

Fraser Salmon & Watersheds Program



2011/12 FINAL REPORT

FSWP File Number* FSWP 11 31 XX EE

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

1. Project Information

1.1. Project Title

Salmon Saturdays

1.2. Proponent's Legal Name

Langley Environmental Partners Society

1.3. Project Location

Greater Vancouver, Langley

1.4. Contact for this report

Name: Nichole Marples

Phone: 604-532-3511

Email: nmarples@tol.ca

1.5 Funding Amount

Original Approved Grant Amount:	Total FSWP Expenditures:	Final Invoice Amount:	Final Non-FSWP leveraging, including cash and in-kind:
\$15,000.00	\$15,000.000	\$4,500.00	\$93,314.00

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.

To address the lack of understanding and increase citizen awareness of salmon and salmon habitat in Langley, LEPS hosted monthly *Salmon Saturday* events offering learning opportunities and participatory stewardship activities. These events improved salmon habitat and engaged the community in a series of regularly-scheduled environmental stewardship events. Generally held on the third Saturday of each month, the events were hosted in partnership with local stewardship groups and community partners, building community capacity while engaging citizens in activities to effectively address challenges related to sustaining healthy salmon populations. Through *Salmon Saturdays*, LEPS provided ongoing opportunity for citizen engagement in stewardship activities to raise community awareness and improve and enhance salmon habitats and watershed health. Our primary target audience for volunteer project participants in 2011 was families (adults with school-aged children) and youth (secondary and post-secondary students). The *Salmon Saturday* events that LEPS hosted in 2011 included: Streamside Invasive Species Removal, Juvenile Salmon Release, Instream Garbage Clean Up, Dig In Tree Planting, Storm Drain Marking Challenge, BC Rivers Day Festival, Salmon Meet and Greet, Dogs 4 Salmon, Frog Search,

Greener Christmas Workshop, Greener Cleaner Workshop, and the Salmon Friendly Gardens Seminar. LEPS also hosted a display booth at a variety of community events to promote Salmon Saturday events.

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

The 2012 Salmon Friendly Gardens Seminar was hugely popular this year. Over 125 people came to the five hour seminar to learn ways to make their outdoor living space better for the environment. Presentation topics included Creative Small Space Gardening and “The Zero Mile Diet”.

3. Final Project Results and Effectiveness

3.1 Please copy THE EXPECTED DELIVERABLES from your detailed proposal and insert into this table. Add additional rows as needed. Then describe the FINAL DELIVERABLES (the tangible end products resulting from this work) associated with each expected Deliverable.

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

EXPECTED DELIVERABLES	FINAL DELIVERABLES
<p>1. –Twelve Salmon Saturday events held - 500 citizens engaged in community stewardship</p>	<ul style="list-style-type: none"> - Twelve Salmon Saturdays held: April 16- Juvenile Salmon Release (53 people attended) May – Frog Search (22 people attended) June 11- Dogs 4 Salmon (35 people attended) July- Storm Drain Marking Challenge (33 families and 3 community groups participated) August 20-Instream Clean-up (21 people attended) September 25- BC River’s Day Festival (550 participants) October- Dig In Tree Planting (34 participants, 500 trees and shrubs planted) November- Salmon Meet and Greet (20 families attended, 2 salmon dissected) December- Greener Christmas Workshop (4 participants made 4 native plant table centre pieces) January- Invasive Species Removal and Living Christmas Tree Planting (10 people attended) February- Greener Cleaners Workshop (10 people attended and each made 3 different household cleaners) March- Salmon Friendly Gardens Seminar (over 125 people attended) - Total 992 citizens engaged in community stewardship
<p>2. -10 + organizations engaged in co-hosting events -10 + community organizations involved as volunteer participants</p>	<p>16 organizations engaged in co-hosting and volunteering at events; included: Metro Vancouver Parks, Yorkson Watershed Stewardship Committee, Township of Langley, Bertrand Creek Enhancement Society, Campbell Valley Parks Association, ISL</p>

