2025 St. John River Society Are You Wake Aware Program



This report is submitted to fulfil the 2025-26 New Brunswick Environmental Trust Fund project #250087 entitled, "*2025 St. John River Society Are You Wake Aware?: A two-part project including Heritage Wharf Water Quality Monitoring and the Boater Wake Aware Initiative.*"

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Executive Summary

The St. John River Society's 2025–26 *Are You Wake Aware?* initiative (ETF Project #250087) advanced public understanding of how recreational boating affects the Lower St. John (Wolastoq) River, with a particular focus on shoreline erosion, water quality, and habitat degradation caused by boat wakes. Building on the first year of the program, the 2025 season combined in-person outreach, print materials, video, and social media to promote more responsible boating and shoreline stewardship between Fredericton and Westfield.

From June to September 2025, the Society and its partners delivered wake awareness outreach at 14 information booths across 7 farmers' markets, 2 marinas, and 4 community events, including Canadian Heritage River Trail Day at Hampstead Wharf, Life at the Lakes in Cambridge-Narrows, and a Whites Bluff Wharf appreciation event. Collectively, these activities exposed over 4,500 people to *Are You Wake Aware?* displays, with approximately 380 individuals engaging staff in conversations of three minutes or more and hundreds receiving brochures. Topics covered included the environmental impacts of wakes, cyanobacteria blooms, invasive species, riparian restoration, and the protection of heritage steamboat wharves.

To extend the reach of in-person engagement, the Society continued to distribute *Wake Aware* signage and brochures in collaboration with marinas, yacht clubs, watershed organizations, and waterfront property owners. Signage was installed at high-traffic wharves and marinas, and brochures were disseminated through booths, office visits, and partner events. The previously developed "Vulnerable Shorelines" wake-aware video was promoted via the Society's website and Facebook page, providing a concise visual explanation of how boat wakes affect shorelines, wildlife, and water quality, and outlining practical steps boaters can take to reduce their impacts.

Social media proved to be a powerful, low-cost outreach tool. Between May and September 2025, the Society published 13 Facebook posts focused specifically on wake awareness, which collectively reached 11,260 views, received 127 likes, and were shared 38 times, all through organic engagement. More broadly, SJRS Facebook content on wakes and water quality reached approximately 183,900 people, with key posts averaging around 500 views without paid promotion. These results demonstrate that online platforms can substantially amplify in-person efforts and sustain public attention on vulnerable shorelines, safe boating, and water quality.

Across the project, community feedback and field observations confirmed that boat wakes are a recognized pressure on vulnerable shorelines, contributing to erosion, loss of riparian vegetation, and stress on aquatic habitats and wharf infrastructure. Vulnerable shoreline surveys, supported by GeoNB aerial and LiDAR imagery, identified multiple Areas of Concern at island heads and along exposed reaches such as the Gemseg River, where boat wakes and currents combine to heighten erosion risk. These technical findings reinforced local observations and highlighted the need for continued education and stewardship.

Partnerships were central to the project's success. Collaboration with the Belleisle Watershed Coalition, marinas and yacht clubs, Trans Canada Trail, Canoe Kayak NB, municipalities, and community groups enabled access to strategic venues, integration of wake awareness into broader discussions on water quality and cyanobacteria, and sharing of logistical and local

knowledge resources. This network approach helped cultivate a shared sense of responsibility for the river's ecological health.

Overall, the second year of *Are You Wake Aware?* demonstrated that targeted, place-based outreach, supported by permanent signage, accessible educational tools, and strong partnerships, can meaningfully influence how communities understand and respond to wake-related impacts. The project has laid a solid foundation for ongoing efforts to promote sustainable boating practices, protect vulnerable shorelines, and support long-term water quality and habitat stewardship on the St. John (Wolastoq) River. Continued multi-year support from the New Brunswick Environmental Trust Fund and partner programs will be essential to maintain and expand these gains in future seasons.

Introduction

The St. John River Society is a not-for-profit organization founded in 1992 by a group of individuals dedicated to promoting and appreciating the St. John (Wolastoq) River and stewardship of its natural and cultural heritage and resources. The organization represents the entire 673 km length of the St. John (Wolastoq) River and undertakes programs that will ensure its continued sustainable use and recognition as "one of the major rivers of Canada" (Hugh MacLennan, *Seven Rivers of Canada*, 1961) (Figure 1). The SJRS has been designated as the lead steward for the St. John (Wolastoq) River by the Government of Canada and the Province of NB under the Canadian Heritage River System. The Society has four programming pillars based around its mission and continues to develop programs and projects that serve these ends: Recognition, Access, Education and Sustainable Management.

The St. John (Wolastoq) River spans approximately 55,000 km² and flows for 673 km, emptying into the Bay of Fundy. This project was conducted at heritage steamboat wharves, marinas and farmers markets within the lower river valley, between Fredericton and Westfield (Figure 2).



Figure 1: Government of Canada Map of the St. John River Watershed.

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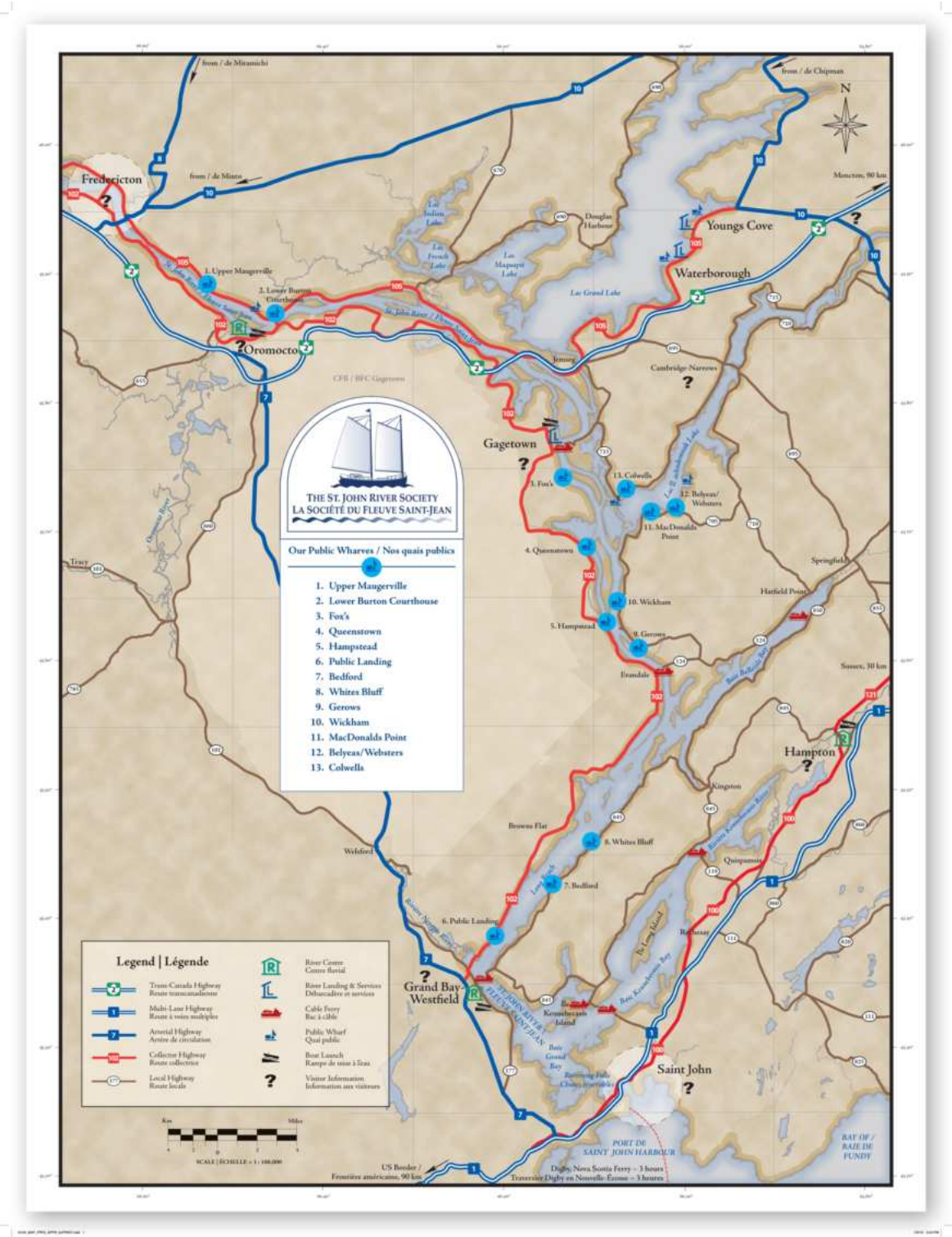


Figure 2: SJRS Map of the Heritage Steamboat Wharves in the Lower St. John (Wolastoq) River.

