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Mid-Vancouver Island Habitat Enhancement Society

Englishman River Watershed Recovery Plan



Information & Coordination Project

May 2003 to April 2004

Prepared for

Pacific Salmon Endowment Fund Society

By

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May 2004

SUMMARY

- MVIHES

The Mid-Vancouver Island Habitat Enhancement Society's (MVIHES) mandate is to promote and undertake fish habitat stewardship, restoration and enhancement, and stewardship and education in the mid-Vancouver Island area. All who live and work in the watershed can help to have a positive impact by becoming stewards of the land and watercourses. The Information and Coordination/Stewardship and Education team (MVIHES) of the Plan has been raising awareness about numerous environmental issues, sponsoring lectures and providing opportunities for citizens to become involved. Through the efforts of many volunteers and the support of local residents and businesses, the MVIHES has been able to promote community involvement and participation in many activities which will aid in the restoration of the Englishman River watershed.

The MVIHES has helped to coordinate restoration projects being carried out by other partners in the Plan through hosting the Community Round Table and the Steering Committee meetings as well as by direct contact. MVIHES is also compiling a data base for restoration reports and other relevant information concerning the Englishman River. We provide the contact between the Community Round Table and the PSF as well as provide a visible presence in the community at large.

- The Project

The objectives--to coordinate and disseminate information regarding the Englishman River Watershed Recovery Plan (ERWRP) progress and opportunities for participation, and to raise public awareness of the Recovery Plan--have been successfully met.

- ERWRP Newsletter

The Englishman Patient continues to be a very important part of the project. Five newsletters were produced over the year. Each issue addressed different aspects of the Plan and highlighted the progress being made. *The Englishman Patient* is sent out to more than 100 people and organizations by email and post. Some are hand-delivered or dropped off at public locations and the remainder are available at our display table at community events.

- Special Events

Working Together for the Sake of the Salmon February 2004

A five-day event was held at the Parksville Civic & Technology Centre to highlight the Automotive Business Stewardship program and celebrate the community coming together to support salmon stewardship. The event included a gala opening ceremony, educational displays, interactive children's activities, a salmon

BBQ, a children's choir performance, and three information presentations.

- Community Events

MVIHES set up ERWRP information and displays at 7 community events throughout the area. Each of these events was attended by hundreds of local and visiting people who showed great interest in our work and appreciation for the knowledge they had gained. The new brochures that were produced this year have been popular with the public.

- Beyond the Community

MVIHES has established a relationship with the graduate school of Landscape Architecture at UBC. We worked closely with one student last year to produce the Community Stewardship brochure and the Rural Land Stewardship brochure. Other graduate students have been directed to our area to search out possible thesis topics. One of their professors, Will Marsh, is a leader in the field and has a keen interest in this part of the Island. MVIHES has used the ERWRP template to initiate a Little Qualicum River Watershed Round Table. We provided information to BC Outdoors magazine which is publishing an article this summer on the Englishman River.

- Website

An extensive section on the Englishman River Watershed Recovery Plan on the MVIHES website (www.mvihes.bc.ca) is helping it continue to be a very useful source of up-to-date information and reports on the recovery plan process.

- Media

There have been many contacts with the media over the past year providing coverage of special events and projects, and we have created photo opportunities and press notices. The Automotive Business Stewardship project alone generated a total of 26 print, TV, and Radio reports on the project and the efforts of the Recovery Plan. At least one of the Cable TV clips continues to be aired.

- Community Participation

An important part of the Recovery Plan is community participation and decision-making. To accomplish this goal MVIHES organized meetings of the Community Roundtable. This group met 6 times over the last year to review progress and give input to future projects. The Steering Committee met 7 times over the year to implement recommendations from the Round Table and to review applications for funding. This committee assists proponents on project development, if required, and makes recommendations for the allocation of funds to the PSEF Technical Committee.

- Fund Raising

MVIHES has been very successful at raising additional money for Stewardship and Education projects for the Englishman River. Project funds were received from the Regional District of Nanaimo Parks & Recreation, Real Estate Foundation of BC, Shell Environmental Fund, TD Friends of the Environment, Parksville Qualicum Community Foundation, and Environment Canada's EcoAction Program, Public Involvement Program (DFO).

