

Report of the Fourth Meeting of the Fraser Assembly

*Inspiring changes in human behaviour
for the benefit of salmonids and the watersheds they depend on*



June 25 -26, 2008
Ramada Hotel
Prince George, BC

Fraser Salmon & Watersheds Program



Fraser Basin Council



The Fraser Salmon and Watersheds Program in 2008

2008 has been a year of considerable growth and development for the Fraser Salmon and Watersheds Program (FSWP).

From a program management perspective, FSWP has seen some restructuring, based upon input from members of the Fraser Assembly. The program is now divided into four Program Areas (Education and Engagement, Integrated Planning and Governance, Sustainable Information for Fisheries Management, and Habitat and Watershed Restoration and Stewardship). These Program Areas have been developed from the original Business Plan Objectives and Strategies, in order to better reflect the integration between themes that has emerged through the development of the Program. The Program Areas also incorporate the objectives of the Fraser Basin Initiative funding. FSWP seeks to engage First Nations and their world views in all four areas. For more information on the history and development of FSWP, please refer to Appendix 3.

Associated with each of FSWP's four Program Areas are Advisory Teams, comprised of both FSWP staff, and members of the Fraser Assembly. The primary role of these Teams is to provide advice and strategic guidance through the Fraser Assembly to the FSWP Management Committee on key considerations and emerging priorities in each respective Program Area. This advice and guidance will inform the ongoing development of FSWP. Further details on FSWP Advisory Teams can be found in Appendix 10.

The FSWP Request for Proposal process has been restructured and streamlined for 2008, to reflect a more collaborative, strategic and integrated Program delivery process. One annual call for proposals was distributed in October 2007. Proposals submitted, if eligible, will be considered under both Living Rivers and Fraser Basin Initiative funding. Additionally, a Conceptual Proposal phase has been introduced prior to the Request for Detailed Proposals. The Concept Proposal phase facilitates early screening of proposals for consistency with the FSWP's stated vision, strategies, Program Areas and priority activities, as well as offering opportunity for staff and Advisory Teams to assist in the identification of opportunities for collaboration between FSWP projects, linkages to other existing initiatives outside FSWP and increased leveraging potential.

A final management tool that has been introduced to the program is the Logic Model, a 'results' or 'outcome' based management and evaluation framework. The Logic Model will be used to help structure program evaluation, as well as to guide and inform the direction of the program into the future. The Model will also be integrated with business models under development for the Living Rivers Advisory Group and the Pacific Salmon Endowment Fund Society. Further details on the Logic Model can be found in Appendix 9.

In terms of program implementation, FSWP has approved a wide variety of projects totaling approximately \$4.0M for 2008. In its effort to inspire behaviour change, the Program is focusing on the development of broad scale strategies in the four Program Areas that highlight technological innovation, partnership and collaboration and communication. Special effort will be made to incorporate local knowledge of issues and solutions, engage local government, business and industry sectors and promote transparency.

FSWP's next round of funding commences in August 2008, with the issuing of the Request for Proposals for projects to be completed in 2009/2010. For a complete listing of key dates to be aware of over the next few months, please refer to Appendix 5.

What is the Fraser Assembly?

From the workshops that led to the creation of the FSWP, vision for continued participation of people who were involved in its inception, as well as outreach to engage new people in the ongoing development of the program remains an important priority. To this end, the Fraser Assembly was established in 2006 as a collaborative, multi-interest forum on the Fraser Salmon and Watersheds Program, and continues to meet on an annual basis. The purpose of the Assembly is to promote information sharing and coordinated delivery of the Fraser Salmon and Watersheds Program (FSWP) among interested parties to enhance watershed and salmonid sustainability in the Fraser Basin. The *Business Plan for Salmonids and Watersheds in the Fraser Basin* (the *Business Plan*) provides the strategic context for the Fraser Assembly's work. The Business Plan can be viewed on the Fraser Basin Council's Webpage: http://www.fraserbasin.bc.ca/programs/basin_wide.html .

The Fraser Assembly has now met four times since its inception. The most recent meeting, in Prince George, is the focus of this report. The next meeting of the Assembly is expected to take place in June 2009, likely in the Lower Fraser Region. Further details on the history and background of the Assembly can be found in Appendix 4.

For further information regarding the Fraser Salmon and Watersheds Program or the Fraser Assembly, please refer to Appendix 3, or contact:

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Table of Contents

OVERVIEW	5
CRITICAL ISSUES IN THE WORK THAT WE DO: A SUMMARY OF CONCURRENT SESSIONS.....	7
CONCURRENT SESSION 1:	7
ENABLING BEHAVIOURAL CHANGE STRATEGIES THAT ADDRESS THREATS TO FRASER SALMON AND WATERSHEDS	7
CONCURRENT SESSION 2:	11
INTEGRATING IN RIVER FISHERIES MANAGEMENT AND ASSESSMENT.....	11
CONCURRENT SESSION 3:	15
CREATING SUCCESSFUL WATERSHED ROUNDTABLES	15
CONCURRENT SESSION 4:	18
BUILDING AN INTEGRATED INFORMATION STRATEGY	18
CONCURRENT SESSION 5:	28
FIELD TRIP TO VANDERHOOF WHITE STURGEON HATCHERY.....	28
IDENTIFYING PRIORITY ACTIVITIES FOR FSWP IN 2009/2010 – ADVISORY TEAM MEETING NOTES:	30
EDUCATION AND ENGAGEMENT	30
SUSTAINABLE INTEGRATED FISHERIES MANAGEMENT	34
INTEGRATED PLANNING AND GOVERNANCE	35
HABITAT AND WATER RESTORATION AND STEWARDSHIP.....	37
APPENDIX 1: FRASER ASSEMBLY AGENDA	39
APPENDIX 2: LIST OF FRASER ASSEMBLY ATTENDEES.....	42
APPENDIX 3: WHAT IS THE FRASER SALMON AND WATERSHEDS PROGRAM?.....	48
APPENDIX 4: FRASER ASSEMBLY BACKGROUNDER	49
APPENDIX 5: FSWP 2008 & 2009 KEY DATES.....	51
APPENDIX 6: OVERVIEW OF FSWP COMMUNICATIONS TOOLS	52
APPENDIX 7: A CHECKLIST OF SOME KEY IDEAS FOR EFFECTIVE COMMUNICATION, EDUCATION AND BEHAVIOUR CHANGE	53
APPENDIX 8: FIELD TRIP HANDOUT - NECHAKO WHITE STURGEON BACKGROUNDER	56
APPENDIX 9: FSWP LOGIC MODEL (<i>DRAFT</i>).....	58
APPENDIX 10: ADVISORY TEAMS TERMS OF REFERENCE	60
APPENDIX 11: FSWP PRIORITY ACTIVITIES FOR 2007/2008.....	65
APPENDIX 12: WORKSHOP EVALUATION RESULTS	67
APPENDIX 13: 2008 FRASER SALMON AND WATERSHEDS PROGRAM GLOSSARY	71