Overview of the *Are You Wake Aware?* Program

Our "Are You Wake Aware" campaign is dedicated to educating the boating community about the environmental impact of boat wake on the St. John (Wolastoq) River. Excessive boat wake can cause significant shoreline erosion, disturb sensitive wildlife habitats, and spread invasive

species like milfoil through propeller wash. Our campaign aims to raise awareness of these issues and encourage boaters to adopt more responsible practices to help protect our river's fragile ecosystem.

By promoting mindful boating, we hope to preserve the natural beauty and ecological diversity of the St. John (Wolastoq) River for future generations. Through community outreach, educational materials, and collaborative efforts with local stakeholders, "Are You Wake Aware" emphasizes the importance of reducing wake near vulnerable shorelines, keeping a safe distance from the shore, and being aware of the impact our actions have on the river's health. Together, we can ensure that this cherished waterway remains a vibrant and thriving environment for all.

Project Objectives

The goal of the St. John River Society's "Are You Wake Aware", project is primarily to raise awareness of the environmental issues of erosion, sediment disturbance, water quality, impacts to aquatic habitats and wildlife, and the increased risk of invasive species introductions associated with recreational boat wakes. More broadly, this project engaged the recreational boating community and the public in conservation and stewardship activities and conduct educational outreach to raise awareness about boat wake impacts and best practices for recreational boat operation in the lower St. John (Wolastoq) River Valley.

The specific objectives of this project were to;

1. Conduct educational outreach to raise awareness of the negative impacts boat wake have on wildlife, aquatic habitats and water quality in the lower river valley.
2. Provide, best practices information to recreational boaters to promote boating safety and stewardship on the river; and,
3. Increase community awareness of the environment and the importance of healthy aquatic ecosystems.

The goals of this project were to;

1.Increase community awareness on the impact of boat wakes on wildlife, aquatic habitats and water quality in the river through "Are You Wake Aware".

2.Provide the recreational boating community with outreach and education on tangible best practices to mitigate wakes and foster stewardship of wildlife, aquatic habitats and water quality for long term sustainability in the Lower St. John River watershed;

3.Conduct water quality sampling to establish a baseline for water quality and heritage wharf sites in the lower St. John River for inclusion in our database to track changes in water quality over time.

Wake Aware Community Engagement Projects

This SJRS lead initiative focused on environmental issues such as erosion, sediment disturbance, water quality, habitat and wildlife impacts, and increased risk of invasive species introductions associated with recreational boat wakes and provided best practices information to recreational boaters. The team of summer workers will visit boating clubs, their events, boat launch ramps, community groups, and campgrounds with the "Are You Wake Aware" message. The initiative provided outreach and education on these parameters, as well as safe boating practices to recreational boaters on the Lower St. John (Wolastoq) River.

Through community events, social media, and a wake awareness brochure, the Society engaged directly with recreational boaters to communicate the effects of wakes on the environment and how, through responsible boating practices, negative impacts can be mitigated. These events occurred at yacht clubs/marinas, steamboat wharves and farmers markets in the Lower River Valley. Additionally, using material available from the Federal Department of Transport as a basis, signage and a brochure were developed for placement on vulnerable shorelines. This introduced an emerging environmental issue in the lower river valley to the community and highlighted what can be done by individual boaters to help improve or protect the water quality and biodiversity of the river in the future.

Our community outreach initiatives saw us set up 'Wake Aware' education displays that provided the community with the opportunity to learn about The Society's vulnerable shorelines and how boat wakes can impact them. Additionally, we were able to offer brochures and signage that helped to highlight what boaters can do to help mitigate the effects of wakes.

Between June and September, we hosted more than 4500 individuals interested in learning more about vulnerable shorelines and boat wakes at thirteen events. These events were a great opportunity to reach out to and educate a wider audience from both within and outside our watershed. At these events, information was provided on water quality, cyanobacteria blooms, shoreline protection, invasive species, and our Wake Aware project. Further, we continued to promote our short vulnerable shoreline and 'Wake Aware' Video that is available on our website and Facebook page. Overall, these outreach opportunities were a great success, and we hope to continue them going forward.

Wake Aware Information Booths

During the 2025 field season, the SJRS set up 14 ‘Are You Wake Aware’ education displays at 7 different farmers’ markets, including Oromocto, Kingston, Gagetown, Fredericton, Hampton, Westfield and Cambridge-Narrows, 2 marinas and 4 community events along the lower river valley (Figure 3). Over 4,500 would have been able to view the display based on a reasonable estimate of the attendees for each venue. People dropping by the booth for any of the displayed brochures numbered approximately 500. The number of people who engaged booth staff for 3 minutes or more numbered 380. Additionally, information was provided on specific environmental topics, including water quality, cyanobacteria blooms, riparian restoration, species at risk and our steamboat wharves. This year More information on our Are You Wake Aware Event Booths is available in (Appendix 1).

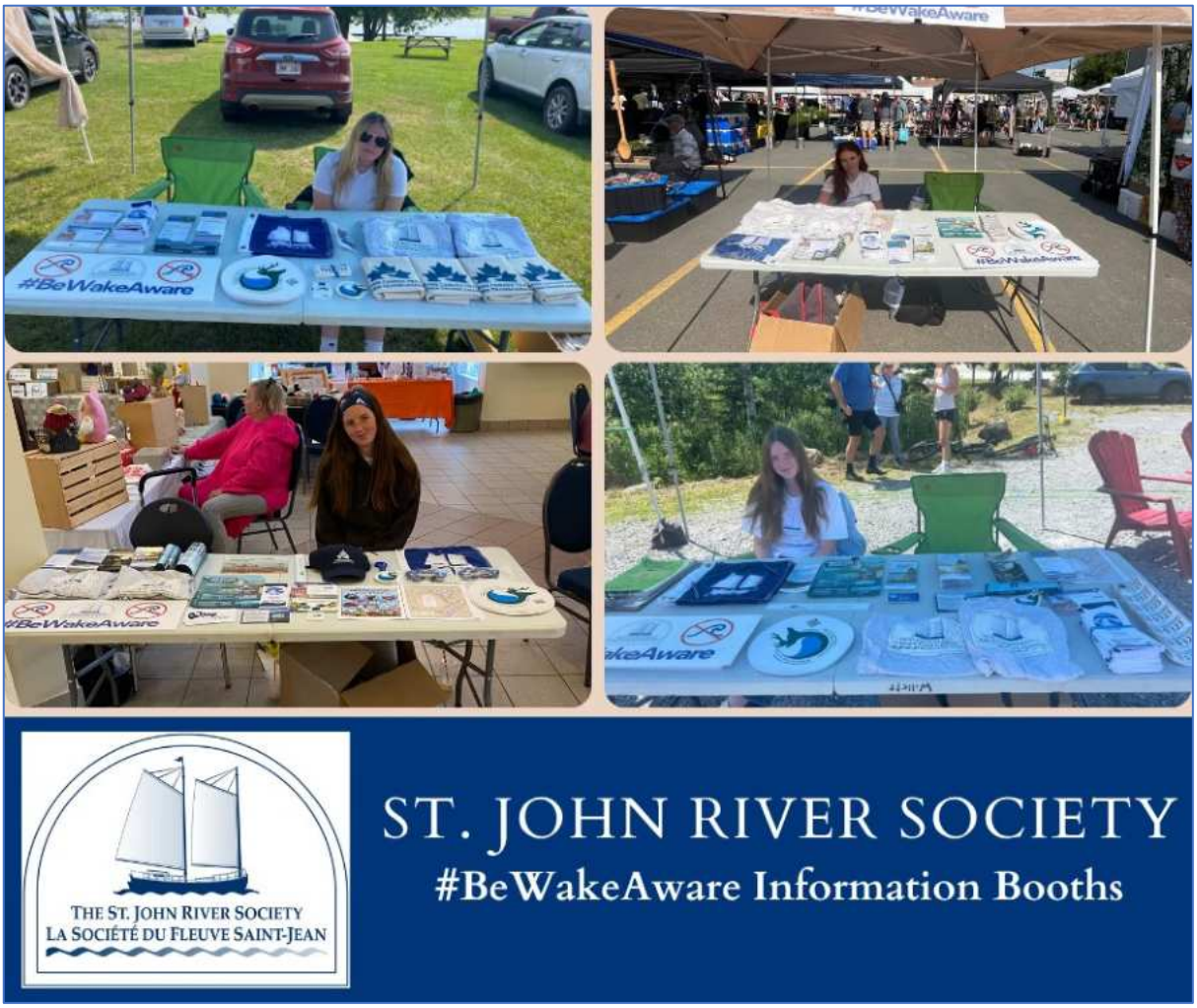


Figure 3: SJRS Wake Aware Display at Fredericton, Oromocto, and Kingston Farmers Markets.