	<p>Engineering, Langley Baha'i Community, Scouts Canada, Langley Lions Club, LEO Club, Langley Association for Community Living, Little Campbell Watershed Society, Fraser Valley Watersheds Coalition, the Derby Reach Brae Island Park Association, the Nicomekl Enhancement Society, Vancity</p>
<p>3.</p> <ul style="list-style-type: none"> -Information displays set up at 12 Salmon Saturday events -Display booths presented at 10+ community events -12+ Media releases sent to local newspapers - 250+ citizens enrolled in the Salmon Points Reward Program 	<ul style="list-style-type: none"> -Information displays were set up at each Salmon Saturday event, -display booths set up at BC River's Day Festival, Langley Demonstration Garden Opening, World Oceans Day, the Blackberry Bakeoff, Langley International Festival, Campbell Valley Visitor Centre, Langley Eats Local, Campbell Valley Country Celebration, the Cranberry Festival, Community Science Celebration, Langley Canada Day, Langley Farmers Market (weekly), Cedar Rim Nursery, BBQ on the Bypass, Lower Mainland Feast of Fields, Fraser Valley Bald Eagle Festival, Township 7 Art in the Vines, RBC Blue Water event, Township of Langley Harbour Day, Municipal Awareness Day, Party for the Planet - 12+ media releases were sent to local newspapers, 8 successfully being printed -More than 300 citizens were enrolled in the Salmon Points Rewards Program
<p>4.</p> <ul style="list-style-type: none"> - Information about the Water Management Plan and Living Water Smart distributed at events -Include opportunities for public participation processes in monthly e-newsletters -Public participation opportunities discussed at monthly stewardship group meetings 	<ul style="list-style-type: none"> -Information about the Water Management Plan and Living Water Smart Distributed at previously mentioned events (more than 700 brochures and handouts were distributed) -230+ citizen requests for information -Opportunities for public participation processes in monthly newsletters included: The Province of British Columbia's "Cosmetic Use of Pesticides Questionnaire", DFO's "Nooksack Dace and Salish Sucker Recovery Action Plan", LEPS' "Bertrand Watershed Education Team Open House", South Fraser on Trax "Smart Growth Debate", the Langley "Joint Town Hall Meeting", and Township of Langley: "Nutrient Management Open House", "Well Owners Workshop", "Ultimate Cycling Network", "Heritage Strategy". -Public participation opportunities discussed at the following monthly stewardship group meetings: Bertrand Creek Enhancement Society, Yorkson Watershed Stewardship Committee, Glen Valley Watersheds Society, Little Campbell Watershed Society

<p>5.</p> <ul style="list-style-type: none"> - Invasive plant species removed -Native trees and shrubs planted -Trash removed from streams -Stormdrains marked -Juvenile salmon released 	<ul style="list-style-type: none"> -Invasive Plant Species: 100 square feet of Reed Canary Grass was stomped, and 3 cubic meters of Himalayan Blackberry were removed. - 500 trees and shrubs planted along the Nicomekl River, 200+ Willow whips and 1 living Christmas tree planted along Yorkson Creek, and 175 shrubs planted at Coghlan Creek. -1 tonne of trash was removed from Bertrand Creek during the in stream clean-up -over 1000 storm drains were marked during the July Storm Drain Marking Challenge -125 000 juvenile salmon were released at the April Salmon Saturday
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3.2 Please evaluate the EFFECTIVENESS of your project in achieving Project Objectives, using the specific measures of success identified in your proposal. Please include any notable successes or challenges.

