

Fraser Salmon & Watersheds Program



Fraser Basin Council



2009/10 FINAL REPORT

FSWP File Number* FSWP 09 50

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

1. Project Information

1.1. Project Title

Water Wise: Water Conservation & Watershed Health Education

1.2. Proponent's Legal Name

Cariboo Chilcotin Conservation Society

1.3. Project Location

Cariboo Chilcotin region

1.4. Contact for this report

Name: Marg Evans

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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:
\$22,000.00	\$22,000.00	\$4,400.00	\$ 155,180.00

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.

The Water Wise & Watershed Health program was designed to make use of all available mediums to educate and engage a wide range of people in conscious acts of water conservation. Radio & newspaper ads and articles, art exhibits, displays (including interactive), musical performances, parades, signage, business projects, school classes (including Outdoor school sessions & modules to 3 communities) & hands on 'by the water' and storm drain sessions. An added bonus was free Cable TV coverage of Water Wise tips and the shorts designed for a video from the Up Your Watershed performance Water Wise assisted with, coordinating the school classes and event details with musicians.

Our education of school age students reached over 55 elementary, secondary, & alternate classes, with students offered 6 modules on water conservation, watershed health, water chemistry, waste & groundwater, water quality (bottled water) & water treatment/systems. All lessons show how water relates to our lives and the fish & wildlife reliant on healthy watersheds. Instructors used models (working mini aquifer and 3D watershed), and fieldtrips for hands on experience. At the Outdoor school, modules –*Invertebrates*, *The Perfect Stream*, *Ecological Webs- Species at Risk*, *Watersheds* and *Winter Snow Science Module* are taught and mini-water wise sessions given to each school group (25 classes/800 students). Signage and brochures are set up throughout many centres and businesses in the region throughout the year. Within the communities, Water Wise also targets stores selling 'water friendly products' and gardeners (with Xeriscape workshops and brochures on rain barrels /draught hardy plants & xeriscape methods). Water Wise promoted sustainable water practices and Seafood choices at events: Children's Festival, WL Stampede Parade, Aboriginal Days, Earth & World Water Day, and this year participated in Aboriginal Days, where our three 'Salmon Sisters' 6 foot mascots were apart of the parade and events.

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

Response to the Salmon sisters (all the parades and events such as the Up Your Watershed musical performance) and the questions and interest they stimulated regarding salmon and watershed health, sustainable seafood choices was a pleasant surprise, and a reminder to think creatively and "out of the box"

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
<p>1. Children will learn and put into practice life long habits of wise water use, educating their family members as well with their take home challenges.</p>	<p>Over 2000 students received water wise modules/lessons in the classroom, at Gavin Lake camp, and during field trips, and take this information home to their families. They are encouraged to take the challenge of: reducing their showers to 5 minutes, turning off the tap when they brush their teeth, and to carry reusable water bottles rather than drinking bottled water. Presentations to students from Quesnel to 100 Mile House.</p> <p>Water Wise bookmarks featuring local student artwork were produced and made available at the Library, as well as some local bookstores thus helping educate not only their family members but also the community at large.</p>
<p>2. Adults within the community will make wise purchases when replacing toilets, washing machines, etc and cleaning products. Developers will now be required to install only water saving devices in buildings.</p>	<p>Produced Greener Cleaning Product list for the community and our webpage..</p> <p>Signage within hardware stores remind consumers to purchase water (and electricity) saving appliances, toilets and showerheads.</p> <p>Sears (one of few stores which sell appliances within Williams Lake) told staff that because of the Water Wise program almost <i>everyone</i> (minus renters who are on a tight budget) ask for water efficient washing machines and dishwashers.</p> <p>Before building permits are awarded in 2009 - new building and renovations must incorporate water conservation practices including the amount of water used and the flow rate of water used per fixture, and to minimize thermal loss or gain.</p> <p>Stores with a large selection of green cleaning products have been marked with small water wise stickers.</p> <p>Two prize packs with a selection of green cleaning products were given away as part of a free draw at the community Sustainability Fair in June. The</p>

