





# FINAL REPORT

**NEIWPCC Job Code:** 0364-004-001

Project Code: LS-2023-023

**Contractor:** Ausable River Association

Prepared By: Carrianne Pershyn and Liz Metzger

**Project Period:** 04/05/2023 to 12/10/2023

**Date Submitted:** December 4, 2023

**Date Approved:** December 13, 2023

# STREAM WISE 2023 SEASON IN THE AUSABLE RIVER WATERSHED

#### CONTACT INFORMATION

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This is a U.S. Environmental Protection Agency funded project.

This project was funded by an agreement awarded by the U.S. Environmental Protection Agency to NEIWPCC in partnership with the Lake Champlain Basin Program

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## **EXECUTIVE SUMMARY**

LCBP funded the development of a Stream Wise Award Program in the Lake Champlain Basin, modeled after the Lake Wise Award Program in Vermont, to educate and incentivize communities to engage in riparian stewardship activities with a consistent marketing message and brand. The award program was developed in 2020-2021 with Federal, state, and provincial input (governmental and non-governmental non-profit organizations), incorporated practices from existing programs, and was specifically tailored to respond to the needs and capacities of local watershed organizations to the greatest extent possible.

The Ausable River Association (AsRA) participated in the 2023 Stream Wise partnership with the Stream Wise Project Team and other Stream Wise partners using Stream Wise program material in accordance with the Stream Wise Assessment Protocol. In the Ausable River watershed, human communities and much of the development is focused along the river and its tributaries. In many cases, the river's buffer and floodplain zone has been neglected or broken up by development. This development looks different across the watershed. Sometimes it is in the form of roads and buildings built along the river; other times it is a lawn that is mowed up to the river's edge or trees that are cut to provide a view. Inadvertently, these communities have caused harm to the river they love by disrupting the river's buffer. Because much of the river corridor is on private property, it is important to reach out to landowners to conserve and rebuild this riparian buffer throughout the Ausable River watershed. Stream Wise provided a way for the Ausable River association to connect landowners with the resources they need to do this.

After advertising Stream Wise through e-newsletters and social media, several stream side landowners within the Ausable Basin reached out with their interest in the program and in learning about management of their buffers. The Ausable River Association aimed to complete eight to twelve assessments in 2023. We received 13 signups and were able to complete all 13 assessments in the 2023 season. Seven of the properties met with Stream Wise criteria and the landowners were awarded a Stream Wise Award for the work they are doing to preserve and conserve their buffer and protect their local waterbodies. For those that didn't meet the criteria this year, AsRA provided information about best management practices for riparian buffers and gave specific recommendations to how each individual landowner could improve their buffer.

The program has met with overall success in the Ausable River Basin, and several landowners have expressed interest in participating in the program next year. Thanks to the outreach provided by this grant and program as well as other riparian related work in recent years, Ausable River Association has become a well-recognized resource for riparian restoration in New York.

# STREAM WISE 2023 SEASON IN THE AUSABLE RIVER WATERSHED

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## 1. PROJECT SYNOPSIS

LCBP funded the development of a Stream Wise Award Program in the Lake Champlain Basin, modeled after the Lake Wise Award Program in Vermont, to educate and incentivize communities to engage in riparian stewardship activities with a consistent marketing message and brand. The award program was developed in 2020-2021 with Federal, state, and provincial input (governmental and non-governmental non-profit organizations), incorporated practices from existing programs, and was specifically tailored to respond to the needs and capacities of local watershed organizations to the greatest extent possible. The Ausable River Association acted as the host organization for Stream Wise pilot year in New York in 2022. They saw great interest in the program by streamside landowners within the Ausable River watershed and were able to complete 10 Stream Wise assessments in the pilot year of the program. Seven of the properties assessed met the Stream Wise criteria and were given the award.

The Ausable River Association participated in the 2023 Stream Wise season in the Ausable River watershed in partnership with the Stream Wise Project Team and other Stream Wise host organizations using Stream Wise program material in accordance with the Stream Wise Assessment Protocol. In the Ausable River watershed, human communities and much of the development is focused along the river and its tributaries. In many cases, the river's buffer and floodplain zone has been neglected or broken up by development. This development looks different across the watershed. Sometimes it is in the form of roads and buildings built along the river; other times it is a lawn that is mowed up to the river's edge or trees that are cut to provide a view. Inadvertently, these communities have caused harm to the river they love by disrupting the river's buffer. But this is something that can be improved over time. Because much of the river corridor is on private property, it is important to reach out to landowners to conserve and rebuild this riparian buffer throughout the Ausable River watershed. Stream Wise provided a way for the Ausable River Association to connect landowners with the information they need to do this.