Canadian Heritage River Trail Day Event

On Saturday, June 7, 2025, the community gathered at Hampstead Wharf for a special riverside celebration that brought together paddlers, families, and river stewards (Figure 4). Hosted in

partnership with Trans Canada Trail, Canoe Kayak NB, and local community organizations, this event marked Trail Day, honoured the St. John River's Canadian Heritage Rivers designation, and celebrated the recent upgrades and reopening of the wharf. Throughout the day, visitors enjoyed paddling activities, live music, local food, and vendor booths, all set against the backdrop of our historic working river.

A key focus of the celebration was promoting wake awareness and responsible boating, helping everyone understand how boat wakes affect shoreline stability, wildlife habitat, paddlers, and waterfront properties, and how simple changes in speed, distance, and behavior on the water can keep the river safer and healthier for all. Families, paddlers, boaters, and community members were encouraged to join in, learn more about safe and respectful river use, and take part in strengthening our shared commitment to protecting the St. John River for generations to come.



Figure 4: SJRS event poster for CHR Trail Day at Hampstead Wharf.

Fortunately, the sun peeked through just in time to make for a wonderful day at Hampstead Wharf, thanks to the warm support of local neighbours. Canoe Kayak NB, Captain Robin Hanson, Arcadia Mayor Clinton Sharp, MLA Don Monohan, and Connor with his Merrit family history project all contributed to a memorable event, along with the generous help of Riptide Distribution and Logistics. Together, they brought people together, celebrated the community's heritage, and helped make Hampstead folk proud of their riverside gathering (Figure 5).



Figure 5: Photos from the SJRS event for the CHR Trail Day at Hampstead Wharf.

Whites Bluff Wharf Event

On Saturday, July 19th, 2026, the St. John River Society hosted a Whites Bluff Wharf Appreciation celebration that brought the community together to recognize the cultural, historical, and ecological importance of this riverside site (Figure 6). During the event, the Society shared "Are You Wake Aware?" messaging to remind boaters and other river users

how powerful boat wakes can be and how they affect shorelines, wildlife habitat, and local wharf infrastructure. Through displays, conversations, and educational materials, participants were encouraged to think about their responsibilities on the water, slow down near sensitive areas, and adopt safer, more respectful boating practices. The celebration not only honoured the wharf and its role in the community, but also helped raise awareness about protecting the St. John River for future generations through simple, mindful choices on the water.



Figure 6: SJRS event poster for appreciation event at Whites Bluff Wharf.

Life at the Lakes

This past August the St. John River Society recently attended the Life at the Lakes festival in Cambridge-Narrows, where staff hosted an engaging Wake Aware information booth focused on safe and respectful boating, water quality, and Living Shores riparian restoration and protection. Throughout the event, community members of all ages stopped by with thoughtful questions about how boat wake affects shorelines and wildlife, what they could do to help maintain and improve local water quality, and practical steps for protecting and restoring natural vegetation along the water's edge.

Staff had many meaningful conversations about the importance of slowing down near shore, reducing erosion, preventing pollution, and supporting healthy fish and wildlife habitat through

riparian planting and stewardship. The booth provided an opportunity to share resources, local examples, and personal stories, and to hear from residents about changes they had noticed on the river and lakes over time. Thanks to the generous financial support of the New Brunswick Environmental Trust Fund, the Wake Aware display helped deepen community awareness and inspire more people to become active stewards of their shorelines and waterways (Figure 7).



Figure 7: SJRS summer staff at Life at the Lakes event.

Belleisle Watershed Open House

The Society was invited to provide wake-aware outreach at the Belleisle Watershed Coalitions open house in August at the Hatfield Point Wharf. This event was a great opportunity to engage with our watershed partner and to reach out to and educate the community on SJRS's projects. At this event, information was provided on vulnerable shorelines, the effects of boat wakes, riparian restoration and Heritage Steamboat Wharves.

We had a great turnout at the Belleisle Watershed Coalitions Open House with many conversations with community members regarding our Wake Aware Initiative and learning about the Society and our projects (Figure 8).



Figure 8: Photo from BWC's August community open house.

Wake Aware Signage and Brochure

To assist the community in understanding the effects of Boat Wakes on vulnerable shorelines, wildlife and water quality, the Society continued to distribute 'Wake Aware' signage and brochures in the watershed during the 2025 field season. As part of this program, we continued to partner with marinas, boat clubs, watershed organizations and waterfront property owners to install 'Wake Aware' information signage for community members to learn more about how boat wakes affect vulnerable shorelines in the watershed (Appendix 2). We also handed out information brochures and signs to local residents via our site visits, office, open house and community events like our booths at Wharf Events (Figure 9). The full 'Wake Aware' brochure can be found in (Appendix 2).



Figure 9: Wake Aware information signage installed at wharves and local marinas and provided for community members.

Wake Aware: Vulnerable Shorelines Video

To educate the community about boat wakes' impact on shorelines, wildlife, and water quality, the Society expanded its outreach in 2025 by sharing the "Vulnerable Shorelines" video, developed with GOTO IT in 2024. This wake-aware video was distributed on our website (https://www.stjohnriver.org/wake-aware/) and Facebook to reach a wider audience. The short video explains how boat wakes affect river habitats and offers boaters tips to minimize their impact (see Figure 10).



Figure 10: Wake Aware information video distributed on our website and Facebook page.

Are You Wake Aware? Social Media Initiative

Another component of the project involved delivering 'Are You Wake Aware?' education through social media. These posts provided the community with opportunities to learn about the Society's vulnerable shorelines and how boat wakes can impact them. Through this initiative, we shared information highlighting actions boaters can take to help minimize the effects of wakes on sensitive shoreline habitats (Figure 11, Appendix 3).

Between March and December 2025, the SJRS published 13 social media posts focused specifically on boat wake awareness. These posts generated strong engagement within the community, receiving 127 likes and being shared 38 times. Collectively, the posts reached 11,260 views, demonstrating continued public interest in learning about shoreline protection and responsible boating practices. Overall, the 'Are You Wake Aware?' outreach campaign was successful in raising awareness, and we hope to continue expanding these efforts in future project seasons.



Figure 11: One of the Society's 'Are You Wake Aware?' information posts to our Facebook page.

Wake Aware Social Media Engagement

The SJRS continues to leverage social media as a key tool for community outreach and environmental education. Our platforms provide opportunities to engage with and inform the public about the Society's initiatives, including the 'Are You Wake Aware?' project, vulnerable shorelines, heritage steamboat wharves, and broader scientific and environmental topics relevant to the watershed.

Throughout the year, our social media channels were used to share educational content, project updates, and information related to water quality, shoreline protection, and responsible boating practices. These posts help keep the public informed about the effects of boat wakes on shoreline stability and aquatic habitats.

Social media has also supported broader community engagement by promoting events such as information booths, wharf days and open houses, and by encouraging the public to report observations related to vulnerable shorelines and environmental concerns. By cross-posting content across various community platforms, including local recreation groups, boating forums, and community pages, the SJRS has continued to expand its reach and strengthen its connection with the watershed community.

Facebook remains the Society's most effective platform for reaching the public. All engagement generated through these posts was organic, as no paid advertising was used. Moving forward, SJRS will continue to use social media to support public education and outreach related to wake awareness, shoreline protection, water quality, and stewardship of the river and its aquatic habitats.

