

Fraser Salmon & Watersheds Program



Fraser Basin Council



2009/10 FINAL REPORT

FSWP File Number* FSWP 09 59

* Please use the FSWP File Number provided in previous FSWP project correspondence.

1. Project Information

1.1. Project Title

Fraser Basin Streams of Dreams 2009

1.2. Proponent's Legal Name

Stream of Dreams Murals Society

1.3. Project Location

Lower Mainland to Chilliwack, Kamloops, Chase, Prince George, Horsefly

1.4. Contact for this report

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1.5 Funding Amount

Original Approved Grant Amount:	Total FSWP Expenditures:	Final Invoice Amount:	Final Non-FSWP leveraging, including cash and in-kind:
35,000	35,000	7,000	119,274

2. Project Summary

Please provide a single paragraph describing your project, its objectives, and the results. As this summary may be used in program communications, clearly state the issue(s) that were addressed and avoid overly technical descriptions. Maximum 300 words.

The Fraser Basin Stream of Dreams 2009 project goal was to directly educate 5000 Fraser basin residents about their local watershed, their connections to Fraser River salmon habitat and changes they can make to reduce pollution into Fraser salmon habitat through storm and sanitary sewer systems, runoff and groundwater. From April 1, 2009 to the end of March 2010, the Stream of Dreams program was shared with more than 7300 participants at twenty-four elementary schools, two adult ESL classes and four festival events from Prince George to the Shuswap to Vancouver. Through maps, 3D models, pictures and stories, participants learned how to prevent water pollution from their homes, yards and streets and were encouraged to share the information with families and neighbours to help others understand their connections to fish habitat – all drains lead to fish habitat - and to help them change behavior to protect salmon in Fraser Basin. Students are taking the information home and sharing it with their families.

Twenty-five new or expanded Stream of Dreams fish fence murals speak to tens of thousands of people in their communities to celebrate salmon and clean water. Two new teams have been trained to deliver the program in Kamloops and Prince George.

OPTIONAL Please give a short statement (up to 100 words) of the most compelling activity or outcome from your project.

At one elementary school most students, staff and parents did not realize that the ravine adjoining the school was a salmon bearing stream. In fact salmon were spawning there during the week the Stream of Dreams project was at the school. It was thrilling to see enlightenment dawning in the community as a scary ravine became a living salmon stream and people learned of the work of the local Streamkeepers in protecting the salmon.

3. Final Project Results and Effectiveness

3.1 Copy EXPECTED OUTCOMES from your detailed proposal and insert into this section. Add additional rows as needed. Then please list the FINAL OUTCOMES (the tangible end products resulting from this work) associated with expected outcome.

If FINAL OUTCOMES differ from the original EXPECTED OUTCOMES please describe why, and the implications for the project.

EXPECTED OUTCOMES	FINAL OUTCOMES
1. 5,000 new program participants, mostly elementary school students and their teachers, will know their local watershed and their connection to the health of Fraser River salmon.	7300 program participants at 24 elementary schools and 4 events introduced to their local watershed, the salmon life cycle and that all drains lead to fish habitat.
2. Participants will know what behavior changes they can make to improve water quality for salmon and people in the Fraser Basin. Key behavioral changes will be those evolving out of FSWP study.	Fish friendly car washing, switching to safe cleaning products, no medications down drains, reduction of car use were all suggested as ways to improve river and ocean water.
3. Participants will help educate their families and friends reaching at least another 5000 people. They will make changes to protect the Fraser River and its salmon.	Parents report that their children come home and tell them about how drains work and ask for changes in car washing and cleaning product use.
4. The larger community will Think Salmon as a result of seeing the murals and through resulting media coverage.	Increasingly we find that many, many people have seen Stream of Dreams fish on fences and recognize that they are about salmon and stream protection.

3.2 Please evaluate the EFFECTIVENESS of your project in achieving Project Objectives. Please identify the indicators you have used to measure the effectiveness of your project. Please include any notable successes or challenges.

Objective 1: To improve water quality in the Fraser River, its tributaries and the estuary and Strait of Georgia as one component of restoring salmon stocks.

Though a lofty goal, it is not possible to measure effectiveness of an educational program in improving water quality in the Fraser, since measures that families take may be implemented over longer time periods and also can be overshadowed by negative impacts of others.