## 2. TASKS COMPLETED

**Task 1. Attend Stream Wise Outreach Materials/Content sign-up meeting.** Staff participating in Stream Wise attended the Stream Wise Outreach Materials/Content sign-up meeting in February 2023. During the meeting, partners participated in group discussions about outreach material needs and updates for 2023 and submitted a supplies ordering list to LCBP.

Task 2. Develop QAPP and attend three Stream Wise training sessions. We described quality assurance procedures to maintain Stream Wise Assessment performance. We complied with the Stream Wise Award Program Generic QAPP. Staff watched the Stream Wise Introductory Webinar (0.5 hrs) attended one marketing campaign training session (virtual – 2 hrs), one desktop assessment training session (virtual – 2 hrs), and one field assessment training (in-person – 3 hrs) hosted by LCBP and the Stream Wise Project Team in the Spring/early Summer of 2023.

**Task 3. Conduct Stream Wise Marketing Campaign.** Following the guidance provided within the Stream Wise Program Materials and in collaboration with all Stream Wise partners, staff created and distributed 6 social media posts, 3 blogs, 4 email blasts, and distributed a mix of 150-200 printed posters and postcards/rack cards to *spread the word* and provide *outreach* to engage with stream and river property owners to participate in Stream Wise within the Ausable River watershed between July and November 2023.

**Task 4. Conduct Stream Wise Desktop and Field Visit Assessments, phase I.** Following Steps 1-5 in the Phase 1 Stream Wise Assessment Protocol, staff conducted 7 Stream Wise Desktop and Field Visit Assessments in the Ausable River watershed between June - August 2023.



A landowner that received a Stream Wise award (right) for her intact stream buffer (left).

**Task 5. Conduct Stream Wise Desktop and Field Visit Assessments, phase II.**Following Steps 1-5 in the Phase 1 Stream Wise Assessment Protocol, staff conducted 5 Stream Wise Desktop and Field Visit Assessments in the Ausable River watershed between September - October 2023.



Property assessed that received a Stream Wise Award.

Task 6. Participate in end-of-season meeting and survey to record and discuss program feedback. Staff recorded program successes and areas for improvement throughout Spring – October 2023 and shared feedback via an end-of-season meeting and survey on November 13, 2023 in Vermont.

**Task 7. Reporting.** Quarterly reports were submitted throughout the grant contract period and filed with LCBP project officer (Lauren Jenness) within 10 days of the last day of each calendar year quarter or December 31, March 31, June 30, and September 30. A draft final report was prepared and submitted that compiled a project summary and all grant deliverables including plans, maps, data, articles, photographs, project metrics, etc. by December 10, 2023.

# 3. METHODOLOGY

After a landowner expressed their interest in participating in Stream Wise, we completed the desktop assessment for the property looking at buffer width and area, parcel size, and land classifications (wetland, floodplain, soil type). Training was provided by the Stream Wise project team for the desktop assessment. After completion of the desktop assessment, we set up a site visit. At the site visit, we talked with the landowner gaining background information on the management of the property and then had the landowner give a tour of the buffer. We circled back to the buffer for our field assessment, verifying buffer width and pervious development, checking access paths and drainage, and identifying vegetation within the buffer. We followed the <u>Assessment Protocol and Evaluation Criteria</u> and training provided by the Stream Wise Project Team.

## 4. QUALITY ASSURANCE TASKS COMPLETED

Our Stream Wise Assessment work complied with the Stream Wise Award Program Generic QAPP prepared by LCBP and approved by NEIWPCC and the U.S. Environmental Protection Agency. The signed cover page of the QAPP as well as the Training Documentation Form (Appendix B of the QAPP) are included in this final report as appendices. A summary of results from the Stream Wise assessments is included in the Executive Summary and Project Synopsis sections and the Stream Wise Assessment App records have been downloaded and attached to this final report as appendices.