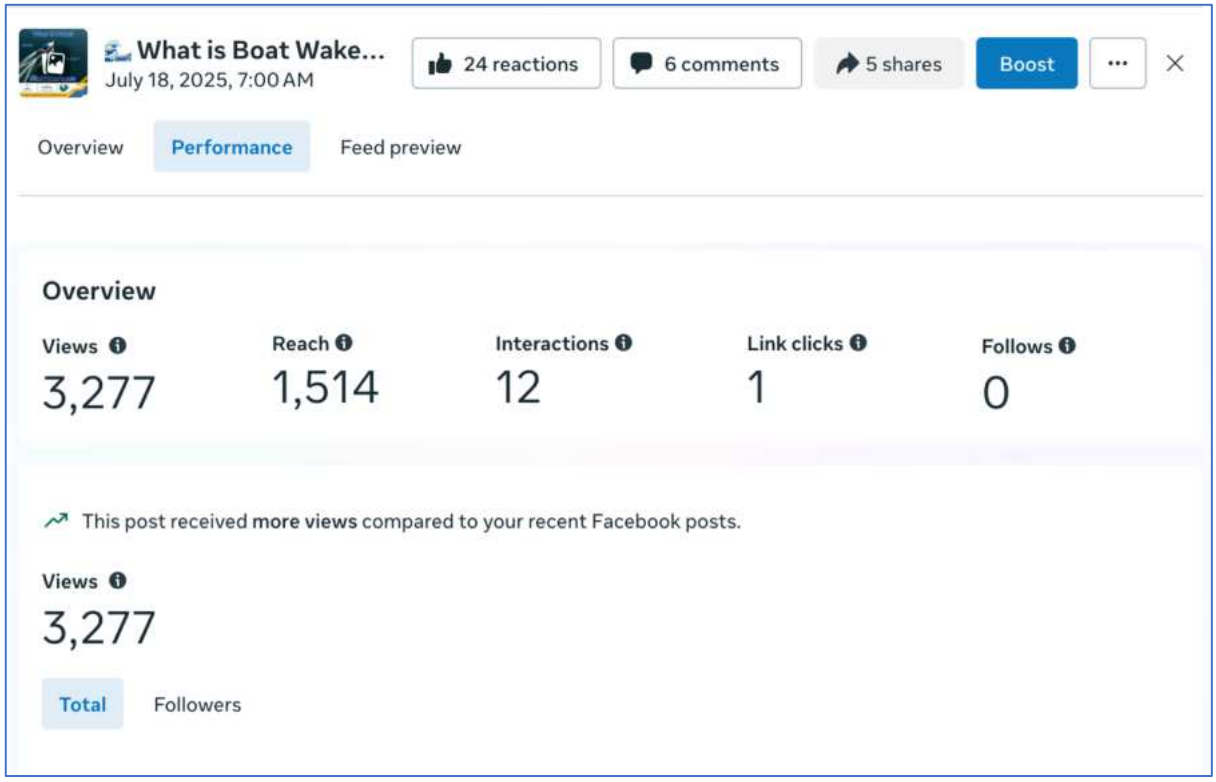


Figure 12: Reach of SJRS social media engagement for a 'Are You Wake Aware?' Facebook post.

Conclusion

The second year of the St. John River Society's *Are You Wake Aware?* initiative has demonstrated that targeted, place-based outreach can significantly increase public awareness of the environmental impacts of recreational boating on the Lower St. John (Wolastoq) River. Through information booths, community events, signage, brochures, video content, and a growing social media presence, the Society has strengthened its role as a lead steward of the river and helped build a culture of more responsible boating and shoreline stewardship.

This initiative continued to enjoy high levels of community engagement and interest across the recent field season. SJRS and its partners engaged thousands of people at farmers' markets, wharf events, open houses, and special celebrations such as Canadian Heritage River Trail Day at Hampstead Wharf, Life at the Lakes, and the Whites Bluff Wharf Appreciation event. At least 4,500 individuals were reached in person, with hundreds participating in one-on-one conversations of three minutes or more. This sustained interest shows that shoreline erosion, water quality, safe boating, and cyanobacteria are issues of real concern to local residents, boaters, and visitors.

Also, this project identified that boat wakes are a clear and recognized pressure on vulnerable shorelines. *Are You Wake Aware?* messaging resonated with communities who have already observed erosion, bank slumping, loss of riparian vegetation, and changes to nearshore habitats. Vulnerable shoreline surveys and GeoNB aerial/LiDAR imagery clearly identified multiple Areas of Concern (AOCs) at island heads, along the Gemseg River, and at other exposed reaches where wakes and currents combine to increase erosion risk. These findings support community observations and underline that boat wakes are a measurable and escalating stressor on riparian zones, wharf infrastructure, and aquatic habitats.

Additionally, Outreach tools, signage, brochures, and video, are effective and scalable. Are YouWake Aware? signage installed at marinas, boat clubs, wharves, and other high-traffic sites, combined with brochures distributed at events and through partner organizations, is an effective way to extend the reach of in-person engagement. The "Vulnerable Shorelines" wake-aware video, hosted on the SJRS website and shared through Facebook, provides a simple, repeatable way to communicate key concepts, how wakes affect shorelines, wildlife, and water quality, and what boaters can do differently. Together, these tools form a coherent, scalable outreach package that can be replicated elsewhere in the watershed.

Further, social media is a powerful, low-cost outreach channel. Over the course of the project, SJRS social media content, particularly Facebook posts focused on wake awareness, water quality, and vulnerable shorelines, reached tens of thousands of people organically, with some posts achieving very high view counts. A series of wake-focused posts generated more than 11,000 views, over 100 likes, and dozens of shares, without paid promotion. This demonstrates that online platforms can significantly amplify in-person programming, reinforce key messages, and reach audiences beyond those who attend events physically.

This initiative demonstrated that partnerships multiply impact and build shared stewardship. Collaboration with groups such as the Belleisle Watershed Coalition, marinas and yacht clubs, Trans Canada Trail, Canoe Kayak NB, and local municipalities has been essential to the success of the Wake Aware initiative. These partnerships have enabled SJRS to:

• Access high-traffic venues (wharves, marinas, community festivals, farmers' markets).

• Integrate wake awareness into broader conversations about water quality, cyanobacteria, invasive species, and riparian restoration.

• Share resources, logistics, and local knowledge. This shared approach has fostered a broader sense of responsibility for the river's ecological health and strengthened community capacity to address shoreline issues.

The Are you Wake Aware? project showed that public interest in science-based information about water quality and cyanobacteria is growing. Many event participants used the Wake Aware booths as an entry point to ask questions about water quality, cyanobacteria blooms, invasive species, and shoreline restoration. This indicates that there is a strong appetite for accessible, science-based information and that wake awareness can serve as a gateway into wider watershed education and stewardship topics, including long-term monitoring and climate-related changes.

Based on the outcomes of the *Are You Wake Aware?* project, the following recommendations are proposed to guide future work by SJRS, partners, and funding agencies.

To continue and expand wake awareness outreach in the Lower St. John (Wolastoq) River, it is recommended to maintain a strong presence at farmers' markets, marinas, community festivals, and wharf events, focusing on locations near identified vulnerable shorelines. Increasing the number and geographic range of Wake Aware booths, with an emphasis on high-use boating hubs and communities experiencing active erosion concerns, will help broaden the initiative's reach. Building on successful events such as Canadian Heritage River Trail Day, Life at the Lakes, and local wharf appreciation days as annual or recurring opportunities will further reinforce wake awareness education and engagement in the region.

To enhance and solidify collaborative relationships, it is recommended to develop straightforward partnership agreements or memoranda of understanding (MOUs) with marinas, yacht clubs, watershed groups, and municipalities. These agreements would help ensure the long-term installation and maintenance of Wake Aware signage and outreach materials. Partners should also be encouraged to incorporate wake awareness into their own safety briefings, member communications, and events, such as by including brochures in orientation packages or embedding key messaging in newsletters and on websites. Continued collaboration with watershed organizations like the Belleisle Watershed Coalition can further amplify impact by co-hosting open houses, shoreline walks, and stewardship events that connect wake awareness with riparian restoration and monitoring activities.

The SJRS should expand education on best practices and voluntary codes of conduct for boaters. To enhance wake awareness, it is important to develop clear and practical guidance tailored to the various types of watercraft, such as wake boats, personal watercraft, fishing boats, and paddlers. This guidance should specify recommended speeds, appropriate distances from shore, and best behavioural practices when operating near vulnerable shorelines and wharves. In addition, promoting a voluntary "Wake Aware Boater" or "Wake Wise" pledge, one that marinas, clubs, and individual boaters can publicly adopt and display, will help normalize responsible boating behaviours within the community. Integrating wake awareness messaging with broader safe boating education, including navigation rules, courtesy towards paddlers and swimmers, and the protection of infrastructure like wharves and docks, will further reinforce these best practices.