Objective 2: To improve people's awareness of their connection to salmon habitat at their homes, schools and workplaces.

7300 more people in the Fraser Basin have been informed of their local watershed and that all their drains lead to fish habitat.

Objective 3: To give people tools to make behavior changes to protect salmon habitat.

All 7300 participants were shown actions they can take to protect habitat: fish friendly car washing, choosing environmentally friendly products for the home, reduce car use, only rain down storm drains,

Objective 4: To allow people to celebrate salmon and be hopeful about the future of Fraser salmon.

7300 participants learn that nature is resilient and can recover if we stop damaging habitat. Their beautiful artwork celebrates salmon and is shared with tens of thousands of community members on a daily basis.

3.3 Please attach all DOCUMENTATION of Final Outcomes, and LIST attachments here. These may include technical reports, maps, photos, evidence of communications, lists of meeting participants, etc.

Project list, media examples, web sites that refer to the project and extend the message including new sites, blogs, school newsletters

3.4 Please describe how the benefits of this project will be sustained and/or be built upon into the future. What are the planned next steps, or recommendations for further work, if applicable?

Most people in the lower Fraser Valley and many in the upper reaches of the watershed have seen the Stream of Dreams Murals. SDMS will be doing more community outreach to explain to non-participants what the fish murals that they see on fences mean. We will be looking to make presentations for businesses, service clubs, and other community outreach groups to build upon the awareness generated by the existing murals.

There is continuous demand for the program in schools. We will do our best to meet that demand and continue directly enlightening people about their watersheds. encouraging them to enlighten others while examining their own relationships to water.

3.5 What are the top three lessons learned from this project that could be useful to communicate to others doing similar work in the Basin?

1. Many people still do not know about their local creek and their connections to it, the Fraser River, and the ocean. We all need to continue raising that awareness in as many ways and places as possible.

2. The best way to reach large numbers of new people is to go to them rather than set up events and hope people come to you. Those who come to events are often already fairly aware of salmon issues.

3. Art is a powerful motivator to get eco-education invited into schools.

Fraser Basin Stream of Dreams 2009-2010 project list

Project	completion date
1- Hume Park Elementary School, New Westminster	April 3, 2009
2- James Park Elementary School, Port Coquitlam	April 9, 2009
3- Vancouver Oral School for the Deaf, Vancouver	April 15, 2009
4. Pilot presentation for Adult ESL classes, Burnaby	
5- Haldane Elementary School and Chase Primary, Chase	April 23, 2009
6. Westwood Elementary School, Prince George	April 29, 2009
7. Ross Road Elementary School, North Vancouver	May 1, 2009
8. Peden Hill Elementary School, Prince George	May 8, 2009
9. Mountain Elementary School, Abbotsford	May 14, 2009
10. Pleasantside Elementary School, Port Moody	May 22, 2009
11. Abbotsford Middle School, Abbotsford	May 29, 2009
12. Bert Edwards Science & Technology School, Kamloops	June 10, 2009
13. Cove Cliff Elementary School, North Vancouver	June 11, 2009
14. James Kennedy Elementary School, Langley	June 19, 2009
15. Central Fort George School, Prince George	June 19, 2009
16. Training of new team to serve Kamloops region	At Haldane Elementary, Chase
17. Training of new team to serve Prince George region	At Cove Cliff and Fort George schools.
18. Pink Salmon Festival, Vancouver	Aug 30, Oct. 7
19. Horsefly Salmon Festival, Horsefly	Sept. 7
20. Edgewood Elementary School, Prince George	Sept. 11
21. Gilpin Elementary School, Burnaby	Sept 18
22. Artists on the River for Rivers Day, New Westminster Fraser Discovery Center	Sept 26
23. World Rivers Day Festival, Burnaby	Sept 27, Oct 6

24. Norgate Elementary School, North Vancouver	Oct 9
25. Thunderbird Elementary School, Vancouver	Oct 16
26. Laura Secord Elementary School, Vancouver	Oct 27
27. Hazel Trembath Elementary School, Port Coquitlam, BC	Nov 4
28. Gordon Greenwood Elementary School, Langley	Nov 19
29. Brockton Preparatory School, North Vancouver	Mar 22, 2010