Overview

This report summarizes results of the fourth gathering of the Fraser Assembly, held June 25-26, 2008 in Prince George, BC. In addition to providing opportunities for networking, the objectives of the forum were fourfold, inviting participants to:

- Continue to provide input and guidance on the overall development of FSWP;
- Develop priority activities for FSWP in 2009/2010 through participation in Program Area Advisory Teams;
- Share insights and lessons from projects, and explore common interests and themes; and
- Discuss program highlights and new developments within FSWP, and begin thinking ahead to needs beyond 2010.

The theme of this Assembly was “building on our strengths and realizing our potential”. With this in mind, the agenda was designed to enable participants to hear and learn about specific projects and initiatives, to think back on the year that has passed in terms of what has been successful, and to cast our minds forward to strategize how we can continue to achieve even greater successes, collectively. Over two days, the agenda included a mix of engaging plenary discussions, informative and interactive concurrent discussions, dynamic group discussions amongst Advisory Teams, as well as informal time for participants to network with each other. The morning of Day 1, June 25, focused on program updates, a more in depth look at issues influencing stewardship work in the Upper Fraser Region, as well as two more detailed presentations on individual projects from the region. The afternoon session of Day 1 allowed participants to delve into one of two concurrent sessions, exploring in detail some of the key issues relating to either Behavioural Change Strategies, or the Integration of In River Fisheries Management and Assessment.

A memorable highlight of Day 1 included the presentation of four Salmon Hero Awards to four stewards who have made a tangible contribution to the preservation, enhancement and improvement of the Fraser River watershed and its populations of Pacific salmon:

- Tina Donald, of Simpcw First Nation in Barriere, in the area of Collaborative Governance;
- Victor Elderton, Principal of the North Vancouver Outdoor School, in the area of Education and Engagement;
- Chief Fred Sampson, of the Siska Band in Lytton, in the area of Fisheries Management; and
- Matt Foy, of Fisheries and Oceans Canada in Delta, in the area of Habitat & Water Restoration and Stewardship.

Day 2 began with further exploration of additional key thematic issues that cross cut the work we do across watersheds of the Fraser Basin: the challenges and successes of Creating Watershed Roundtables, and Building An Integrated Information Strategy. Some participants also opted to stretch their legs a bit further, on a tour of the Vanderhoof Sturgeon Hatchery. The final afternoon of this year’s Fraser Assembly was spent considering the newly developed FSWP Logic Model, and working in one of four Program Advisory Teams to identify Priority Activities for 2009/2010. Detailed notes of all break out sessions form the main body of this report. Supplementary handouts, as well as agendas, and a listing of Assembly participants can be found in Appendices 1 through 13. All presentations shared at the Assembly meeting can be found on line at:

www.thinksalmon.com/fswp_notice/item/fraser_assembly_2008/

The Prince George Fraser Assembly brought out the highest turnout of stewards yet, with 92 people in attendance. Almost 30% of registrants were from First Nations across the Basin. Many people also joined the gathering of the Assembly for the first time; an indication of the growing reach of FSWP, and the depth and breadth of interest in the work that the program facilitates. Low representation from Regional Districts, Municipalities, the Province of BC, and the Commercial and Recreational Fishing industries was duly noted, and the resources amongst staff and Advisory Teams will be drawn upon over the next year to encourage even more diverse involvement.

FSWP Advisory Teams worked collaboratively to identify new priority activities for the upcoming year. In many instances, these activities continue to build upon and support continued funding for those activities that were identified as priorities last year. These activity statements will constitute a key source for informing the development of Immediate Outcome statements in the FSWP Logic Model, and will be reflected in the Request for Proposals, due to be issued on August 8, 2008.

The next Fraser Assembly is planned to take place in June 2009, most likely in the Lower Fraser Region. The emphasis of this upcoming session will focus on project outcomes, as they relate to the Logic Model, as well as a more expanded look at collective needs of community and watershed stewards beyond 2010.

Critical Issues In the Work That We Do: A Summary of Concurrent Sessions

Participant feedback from at the 2007 Fraser Assembly in Chase suggested that FSWP needed to give some consideration to cross-cutting themes that run throughout the program, that affect all stewards, regardless of their background or area of expertise. With this in mind, five concurrent sessions were designed for this Assembly, with the intent of creating forums for new critical information to be shared, and engaged dialogue, informed by collective experience, to unfold around key issues that influence the work of watershed stewards in the Fraser Basin.

