



Photo: Love Your Lake Program

Bridging Beauty and Conservation

Waterfront Property Owners' Perspectives on Riparian Zones

OVERVIEW OF THE LOVE YOUR LAKE PROGRAM AND THE VALUES SURVEY

- Love Your Lake (LYL) is a shoreline assessment program that was founded in 2013 by Watersheds Canada and the Canadian Wildlife Federation (CWF).
- A values survey was administered by LYL to explore how understanding relational values may support the program's objective of promoting shoreline stewardship among waterfront property owners. An academic study was conducted to analyze the survey results.

STUDY CONCLUSIONS

- The majority of participants in the study demonstrated preservationist values, which means that they place value on lower human interference with natural processes and preserving nature.
- With more data, relational values can help identify trends of values and the environment.
- Understanding values is a useful tool for lake associations and stewardship groups.



Graphic: Acacia Frempong-Manso

RECOMMENDATIONS FOR MANAGEMENT

- We need to identify which communication tools are most effective and allow for different strategies based on different situations. This should include focusing on what values are most important to individuals.
- Education is critical and communication should focus on values that resonate with different users.

ADDITIONAL RESOURCES

- Read Acacia Frempong-Manso's thesis, '[Waterfront Property Owner Perceptions and Perspectives on Riparian Zone Aesthetics and Shoreline Management Interventions: Insights for Outreach and Behaviour Change](#)', as well as other [academic journal articles](#) about stewardship and values.
- Learn more about the [Love Your Lake Program](#)! Fill in the [LYL values survey](#), and [nominate your lake](#) to participate in the program or [download your property report](#) if your lake has already been assessed.
- Interested in naturalizing your shoreline? Learn about [The Natural Edge](#) shoreline naturalization program and explore the free, Canada-wide [Native Plant Database](#).
- Discover more resources for waterfront property owners, such as the [Shoreline Habitat Creation Manual](#) and the '[Life in the Weeds](#)' Freshwater Stewardship Community webinar.

Join the free Freshwater Stewardship Community!
watersheds.ca/freshwater-stewardship

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