## 5. Deliverables Completed

The Ausable River Association staff attended the outreach meeting (task 1), developed and worked toward an approved QAPP and attended three training sessions (task 2, appendix V). For the marketing campaign, our staff used the Ausable River Association weekly enewsletter (~1800 subscribers) in combination with a local e-news, Jay Community News (2,000+ subscribers), to promote Stream Wise and to reach landowners with interest in participating. We posted twice on our e-newsletter and three times on the Jay Community News (see appendix I). We did six social media posts to provide outreach on the project (see appendix II), and distributed the Stream Wise Rack Cards and printed posters around the Ausable and Boquet watersheds throughout this period (see appendix III). We also created a Stream Wise website landing page on ausableriver.org and posted four blogs related to Stream Wise and invasive species (see appendix IV). Together our print, digital,

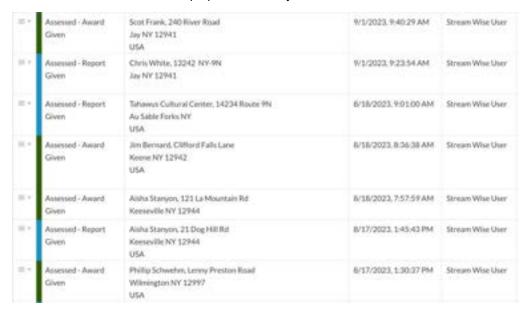
and in person outreach at farmers markets led to over 500 people or more receiving the outreach and engagement to participate in Stream Wise within the Ausable River watershed between July and November 2023 (Task 3). AsRA had 6 landowners (7 properties) that participated in Stream Wise in July to August 2023 (Task 4).

6 Landowners Participated in Stream Wise in the Ausable Basin in August.

- Aisha Stanyon (2 properties)
- The Tahawus Cultural Center
- o Phillip Schwehm
- o Jim Bernard (Lacy Family Trust)
- Scot Frank
- o Chris White

#### 7 Entries of Stream Wise Assessments into Fulcrum

- 4 properties became Stream Wise certified.
- o 3 properties did not yet meet all criteria.



An additional 5 properties were assessed in September and October (Task 5). For each landowner, a desktop assessment and an initial field assessment were performed, and a report was produced for the landowner.

6 Landowners Participated in Stream Wise in the Ausable Basin in September.

- Bob Grey
- Dan and Betsy Senkowski
- o Zac Edwards and Emma Dosch
- Cathy Dawson
- Natalie Holmes
- Gregory Fetters

#### 6 Entries of Stream Wise Assessments into Fulcrum

- 3 properties became Stream Wise certified.
- 3 properties did not yet meet all criteria.

81	Assessed - Report Given	Gregory Fetters, 139 Straight Road Jay NY 12941 USA	10/27/2023,3:05:13 PM
16.4	Assessed - Report Given	Natalie Holmes, 532 Glen Road Juy NY 12941 United States	10/27/2023,2:57:14PM
R+	Assessed - Award Given	Cathy Dawson, 28 Bruce Hare Way Wilmington NY 12997 USA	10/27/2023, 2:54:25 PM
п•	Assessed - Award Given	Zac Edwards & Emma Dosch, 11597 Route 9N Keene NY 12936 USA	10/27/2023, 2-48:10 PM
=+	Assessed - Report Given	Dan and Betsy Senkowski, 13 Hemlock Way Unit 11 Lake Placid NY 12946	10/27/2023, 2:26:55 PM
H×.	Assessed - Award Given	Bob Grey, 97 Grouse Creek Way Lake Placid NY 12946 USA	10/24/2023, 2:55:34 PM

On November 13, three staff attended the end of season meeting and recorded and shared feedback on program material (Task 6). We provided quarterly reports in Q2 and Q3 2023, and this is our final project report (Task 7).

## 6. CONCLUSIONS

In 2022, the pilot year of this project, we successfully introduced Stream Wise to the Lake Champlain Basin, specifically the Ausable River watershed. We saw a great deal of interest in Stream Wise by stream side landowners. Many people in the watershed love the river and its tributaries and want to protect it though they don't always have the resources to do so. Stream Wise allowed us to provide the information landowners needed about best management of riparian buffers. This interest continued into the 2023 season. Once again, the landowners valued the in-person assessment, and our ability to talk to the landowners and teach them the role that riparian buffers play in the health of streams and rivers, the important habitat they provide for many wildlife species, their role in floodwater storage and water filtration, and the threat of invasive species to the integrity of buffers and how they can manage them. And again, the landowners greatly appreciated the personalized property reports that we provided after the assessments were complete.

