

LakeSmart Communities: How to Rally a Community Into Action

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Lakes Congress 2024



Photo Credit: D. Clark



New Hampshire is home to some of the cleanest & healthiest lakes & ponds in the country.



It's not just environmental...

A healthy lake
protects your quality
of life, tourism
industry, and local
economy.





One of the most irrational things we can do is pretend our lakes will take care of themselves.





In 2019, we launched the LakeSmart Program to teach people, like you, how to save the lake they love.





The goal? Educate and equip property owners with the knowledge to make informed choices.



LakeSmart encourages a new norm of lake-friendly living in all communities across the state.



LakeSmart steps

Welcome to LakeSmart Start!

You're taking the first step to make lake-friendly living the new norm in your community.

After you answer some questions, you'll get a personalized report with advice and resources that will help you on your journey.

LakeSmart is free, voluntary, and non-regulatory. No one will make you do anything, and you won't get in trouble for being honest. This is a no-judgment zone where you can take steps to protect our water resources at your own pace.

This survey should take about 15 minutes to complete.

Are you ready to learn how to take care of the lake you love?



START

Take the online self-assessment at lakesmart.nhlakes.org. You will get immediate feedback to help you start your lake-friendly living journey.



LakeSmart steps



Schedule your free and confidential LakeSmart property visit.



LakeSmart steps



Implement our recommendations - it's your choice what to do next.



LakeSmart steps

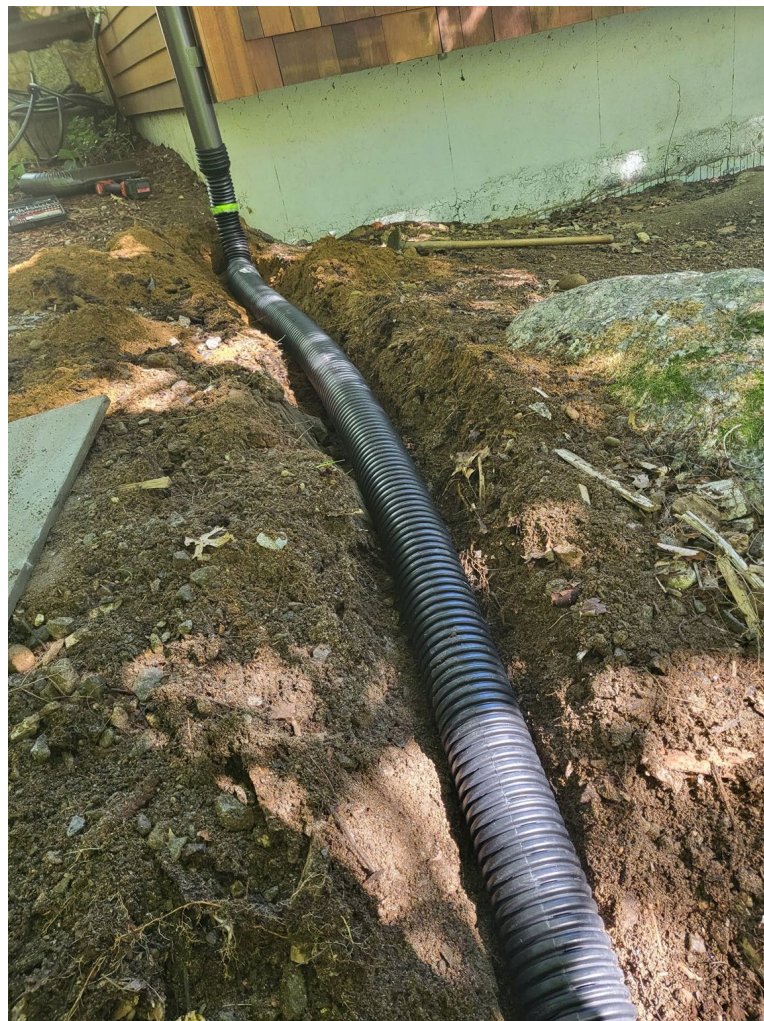


Earn the LakeSmart award!

Every little change helps.

