

Fraser Salmon & Watersheds Program



Fraser Basin Council



2009/10 FINAL REPORT

FSWP File Number* FSWP 09 LR EE 100

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

1. Project Information

1.1. Project Title

Supporting Land Stewardship Actions and Protecting Habitat for Salmon year 2

1.2. Proponent's Legal Name

Fraser Valley Conservancy

1.3. Project Location

Chilliwack River Watershed and Cultus Lake, Chilliwack BC.

1.4. Contact for this report

Name: Lisa Fox

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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:
\$18,490.00	\$18,490.00	\$3,698.00	\$52,940.00

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 project was to increase riparian ecosystem health while obtaining a commitment from landowners and recreationalists to care about the riparian habitat. As such, the objectives of the program were to increase appreciation and knowledge of the local environment, change attitudes and behaviours, and promote commitment and action for protection of biodiversity.

In achieving these objectives the following results were obtained: we attempted to contact over 300 landowners / residences, of which, 92 landowners were given an information package containing, Caring for Cultus booklet, Species at Risk information specific to the area, and other local brochures. The Caring for Cultus booklet is modeled after the Living by Water program by tailored to Cultus Lake. When appropriate for the size of the property, landowners were given site visits, property reports and opportunities to sign a stewardship agreement. We completed four surveys, and 5 landowners signed agreements. We entered all the landowners in a landowner contact database that registers and tracks

landowners attitudes and behaviours at the beginning of our program and over time. As part of the ongoing commitment to this area, the 92 landowners involved in the program will be included in a future survey to determine the effects of our program and to help refine our program. A select few landowners agreed to engage in habitat enhancement projects on their property led by FVC's environmental stewardship coordinator in an effort to deepen their concern for the local environment and promote further action by the landowner in the future as is demonstrated in environmental education theory. All of these landowners have signed agreements.

The environmental stewardship coordinator has committed to staying involved with the CLASS group for Cultus Lake.

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

Supporting Landowners in their efforts to employ conservation methods on their lands, while respecting individual circumstances, fosters healthy long-term relationships between conservation groups and landowners, while enabling the transfer of resources, tools, and information that will act to maintain and enhance natural habitats and their associated species. This also sustains a conservation ethic in the landowner for the future as they see the fruits of their labours realized on their property.

Getting out into the community is essential, its relationships that build a long term conservation ethic, being able to provide a consistent valuable service is key.

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. 100 new landowners contact about program	307 attempts were made to contact landowners
2. At least 50 information packages delivered	92 information packages were delivered
3. At least 3 (of last years stewards or new stewards) helped with monitoring for Species at Risk, native planting, and other stewardship activities.	5 stewards from the previous year have received invasive species pulls, monitoring for species at risk, and native species plantings. Area of invasive species removed is greater than 7.28 hectares, and comprised of a multitude of species requiring different management strategies.
4. Follow up with last year's prior land stewards and complete a survey with them about program effectiveness.	Prior land stewards have been placed into a database, and will be contacted in the near future, however, next step in this re-contact will be to implement effective action strategy for evaluation of the program.

5. At least 5 new signed written-stewardship agreements

5 written stewardship agreements have been obtained plus 2 verbal agreements.

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.

The effectiveness measures of the project has been broken down via the expected outcomes:

1. 100 new landowners contact about program: Even though 307 attempts were made to contact landowners, some were not available or home at the time of contact. From the 307, 160 Landowners were actually contacted and spoken too via telephone, in area visits, and local events. As expected phone calls were easiest to perform, however, calls were not as well received nor practical in areas where recreation properties existed, thus door to door contact was used. Of all contact methods and as expected, phone calls resulted in "not interested" landowners far more often than site visits, door to door, or landowners who saw staff conducting stewardship actions.
2. At least 50 information packages delivered: 92 information packages were delivered in the Cultus Lake and Chilliwack River Valley area. Information packages were tailored to the specific area and included the Caring for Cultus booklet along with a package of local expected species at risk. The package may have presented too much information up front; that would require the landowner to do a lot of reading. This is something to be evaluated during the evaluation survey.
3. At least 3 landowners helping with monitoring for Species at Risk, native planting, and other stewardship activities: Re-contact was very effective, we obtained 5 landowners interested in starting a stewardship activity or monitoring for species at risk. Maintaining and following up on positive relationships with landowners increases the likelihood for continued stewardship activities and use of long term protection tools (Covenants and Title donation) on private lands.
4. Follow up with last year's prior land stewards and complete a survey with them about program effectiveness: The survey is to look at the change between initial contact and post contact behavior. The survey ranks landowners on their knowledge of rare species, naturescaping, and actions taken towards stewardship. The scale is -1 (Not Interested), 0 (Unknown), 1 (Unaware), 2 (Awareness), 3 (Knowledge), 4 (Behavior Shift), 5 (Action). The majority of landowners started as 0 or 1, and after receiving information packages and/or meeting with the landowner contact team moved up the scale to about a 3 or 4. Individuals who signed a stewardship agreement were ranked as 5. One of the challenges of this method is that many individuals have been contacted and this results in a more shallower, but wide reaching program, versus a smaller reached audience with more in-depth action plans. The challenge for the future will be to maintain contact with the number of prior year contacts, to continue to foster the relationship over a longer period of time.
5. At least 5 new signed written-stewardship agreements: 5 written stewardship agreements have been obtained and 2 verbal stewardships from the area covered by this project. Landowners were more inclined to agree to stewardship agreements when relations between the landowner and Fraser Valley Conservancy was initiated and maintained. The maintenance of each relationship was key to building trust and lead to continuous sharing of information with the landowners, and their participation to environmental stewardship action on their property.

3.3 REQUIRED: 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.

Excel sheet of landowners from area (please keep confidential) 'digger' is the password for the sheet

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?

The benefits of this project were the number of landowners interested in completing stewardship activities. It seems for those areas outside the recreational Cultus Lake properties that landowners have a conservation ethic and they welcome assistance and help in furthering their stewardship activities.

We believe fostering and facilitating stewardship activities will ultimately lead to broader community level action and enhanced conservation ethic as we continue to invest in this area's conservation movement. Because of the importance of this area for biodiversity in the Fraser Valley we have committed to sustained action here. We have adopted a section of the Chilliwack River and hope that by providing an opportunity to engage in community action events will sustain some landowners. Recently we have engaged in social media (facebook and twitter) to help spread the word and keep the efforts going. As news spreads about our work in the area there will be an increase in our memberships (sustaining income) as well as requests for stewardship agreements and activities.

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. Ensure the organization has a plan in place to maintain staffing levels essential to the relationships created and that these relationships are maintained. Ensure that work is followed through with and that any work to be done is discussed with landowners before, during and after. Landowners involved in decision making processes are more inclined to accept plans, and work with conservation organizations for the long term.

2. Ensure that all reporting and messaging is reflective of the mission and vision of the conservation organization and the funding body. Consistent messaging further ensures the longevity and reliability of a project, and again landowners become more inclined to accept consistent messaging.

3. Be patient but proactive and find innovative ways to present messages to a variety of landowners.