	<p>newspapers also published pictures of the winners to encourage public knowledge of these available products.</p>
<p>3. Gardeners and home owners will develop their landscapes with xeriscape landscaping, draught hardy plants and reasonable watering regimes, using rain barrels where ever possible. As well, businesses will be encouraged to set good example within the community also.</p>	<p>Six main Garden centres promoted drought hardy plant choices and landscaping, as well as rain barrels with Display signage, and educational brochures throughout the growing season.</p> <p>There were also display within the community (Library, Rec Centre, Sustainability Fair)</p> <p>Articles within the paper and radio ads also promoted these water wise practices to local residents.</p> <p>Bike Brigade – staff visited residential neighbourhoods during July & August within the City with respect to lawn watering. Staff spoke with residents who were home, and left “door hangers” with comments (thank-you or suggestions) during the peak lawn watering season.</p> <p>Note: The <i>Harvesting Rain Water: Rain Barrels & Rain Gardens</i> was the most popular brochure picked up in 2009 which required a second printing run.</p>
<p>4. Recreationists will appreciate the delicate balance and link between clean water healthy streams and healthy salmon. As well, they will appreciate the contributions of salmon to the land.</p>	<p>The Salmon Family” (our three large salmon “suits”) won first prize in the Williams Lake Stampede parade which has a very large turnout each year including many out of town visitors. Our parade entry also included carrying the large “<i>Be Water Wise – Think Healthy Watersheds</i>” salmon sign throughout the City.</p> <p>During the spawning season radio ads which focused on local salmon run information and watershed health ran from mid August to Nov/09.</p> <p>Also during spawning season was a library display which included our vibrant Salmon Mascots.</p> <p>Developed signage with an emphasis on the historical significance of the local River Valley, and local salmon runs. We have worked with the City for the placement of this sign at a new kiosk/picnic area being built, as well as the placement of a concrete Salmon statue (courtesy of DFO) in the immediate area.</p> <p>We also published a fall 2009 Recreation Leisure Services Guide (full page colour ad) entitled “<i>Healthy Watersheds = Healthy Salmon</i>”</p>

	<p>Up Your Watershed Performance with the Artists Response Team (with Holly Artzen and Kevin Wright) and over 200 local students – open to the public event with 3400 seat capacity (sold out) and DVD's available for purchase including three educational Water Wise PSA's.</p>
<p>5. Businesses and larger institutions will work on their water footprint, especially in areas where non-treated or recycled water would work, in replacement of treated City drinking water.</p>	<p>Local businesses continued to support the water wise program by placing <i>What is a Watershed?</i> posters and/or stickers on their water faucets. All but one local gym participated.</p> <p>Our dental clinic campaign encourages patients of all ages to turn off the tap when they brush their teeth with tap reminder signs and stickers at local clinics, as well as technicians providing a mini talk when giving patients a toothbrush at local dental clinics.</p> <p>Our hotel campaign works with local hotels and motels which do not have a current water conservation program to implement one. We produce (in-house) small cards for each room which asks guests to place their towels in the bathtub if they would like new ones, and to leave the card on the bed if they would like fresh bedding. They are also encouraged to use only green clean products within their establishments.</p> <p>After the City's garbage & recycling collection changes (new bins & process were provided for all residents) radio ads and newspaper articles encouraged residents to convert their old garbage bins into rain barrels.</p> <p>After Water Wise consultations Thompson Rivers University (TRU) renewed their janitorial contract with the requirement that <i>only</i> green cleaning products be used.</p>
<p>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.</p>	
<p>We gage our effectiveness in several ways, for the school classes our indicator of success would be maintaining or increasing the number of classes per year. Another indicator are feedback from teachers and community, one such comment was on the high percent of students we now carry reusable water/juice containers. Our field trip list has to be limited each year, as we no longer have enough time or funding (for buses) to fill the requests, so an alternate year system has to be used. The challenge would be to find funding to add to staff time and bussing costs. Within the community, the eager response of businesses (garden centres to distribute and hang our signage each year, hardware stores to have our Water Wise stickers on their shelves, and restaurants, schools, gyms, etc. to hang our water wise signage and sticker their washrooms/kitchens. With our Hotel program, we realized people were</p>	

reading the newspaper articles (on previous Hotels signing on) when we had a Hotel contact us to become a Water Wise establishment. Working with the City of Williams Lake water use data, despite new businesses and housing development, an indicator of success would be the fact that water consumption has remained stable (or dropped slightly) over the several years we have been running the Water Wise program.

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.

Attached: Class list for 2009; Class list for 2010; Indicators of Success 2009 (includes in-kind breakdown); Community/Articles/events 2009; Water Wise Site List; Water Wise Products list
To be mailed (hard copy available only – Spring and Winter Newsletters)

Note: Radio Ads and Video Clips submitted in Project Promotion box.

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?

Our school programs will continue at the current capacity, though there have been requests for our instructors to do more classes in Quesnel, we may not be able to fund this due to staff time shortages. We plan in 2010-2011 to focus on local presentations, targeting staff's and groups from 10 – 60 in size. We have found, though a varied advertising campaign is initially beneficial, it is expensive in the long-term, and does not have the impact or long term effect of person-to-person. Our aim, with this in consideration, would be to focus on presentations and events where Water Wise 'meets the public' as much as possible. We plan a "Drink from the Tap, vs Bottled Water" campaign, using reusable drink bottles with artistic designs (fish, eco-footprint, etc). We will continue to work with our City on a referendum on removing the fluoride (currently in our tap water) and with provincial and regional groups to ban the use of "Cosmetic Pesticides", currently under review by the BC Government.

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. Face to face is by far the most sustainable and cost efficient method to encourage change.
2. Use artistic and creative ways (musical performances, large Salmon mascots, plays) to engage and include a larger base of main stream public involvement.
3. Networking – this is crucial in reaching main-stream crowds, or ones they may not normally come to an event. The more partners, and the more variety of groups you interlink with, the more exposure you have. In smaller communities, it also assures you a larger crowd!