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Statistical Summary

PSEFS Final Report –

The MVIHES contracted with the PSEFS to perform, or to administer on the PSEFS' behalf the performance of, the following ERWRP-related tasks:

1. Providing administrative support to ERWRP's Community Round Table (RT) and any RT sub-committees;
2. Liaising with the PSEF on ERWRP's and the RT's behalf;
3. Publication of an ERWRP newsletter;
4. Undertaking ERWRP's public and media relations, including organizing and participating in public awareness, community, and media events;
5. Maintaining ERWRP's Internet presence by forwarding ERWRP updates to the PSEF;
6. Developing and implementing an ERWRP "other funding sources" strategy;
7. Undertaking community stewardship and education activities.

The MVIHES carried out its contractual obligations as follows:

1.
 - i. The MVIHES prepared an agenda, notified members, facilitated, and circulated minutes for **4 RT** meetings whose average attendance was **20**
 - ii. The MVIHES prepared an agenda, notified members, facilitated, and circulated minutes for **6 RT Steering Committee** meetings whose average attendance was **9**
2. The MVIHES maintained regular contact by telephone and e-mail with the PSEFS on behalf of the RT, the RT Steering Committee, and ERWRP Project Proponents throughout the year
3. The MVIHES researched, wrote, and published **5 issues** of ERWRP's 4-page newsletter, *The Englishman Patient*, **100 copies** of each issue were e-mailed or posted to a subscription list, dropped off at public locations, and distributed at public events
4.
 - i. The MVIHES organized **1 five-day long "special event"** for ERWRP (**600** attended/and participated)
 - ii. The MVIHES prepared display and written materials for and attended **7 public community events** attended by a total of some **2,500** people
 - iii. The MVIHES made ERWRP presentations at **7 community meetings** (1 school class, 5 community groups, 1 salmon conference)
 - iv. The MVIHES generated **22 media stories**, including **2 TV**, **2 radio** and **18 Newspaper** **5**. The MVIHES provided updates to the extensive ERWRP section on its own website (<http://mvihes.bc.ca>);
6. The MVIHES received additional funding from **7** other funding agencies for Stewardship and Education activities in the last year for a total of **\$30,443**
7.
 - i. The MVIHES organized and presented a total of 8 stewardship & education workshops and activity days over the year (Streamkeeper course, Storm drain marking (2), Shoreline/estuary awareness presentation, Junior streamkeepers activity day, Rural Land Stewardship workshop, Riparian workshop and planting blitz, Elementary school visit to the side channel, interpretive walk along the Englishman River (300 attended))
 - ii. The MVIHES researched and produced a total of **5** ERWRP brochures (The Recovery Plan, Community Stewardship, Rural Land Stewardship, Riparian Stewardship, Automotive Business Stewardship)

INFORMATION & STEWARDSHIP ACTIVITIES:

May 2003

- Displays and presentation at the PSF conference, Vancouver
- Education & Awareness:
 - Airport Days, Qualicum Beach (>500 attended)
 - Family Days, Qualicum Beach (>1000 attended)
 - Information presentation to the PQ Foundation

June 2003

- Represented ERWRP at the South Coast Steelhead Coalition meeting
- Education & Awareness:
 - Streamkeepers certification Course held in Errington (Morison Creek).
 - "Baywatch" shoreline/estuary awareness presentation, Parksville (>50 attended).

July 2003

- Research historical photos and information about the Englishman River watershed.
- The **Englishman Patient newsletter** written, produced and distributed -100 copies (Appendix 1).
- Organized and facilitated ERWRP Steering Committee meeting; distributed minutes (8 attended).
- Education & Awareness:
 - Storm drain marking with Japanese exchange students, Parksville.
 - Research and development of an **ERWRP information brochure** (Appendix 1).