The SJRS should continue to prioritize Facebook as a primary outreach platform is recommended, given its proven organic reach. At the same time, exploring complementary channels such as Instagram and YouTube shorts can help engage specific audiences. Developing a simple annual social media plan, with seasonal themes for the spring launch, peak boating season, and fall reflections, and scheduling posts on wake awareness, water quality, cyanobacteria, and shoreline protection will ensure consistent messaging. Short video clips, infographics, and story-based content should be used to visually explain concepts like wake dynamics, erosion, and riparian planting in an engaging way.

Additionally, the Are You Wake Aware outreach should be used as an entry point to connect interested residents with opportunities for riparian planting, naturalization, and erosion control projects along vulnerable shorelines. Providing or promoting practical guidance on nature-based shoreline protection methods can reduce reliance on hard infrastructure, where appropriate. Community members should also be encouraged to share their observations, photographs, and local knowledge about shoreline changes as part of a collaborative stewardship network.

Further, Wake awareness messaging should be framed within the larger picture of climate-related changes, such as altered flow regimes, ice dynamics, and storm events, as well as the cumulative pressures on the river, including land use changes and invasive species. Emphasizing that managing boat wakes is a tangible, immediate action that individuals and communities can take, despite ongoing large-scale environmental changes, will empower stakeholders to contribute to river health.

Lastly, it is essential to continue seeking support from the New Brunswick Environmental Trust Fund, Canada Summer Jobs, the New Brunswick Wildlife Trust Fund, and other provincial and federal programs to ensure the long-term continuity of Are You Wake Aware programming. Exploring multi-year funding agreements will help stabilize staffing, deepen partnerships, and support sustained monitoring and evaluation, thereby strengthening the overall impact and sustainability of the initiative.

In conclusion**,** the *Are You Wake Aware?* project has indicated that proactive education, strong partnerships, and accessible science-based messaging can meaningfully influence how communities understand and respond to the impacts of recreational boating on the Lower St. John (Wolastoq) River. By combining in-person engagement, permanent signage, print materials, video resources, and a robust social media presence, the St. John River Society has laid a strong foundation for ongoing wake awareness, shoreline protection, and water quality stewardship.

Moving forward, continued commitment from SJRS, partners, funders, and the boating community will be essential to sustaining and expanding these gains. With coordinated action and a shared sense of responsibility, it is possible to reduce wake-related impacts, protect vulnerable shorelines and aquatic habitats, and ensure that the St. John (Wolastoq) River remains a healthy, vibrant, and cherished waterway for generations to come.

Appendix 1: Wake Aware information booths summary data.

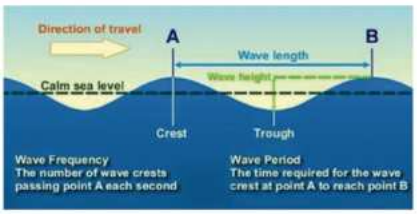
Table 1: Data collected for 'Wake Aware' information booths.

Date	**Event Location & Type**	**Event Attendance**	**1-on-1 Engagements 3+ minutes**	**Brochures Distributed**	**Duration & Staff Person Hours (SPH)**
June 7	Hampstead Wharf Event	100+	20	50	5 & 10 SPH
June 29	Oromocto River Centre Market	200+	15	15	3 & 7 SPH
July 12	Kingston Farmers Market	500+	40	50	3 & 10 SPH
July 13	Gagetown Farmers Market	400+	30	40	3 & 8 SPH
July 13	Oromocto River Centre Market	200+	10	22	3 & 7 SPH
July 19	Fredericton Boyce Market	1,000+	50	80	5 & 10 SPH
July 19	Whites Bluff Wharf Event	100+	20	27	3 & 7 SPH
August 03	Gagetown Farmers Market	200+	45	45	3 & 8 SPH
August 09	Life At the lakes	1,000+	60	50	5 & 10 SPH
August 14	Brundage River Centre Market	500+	5	4	4 & 10 SPH
August 15	Lupin Market	200+	35	40	3 & 8 SPH
August 22	Oromocto Boat Club Social Event	30+	15	45	2.5 & 6 SPH
August 28	Hatfields Pt Bellisle Watershed Coalition Open House	30+	15	15	2 & 6 SPH
September 6	Evandale Resort Wharf	100+	23	30	3 & 7 SPH

Appendix 2: ‘Wake Aware’ brochure disseminated at SJRS information Booths and to local boaters in 2025.

WHAT CAUSES WAKE?

The size of a boat's wake depends on the hull size, boat speed, distance from shore, and depth of water the boat is operating in. Naturally occurring wind-driven waves tend to have low frequency and are relatively slow moving.



Unlike natural waves, boat wake travels at the speed of the boat and wake frequencies are often high. The combination of a wake's high speed, height and wave frequency damages shorelines and wildlife habitat.

GET IN TOUCH WITH US!

THE ST. JOHN RIVER SOCIETY
LA SOCIÉTÉ DU FLEUVE SAINT-JEAN

(506) 450-8709
admin@StJohnRiver.org
www.StJohnRiver.org

New Nouveau Brunswick CANADA
Votre Fonds en fiducie pour l'Environnement au travail
Your Environmental Trust Fund at Work



HOW YOU CAN BE WAKE WISE ON THE WATER

Be Wake Aware

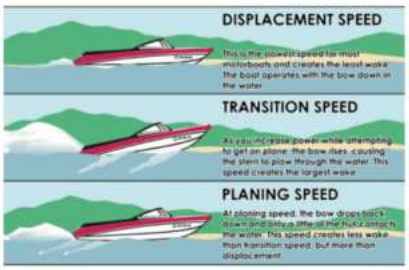
WHAT'S THE BIG DEAL?

There maybe no better way to share the experience of nature with friends and family than boating. The access to pristine and natural settings that boating provides a small group of friends is a major part of the shared memories created while on the water. For many nature is an essential part of Boating Life.
As boaters, we all want to minimize any potential negative environmental outcomes that can be caused by our vessels. Two easiest was of achieving this is to keep the affects of both Boat Wake and Prop Wash in mind when approaching shorelines and wildlife habitat. Boat Wake and Prop Wash can create permanent, or difficult to reverse environmental damage in an instant. Wake striking our shorelines can cause rapid and severe erosion, exposing the roots of vegetation and causing the banks to collapse. Wake impact and prop wash can churn up sediments, degrading the aquatic environment for plants, animals and fish. Wakes build on each other in areas of heavy boating traffic, increasing the impact on shorelines.

WHAT IS WAKE?

Wake is the disturbed column of water around and behind a boat as it makes its way through the water.

Wash is a specific component of wake consisting of loose and broken water and includes water thrown a by the propeller and the waves that roll off the side of the boat.



