



**Participating landowner evaluation
results: 2017-2024**

Evaluating The Natural Edge

The Natural Edge is a program that empowers waterfront property owners and grassroots community groups to re-naturalize and restore their shoreline or agricultural buffer using native trees, shrubs, grasses, and wildflowers.

Property owners fill in a pre-site visit evaluation survey before planting takes place on their property. Everyone who receives a site visit is encouraged to fill in a pre-site visit survey as this provides The Natural Edge staff with vital information about current issues and concerns shoreline property owners are facing. Post-site visit evaluation surveys are only filled in by property owners that re-naturalize their property using The Natural Edge.

Sample size

This report reflects a sample size of 246 evaluation surveys completed across Canada between 2017 and 2024 for The Natural Edge.



84%

of participants are
concerned about the
health of their shoreline

100%

of participants value fish
and wildlife, and the
habitat that protects them

Evaluation survey results

Reasons for Participating

1. Shoreline & habitat restoration - 42%
2. Erosion - 24%
3. Bank stabilization - 20%
4. Water quality - 6%
5. Flood mitigation - 2%
6. Run-off mitigation - 2%
7. Aesthetic - 0%



33% of landowners said they valued the aesthetics of their landscape more than having a natural shoreline. **This is why The Natural Edge is critical - we understand that people value the health of their shoreline and landscaping.** Landowners walk their shoreline with our staff and we design a natural landscape plan **together**. Landowners pick native plants based on their personal aesthetic, height, and location preferences.



Barriers to Action

1. 65% of landowners said they are not confident in knowing what to plant on their shoreline.
2. 94% of landowners said the guidance and education from The Natural Edge was critical to their participation in shoreline naturalization.
3. 41% of landowners said they could not physically carry out the work themselves.
4. 88% of landowners said funding support from The Natural Edge was critical to their participation.

The impact of the Natural Edge

100%

of participants were
very satisfied or satisfied
with The Natural Edge

100%

of participants would
recommend
The Natural Edge to others

Of the participants that participated in The Natural Edge, 81.8% told us that they would speak to their peers about the importance of having a natural shoreline.

Before



After



What People Had to Say

"Following the recent flooding of Lake Ontario shoreline properties, most of our trees and shrubs died, leaving an overwhelming mess. The Natural Edge program assessed the situation, completed property and soil analysis, provided planning and planting documents with applicable fees, returned with plants cheerfully completed property planting for a nominal fee. We're extremely grateful for the committed staff and volunteers."

"The Natural Edge Program provided not only the means of ensuring a strong and stable shoreline plus protection of its inhabitants, it also reinforced the need to conserve and protect what we have so it will continue to be here for the enjoyment of generations to come. We have now become custodians of our shoreline not just property owners."



"Chantal and the entire team provided excellent support and guidance on how to improve our shoreline, to minimize erosion and create healthy, natural habitats. The plants we received exceeded our expectation in their maturity and the planting guide was clear and easy to follow. Due to our rocky soil, the planting took a little longer than expected but we are delighted with the progress we've made this year."

"The volunteers were very helpful, informative and available. I would recommend this to anyone that lives near a body of water. Thank you so much."