



## UPDATE FROM SAFE QUIET LAKES

As we look forward to the 2013 boating season, Safe Quiet Lakes can reflect proudly on its first year accomplishments. We are grateful for the support we have received and look forward to broadening the conversation this summer.

**Our objective:** To make the lakes safer and quieter to ensure the sustainable enjoyment of a treasured shared resource by starting the conversation with all stakeholders.

### With your help in 2012, we:

- Distributed over 1000 posters to marinas, retailers, lake associations and special events and 8000 postcards explaining Safe Quiet Lakes. Launched [www.safequiet.ca](http://www.safequiet.ca)
- Presented to 15 lake associations and ratepayer groups with a combined membership of 6,500.
- Engaged law enforcement, elected and government officials in our region.
- Ran 5 advertisements in the *Muskokan* and 1 in *Muskoka Life* in partnership with the Muskoka Lake Association and Metroland Newspapers.
- Published 4 editorial stories about Safe Quiet Lakes throughout the summer. Both Moose FM and CHAY FM interviewed representatives of Safe Quiet Lakes on air.
- Raised \$15,000 in contributions and gifts in kind from local lake associations and townships.

We are encouraged that more and more people are talking about respectful boating and the importance of sharing our precious lakes. Please continue the conversation with your neighbours.

### In 2013, our plans are ambitious. We will:

- Reach out to thousands more using postcards, website, public service announcements and coverage in local media. Erect signage and/or billboards to reinforce and build our message.
- Establish a baseline against which Safe Quiet Lakes can measure impact and improvement by conducting in depth attitudinal research in partnership with Erin Research.
- Increase awareness and enforcement of existing boating laws particularly the 9 km per hour speed limit within 30 metres of shore and the “captain’s choice” muffler switch.
- Expand the conversation throughout the District of Muskoka and West Parry Sound by engaging waterfront associations, municipalities & individuals as members and partners and by recruiting volunteers to distribute materials and attend special events on behalf of Safe Quiet Lakes.

### Thank-you!

Safe Quiet Lakes is a community organization run by volunteers who are passionate about our lakes and boating. We depend on individuals, associations and community-minded businesses to help make our lakes safer and quieter for all. If you would like to learn more, make a donation or share a boating story, please visit [www.safequiet.ca](http://www.safequiet.ca).