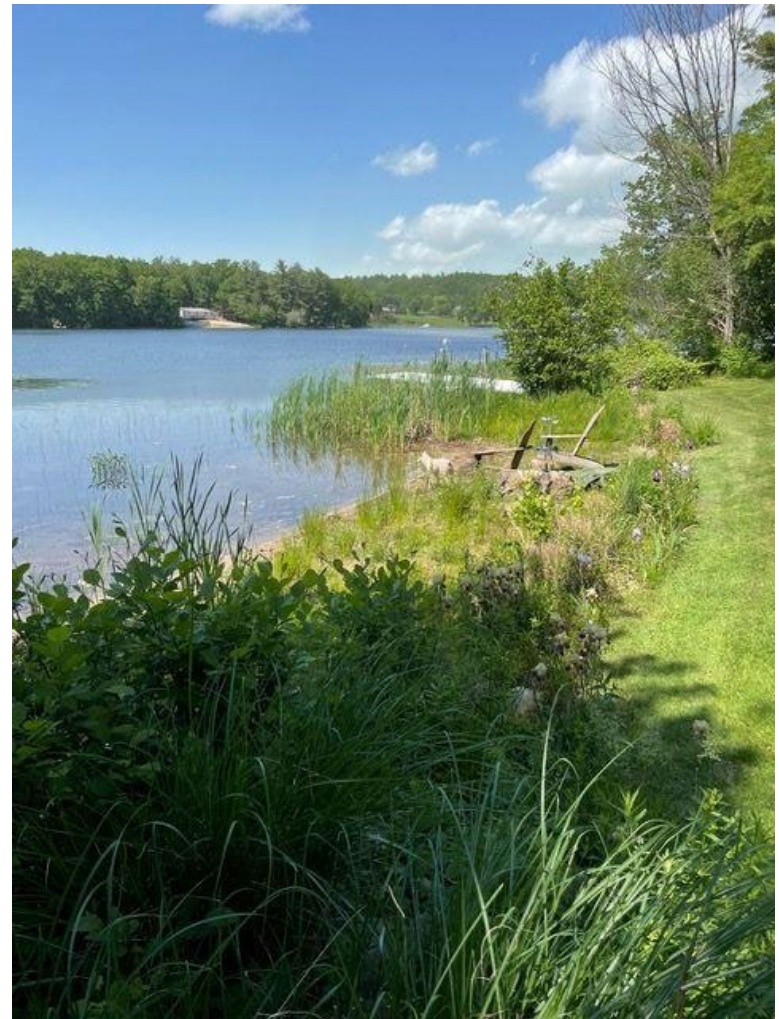


**From burying your
downspouts...**





**...to letting an
unused beach
revegetate...**





...to redoing a pathway to make it more lake-friendly.



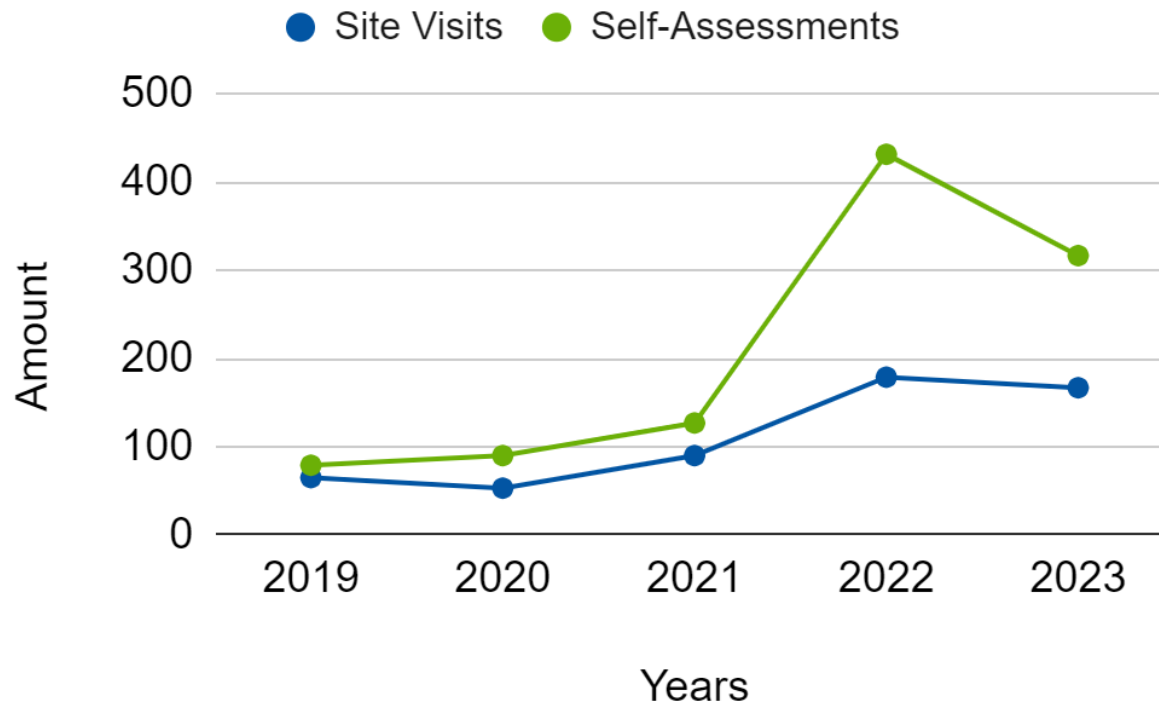


Pillars of LakeSmart:

