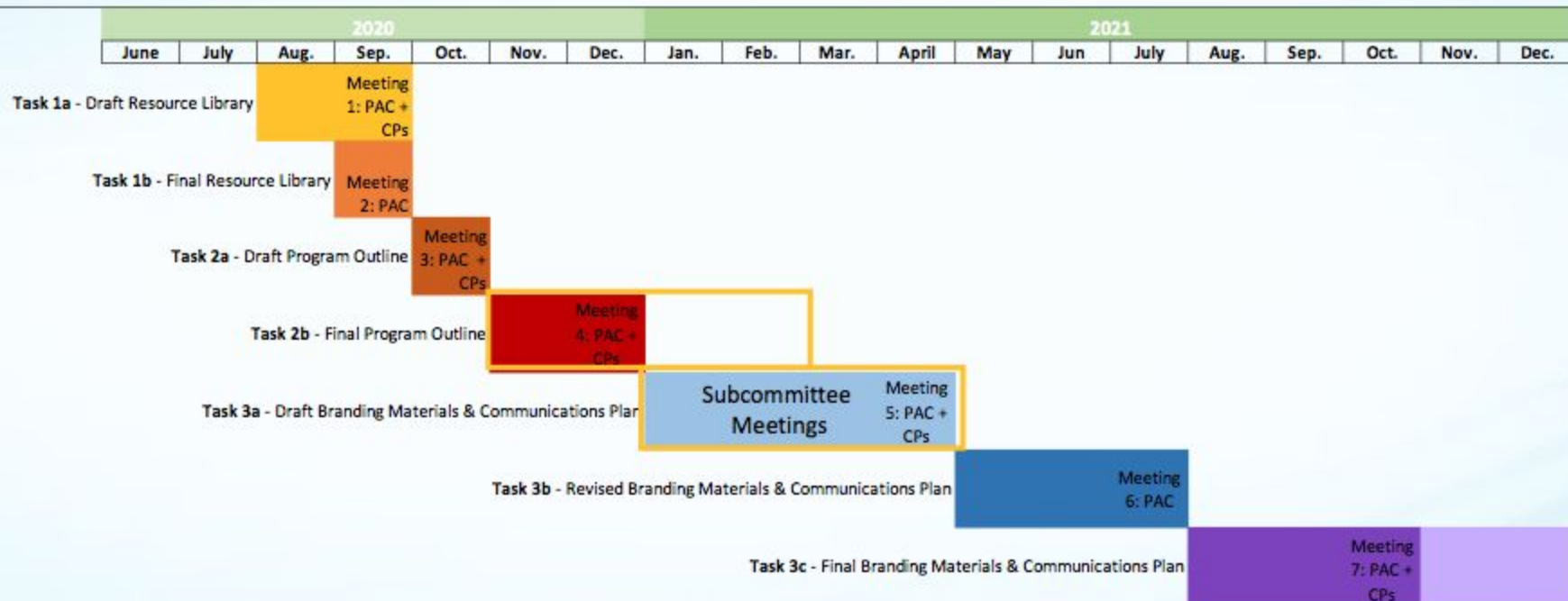


Process



Timeline

TASKS



WHO: LOCAL WATERSHED ORGS & CD's
inform & incentivize RURAL & URBAN
RIPARIAN LANDOWNERS

WHY: STREAM HEALTH & RESILIENCY
DEPENDS ON FORESTED
RIPARIAN BUFFERS

GAP in REGULATION &
RESOURCES for small
private parcels

**Q: WHAT IS
STREAM WISE?**

ecological benefit
ideal conditions
complexity

inclusivity
buy-in
simplicity

HOW:

1. OUTREACH
2. SITE ASSESSMENT
3. FOLLOW UP
4. AWARD / CERT.

GOAL: STREAM COMMUNITY
ENGAGEMENT
& ACTION!
PROTECT &
ENHANCE BUFFERS!

AWARD CRITERIA
↓
ASSESSMENT PROTOCOL
↓
MESSAGING

STREAM WISE

AWARENESS CAMPAIGN

→ TOOLKIT ←

↓
LOCAL WATERSHED ORG
OR CONSERVATION DIST.

SPREAD THE MESSAGE!

SOCIAL MEDIA
FRONT PORCH FORUM
NEWSLETTERS
EVENTS/MEETINGS
PRESENTATIONS

↓
SITE ASSESSMENT

* EVALUATION

* KEY MESSAGES/
TALKING POINTS

* FOLLOW UP: GOOD!
NEEDS WORK...

