



Participating landowner evaluation results
2017-2022

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 246 Natural Edge evaluation surveys completed across Canada between 2017 and 2022.



98%

of participants are
concerned about the
health of their shoreline

99%

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

Evaluation survey results

Reasons for Participating

1. Shoreline & habitat restoration - 29%
2. Erosion - 23%
3. Bank stabilization - 22%
4. Water quality - 12%
5. Flood mitigation - 7%
6. Run-off mitigation - 5%
7. Aesthetic - 1%



49% 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. 84.5% 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. 69% of landowners said they could not physically carry out the work themselves.
4. 91% of landowners said funding support from the Natural Edge program was critical to their participation.

The impact of the Natural Edge

95%

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

95%

of participants would
recommend the Natural Edge
program to others

Of the participants that participated in the Natural Edge Program, 90% told us that they would speak to their peers about the importance of having a natural shoreline.

Before



After



What People Had to Say

"The Natural Edge Program provided not only the means of ensuring a strong and stable shoreline plus protection of its inhabitants, it also reinforced the need to conserve and protect what we have so it will continue to be here for the enjoyment of generations to come. We have now become custodians of our shoreline not just property owners."

"The Natural Edge Program helped us get started with establishing a garden that will help with erosion issues. We are thankful that we were able to utilize the help."



"The Natural Edge Program is truly amazing! They bring together education about how and what to plant with a very detailed planting plan. I am looking forward to seeing the plants grow."

"I was surprised that the shoreline restoration project was so easy to access. The staff were very knowledgeable and available for questions and conversations. The aesthetic was considered when choosing plants. I am so happy to have participated in this program. I will strongly recommend it."