PROJECT OBJECTIVE	MEASURE(S) OF SUCCESS	EFFECTIVENESS (successes or challenges)
<p>To deliver an on-going series of activities to engage families and students in learning opportunities and participatory stewardship activities leading to increased community involvement in environmental stewardship initiatives.</p>	<ul style="list-style-type: none"> • Track number of monthly event participants • Track number of citizens joining mailing list • Track number of new members attending stewardship group meetings 	<p>LEPS was very effective at meeting this objective. We had over 992 people attend monthly events. Over 189 people have joined LEPS' mailing list and 6 new members attend stewardship group meetings.</p>
<p>To partner with local stewardship groups, first nations, the Township of Langley and community organizations to engage families and students in watershed stewardship, raising community awareness and addressing challenges related to sustaining rearing and spawning habitat for salmon.</p>	<ul style="list-style-type: none"> • Track number of partner organizations participating in events as volunteers • Track number of new partnerships developed 	<p>LEPS has celebrated success working with 9 partner organizations to host events, 7 organizations participating in events as volunteers, and 2 new partnerships developed with the Langley Association for Community Living, and the Langley LEO Club.</p>
<p>To offer the opportunity for citizens to understand how their daily practices affect salmon, and facilitate commitment to behaviour change through adoption of salmon-friendly lifestyle practices.</p>	<ul style="list-style-type: none"> • Track number of brochures distributed • Track number of community events attended • Track number of visitors communicated with at community events • Track number of newspaper articles printed • Track number of citizens 	<p>Throughout the 2011 Langley Thinks Salmon Project, LEPS distributed over 1,500 brochures, attended over 20 community events and spoke with more than 2,000 people at those events, successfully had 8 articles published in the local newspapers and over 300 people participated in the Salmon Points Rewards</p>

	adopting new salmon-friendly lifestyle practices	Program where they adopted new salmon friendly lifestyle practices.
To provide information about, and encourage community members to engage in, governance processes open to the public.	<ul style="list-style-type: none"> • Track number of requests for information • Track number of brochures/handouts distributed • Track number of citizens attending public open houses related to local environmental issues 	With over 230 requests for information, this was a difficult measure of success to track, but it is a good indicator of public interest in salmon and salmon habitat issues in Langley. The total number of brochures handed out was more than 1,500, and advertised more than 5 open houses and governance processes open to the public, Over 100 citizens attended public open houses, public hearings and discussion forums.
To improve and enhance local salmon habitat.	<ul style="list-style-type: none"> • Track event outcomes: number of trees planted, tonnage of trash removed, fish released, cubic metres of invasive plant species removed, storm drains marked, etc. 	Salmon habitat was successfully restored during this project. Over 875 plants were planted with the help of volunteers as part of Salmon Saturday restoration projects, more than 3 cubic metres of invasive species were removed, 1 tonne of trash was removed from Bertrand Creek, over 1,000 storm drains were marked, and 125,000 juvenile salmon were released.
3.4 If applicable, please describe project outcomes that relate to one or more of the following strategic approaches (Section 2.1 of RFP; section 8 of detailed proposal template), and include specific examples.		
Engagement of First Nations. Please specify who, and in what capacity.	This project has enabled LEPS to re-establish contact with Kwantlen First Nation representatives, specifically Les Antone, the Director of Lands and Resource/Fisheries portfolio holder.	
Active partnerships with one or more organizations.	Salmon Saturdays were hosted with partnerships with many separate organizations including: Yorkson Watershed Stewardship Committee (Juvenile Salmon Release and the Salmon Meet and Greet), Metro Vancouver and the Campbell Valley Parks Association (Frog Search), Metro Vancouver and the Derby Reach Brae Island Parks Association (Dogs 4 Salmon), the Bertrand Creek Enhancement Society (Instream Clean-up) , Township of Langley (BC River's Day Festival), Scouts Canada, Langley Lions Club and LEO Club (Dig In Tree Planting and Storm Drain Marking Challenge), the Nicomekl Enhancement Society (Salmon Meet and Greet), and the Little Campbell Watersheds Society (Frog Search).	

