



LOISS: TSC WORKSHOP 2013

Ecological Goods and Services (EG&S)



EG&S: Background and Data Gaps

- Demonstrated Value of Shoreline and Nearshore Areas;
- Identified key gaps:
 - Existing and future shoreline use;
 - Preferences and perceptions of various natural features;
 - Perception of existing and future environmental issues;
 - Attitudes towards lakeshore naturalization

LAKE ONTARIO SHORELINE: USES, ATTITUDES AND PERCEPTIONS OF RESTORATION OPTIONS



Objective: to gain better understanding of the shoreline users, their concerns and attitudes towards various natural features and restoration and management practices

EG&S 2010 – 2012: Study Area



EG&S 2010 – 2012: Survey Methodology



Door-to-door: 175
(33% response rate)

590



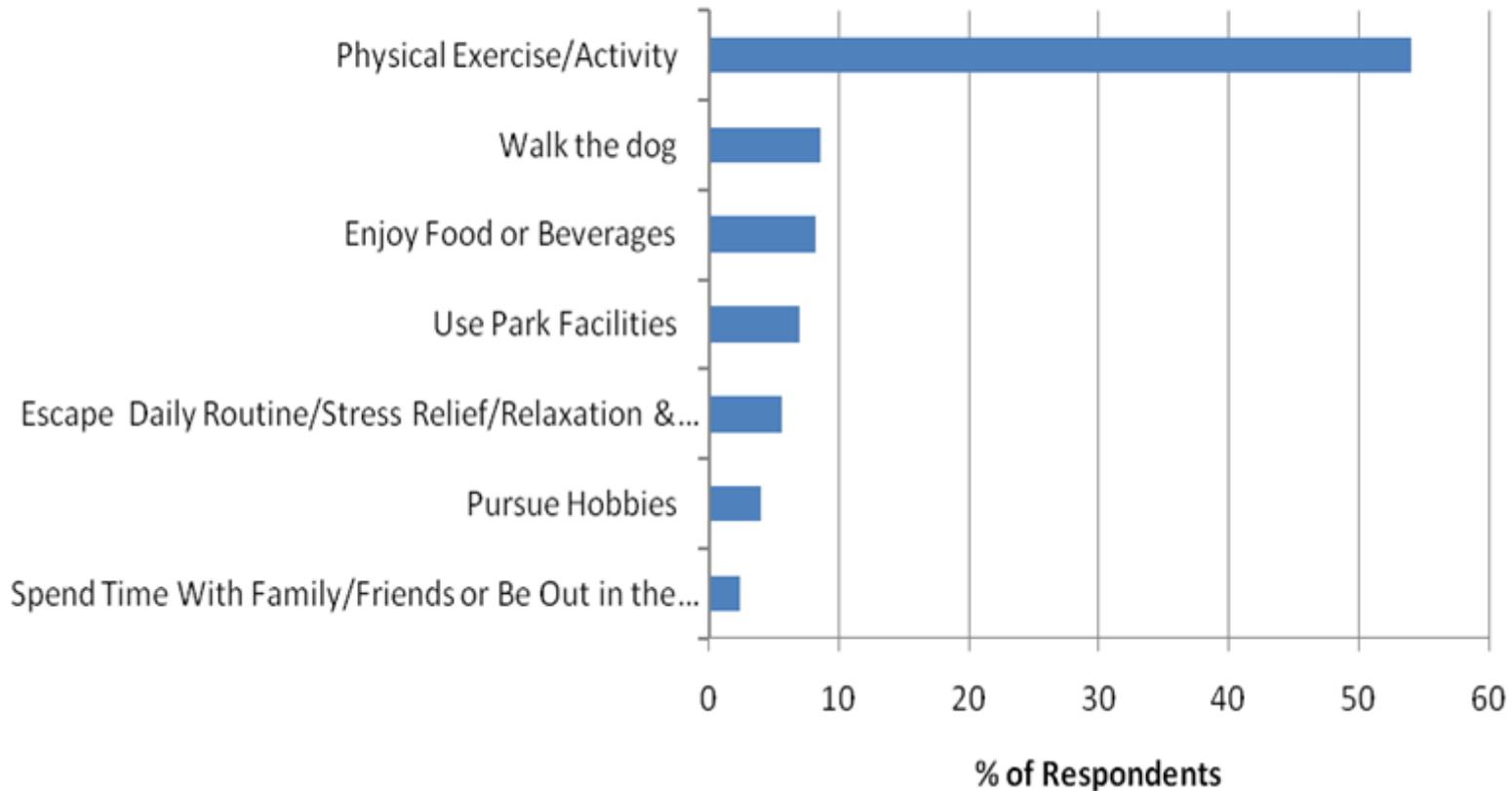
In parks: 305
(51% response rate)