This section of the report provides a summary of the discussions that ensued in each of the five concurrent sessions. Any power point presentations that were a part of these sessions are now available on the Think Salmon website:

www.thinksalmon.com/fswp_notice/item/fraser_assembly_2008/

Concurrent Session 1:

Enabling Behavioural Change Strategies that Address Threats to Fraser Salmon and Watersheds

**Facilitated by Clive Callaway, Living By Water Project, and Megan Moser, FSWP
June 25, 1:30 – 3:30pm**

Participants:

Bev Bowler, Fisheries and Oceans Canada
Clay Campbell, BC Cattlemen's Association
Lee Hesketh, BC Cattlemen's Association
Marcel Shepert, Fraser River Aboriginal Fisheries Secretariat
Mike Simpson, Fraser Basin Council
Louise Towell, Stream of Dreams Mural Society
Mike Wallis, Salmon River Watershed Roundtable
Tracy Sampson, Nicola Tribal Association
Tracy Bond, Baker Creek Enhancement Society
Joan Chess, Fraser Basin Council
ZoAnn Morten, Pacific Streamkeepers Federation
Rick Holmes, University of Northern British Columbia
Art Tautz, Ministry of Environment
Paul LeBlond, Pacific Fisheries Resource Conservation Council
Rick Quipp, Cheam First Nation
Roy Argue, Fisheries and Oceans Canada
Sarah Atherton, Langley Environmental Partners Society
Valeinna Bradbury, Stewardship Pemberton
Tina Chestnut, Fisheries and Oceans Canada
Tina Donald, Simpcw First Nation
Sidney Douglas, Cheam First Nation
Victor Elderton, Pacific Foundation for Understanding Nature Society
Benita Kaytor, private
Dora McMillan, Baker Creek Enhancement Society

Marc Nelitz, ESSA Technologies Ltd.
Lesley Paul, Canim Lake Band
Eileen and Bob Salmons, Bowron Lake Enhancement Society
Adrian Wall, Fisheries and Oceans Canada
Tiffany Pither, Pacific Salmon Foundation, FSWP
Tascha Stubbs, Pacific Salmon Foundation, FSWP
Sheila Creighton, Fraser Basin Council, FSWP

Overview of Behaviour Change - by Clive Callaway

Note: additional notes on Behavioural Change Strategies can be found in a supplementary handout, found in Appendix 7

Key Message of the Session: Education is necessary but insufficient for sustained behavioural change

Four Factors to Consider for Targeted Behaviour Change

1. WIFM: 'What's In It For Me?' Respect and consider your target audience.
2. Prepare for Action
3. Consider the value of a supportive/gathering role (talking to people and groups)
4. Reminders

Factors Determining the Success of a Social Marketing Campaign (SMC)

1. The need for predetermined goals and outcomes (what do you want to achieve, keep the end in mind during all phases of development) (use of a logic model is a good tool to map out SMC)(go into the future and write about the present from that lens)
2. Use the 'SWOT' analysis to shape the campaign (Strengths, Weaknesses, Opportunities, Threats)
3. Consider psychographics in the SMC strategy (the psychological state and values of your target audience)
4. Funding
5. The Call to Action is imperative
6. A Target Audience (marketing to the 'general public' does not work)

Group Discussion (Questions, Answers, Comments)

Marcel Shepert

C: For 15-20 years we've been recording massive fish stock declines. In the Upper Fraser, PICFI (Pacific Integrated Commercial Fisheries Initiative), has been one tool that is leading DFO to change its behaviour with respect to terminal fishery management. We need to go to in-river, terminal, and small owner/operator fisheries. The largest threat to our stocks is the current management of them through large, ocean, mixed fisheries.

Tracy Sampson

C: In the Nicola, we observed that ATV users have great impact on river ecosystems. We (Nicola Tribal Association) have started a dialogue with the president of the BC ATV Association and they have been very receptive to helping to protect the ecosystem and the resource. This opens the door to affect change with other user groups (motor cross and campers) (staff note: good potential for a regional/basin-wide CBSM pilot)

Mike Wallis

C: The Think Salmon motto (Think Learn Act) translates to our area as Plan, Educate, and Restore. The lesson from the Salmon River is to lead by example and allow people to change their own minds about behaviour through patience, example, and community champions. The barriers to overcome in behaviour change are past experiences the target audience has experienced (not feeling valued or did not see the economic advantage of a certain behaviour change). But by example, over time ranchers saw what and how their neighbours achieved (on the riparian management front) and liked what they saw and finally approached Mike for assistance (i.e. asking for change). Behaviour change can be a slow process predetermined by many factors. For example, the relationship the Salmon River community has with government agencies has slowly improved over the last 20 years, and thereby increased the collective view of the resource/ecosystem.

Lee Hesketh

C: Economics are very limiting for ranchers. Therefore what the public can do is to always ask the supplier, 'Where does this product come from?', thereby leading by example. Buying power is still one of the strongest agents of behavioural change.

Tracy Bond

C: With a multitude of impacts on ecosystems, consistency is an agent of change. The continual presence of support for developing said champions (i.e. leaders) is crucial.

Joan Chess

C: Messaging of all sorts overwhelms our audiences. Foremost consider what will help to remove the barriers to behaviour change.

Bev Bowler

C: Salmonids in the Classroom has never been evaluated on the basis of behaviour change. The program's focus is on interaction (direct experience with nature) and therefore it champions the value of caring and therefore imparts behaviour change.

Zo Ann Morten

C: Lead by example. What kinds of examples do we need to put out there? Core funding and a consistent opportunity for engagement are key for those who decide to act.

Mike Simpson

C: A means to behaviour change is to maximize the use of extension (e.g. 'FORREX'). (Extension has changed has changed the BMP and AAC to the benefit of the resource). A good strategy for behaviour change is to make connections/relations with individuals within large corporate companies because the influence/impact you can have on that individual tends to ripple out to other employees, and therefore changes behaviour within the entire company.

Rick Holmes

C: Corporate impacts are one of the largest threats our ecosystems/resources face. (Mining, forestry). We need to target decision makers in Ottawa to change behaviour because their decisions are not in the context of the 'big picture'.

Louise Towell

Q: Who is the most logical audience to target with respect to having the biggest impacts?

A: Depends on your desired outcomes.