Seven of the thirteen assessments this year met the Stream Wise criteria and were awarded Stream Wise awards. That is a total of fourteen Stream Wise certified properties in our watershed from 2022 to 2023. Even when a landowners received an award, there was still plenty of space for us to provide information about continued good management of the buffer. Much of this involved information about the identification and management of invasive species, including those already present on the property and species that have the potential to move in and alter the buffer in the future including hemlock woolly adelgid and emerald ash borer. Those that didn't meet the criteria for a Stream Wise award were happy to hear our recommendations for improving their buffer. We made sure to always emphasize that while they may not meet Stream Wise criteria, they can still take steps to become better stream steward. For instance, one property owner had two separate (non-adjacent) parcels assessed. She won the award on one of them but did not win at the property where her house is due to an overwhelming amount of invasive species. Until we came, she was not

aware that her understory was filled with buckthorn, barberry, and honeysuckle. After showing her how to identify each species, she immediately went to work the next day to remove these plants and plans to re-plant with native shrubs and young trees. This was one of our biggest success stories of the year.

This program helped us to create relationships with landowners within the Ausable River Association and beyond. While we were prepared to assess properties beyond our watershed this year, all of our signups occurred within the Ausable River watershed. We hope to assist and add interest from landowners in the neighboring Boquet and Salmon River watersheds in 2024. As word spread of Stream Wise throughout the season, AsRA was recognized one of the New York host organizations for the program in our region by both communities and other organizations. This recognition can only help further spread the word about Stream Wise and encourage landowners to sign up for an assessment next year.

## 7. APPENDICES

- I. 2023 Email blasts and Jay Community News Articles
- II. 2023 Social Media Posts
- III. 2023 AsRA Streamwise printed poster and rack card
- IV. 2023 Blog posts on ausableriver.org
- V. QAPP cover page and training documentation form

#### **Photos:**

A select number of photos have been filed with the grant as deliverables.

# Appendix I: 2023 Email blasts and Jay Community News Articles

We included Stream Wise in two Voice of the River emails, AsRA's weekly emails, and two posts in Jay Community News.

#### Voice of the River



having your buffer assessed, click the link below.

Learn more about Stream Weet



#### BIODIVERSE HABITATS

## Do You Have a Big Buffer?

We are seeking more stream or river side landowners to see if their vegetated buffer zone has what it takes to earn a Stream Wise Award. Sign up to have our science staff visit your property to measure buffer width, inventory your native trees and shrubs, and take an in-depth look at all of the layers of forest and streamside habitat. If your buffer has what it takes, you'll receive a Stream Wise Award.

Sign me up for a Streem Wise assessment

# Jay Community News



#### ARE YOU STREAM WISE?

Do you have a stream or river on your property? Do you know if your streamside buffer is healthy? The Lake Champlain Basin Program's Stream Wise initiative recognizes landowners with healthy, robust streamside buffers across the Lake

Champlain Basin. The Ausable River Association is one of the Stream Wise partners in New York. As a community partner, we work directly with landowners of the Ausable and Boquet watersheds to assess their buffer, provide management recommendations, and, if all criteria are met, give the Stream Wise Award.

If you'd like more information about Stream Wise or are interested in having your buffer assessed, visit HERE or email. Itswausableriver.org.



#### WE LIKE BIG BUFFERS AND WE CANNOT LIE!



Do you live on a stream or river? We'd love to stop by and check

out your stream side buffer! The Ausable River Association is participating in the second year of the Lake Champiain Basin Program's Stream Wise initiative. This initiative aims to connect community partners (like us) with streamside landowners to assess stream side buffers and offer recommendations on how to improve the health and functionality of the buffer. For those that aiready have a healthy, native robust buffer meeting all Stream Wise Criteria, we will present a Stream Wise Award signifying your efforts in keeping our waterways clean and healthy.

We are looking for stream side landowners across the Ausable and Boquet watersheds to participate in this program. If you're interested in this free assessment, please email. Unwausableriver.org.

