

## **Shoreline Management Plan Update – progress to January 11, 2016**

**To:** Steering Committee  
Shoreline Management Plan Update  
Ausable Bayfield Conservation Authority  
January 11, 2016

### **Technical Update**

Our consultants have been working on a methodology to be relied upon to estimate the Average Annual Recession Rate (AARR). The AARR is an estimation of how far inland the lake bank is moving - on an average annual basis. It is determined by comparing a past known location of the lake bank to a more recent location.

For the plan's update, the consultants are relying on aerial photography undertaken by the province in 1973. This photography will be compared to photography from 2007. These sets of aerial photographs are very detailed and represent a reasonable time span - 34 years.

In order to compare the locations of the top of the bank in both 1973 and 2007, all of the aerial photographs must be adjusted, or rectified, so that they are the same scale and located in the same horizontal space. Given the rural nature of our watershed, there are few common features which can be relied on as control points for this purpose. While not considered ideal, Highway 21 and other well defined roads are being used as control points.

The consultant is nearing completion of the air photo rectification process.

Once the photos are rectified to within an acceptable margin of error, the consultant can begin work on identifying the location of the top of the lake bluff in both the 1973 and 2007 set of air photos. From that the horizontal change in the lake bank can be established over the 34 years spanning 1973 and 2007, and then ultimately the AARR calculated.

A more detailed update will be provided at the upcoming Steering Committee meeting.

### **Summary of Public Outreach to Date**

The following is a summary of some of the public and stakeholder education and outreach, and public participation, which has taken place to date.

#### **Electronic Newsletter**

- There are 33 subscribers to date to the electronic newsletter.
- The first issue of the electronic newsletter was sent out on November 6, 2015 – this newsletter had 41 opens. (This is in addition to opens of the PDF version of the newsletter on the website.)

#### **Public Opinion Survey**

There have been 50 responses to this survey so far. The survey is open until February 1, 2016.

#### **Events**

Here are some of the events where there has been SMP information provided through meeting, presentation, or display:

- Steering Committee Meetings

- Perth Municipal Day – November 18, 2015
- Huron Manufacturers' Association Awards – November 19, 2015
- Huron County Water Protection Steering Committee – Upcoming – January 15, 2016

### **Media Monitoring**

There have been at least 16 appearances of the Shoreline Management Plan Update in external media. This includes an appearance on the Bluewater Shoreline Residents' Association (BSRA) website and other municipal and shoreline websites; as well as appearance in online publications such as *The Bayfield Breeze*; on radio stations and radio websites such as CKNX, myFM (Grand Bend and Exeter) and Bayshore Broadcasting (*The Beach*) stations; and in print media such as *Focus News Magazine* (Huron County) and these weekly newspapers: *The Exeter Times-Advocate*, *The Goderich Signal-Star*, and *The Lakeshore Advance* (Grand Bend and Zurich).

There were two (2) news releases issued on October 21, 2015 and November 5, 2015. SMP Update news items have also been shared in Ausable Bayfield Conservation newsletter, website, and social media posts (Facebook; Twitter).

### **Advertising and Social Media**

From November 6 to November 9, 2015, a Facebook ad was run (\$30 USD) – targeted to shoreline communities (20 km radius around Bayfield; 20 km radius around Grand Bend) promoting the electronic newsletter. This resulted in 89 link clicks, 11 Facebook 'likes,' and five 'shares.' The ad 'reached' 2,863 people.

### **Website**

The Shoreline Management Plan web page has received more than 400 unique page views since the beginning of 2015.

On an average day this page received five or fewer sessions each day from the beginning of the year 2015 until August 17, 2015 when traffic began to increase. December 10, 2015 saw the page's peak performance with 26 page views that day, followed by November 11 with 15 page views.

The web page is promoted on the home page with a photo and title in box.

Twenty-nine people have gone to the Frequently Asked Questions FAQ download page.