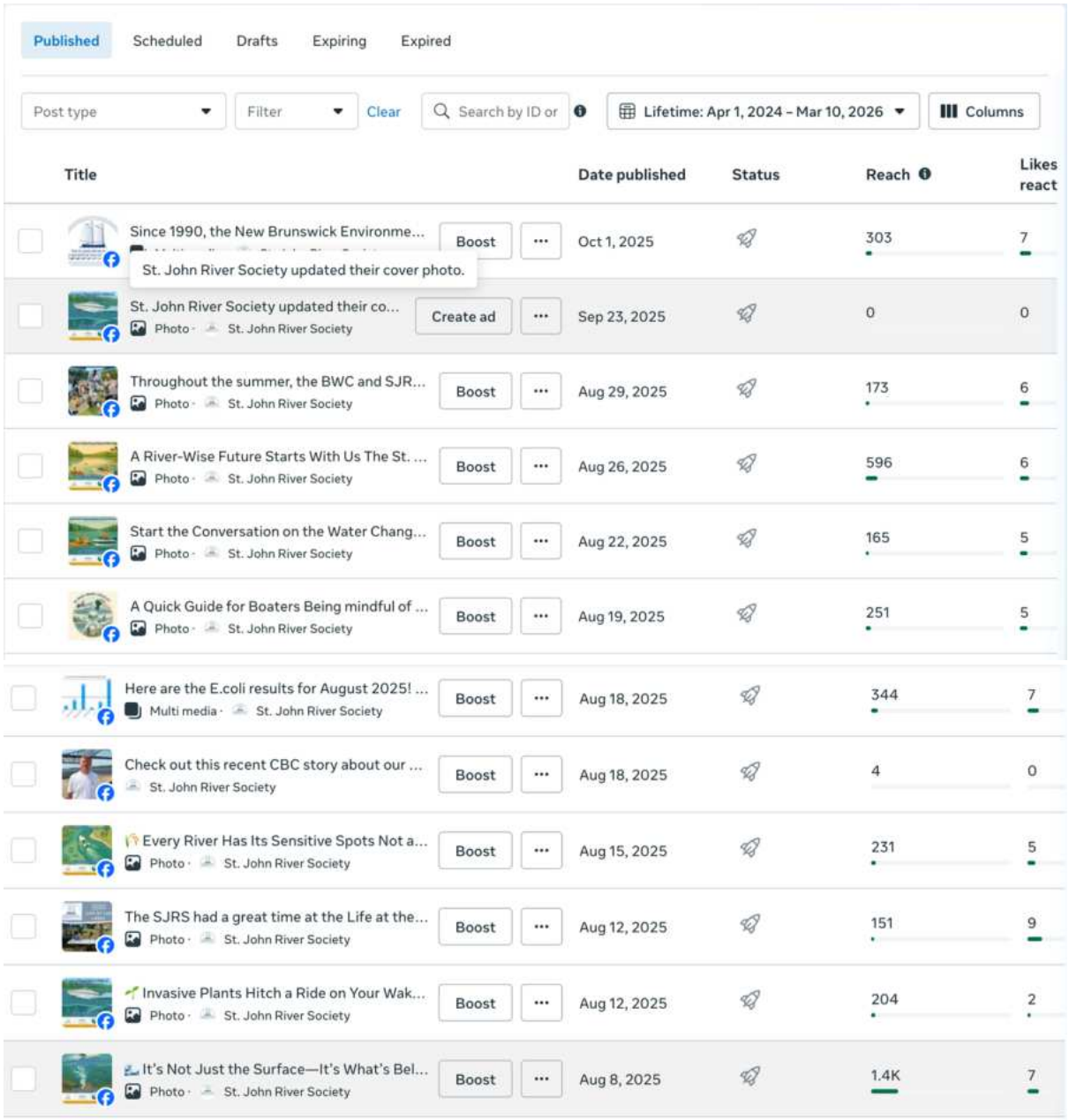
MINIMIZING YOUR BOAT'S WAKE AND WASH CLOSE TO SHORE WILL PROTECT THE SHORELINE, SHORELINE STRUCTURES AND FISH HABITAT, WHILE YOU CONTINUE TO ENJOY YOUR FAVOURITE BOATING ACTIVITY.

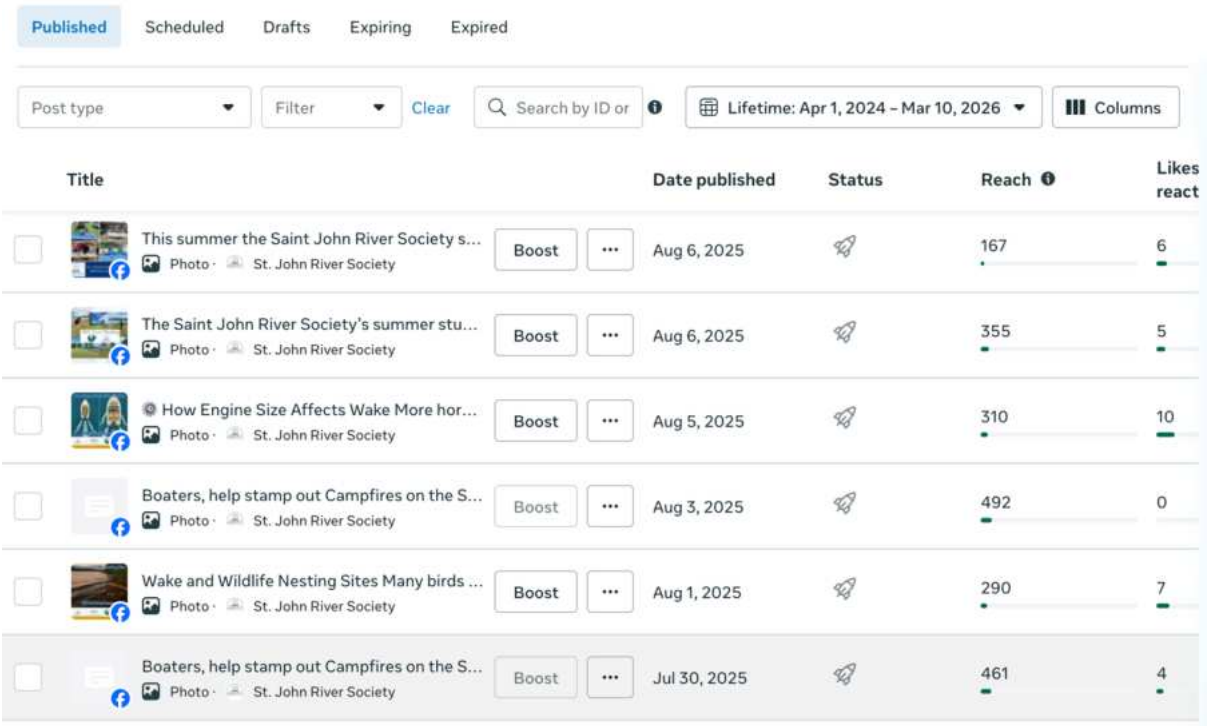
TIPS TO REDUCE YOUR WAKE

- Within 30 metres of shore and in narrow channels, reduce speed to LEAVE NO WAKE.
- Travel 30 metres from your dock to deeper water before accelerating to a higher speed.
- In the open water far from shore, cruise at a speed that minimizes wake (Planing Speed). Coming off the plane, pass through the transition phase smoothly and safely, getting the boat level in displacement speed without delay.
- Operate your boat as far away as possible from shore and wildlife habitat.
- Position your passengers throughout the boat, not only at the stern, in order to reduce the time spent while in transition speed.
- When in shallow water, avoid churning up the bottom sediment.
- Look behind you to see and understand the impact of your wake.
- Adjust your speed to minimize impact.

Figure 13: Copy of 'Wake Aware' brochure provided to boaters.