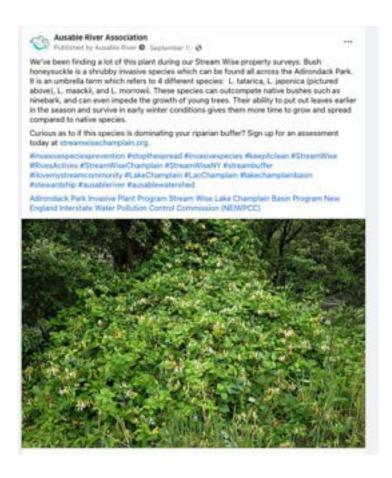


# Appendix II: 2023 Social Media Posts









USABLE

# Appendix III: 2023 Stream wise printed poster and rack card



**500 landowners engaged:** We sent out 2 emails to AsRA's subscribers reaching about 1400 people. Information about Stream Wise was included in a local e-newsletter, Jay Community News 2 times reaching many of the residents in the Town of Jay and neighboring towns. Staff provided materials and information about Stream Wise at events AsRA tabled at throughout the season. We also added a <u>Stream Wise page</u> to AsRA's website.

# Appendix IV: 2023 Blog posts on ausableriver.org

AsRA shares blogs on our website as well as in the Voice of the River emails. These blogs were shared in the email and can be found on the website. They are linked below.



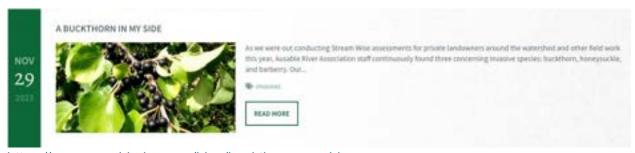
https://www.ausableriver.org/blog/japanese-barberry-and-bush-honeysuckles-invasive-threats-adirondack-biodiversity



# https://www.ausableriver.org/blog/what-buffer-diy-stream-stewardship

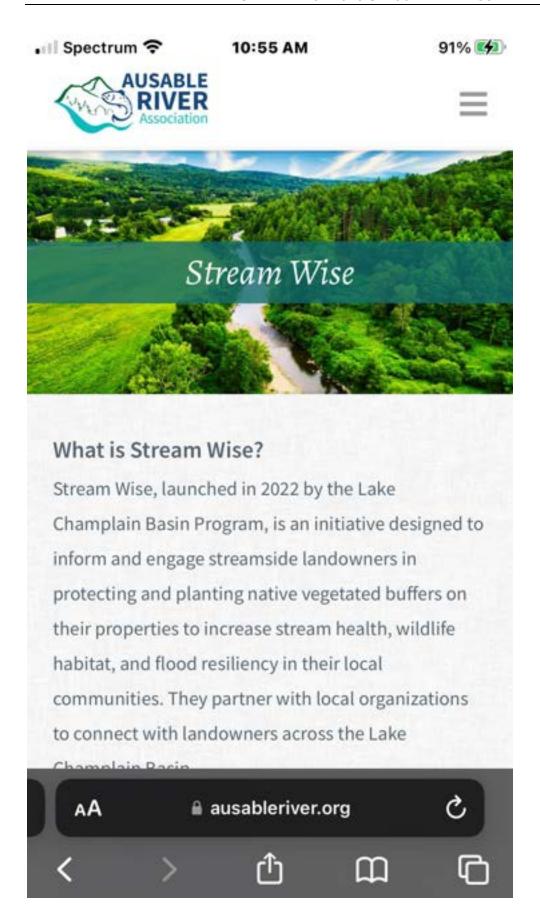


https://www.ausableriver.org/blog/japanese-barberry-and-bush-honeysuckles-link-ticks-and-best-management-practices



https://www.ausableriver.org/blog/buckthorn-my-side

Stream Wise website on AusableRiver.org



# Appendix V: QAPP cover page and training documentation form

Stream Wise Generic QAPP, Version 1 4/27/2023 JCC: 0364-004-001

#### Stream Wise Award Programs in the Lake Champlain Basin: Quality Assurance Project Plan

#### STREAM WISE AWARD PROGRAM INFORMATION

Grant title: Stream Wise 2023 Season in the Ausable River Watershed

Project code: LS-2023-23 Job Cost Code: 0364-004-001

Organization name: Ausable River Association

Program Manager: Carrianne Pershyn, Biodiversity Manager, cpershyn@ausableriver.org

Program QA Officer: Liz Metzger, Research Associate, liz@ausableriver.org

Date submitted: 06/05/2023

Anticipated Stream Wise data collection start date: June 30, 2023 Anticipated Stream Wise data collection end date: September 30, 2023

Stream Wise assessment location(s): This project will take place in the Ausable River Watershed of the Lake Champlain Basin, on private land parcels along the East and West Branch Ausable River and its tributaries. This includes the towns of Keene, North Elba, Wilmington, Jay, and Au Sable Forks in Essex and Clinton counties, NY. The HUC-8 sub-watershed is the Ausable Basin (04150404). Dependent on interest from adjacent watersheds, we will also include properties in the Boquet River (04150408) and Saranac River (04150406) watersheds.