August 2003

- Research and development of Automotive Business Stewardship Project.
- Attended PSF Barbeque, Parksville. Distributed newsletter and brochure.
- Education & Awareness:
 - French Creek Kids Fishing Derby (>300 attended).
 - Kidfest, Parksville (>1000 attended).
 - Hi Neighbour Day, Errington (>200 attended).
 - Produced a Power Point presentation.
 - ERWRP activities update.

September 2003

- Organized agenda and facilitated ERWRP Roundtable meeting; distributed minutes (19 attended).
- Organized and facilitated ERWRP Steering Committee meeting; distributed minutes (9 attended).
- Completed final versions of seven (7) Best Management Practices Guidebooks for the automotive sector.
- Automotive Business project Steering Committee meeting (Representatives from ERWRP, MWLAP, DFO, the city of Parksville, the Regional District of Nanaimo, the Parksville & District Chamber of Commerce, and one automotive business attended a meeting to give input and guidance into the project).
- Education and Awareness:
 - ERWRP information display and interactive displays at Rivers Day, Little Qualicum River (>100 attended) MVIHES provided: * Fish dissection * Salmon Wheel of Fortune * Interactive Salmon Circle of Life bracelets * ERWRP information Displays * Interpretive walks (fisheries biologist)

INFORMATION & STEWARDSHIP ACTIVITIES: (cont.)

October 2003

- Recovery Plan update to PSF (other funding received).
- The **Englishman Patient newsletter** written, produced and distributed (100 copies).
- Education and Awareness:
 - Set up a display at the Nature Trust event on the Englishman River (Block 602 land purchase).
 - Storm drain marking with Girl Guides and Leaders in Training, Parksville.
 - Research and development of a **Community Stewardship** brochure (Appendix 1).

November 2003

- Organized agenda and facilitated ERWRP Roundtable meeting; distributed minutes (15 attended).
- Education and Awareness:
 - Research, development and production of an **Automotive Business Stewardship** brochure (Appendix 1).

December 2003

- Organized and facilitated ERWRP Steering Committee meeting; distributed minutes (10 attended).
- The **Englishman Patient newsletter** written, produced and distributed (100 copies).
- Education and Awareness:
 - Put together 50 Product and Resource information packages for automotive businesses.

January 2004

- Organized and facilitated ERWRP Steering Committee meeting (10 attended).
- Collected Proposals and distributed them to the Technical Review Committee and Steering Committee.
- Received and recorded 2004/05 ERWRP proposals.
- Assisted at PSF banquet.
- Research, development and production of a **Riparian** brochure (Appendix 1).
- Automotive Business project Steering Committee meeting (Representatives from ERWRP, MWLAP, DFO, the city of Parksville, the Regional District of Nanaimo, the Parksville & District Chamber of Commerce, and one automotive business attended a meeting to give input and guidance into the project).

February 2004

- Organized and facilitated two (2) ERWRP Steering Committee meetings; distributed minutes (10 attended).
- Project development: Automotive Business Stewardship in Area F (Upper watersheds).
- Project development: funding proposals for Stewardship & Education projects for 2004.
- **The Englishman Patient newsletter** written, produced and distributed (100 copies).
- Water quality testing in the lower watershed: water and soil samples taken at 5 storm drain outfall sites.
- Education and Awareness:

- Research, development and production of a **Rural Land Stewardship** brochure (Appendix 1).

INFORMATION & STEWARDSHIP ACTIVITIES: (cont.)

February 2004 (cont.)

- Education and Awareness:
 - Organized and facilitated the five-day event "Working Together for the Sake of the Salmon" (Appendix 3)
 - Organized and facilitated 3 landowner site visits by a landscape designer.
 - Power Point presentation to the Elks Club, Oceanside.
 - Watershed model of watershed presented to students at Nanoose Elementary (nonpoint source pollution information).
 - Organized and facilitated a Rural Land Stewardship workshop (Appendix 4).
 - Presentation to the Ocean Idlers Car Club (automotive best management practises, Englishman River Recovery Plan)
 - Organized and facilitated a Junior Streamkeepers Activity Day: Shelly Creek, Parksville (Appendix