Online: 110

EG&S 2010 – 2012: Reasons for Visiting

Reason for Visiting Shoreline Park



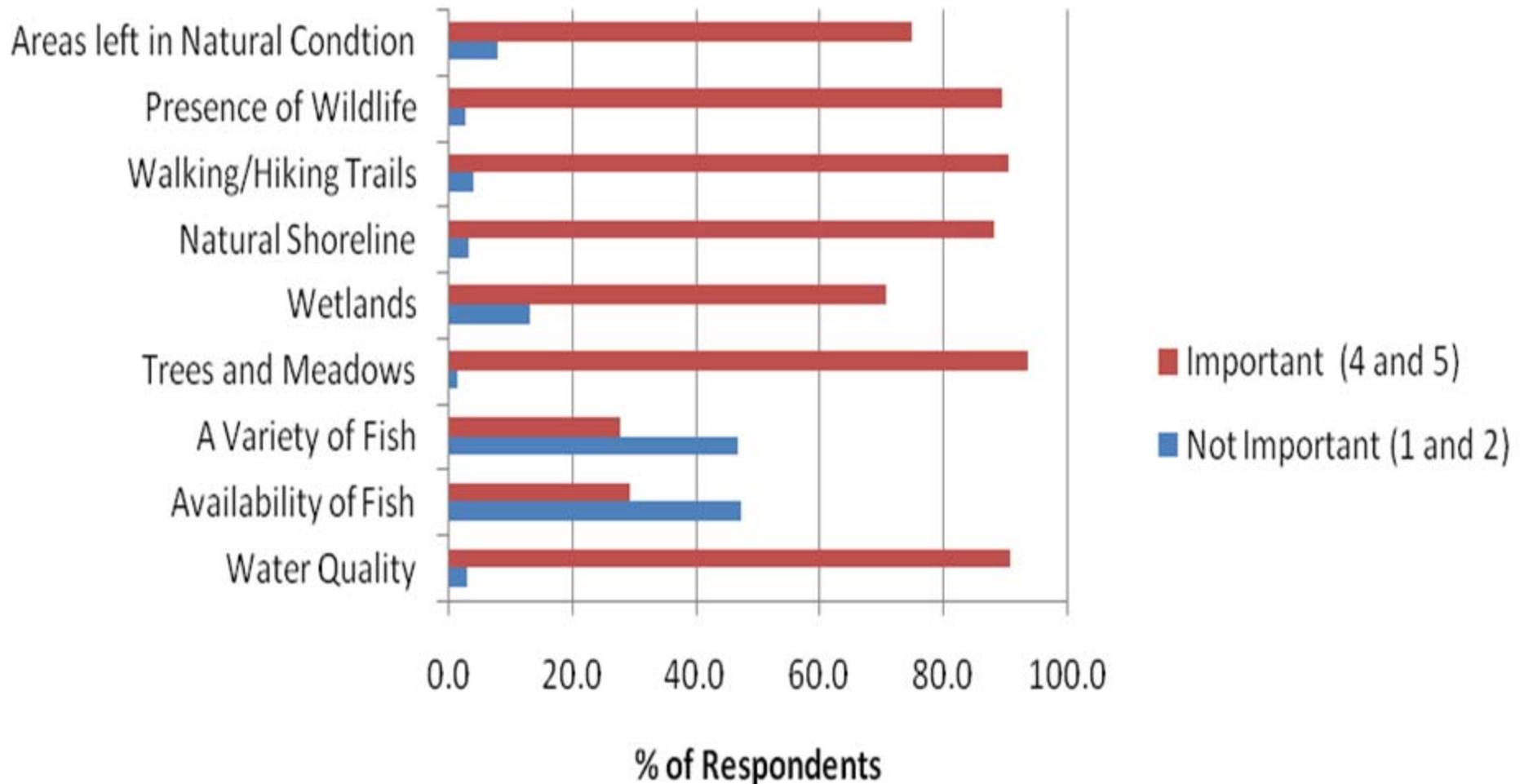
EG&S 2010 – 2012: Most Important Natural Elements