STREAM
WISE
AWARD

or CERT. of
PARTICIPATION

SW TO DO:

1. BMPs
2. Technical assistance & local restoration resources

Assessment Protocol – Overview of Steps

The following Assessment Protocol **properties on streams and rivers** is based on research conducted on riparian buffering programs, regulations, and guidelines for Vermont, New York, and Quebec under a grant sponsored by the Lake Champlain Basin Program. Development of this program came about due to a gap between regulations and resources for small privately held land parcels.

The goal of the Stream Wise Program is to involve local watershed organizations and conservation districts to inform and incentivize rural and urban riparian private landowners how riparian buffers can promote stream health and resiliency. This is accomplished through outreach, site assessment, and **providing a Stream Wise Award or recommendations to become Stream Wise** with the goal of engaging various communities to protect their stream banks. This program is non-regulatory and completely voluntary.

The Assessment and subsequent Award Protocol are as follows:

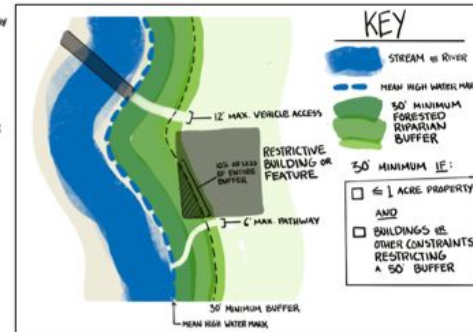
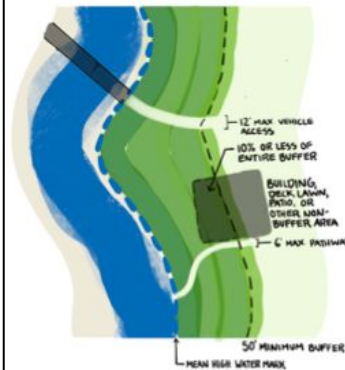
1. Desktop Assessment
2. Field Visit: **Property** Assessment & Key Message Communication
3. **Report** Certificate & Award Status
4. Communicate Next Steps & Technical Assistance **Resources**
5. Follow Up on Next Steps Once Completed & **Reassessment**



BUFFER WIDTH

PHYSICAL CHARACTERISTICS

- ☐ 50' (15m) minimum *OR*
- ☐ 30' (10m) minimum if conditions met (property is 1 acre or less *and* has existing infrastructure that prevents a 50' buffer)
 - ☐ Maximum 10% of buffer developed or cleared, impervious and pervious (not in streamside zone, not including access points)
 - ☐ 6' (2m) wide foot path or stairs (pervious)
 - ☐ 12' (4m) wide vehicle path (minimal hydrologic connection)



MANAGEMENT REQUIREMENTS

- ☐ A maximum of 10% of the buffer can be in existing development, including lawn, existing structures, decks, patios, either pervious or impervious with proper capture, spreading, and infiltration of any surface runoff. THIS CANNOT BE WITHIN 15' OF MEAN HIGH WATER MARK [STREAMSIDE ZONE]
- ☐ Access points are pervious where possible, infiltrating runoff (e.g., infiltration steps), and/or all runoff is diverted, spread out, and infiltrated (e.g., path crosses contours using switchbacks, waterbars, turnouts, etc.)

☐ MEETS

☐ PARTIALLY MEETS

☐ DOES NOT MEET

2. Field Visit – Key Messages



• Let it Be

- Embrace the 'messiness' of natural vegetation
- Dead trees and woody debris, plant material, and diversity of layers and species provides critical habitat and water quality benefits
- Minimize your impact



• Let it Grow

- Widen the buffer
- Stop mowing! Nature Knows Best
- The wider the buffer, the stronger the streambank and the more surface area to protect water quality and streambank erosion



• Slow it, spread it, sink it

- Minimize upland water runoff and convert to sheet flow
- Collect: rain barrels from roof gutter
- Slow Down: thick herbaceous (meadow) filter strip
- Spread out: rain garden, infiltration basin
- Soak in: infiltration trench, vegetated swale, rain garden

• Buffers benefit everyone

- Flood resiliency protects you, your family, your property, and your neighbor
- Vital habitat protects fish and wildlife corridors along the shore

• Buffers are beautiful

- Frame your view with trees
- Enjoy diverse native plants' flowers, foliage, berries, and bark throughout the seasons
- Attract more birds and other beneficial species like butterflies and bees