Engagement and participation of diverse and under-represented groups.	<p>The Langley Association for Community Living participated in the Storm Drain Marking Challenge. The LACL's mission is to deliver quality services for children with special needs and adults with developmental disabilities and supports to their families.</p> <p>The Salmon Points Rewards Program had participants from the home schooling community.</p>
Relationship building, as a foundation for sustainable, enduring activities.	<p>Salmon Saturdays were a great tool to help strengthen our existing relationships with the Langley stewardship groups (such as the Yorkson Watershed Stewardship Coalition, the Little Campbell Watershed Society, the Nicomekl Enhancement Society, and others) and the Township of Langley to identify salmon habitat enhancement projects. Salmon Saturdays also provided opportunities to create new relationships with organizations and community groups that LEPS had not previously had contact with such as the Langley Association for Community Living and the home schooling groups. An example of an enduring activity that has developed out of Salmon Saturdays is the one with the LACL. They have been helping LEPS transport coffee ground waste from local coffee shops to the demonstration garden for composting.</p>
Capacity building, including mentorship models, leadership training and skills development.	<p>LEPS hosts an annual Watershed Exchange event, to facilitate increased communication between Langley's stewardship community and provide training in areas of interest. Due to feedback provided, at this years event LEPS arranged to have a presentation on using social media to engage the community.</p>
Recognition and support of champions and their initiatives.	<p>A Langley Stewardship Volunteer of the Year awards is held annually, to recognize outstanding volunteer achievement in salmon and watershed stewardship efforts. LEPS also rewarded one family and one corporate group for marking the most storm drains during the July Salmon Saturday event. The awards included a membership to the Vancouver Aquarium, a gift certificate for SPUD (Sustainable Produce Urban Delivery), and a pizza for the corporate group.</p>
Opportunities to influence policy and decision making,	<p>LEPS provides citizens with the tools and resources they require to effectively champion local environmental issues. In the past year, representatives of Langley's stewardship community have made presentations to council regarding fill sites, ALR land removals, development in streamside areas, and other issues. LEPS also promotes opportunities to engage with municipal decision making by advertising open houses, public hearings and public consultation opportunities.</p>

3.5 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?

This project contributed to LEPS' vision of engaged citizens contributing to healthy watersheds, and fostered community engagement in, and responsibility for, salmon and watershed sustainability. LEPS will continue to seek funding to offer Salmon Saturday events, and will continue to work with our partner organizations to engage Langley citizens in environmental protection activities.

3.6. 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. It is very important to create a user friendly system for recording deliverables
2. Don't forget to take lots of pictures at events that you are hosting
3. Advertise events for as long as possible, in as many different locations as possible

3.7 REQUIRED: Attach all DOCUMENTATION of Final Deliverables, and LIST attachments in Section 8. These may include technical reports, maps, photos, evidence of communications, lists of meeting participants, etc.

4. Outreach and Communications

Please describe how you have communicated project activities and results within local and basin-wide communities, across organizations and/or to decision makers.

Please list and attach copies of (or links to) any communications materials from these efforts that you have not previously submitted.

Information was disseminated through the following channels:

- Paid advertisements and earned media articles in local newspapers;
- through LEPS EcoNews, a monthly community event listing advertising volunteer stewardship and learning opportunities, distributed to a growing list of over 500 residents using Constant Contact (email marketing program);
- via LEPS' Facebook and Twitter pages;
- LEPS website calendar of events;
- Lower Mainland Stewardship and Salmon Chums listserves

Project communications also occurred through:

- attendance and exhibition of an interactive display booth at community events;
- event listings posted on LEPS and partner group websites and newsletters;
- postcards advertising Salmon Saturday events placed throughout the community;
- communication with school administrators and Parent Advisory Committees;
- communication with community service and partner organizations

LEPS communicated with Langley stewardship community participants and partner groups via phone and email, and initiatives were discussed at numerous monthly Langley Stewardship organization meetings.

Fraser Salmon and Watersheds Program was recognized as a project sponsor in all press releases, posters, displays and print materials and verbally at all events.