- Education
- Progress
- Recognition
- Trust

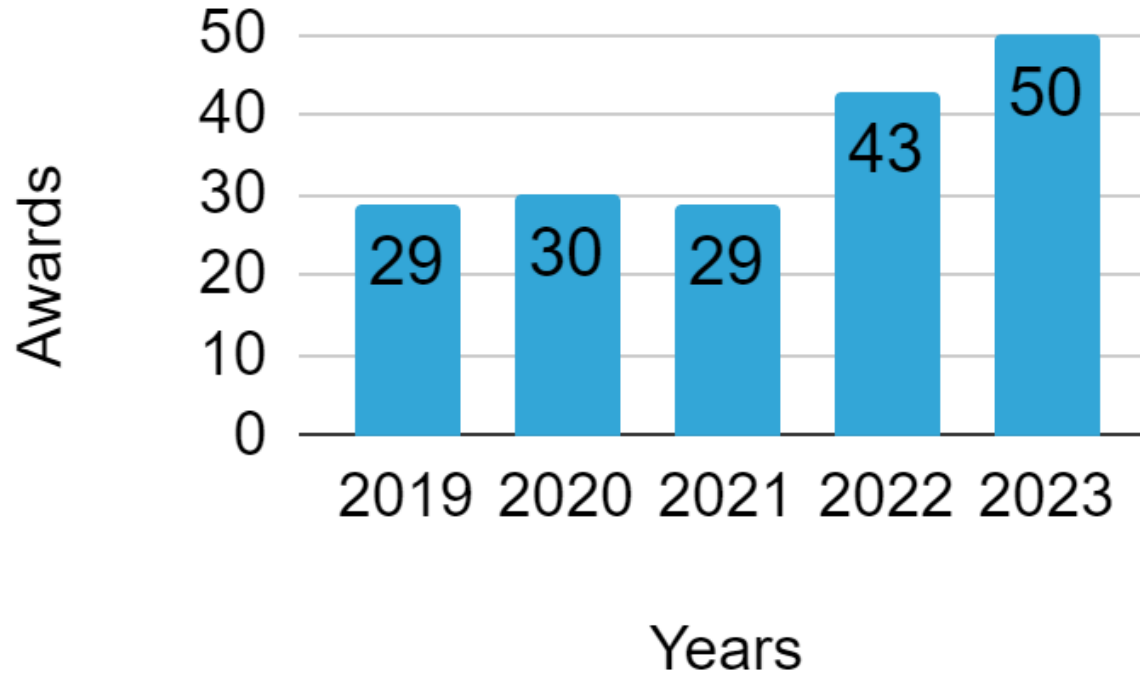


LakeSmart Participation Over Time



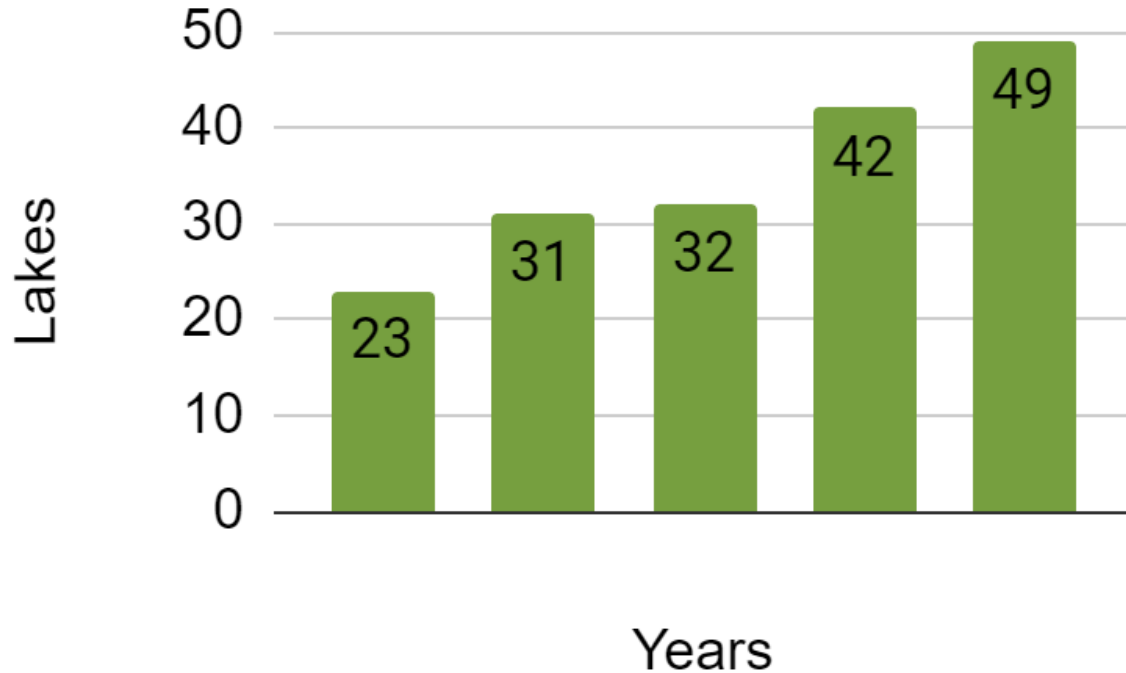


LakeSmart Participation Over Time





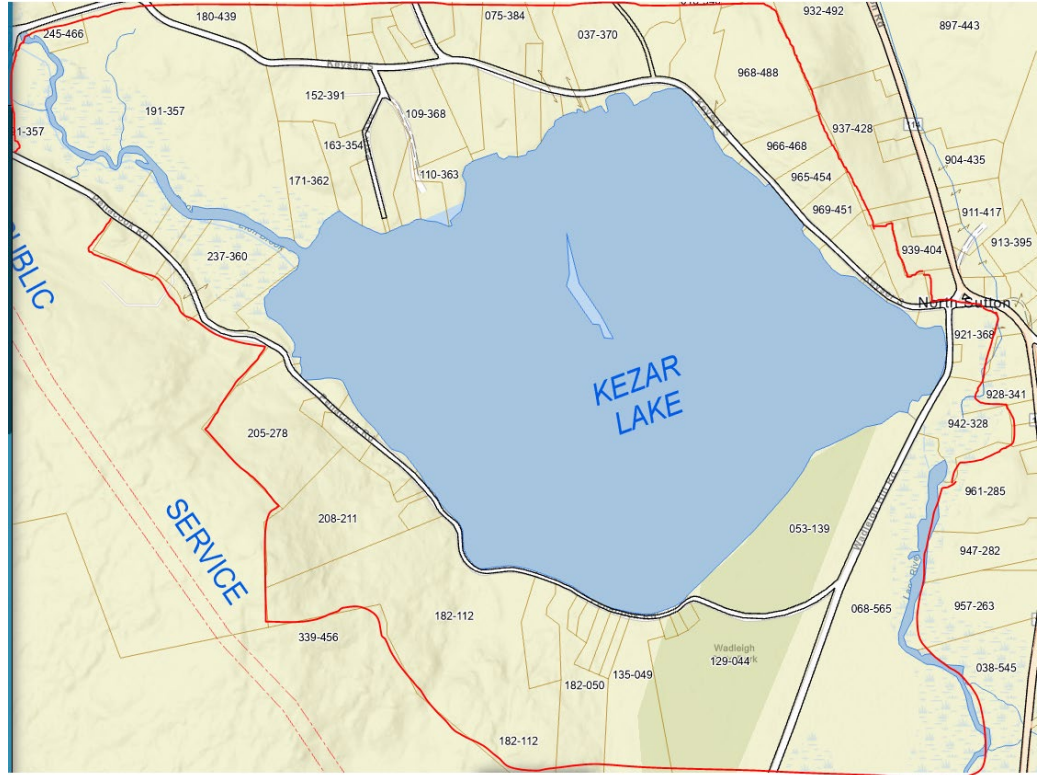
LakeSmart Participation Over Time





LakeSmart Community Award

- 15% of an identified area around a lake participates in the LakeSmart program in some way



Case study: Kezar Lake

Photo from the Follansbee Inn on Kezar Lake



- 182 acres
- Deepest point is 27 feet (average 9 feet)
- Kezar Lake Protective Association founded in 1971



Kezar Lake History

Kezar Lake hasn't always been the serene, beautiful, clean lake that it is today.



Wetland Enhancements and In-Lake Treatments
Restore Aquatic Life Uses at Kezar Lake, 2017, EPA



Kezar Lake wants to avoid repeating the past.