Marcel Shepert

C: The headwater fishery: we must challenge the idea that these fish have no value. We must use varying creative tactics to challenge these ideas (fear, insecurity, sexuality?). A positive incentive always works, and oppositely so does taxation.

Art Tautz

C: Any CMC must consider that we are dealing with a 'nature deficit' in people. There is a need to deliver a meaningful experience with nature to children, and a need to impression their value systems earlier.

Paul LeBlond

C: Let us not forget that 'Silent Spring' by Rachel Carson was tumultuously received upon publication, and now its content is considered a public health issue.

Lee Hesketh

C: Let us not be naïve in thinking that saving the earth is an altruistic act. It's not, our motivation is to save humans, and regardless of our presence on earth or not, the earth will continue to flourish.

Rick Quipp

C: The decline of fish stocks directly correlates to the decline of First Nations' health. Genetic analysis shows that First Nations DNA is 95% sourced from salmon, and today First Nations only consume a diet of 5% salmon. Declining stocks is a public health issue for First Nations.

Louise Towell

C: Nature brings a quality of aliveness to us that is immeasurable and unique.

Clay Campbell

C: For effective change, empower a community leader/champion to lead the charge and the rest will follow (analogy: cattle herd following the white horse to pasture vs. driving the herd from behind)

Concurrent Session 2:

Integrating In River Fisheries Management and Assessment

**Facilitated by Mike Staley, Fisheries Biologist, International Analytic Science Ltd,
and Saul Milne, FSWP**

June 25, 1:30 – 3:30pm

Participants:

Barry Booth, The Land Conservancy of BC
Gary Borstad, G.A. Borstad Associates, Ltd.
Alex Bursac, City of Kamloops
Christina Ciesielsky, CSTC
Darrell Draney, Skeetchestn Indian Band
Dolores Duncan, Canoe Creek Band
Michael Fowler, BC Wildlife Federation
John Hagen, J. Hagen and Associates
Leslie Hunlin, Alexis Creek Indian Band
Kirby Johnnie, Tl'azt'en Nation
Larissa Kloegman, Fisheries and Oceans Canada
Paul LeBlond, Pacific Fisheries Resource Conservation Council
David Levy, Upper Fraser Fisheries Conservation Alliance
Dave Moore, Chehalis Indian Band
Peter Nicklin, Upper Fraser Fisheries Conservation Alliance
Craig Orr, Watershed Watch Salmon Society
Harry Paul, TK'mlups Indian Band
Steve Ratko, Fisheries and Oceans Canada
Rebecca Robertson, Food Information Service, UBC
Barry Rosenberger, Fisheries and Oceans Canada
Tracy Sampson, Nicola Tribal Association
Jamie Scroggie, Fisheries and Oceans Canada
Teena Sellars, High Bar First Nation
Gord Sterritt, Northern Shuswap Tribal Council
Neil Todd, Fraser River Aboriginal Fisheries Secretariat
Jim Webb, Tl'azt'en Nation
Noella William, Soda Creek Band/NSTC
Ed Woo, Fisheries and Oceans Canada
Pierre Iachetti, Nature Conservancy of BC
Timber Whitehouse, Fisheries and Oceans Canada

1. Background for the Concurrent Session

The focus of the session was the development of a collaborative process/forum to bring groups engaged in stock assessment and in-season management in the Fraser together in 2008/09 to advance the following:

- Linkage and coordination among individual assessment projects and a Stock Assessment Framework for the Fraser;
- Discuss priorities for the New Fraser River bio-economic management model;
- Identify SIFM Priorities for 2009; and

- How to deal with the uncertainty of low returns, how do in-river stock assessment platforms and methods produce reliable data with low returns?

Setting

The concurrent session for sustainable integrated fisheries management was presented by Mike Staley and assisted by Saul Milne. Initially Saul Milne gave a summary of the FSWP development and priority activities for the Sustainable Integrated Fisheries Management section of the program. Mike Staley presented both the bio-economic model development and the stock assessment framework.

Outside of the concurrent session process FSWP partners and proponents met on the evening of day one to discuss -- linkage and coordination among individual assessment projects and a Stock Assessment Framework for the Fraser

2a) Bio-economic model

The Bio-economic model is a computer-modeling program that moves multiple stocks of salmon through a model in-river migration. Within the bio-economic model, you can articulate variables, options and management objectives to analyze long-term risks and benefits. In a previous process called the Fraser Sockeye Spawning Initiative (FRSSI), fisheries and salmon managers struggled with the relative social values and impacts of access to harvest in the commercial/recreational/First Nations Sectors.

As Ken Wilson stated about the FRSSI process, the new bio-economic model should be capable of determining the optimum harvest strategy for a wide range of management objectives, from those of ocean harvesters, to those of conservationists, and everything in between, but the technical development of the tool is really a fairly minor issue compared to the bigger issue of what we plan to do with it. The values incorporated in the model's objective function and the associated penalty weights will define 'good management'. A recurrent theme in group conversation was the need to clearly understand the types of decisions we are trying to make, be it in-season or within management objectives, so that it is possible to understand a measure of success.

Key for this new modeling effort is the explicit linkage between the bio-economic model and a socio-economic model. To date, socio-economic considerations in policy decision-making, with regard to salmon fisheries in BC, have relied predominantly on conventional assessments of short-term direct material value of salmon to the commercial sector and indirect value to other sectors that depend on the commercial fishery. It is increasingly recognized that a range of other strong values attributed to the fishery by various groups, especially First Nations, need to be better incorporated into fishery assessment and management decision-making. These values are usually considered difficult to quantify and have thus have remained unincorporated in fisheries management policy and operational decisions. There is a link to changing the fisheries management regime from one based on historical data/indicators to an ecosystem-based approach. This approach needs to be populated with a conversation about ecosystem values including natural capital currently under discussion as a means of valuing ecosystem services offer interesting opportunities to integrate ecosystem values into ecosystem-based management approaches and state of the ocean set of indicators (fledgling success rates, marine water conditions, landscape level impacts, recruiting density, frequency of drought).