- **Lake and Water 21%**
- **Forests and Trees 19%**
- **Wildlife 16%**
- **Herbaceous Green Spaces 12%**

Wildlife Categories (% of total)	
Birds	50%
Wildlife in general	38%
Fish	6%
Mammals	4%
Reptiles & Amphibians	2%
Insects	1%

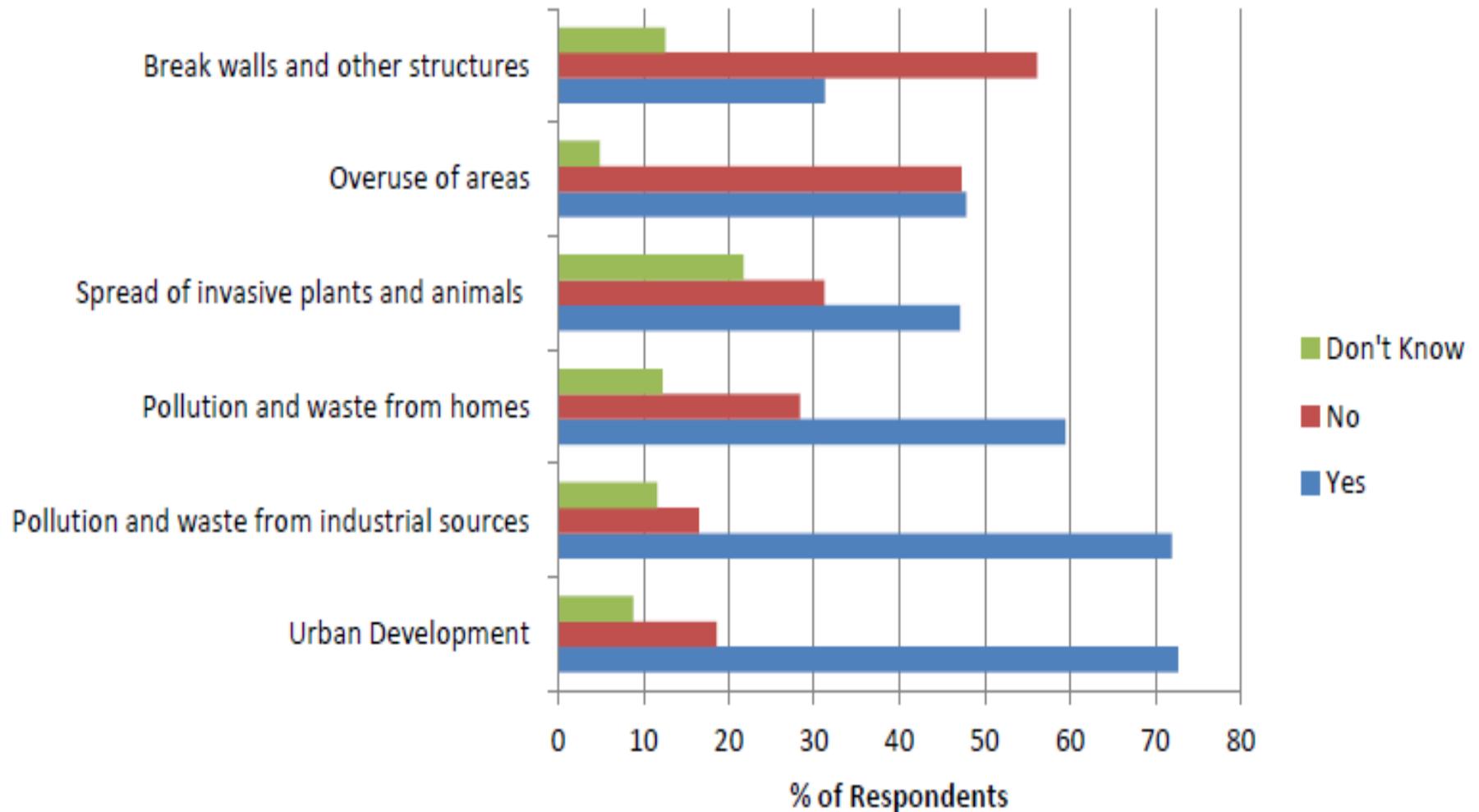
EG&S 2010 – 2012: Most Important Natural Elements