Appendix 3: '*Are You Wake Aware?*' Social Media Posts

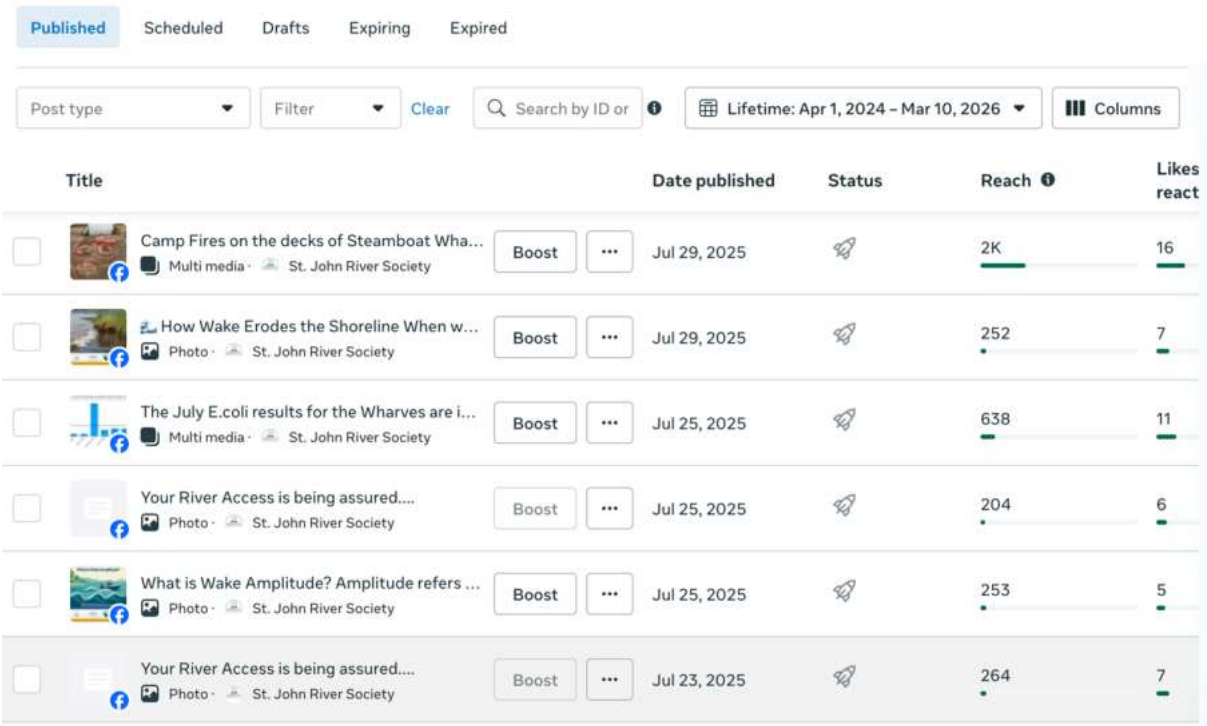




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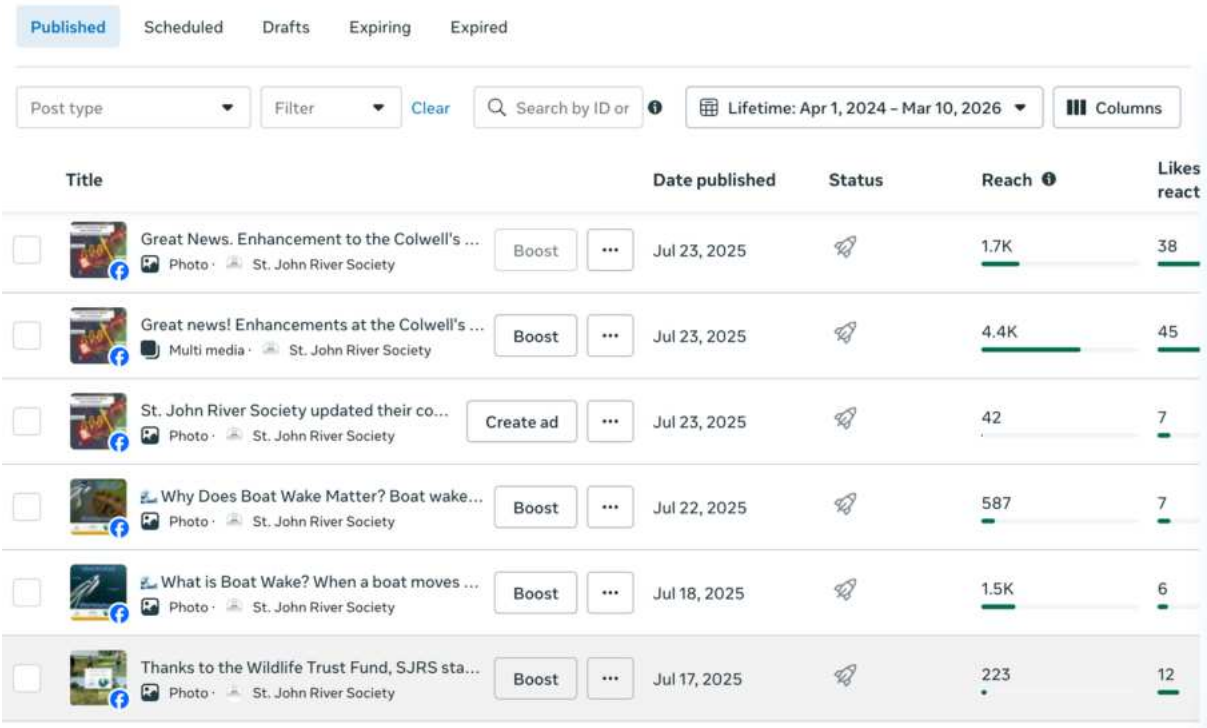
Title	Date published	Status	Reach	Likes react
This summer the Saint John River Society s... Photo · St. John River Society	Aug 6, 2025		167	6
The Saint John River Society's summer stu... Photo · St. John River Society	Aug 6, 2025		355	5
How Engine Size Affects Wake More hor... Photo · St. John River Society	Aug 5, 2025		310	10
Boaters, help stamp out Campfires on the S... Photo · St. John River Society	Aug 3, 2025		492	0
Wake and Wildlife Nesting Sites Many birds ... Photo · St. John River Society	Aug 1, 2025		290	7
Boaters, help stamp out Campfires on the S... Photo · St. John River Society	Jul 30, 2025		461	4

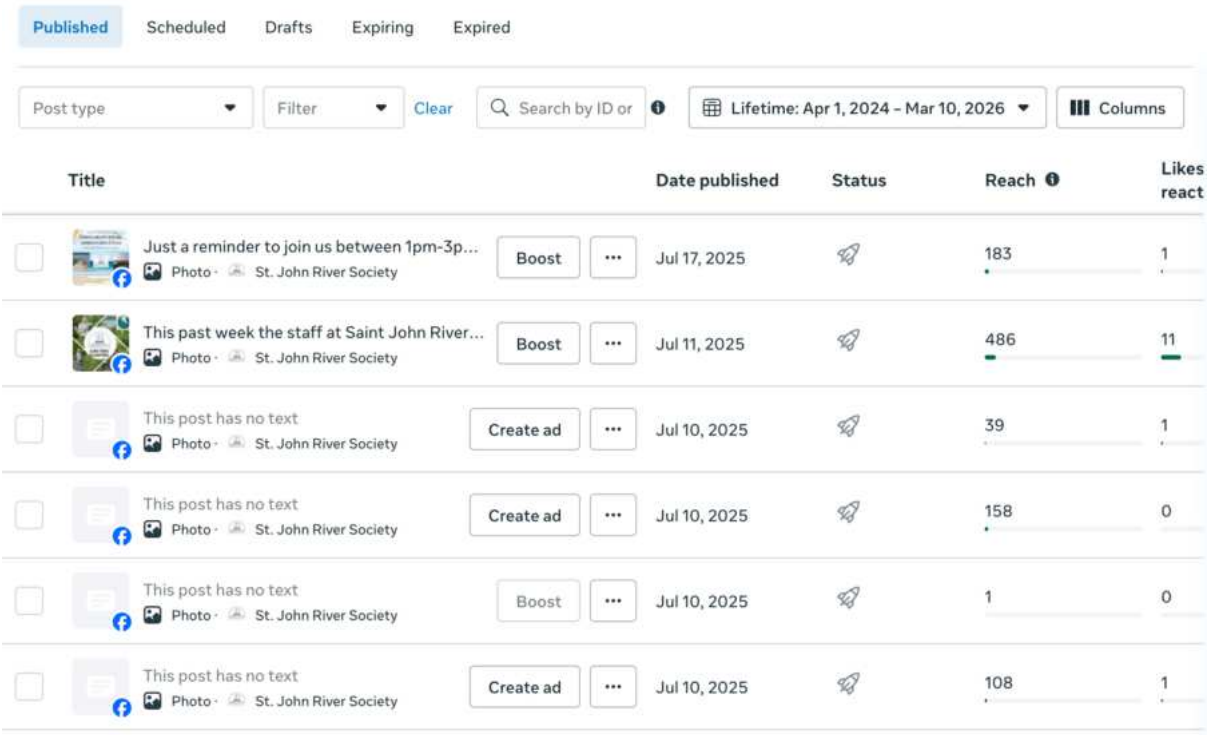


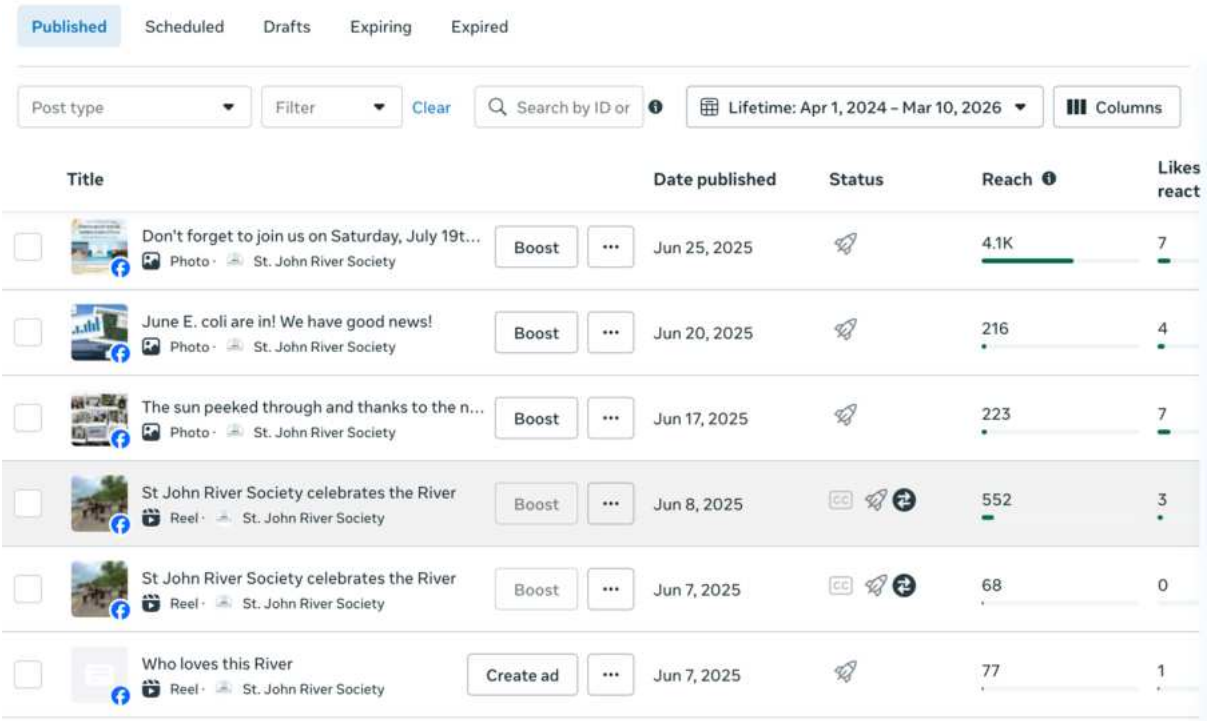
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Title	Date published	Status	Reach	Likes react
Camp Fires on the decks of Steamboat Wha... Multi media · St. John River Society	Jul 29, 2025		2K	16
How Wake Erodes the Shoreline When w... Photo · St. John River Society	Jul 29, 2025		252	7
The July E.coli results for the Wharves are i... Multi media · St. John River Society	Jul 25, 2025		638	11
Your River Access is being assured.... Photo · St. John River Society	Jul 25, 2025		204	6
What is Wake Amplitude? Amplitude refers ... Photo · St. John River Society	Jul 25, 2025		253	5
Your River Access is being assured.... Photo · St. John River Society	Jul 23, 2025		264	7