The group was concerned about a history-based forecasting approach to fisheries management in a time of rapid change; they questioned the reliability of predictive models that

may be based on incomplete data and indicated that a paradigm shift in fisheries management is needed so that fisheries could be managed based on real time data and that this had the potential to be empowering for in-river harvesters. The group articulated the necessity of a socio-economic framework so that fisheries managers could model the social impacts of adopting management approaches and thus begin the process of linking the bio-economic model with a socio-economic framework. Some of the mapping or modeling of social impacts has already begun in the forestry sector that includes UBC. The UBC Forest Ecosystem Simulation Research Group is working on developing a number of different forest ecosystem models and management tools with which to make long-term projections of forest conditions and values that may result from different ways of managing today's forests.

The group also indicated that with global warming driving swift climatic changes, an ecosystem-based approach will have a steep learning curve. The group also identified the need for more complete data regarding timing (abundance and genetic make-up), indicators (complex diversity) and a finer scale of analysis for a transition toward in-river management. The group also restated the necessity of the conservation unit benchmark to ensure that the bio-economic model development can be informed by genetic diversity requirements and that this should be considered as an overriding objective for the model.

2b) Stock Assessment Framework

The Southern Boundary Fund funded the stock assessment framework developed by Al Cass and Gottfried Pestal. The Southern Boundary Fund and programs like the FSWP have struggled to evaluate project proposals and partnerships in the absence of a framework. With a framework in place, priority activities can be arrived at through CU benchmarks.

The group began the discussion by considering what a stock assessment system ought to deliver at a minimum. Ideas ranged from a minimum of genetic diversity (conservation goal) to delivering at a minimum the food, social and ceremonial (FSC) needs of First Nations in the Fraser Basin. Information indicates that the current stock assessment system struggles to deliver enough FSC fish to First Nations throughout the Fraser Basin. This inability is more easily recognized in the mid and upper portions of the Fraser Basin.

Participants in the session also indicated that evolving Federal priorities, like the Pacific Integrated Fisheries Initiative, demand a different approach to in-river in-season stock assessment to meet co-management objectives. The group identified that in-river in-season management development indicated a diminished role for fisheries biologists and an increased role for information management, computer scientists, statisticians etc. The group clearly thought that stock assessment needs a radical overhaul if co-management initiatives like PICFI, and the BC Treaty process are to be successful. As with the bio-economic model conversation, the group identified the need to draw on capacity thought to be outside the traditional scope and expertise of fish managers.

Integration between marine and in-river sectors is necessary but the group also queried the need to consider stock assessment systems that included Washington and Alaska. Pieces of how this can operate are in the Chinook/chum/coho annexes of the treaty that will be in place in 2009.

Stock Assessment Dream List

- a. what are the shifts to identify in the bio-economic model
- b. abundance
- c. stock composition
- d. timing
- e. temperature
- f. time and space fish distribution
- g. what are the trade-offs, the socio-economic framework
- h. catch monitoring of all sectors, trust builds relationships and increases credibility
- i. build out from sockeye centric approach
- j. footprint of enhancement on wild stocks
- k. improve active management

Concurrent Session 3:

Creating Successful Watershed Roundtables

**Facilitated by Jessica Bratty, Fraser Basin Council, FSWP
June 26, 9:15 – 11:15am**

Participants:

Rick Krehbiel, Nechako Watershed Council
Sharolise Baker, Stellaten First Nation
Elizabeth Salomon de Friedberg, Nicola Watershed Community Roundtable
Mike Wallis, Salmon River Roundtable
Linda Stevens, DFO
Erin Welk, Smart Growth BC
Michael Fowler, BC Wildlife Federation
Bob and Eileen Salmons, Bowron River Enhancement Society
Tracy Bond, Horsefly River Roundtable
Craig Orr, Watershed Watch Salmon Society
Clive Calloway, Living by Water Project
Barry Booth, The Land Conservancy
Tina Chestnut, DFO
Clay Campbell, BC Cattlemen's Association
Mike Simpson, Fraser Basin Council
Tiffany Pither, Pacific Salmon Foundation (FSWP)
Andrew Stegemann, Pacific Salmon Foundation (FSWP)
Marc Nelitz, Essa Technologies
Susan Owen, City of Prince George
Jessica Bratty, Fraser Basin Council, FSWP

Purpose:

To share lessons "from the ground" on watershed roundtables, consider the needs they are trying to address, and discuss successes and challenges, all with the aim of learning, building on what works and strengthening networks within the Fraser Basin.

Objectives:

1. Promote information sharing about governance lessons learned from watershed roundtables.
2. Support a growing network among watershed roundtables in the Fraser Basin.
3. Generate feedback to FSWP to guide our work on watershed governance.

1. Overview of Session and Introductions

An exercise was performed to introduce people and to draw out different interests and perspectives on watershed roundtables.

2. Watershed stories: perspectives on roundtables from throughout the Fraser Basin

Watershed stories were provided by:

- Mike Wallis, Salmon River Watershed Roundtable;
- Elizabeth Salomon deFriedberg, Nicola Watershed Community Roundtable; and
- Rick Krehbiel, Nechako Watershed Council
-

All three presentations are available on Think Salmon:

www.thinksalmon.com/fswp_notice/item/fraser_assembly_2008/

Key questions addressed by each presenter:

- Why and when did your roundtable start? Was there a specific need(s) you were trying to address?
- Briefly describe your roundtable model. Why did you take the approach you did? What have been some underlying principles guiding your work – then and now?
- Where are you having the most success? What do you consider to be one or two of your key accomplishments?
- Where are you having challenges? Are they within your control or beyond?
- Do you have any suggestions for other groups involved or interested in the roundtable model?