Number of staff trained in assessment protocol: 3 staff Hours of staff time dedicated to assessments: 112 hours

Problem Definition/Background: In the Ausable River watershed, human communities and much of the development is focused along the river and its tributaries. In many cases, the river's buffer and floodplain zone has been neglected or broken up by development. This development looks different across the watershed, some in the form of roads and buildings built along the river; or a lawn mowed to the river's edge. Inadvertently, these communities have caused harm to the river that they love by disrupting the river's buffer. This is something that can be improved over time. Because much of the river corridor is on private property, it is important that all landowners do their part. Stream Wise provides a way to reach and support these landowners by both acknowledging the work they have done and providing resources for best management practices going forward. APPROVALS

The Stream Wise Award Programs Generic Quality Assurance Project Plan – to which this page is an amendment – was first prepared by the LCBP in 2023 for use by LCBP/NEIWPCC-funded Stream Wise Award Programs. By signing this page, the Stream Wise Program Manager and QA Officer agree that they have read and will adhere to the requirements of this QAPP. If deviations from the plan are necessary, a memo explaining the changes must be reviewed and approved by the signees of the generic QAPP.

Carrianne Pershyn	06.05.2023
	Date
Carrianne Pershyn, Program Manager, Ausable River Association	Date
Lia Motager	06/05/2023
Liz Metzger, Program QA Officer, Attsable River Association	
	Date

Lauren Jenness, Project Officer and QA Manager, LCBP

Stream Wise Generic QAPP, Version 1 4/27/2023 JCC: 0364-004-001

#### Generic QAPP: Stream Wise Award Programs Version 1

EPA QA Tracking: #23082 NEIWPCC QAPP ID: Q23-007

#### Prepared by:

Lauren Jenness, Lake Champlain Basin Program

#### Prepared for:

Lake Champlain Basin Program 54 West Shore Road Grand Isle, VT 05458

The generic Quality Assurance Project Plan contained herein was prepared by the LCBP in 2023 for use by LCBP/NEIWPCC-funded Stream Wise Award Programs. All programs will adhere to its guidelines and provide specific project information to be amended as a cover page to this QAPP and reviewed by the LCBP Project Officer before approval. If deviations from the plan are necessary, a memo explaining the changes must be reviewed and approved by the undersigned.

Lauren Jennesa		4/27/2023	
Lauren Jenness. Project Officer and QA Ma	nager, LCBP	Date	
Enily Birdown		5/3/2023	
Emily Manager, NEIWPCC		Date	
126 Le	\$10,50, 0	5/4/23	
Bryan Dore, Project Officer, EPA		Date	
EMILY AMBELIOTIS	Digitally signed by EMILY AMBELIO Date: 2023.05.03 15:06:30 -04'00'		
Emily Ambeliotis Quality Assurance Review	ver EPA	Data	

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## Appendix B. Stream Wise Award Programs Generic QAPP

# **Training Documentation Form**

The Stream Wise Award Program Manager is required to fill out the Training Documentation Form, obtain the LCBP Project Officer and QA Manager signature, and submit this form with the LCBP/NEIWPCC final report.

All trainings are hosted by LCBP. Copies of all training material, including trainer names and affiliation, will be provided in the LCBP/NEIWPCC final reports.

Date of the Training	Training Name
5/4/2023	Welcome/Introduction to Stream Wise Training virtual (30min with Q&A)
5/18/2023	Local Outreach/Branding and Communications Training virtual (1hr with Q&A)
5/24/2023	Desktop Assessment and Atlas Training virtual (1 hr with Q&A)
6/7/2023	In-field Assessment Training in person (3 hrs) – Liz and Carrianne only
6/30/2023	In-field Assessment Training in person (3 hrs) -Krista and Matthew only

Stream Wise Award Program Community Partner Organization: Ausable River Association

Stream Wise Award Program Manager: Carrianne Pershyn

Names of staff who attended the training:

Liz Metzger

Carrianne Pershyn

Krista Kennedy

Matthew Rayaschiere, Colgate University Summer Intern (shadowing our programs for the summer)