Importance of Natural Elements



EG&S 2010 – 2012: Reasons for Dissatisfaction

Reasons for Being Unsatisfied with Shoreline Elements





EG&S 2010 – 2012: Reasons for Dissatisfaction

Age Groups

- Generally, perceptions about shoreline issues were consistent within each age group
- Older age groups were more likely to answer ‘invasive species’
- ‘Pollution from industry’ was an answer given more often by younger age groups

Born in Canada vs. Born outside Canada

- Higher % of those born in Canada reported ‘urban development’ contributed to their dissatisfaction (76% vs. 68%)
- For ‘invasive species’, 20.3% of those ‘born in Canada’ said they didn’t know whether this factor contributed to their dissatisfaction, compared to 25.8% of those ‘born outside Canada’

EG&S 2010 – 2012: Need for Restoration

YES: 4 out of 5 people (79%)

♂ were more likely to say **NO** than ♀ (64% vs. 36%)

♀ were more likely to say **DO NOT KNOW**

Other factors affected the response:

AGE

Most supportive: 25-34 yrs (88%)

Least supportive: 18-24 yrs (69%, but least representative)

Other age groups: 74% - 83%

PARKS VISITED

Higher % YES: Douglas Kennedy, R.K McMillan and Lakefront Promenade

Lower % YES: J.C. Saddington Park, Adamson Estate
and Richard's Memorial Park

Reasons for Not Supporting Shoreline Projects

- \$ could be better spent on other issues - 10%
(81% ♂ vs. 19% ♀)
- Need more information - 3%
- Not interested in shoreline's natural areas - 2%
- Do not believe that this will benefit shoreline residents - 1%
- Other - 3%:
 - *“Likely not possible unless CVC were to buy more property”*
 - *“More naturalized areas will prevent access to the shoreline”*
 - *“More parks could lead to too much overuse of area; could be more erosion if hard structures are improperly pulled out”*
 - *“Even if the CVC could change it, would need money to make areas, but would eventually converted to “commercial use”*

Benefits of Shoreline Restoration

Perceived Benefit	1 st choice	2 nd choice	3 rd choice
More habitat for wildlife	28%	21%	16%
Improved water quality	26%	14%	11%
More opportunities for recreation	11%	17%	13%
More natural areas for relaxation and spiritual enjoyment	11%	12%	18%
More natural areas available for your children and grandchildren	10%	12%	16%
Reduced flooding and erosion	6%	9%	6%
Preserved unique and historical elements	4%	8%	10%
Greater educational opportunities	2%	4%	5%
Improved fish habitat	2%	3%	6%

EG&S 2010-2012: Management of Shoreline Natural Areas

Accommodating user preferences

- Physical activity, particularly walking, hiking and cycling are very popular activities in the shoreline parks
- A good trail system is essential for accommodating lakeshore users
- Dog walkers are frequent users of shoreline parks, especially R.K. McMillan and Jack Darling Memorial Park. Environmental management strategies should consider the size of the population that use the parks for this reason.
- The needs of the aging population should be considered in the management of shoreline natural areas, as hiking and walking are popular among older age groups

EG&S 2010-2012:

LOISS communication strategies

- Public outreach: start with the most important natural elements (water quality, trees and meadows, trails and wildlife)
- Need for education re: fish availability, fish variety, and wetlands
- Need to communicate financial outcomes and benefits of shoreline projects
- Need to consider the connection between *caring about the state of the shoreline for future generations* and *being supportive of shoreline projects*
- In gaining support for LOISS, it may be more effective to start with females, as they are more likely to support shoreline projects.
- If possible, CVC should consider focusing their efforts on less naturalized areas, as there is a stronger desire for restoration projects



EG&S 2013: PROPOSED NEXT STEPS

- Use MNR data on the value of ecosystem services in Southern Ontario
- Assess gains/losses in ecosystem services resulting from the lakefill compared to the original landscape, including changes in the natural land cover types and recreational opportunities

Questions?

Thank You!