3. Panel Discussion

Panel discussion was limited by time constraints, but key themes that emerged from the presentations were:

- Importance of all information (scientific, community, aboriginal) having equal merit and consideration
- Use simple language – get principles, goals, objectives on to one page! – to encourage engagement and articulate clear mission and purpose
- Both field action and planning action are important – do both
- Circle model of roundtables builds partnerships
- The roundtable network helps improve situation for all
- Sustaining leadership and celebrating successes are key - waning commitment and energy levels are key challenges
- Need people willing to get the work done
- Undertake small steps toward behaviour change
- Process to build trust and understanding, and then commitment
- Success – when landowners become leaders and take ownership of the health of their streamside works
- Need to overcome perceptions that meetings are just about talk – recall, field and planning action together
- Dealing with emerging/new issues
- Help your funder show return on investment – will help roundtable secure funds in future...

4. Wrap up and Next Steps

There was little time in the session for identification of next steps, but one key action arising from the session was the need to **establish/strengthen a network of watershed roundtables in the Fraser Basin and province overall.**

Key actions were:

1. Share roundtable coordinators list and contact info
2. Use existing website (FSWP or BC Stewardship Centre) to assist in communication (Tina Chestnut volunteered to connect with Naomi Tabata to follow up). Keep in mind – need to undertake critical thinking to assess what value website will add.
3. Consider creating web-based 'start-up' tool for roundtables
4. Conduct periodic survey / check-in of roundtables to see how they're doing (suggested role for BCSC)

Concurrent Session 4:

Building An Integrated Information Strategy

**Facilitated by Alison Macnaughton, Fraser Basin Council, FSWP and Steve Litke,
Fraser Basin Council**

June 26, 2008, 9:15 – 11:15am

Participants:

Gary Borstad, G.A. Borstad Associates Ltd.
John Hagen, J. Hagen and Associates
Paul LeBlond, Pacific Resource Conservation Council
Peter Nicklin, Upper Fraser Fisheries Conservation Alliance
Steve Ratko, Fisheries and Oceans Canada
Rebecca Robertson, Food Information Service, UBC
Bob Salmons, Bowron Lake Enhancement Society
Jamie Scroggie, Fisheries and Oceans Canada
Gord Sterritt, Northern Shuswap Tribal Council
Katrina Assonitis, Pacific Salmon Foundation, FSWP
Art Tautz, Ministry of Environment
Pierre Iachetti, Nature Conservancy of BC
Sara Howard, Nature Conservancy of BC
Albert George, Saikuz First Nation
Mike Staley, IAS Ltd.
Tina Sellars, High Bar First Nation

Purpose:

To advance the integration of aquatic information in the Fraser Basin.

Objectives:

- 1) Learn about and discuss a draft BC Integrated Aquatic Information Strategy and related initiatives.
- 2) Identify individual and broader priority data needs and challenges that could be addressed through more integrated approaches.
- 3) Identify opportunities, interest, and next steps contributing to the integration of aquatic information in the Fraser Basin.

BCAIP Session Presentation notes:

1. *Introduction to Integrated Information and Indicators for Watershed Health*

Steve Litke, Fraser Basin Council

Steve presented an overview of some common issues and challenges in working with data and indicators, from primary data collection, meta-data, data standards, validity of information and rigor, to analysis and interpretation, data access, sharing and dissemination, communication and informed decision making. He also introduced questions of how to improve efficiency, share capacities, provide more complete understanding of watershed, 'true' representation of the watershed, look at inter-connections among issues and parts of the system, and identified a need for a governance model that is more integrated and will require integrated information to support it.

2. Outline of a draft BC Aquatic Information Partnership

Alison Macnaughton, Fraser Basin Council

Alison introduced the BC Aquatic Information Partnership, an initiative whose purpose is to advance aquatic monitoring in the Fraser Basin through synergies between its members, partners, and those who use monitoring results. Outcomes of the BCAIP will be more opportunity for people to access and use information to make decisions that result in healthy ecosystems.

Over the past several years, there has been growing interest in integrating aquatic information in the Fraser Basin. Whether for supporting emerging watershed governance bodies, making it easier for people to find and share information, or to aid in developing tools and models that will improve decisions, people have been asking for a better approach to aquatic information management.

Through the FSWP, we have noted that there are a number of on-going or new projects related to this theme. For example, one main project has been looking at harmonizing aquatic monitoring. The project initially involved a number of interviews with representatives of key agencies and organizations. These were summarized into a background report on existing habitat monitoring initiatives as well as opportunities, constraints, and recommendations for harmonization. A variety of organizations participated in a workshop in January 2008, which resulted in a proposal to develop a BC Aquatic Information Partnership (BCAIP). The purpose of the BC AIP at the time was to advance aquatic monitoring in the Fraser Basin through synergies between its members, partners, and those who use monitoring results.

Another key project has been a FSWP Data Integration Initiative. The purpose of this project is to access priority data sets and make them publicly available, while also building a fisheries project directory. The FSWP Data Integration Initiative is at a preliminary scoping stage, though the intention is to contribute to the substantive information base managed through the BCAIP. The BCAIP provides support structure to bring together information that may be useful to other projects.

One such project is the Habitat Status Inventory and Prioritization project. This is a developing initiative aimed at understanding the status of different habitats in the Fraser Basin and identifying priority areas. This project goes hand-in-hand with a fourth project that seeks to understand behaviours that pose the most significant threats to habitat.

Through FSWP, we recognized that these four projects, and others, shared similar goals and information and support needs. In the last two months, FSWP has been working with project leaders to do joint scoping, strategy development and identification of opportunities for leverage and collaboration with other agencies and initiatives. This has led to the development of a draft BC Aquatic Information Strategy.

The draft Strategy outlines the common goals expressed by various people in the Fraser Basin over the past years, and includes recommendations for a partnership to carry forward with integration, including next steps on integrating the four projects above. Subject to discussions at the Fraser Assembly in June, FSWP is interested in advancing the Strategy with your support and participation starting in July.

For more details on the BCAIP, please see a power point presentation posted on www.thinksalmon.com/fswp_notice/item/fraser_assembly_2008/ or contact Alison Macnaughton amacnaughton@fraserbasin.bc.ca.