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Columns
Title
Date published
Status
Reach
Likes react
Great News. Enhancement to the Colwell's ...
Photo · St. John River Society
Boost
Jul 23, 2025
1.7K
38
Great news! Enhancements at the Colwell's ...
Multi media · St. John River Society
Boost
Jul 23, 2025
4.4K
45
St. John River Society updated their co...
Photo · St. John River Society
Create ad
Jul 23, 2025
42
7
Why Does Boat Wake Matter? Boat wake...
Photo · St. John River Society
Boost
Jul 22, 2025
587
7
What is Boat Wake? When a boat moves ...
Photo · St. John River Society
Boost
Jul 18, 2025
1.5K
6
Thanks to the Wildlife Trust Fund, SJRS sta...
Photo · St. John River Society
Boost
Jul 17, 2025
223
12

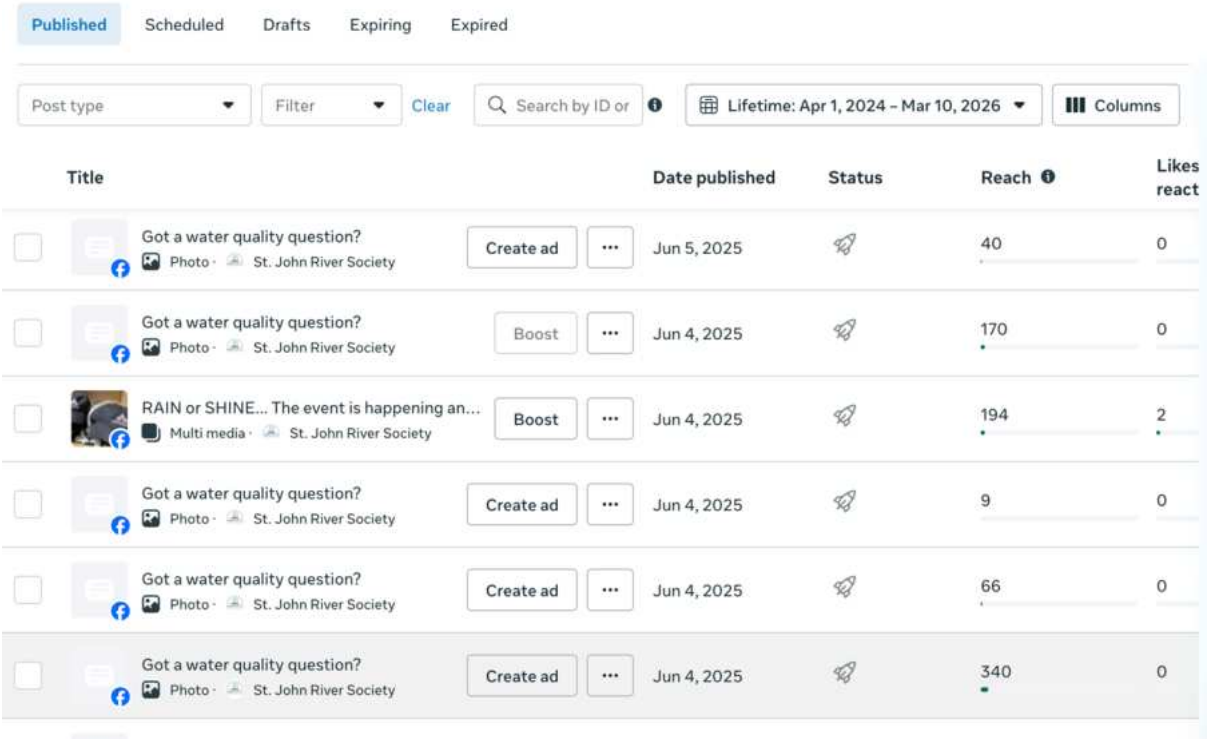

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Columns
Title
Date published
Status
Reach
Likes react
Just a reminder to join us between 1pm-3p...
Photo · St. John River Society
Boost
Jul 17, 2025
183
1
This past week the staff at Saint John River...
Photo · St. John River Society
Boost
Jul 11, 2025
486
11
This post has no text
Photo · St. John River Society
Create ad
Jul 10, 2025
39
1
This post has no text
Photo · St. John River Society
Create ad
Jul 10, 2025
158
0
This post has no text
Photo · St. John River Society
Boost
Jul 10, 2025
1
0
This post has no text
Photo · St. John River Society
Create ad
Jul 10, 2025
108
1



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Post type | Filter | Clear | Search by ID or | Lifetime: Apr 1, 2024 – Mar 10, 2026 | Columns

Title	Date published	Status	Reach	Likes react
Don't forget to join us on Saturday, July 19t... Photo · St. John River Society	Boost	Jun 25, 2025	4.1K	7
June E. coli are in! We have good news! Photo · St. John River Society	Boost	Jun 20, 2025	216	4
The sun peeked through and thanks to the n... Photo · St. John River Society	Boost	Jun 17, 2025	223	7
St John River Society celebrates the River Reel · St. John River Society	Boost	Jun 8, 2025	552	3
St John River Society celebrates the River Reel · St. John River Society	Boost	Jun 7, 2025	68	0
Who loves this River Reel · St. John River Society	Create ad	Jun 7, 2025	77	1



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Post type | Filter | Clear | Search by ID or | Lifetime: Apr 1, 2024 – Mar 10, 2026 | Columns

Title	Date published	Status	Reach	Likes react
Got a water quality question? Photo · St. John River Society	Create ad	Jun 5, 2025	40	0
Got a water quality question? Photo · St. John River Society	Boost	Jun 4, 2025	170	0
RAIN or SHINE... The event is happening an... Multi media · St. John River Society	Boost	Jun 4, 2025	194	2
Got a water quality question? Photo · St. John River Society	Create ad	Jun 4, 2025	9	0
Got a water quality question? Photo · St. John River Society	Create ad	Jun 4, 2025	66	0
Got a water quality question? Photo · St. John River Society	Create ad	Jun 4, 2025	340	0

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Post type | Filter | Clear | Search by ID or | Lifetime: Apr 1, 2024 – Mar 10, 2026 | Columns

Title	Date published	Status	Reach	Likes react
Make River Memories with friends and famil... Photo · St. John River Society	Jun 2, 2025		71	0
RAIN or SHINE... The event is happening an... Multi media · St. John River Society	Jun 2, 2025		5.9K	7
Discovery Camp Registration is NOW OP... Photo · St. John River Society	May 30, 2025		114	0
Dive into The Beautiful River at our AGM, T... Text · St. John River Society	May 29, 2025		125	1
Protecting Our River, Protecting Our Wildlif... Multi media · St. John River Society	May 26, 2025		515	8
You're Invited to the SJRS Annual Gener... Photo · St. John River Society	May 26, 2025		2.9K	3

Boost | ···

