



Participating landowner evaluation results
2017-2020

Natural Edge evaluation process

The Natural Edge program empowers waterfront property owners and grassroots community groups to re-naturalize and restore their shoreline or agricultural buffer using native trees, shrubs, and wildflowers.

Property owners fill in a pre-site visit evaluation survey before planting takes place on their property. Everyone who receives a site visit is encouraged to fill in a pre-site visit survey as this provides Natural Edge staff with vital information about current issues and concerns shoreline property owners are facing. Post-site visit evaluation surveys are only filled in by property owners that re-naturalize their property using the Natural Edge program.

Sample size

This report reflects a sample size of 150 Natural Edge participants out of 250 completed site visits that took place across Ontario between 2017 and 2020.



95%

of participants are
concerned about the
health of their shoreline

98%

of participants value fish
and wildlife, and the
habitat that protects them

Evaluation survey results

Reasons for Participating

1. Shoreline & habitat restoration - 37%
2. Erosion - 26%
3. Bank stabilization - 15%
4. Water quality - 9%
5. Flood mitigation - 7%
6. Run-off mitigation - 3%
7. Aesthetic - 2%



24% of landowners said they valued the aesthetics of their landscape more than having a natural shoreline. **This is why the Natural Edge program is critical - we understand that people value the health of their shoreline *and* landscaping.** Landowners walk their shoreline with our staff and we design a natural landscape plan **together**. Landowners pick native plants based on their personal aesthetic, height, and location preferences.



Barriers to Action

1. 58% of landowners said they are not confident in knowing what to plant on their shoreline.
2. 98% of landowners said the guidance and education from the Natural Edge was critical to their participation in shoreline naturalization.
3. 73% of landowners said they could not physically carry out the work themselves.
4. 95% of landowners said funding support from the Natural Edge program was critical to their participation.

The impact of the Natural Edge

87%

of participants were very satisfied or satisfied with the Natural Edge program

90%

of participants would recommend the Natural Edge program to others

Of the participants that participated in the Natural Edge Program, 77% told us that they would speak to their peers about the importance of having a natural shoreline.

Before



After



What People Had to Say

"Being provided with native plant species that help stabilize the bank and stop erosion was fantastic and time-saving. I highly recommend this program."

"The Natural Edge Program is simply wonderful. They look at your shoreline and design a plan for planting native trees and shrubs to help stabilize the soil, prevent erosion, improve fish and wildlife habitat, and improve water quality."

"A wonderful program that will help the future."



Rob re-naturalized his property with 64 native plants.



Doreen re-naturalized her property with 244 native plants.

"I feel good knowing that I have contributed a little bit to improving the health of my lake and the wildlife that live in and beside it."

"This is a fantastic program! It provides all of the necessary detail and connections to make shoreline naturalization attractive for landowners."

"It was great to talk about my concerns for our shoreline and returning it to a natural edge. My challenge will be convincing my cottage partners to consider a return to a natural edge!"