3. Identifying information needs

A series of questions around information needs were discussed and included on a handout participants were asked to complete during the session. Participant responses are listed below, separated between group discussion results and written feedback.

Questions:

a. What are the five most useful or important indicators you would use to communicate the health of a watershed?	
Group Discussion	Written Feedback
<ul style="list-style-type: none"> • water (quality or quantity) • land use change • population density • fish species • macrobenthic invertebrates • snow cover, mountain cover, precipitation • question: what is health? • number of stewardship groups • how much treatment required to meet drinking water standards • what values looking for, need to know what scale (benthic vs. watershed), starts with what your goals and values are • roads, captures a whole bunch of other indicators (access, fragmentation, amount of land conversion), easy to measure via satellite imagery • riparian condition, lots of change indicators, biodiversity (high in riparian zone) • sensitivity of watersheds, soil types easily disturbed • indicators should have the ability to be affected by management decisions, e.g., can't change geology of habitat or climate • 	<ul style="list-style-type: none"> • roads; riparian; water quality; water quantity; % conversion • fish abundance; fish diversity; bird abundance; bird diversity; other wild life • fresh water; dams; water flow; high and low; temp of the water; habitat forestry; M.P.B. • roads = linear development; biodiversity; sensitivity; human population density; surface water license as % of available low flow • diversity; scope of activities; that can be effected by management decisions; time/ change link to operational decisions; standard/ monitoring; integration • water quality/ watershed conditions to support salmon; land use ; Population density; social values; fish health/ numbers/ geographic; inverts; FSC availability • biodiversity; species at risk; land use/ change; water allocation; water hydrology • population density; land use/ change; fish species; water; species/ biodiversity; vegetation cover • road density; riparian condition; sensitivity to geography; presence of ecologically sensitive species; human population density • water quality; water quantity; fish species; human impacts/ industry;

	<ul style="list-style-type: none"> abundance of species/ types we are building a dataset describing how green the land is: that is plant cover, vegetation biomass Water; fish species; micro invertebrates; bio; cloud/ vegetation cover; population; upstream; access/ fragmentation; riparian condition-change indicators; 70% bio-diversity; corridor; sensitivity i.e. roads; soil
b. What are <i>your</i> information needs and priorities?	
Group Discussion	Written Feedback
n/a a	<ul style="list-style-type: none"> watershed and habitat sensitivity; watershed values salmon abundance; salmon timing; salmon stock diversity and composition; harvests; fisheries related impacts we need to talk more about habitat issues; communicate with each other and all user groups habitat; spp; impacts (esp. on crown land) links (easy ones) to watershed-scale variables related to fish (read density, stream order etc.) consistently collected data - survey strategies; long time series - monitoring continuity; defined core data requirements; funding commitment to long term mentoring; integration of need over multiple scales traditional knowledge and traditional science & how to build an integrated system that has aspects of conceptual/ parity access to density data government/ industry/ regional long term development
c. What are the <i>main gaps or issues</i> for you in relation to aquatic information?	
Group Discussion	Written Feedback
<ul style="list-style-type: none"> dense time scale, detail on small spatial scale, only look at 2-3 times, use weather satellite data every 10 	<ul style="list-style-type: none"> hydrometric stations; fish... (non salmonid); genetic variation in key ???; Gov. policy

<p>days, how green is the land in the whole 10 day period over 25 years to look at long-term cycle, looking at time-relevant detail, look at longer term, lots of information is not looked at</p> <ul style="list-style-type: none"> • better abundance data • growth rates for fish is a better indicator but not many data sets • better information on run timing • standards not developed, monitoring systems not in place, opportunity for civil society to implement standardized monitoring, monitoring quality, key questions to ask: are there toxic elements in water supply, quantity (too little, too much in terms of floods) • gaps with respect to habitat, need more integrated data • what questions are we asking, how do we solve the problem, need to know what the question is to know how to answer • need accessible data, has to be free, where to find the data, how to use it • if data is free, generates more info than trying to protect it • limits on usable raw data, some synthesis data would be more useful, published accounts would aide interpretation, completing studies, do write up 	<ul style="list-style-type: none"> • stock composition; stock specific migration timing; stock specific abundance; fisheries specific impacts • habitat with community (grassroots) and Government, not industry. Make it fair. • impacts; land use on crown land • dense time scale; how open is the land use; better abundance; timing of user groups; growth rates of fish; civil society monitoring; accessible, free data - more useable, useful, user friendly; • more broad application of study methods already developed for BC; we apply information broadly that is based on only a small number of studies; more write-ups of existing data-raw data is not particularly useful changing climate & it's impact on aquatic ecosystems; lack of commitment to long term monitoring (= political instability re. funding); coordinated regional data architecture, warehousing and access • linking habitat in-river/ marine; quantitative and qualitative information to support longer values and trade off conversations (access/ use/ function) • where is the diverse assortment of data - access; from a fisheries perspective; monitoring gaps to make successful decisions; gaps for stock assessments; • gaps in local/ FN monitoring & mortality assessments in new fisheries etc. • appears we are always reacting to problems observed as opposed to properly planning and monitoring development/ industry or impact • we recognized that the time dimension has been poorly described in the past. Most data has been focused on high spatial detail but only at a few snapshots in time. • growth rate versus; monitoring
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	watersheds; water supply; habitat gaps of streams; accessible data or free; how to get; where to get; awareness of free data; raw data; synthesis; gathered data & interpretation
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4. Learning about different information tools

This part of the session included a series of short presentations on existing initiatives, including NCC's B.C. Interior Project and Watershed Status and Threats Decision Support Tool, Forrex's range of tools and information, and Fraser Basin Council's indicators program. (Detailed presentations can be found on www.thinksalmon.com/fswp_notice/item/fraser_assembly_2008/) A summary of presentation notes and questions and answers are included below.