NH LAKES started performing LakeSmart visits on Kezar Lake in 2022.

Since then, the community has rallied.

Kezar Lake now has the **third highest number** of site visits out of all lakes in the LakeSmart Program.

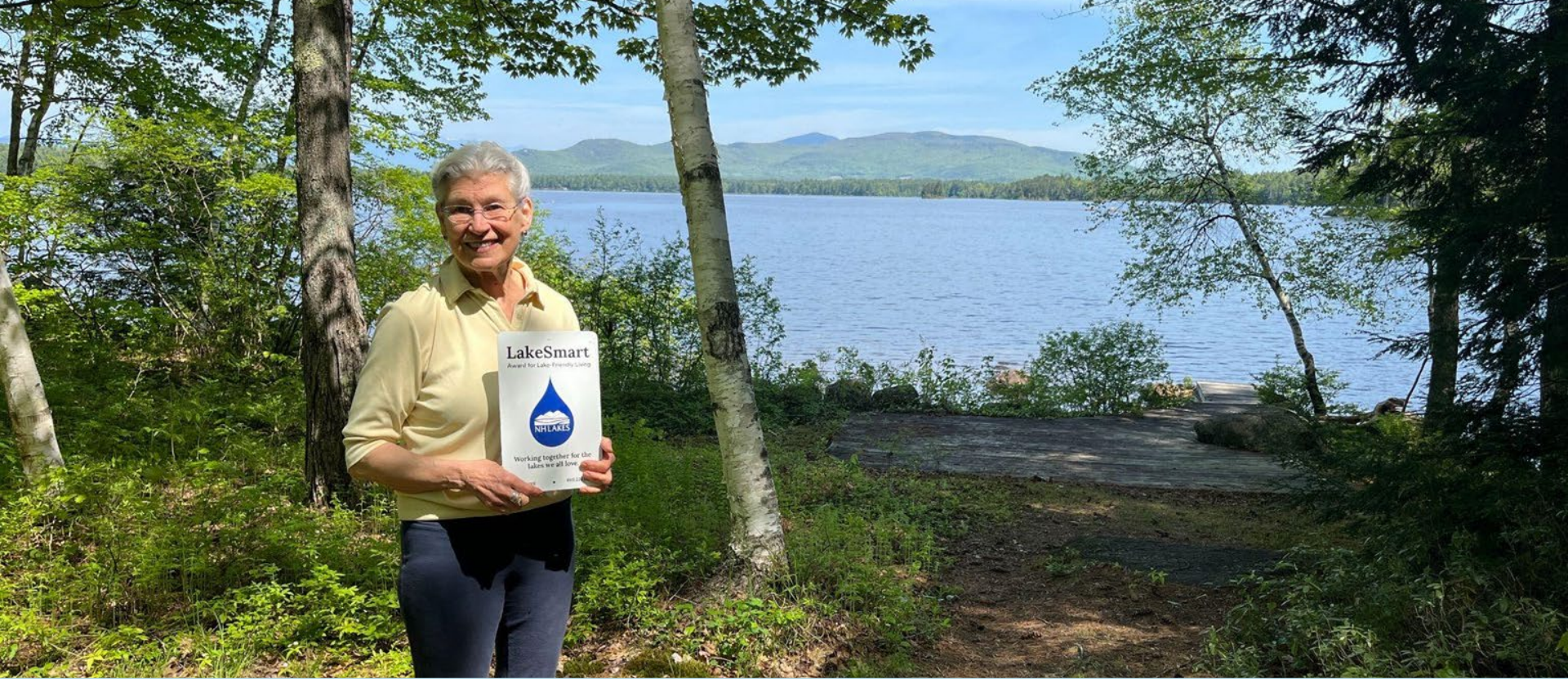


**How did the Kezar Lake Protective Association
achieve this milestone?**

Rallying your community







How can you make your neighborhood the next LakeSmart Community?



Start your LakeSmart journey
at nhlakes.org/lakesmart

Your personalized lake-
friendly living plan will guide
you on how to **become
LakeSmart!**

**Focus on progress
not perfection.**



- Share your LakeSmart experience at association meetings
- Talk to your friends and neighbors
- Invite folks to your site visit to see the process in-person!



Don't forget!

- LakeSmart is FREE
- Voluntary
- Non-regulatory
- And, it's fun!





**Thank you for helping
make lake-friendly living
the new norm in your
community!**





Contact us

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Get started at nhlakes.org/lakesmart