March 2004

- Water quality testing in the lower watershed: water and soil samples taken at 3 storm drain outfall sites.
- Researched storm water by-laws for Automotive Business project (received Capital Regional District info.)
- Education and Awareness:
 - Research, development and production of a **Riparian Brochure** (Appendix 1).
 - Organized and facilitated a Riparian workshop and planting blitz on restoration site.
 - Organized and facilitated planting on side channel site.
 - Power Point presentation to the AM Rotary Club, Parksville. Designed and produced Automotive Business Stewardship plaques and decals for awards.
 - Research Water Awareness Program (salmon friendly lawns, septic socials)
 - Coordinated Little Qualicum River watershed meeting

April 2004

- Education and awareness:
 - Organized and facilitated a field trip for 3 classes of Grade 1 & 2 students to visit the Englishman River hatchery and side channel.
 - Organized ERWRP displays for Brant Festival, QB (three day event >1000 attended)
 - ERWRP Display at Earth Day in QB (> 50 attended)
 - **The Englishman Patient** written, produced and distributed (100 copies)

Total Expenditures: Information/Coordination & Stewardship/Education

	EXPENSES				TOTAL Expenditure s	TOTAL * Budget	Variance
	May-July	Aug-Oct	Nov-Jan	Feb - April			
copying		\$ 304.24	\$ 73	\$ 126			
Format/design		\$ 485.00					
Writing/production	\$ 800.00	\$ 880.00	\$ 800	\$ 800			
Distribution		\$ 150.44	\$ 68	124.33			
Newsletter	\$ 800.00	\$ 1,819.68	\$ 941	\$ 1,050	\$ 4,610.52	\$ 7,400.00	\$ 2,789.48
Website	\$ 300.00			\$ 631	\$ 930.59	\$ 1,200.00	\$ 269.41
Video		\$ 100.00	\$ 100	\$ 790	\$ 989.50	\$ 1,075.00	\$ 85.50
rental	\$ 40.45		\$ 187	\$ 361			
planning	\$ 640.00	\$ 160.00	\$ 2,012	\$ 2,676			
Meetings	\$ 680.45	\$ 160.00	\$ 2,198	\$ 3,037	\$ 6,076.01	\$ 3,200.00	-\$ 2,876.01
AWCS				\$ 156			
Public Awareness		\$ 600.00	\$ 580	\$ 200			
Publicity		\$ 1,530.33		\$ 70			
Display Materials		\$ 390.19					
Public Awareness		\$ 2,520.52	\$ 580	\$ 426	\$ 3,526.19	\$ 3,000.00	-\$ 526.19
AWCS				\$ 797			
Coordinator	\$1,200.00	\$ 1,800.00	\$ 1,500	\$ 1,100			
Ass. Coordinator	\$1,200.00	\$ 900.00	\$ 1,100	\$ 680			
Bookkeeper	\$ 400.00	\$ 370.00	\$ 756	\$ 728			
Overhead		\$ 662.48	\$ 350	\$ 907			
Travel	\$ 100.00	\$ 342.80	\$ 275	\$ 123			
Management	\$2,900.00	\$ 4,075.28	\$ 3,981	\$ 4,335	\$15,291.49	\$17,700.00	\$ 2,408.51
	\$4,680.45	\$15,431.66	\$ 11,759	\$ 14,914	\$46,784.57	\$46,785.00	\$ 0.43

* This is the combined budget of \$30,335 from Pacific Salmon Foundation and \$16,450 from the Vancouver Foundation

LIST OF APPENDICES

Appendix 1 - Brochures

Appendix 2 - Promotional Materials & Newspaper clippings

Appendix 3 - Working Together for the Sake of the Salmon Event

Appendix 4 - Rural Land Stewardship Workshop

Appendix 5 - Junior Streamkeepers Activity Day

Appendix 6 - 2004 Call for Proposals

Appendix 7 - ERWRP Newsletters

Appendix 1

Brochures

Appendix 2

Promotional Materials & Newspaper clippings

Appendix 3

Working Together for the Sake of the Salmon Event

Appendix 4

Rural Land Stewardship Workshop

Appendix 5

Junior Streamkeepers Activity Day

Appendix 6

2004 Call for Proposals

Appendix 7

ERWRP Newsletters