B.C. Interior Project: Watershed Status and Threats Decision Support Tool presented by Sara Howard, Nature Conservancy of Canada (NCC) (<http://science.natureconservancy.ca/centralinterior/>)

- one of 2 projects, BC Interior project
- first project – Biodiversity and Conservation Assessment of the Central Interior and Sub-Boreal Ecoprovinces
- second project – Fraser Basin Watershed Decision Support Tool
- goals of BC interior project, collaborate with all levels of gov't, academia, etc. To ID most import places for biodiversity conservation, develop decision-support tool, make data available to all components
- data inputs – aquatic systems (rivers, lakes), terrestrial ecosystems, water allocation, obstructions, road density, salmon conservation units, changes in peak flow (MPB – Art at UBC), ecosystem services (angling, carbon storage, timber production), habitat supply models for 13 diff. species
- decision support tool, terrestrial and aquatic values, broader approach, at models and scenarios part for terrestrial, starting to see some outputs, at a later stage with aquatic decision support tools
- live feed to data, if provincial data is updated it gets updated on website
- need centralized site that overlaps all information, helps to identify what information is lacking
- request for feedback from session participants on: different scales for information, decisions, users, types of scenarios, scope of decision-making

Q + A:

Q: How would a governance project tie in? Would the decision-support tool support the governance group?

A: Questions should be feeding down from governance group ideally

Q: Have you made a linkage with Brad Mason with respect to community mapping network?

A: Some accessibility issues came up but do see the CMN as a big information hub

Q: Are the methods for live-feed data input complicated?

A: Can put in feed and it's automatic, live feed is updating central information

Q: Do you have any data that goes back in time?

A: Possible, people can load data where think its useful, b/c of Geo-Connections partnership, how do we make sure it's not a one-off type thing, can load data from past. Issue of temporal data is huge, key for looking at trends, numbers get huge and hard to enter, struggling with a little, keep existing data and tracking recent data, technical issues that are being discussed.

FORREX tools and initiatives

presented by Al Wiensczyk, FORREX Extension Specialist

(www.forrex.org)

- BC based non-profit organization (FN, NGOs, academics), started in 1998
- Focus in natural resource management
- Facilitate transfer of information between data collectors and managers, bring sources together

Tools:

- Virtual library, users fill shelves, doesn't house real data, would provide all the other information (link, title, author), older system, company that made it no longer exists, looking to continue and update system
- Publications, "Streamline", referee publication produced twice a year, all articles reviewed by technical committee
- "Link", newsletter that comes out 3 times a year, short 1-2 page articles on updates on research projects
- GEM, peer-reviewed journal out 3 times a year, available online
- FORREX series, peer-reviewed, more in-depth
- File reports, not peer-reviewed, conference proceedings
- Todd Redding, Extension Specialist - Watershed Management Compendium, various chapters (1-4 available),
- Watershed management listserv
- Webpage
- MPB gateway – contains published literature on MPB, fully searchable
- People power, extension specialists
- Outcomes 1 and 2 in Alison's BCAIP presentation is one thing they look at

Fraser Basin Council Sustainability Snapshots Indicators Program

presented by Steve Litke, Fraser Basin Council

(<http://www.fraserbasin.bc.ca/publications/indicators.html>)

- tools to measure and advance sustainability in Fraser Basin
- 4 goals, increase public awareness, identify critical issues/problematic trends to inform and influence actions on different scales
- since oversimplify there are some inherent challenges
- shared responsibility to convey information to all audiences
- each audience has own information need
- want to collate common information, common understanding across different audiences
- people want local/regional data

- working on indicator report for Upper and Lower Fraser to conduct assessment, ID trends, basin-wide snapshot
- have criteria for indicators
- measure and report on 18-20 themes (e.g., air quality), environmental, social and economic themes
- no single indicator that will be good to use, report on a number of different measures
- want to improve indicators that we're using over time
- effectiveness of projects we're supporting
- need to have dialogue with different audiences, rules and responsibilities to address and improve trends over time
- opportunities to collaborate

Q+A:

Q: Is the data in the FBC publications available?

A: Have sources and they cite that people can refer to for further info.

Comments:

- -FORREX has seen a change in how provincial information is stored in recent times, goal to sell data originally, now trying to make it freely available, change in structure, still confidential issues to deal with, take some time, direction moving forward, want fish information, harvest information, increase accessibility, library reports, accessing this info is a problem, combined library with MoE, difficulties with that (lessons learned), want to have some measure of control over access over their information, all info in one place are not always successful, lots of examples of that, FishBase, successful b/c biologists can control their knowledge and information on their fish, developed meta-data standards, small number of key things, cross ministry repository searches

Two lessons learned (NCC): scope in focus, don't over promise, ton of great work out there so use it, but make sure you have a refined approach to what you're doing

Handout feedback on tools presentations and other initiatives:

Tool/initiative: Comments:

Tool/Initiative	Comments
Mapster	Good info but slow, not always intuitive, hard to figure out what layers are
Fraser Basin (Upper; Middle; and Thompson)	Lots of input data includes (ecosystem services); timeline March 2009; can host data requested by others
Nature Conservancy of Canada Watershed Decision Support Tool	Cool! Very useful for biologists What is governance for bringing information together; question process; community mapping tool; methods for live upload (hyper-link); data outside government firewalls; sustainable indicators program; need mandate to have authority over critical areas. Information on quality?
Fish Wizard	Good for specific stream; lake information; better links to reports

FORREX	NR info; MPB gateway; have done needs survey/needs assessment. Peer reviewed publication in the Province is really important, page changes are a disincentive for private consultants
NRIN (FORREX)	Streamline, needs links with Ecocat; BC SPP ecosystem explorer, NatureServe etc.
FBC Indicators	Consider including metadata (especially for online) Well done, I use/view them regularly in my work – excellent presentation/format
UBC Fishbase	Distributed databases, meta data standard, excellent work!
BC (?)	Distributed data system tend to work better than centralized
General Comments	Tool/system needs to be very easy and intuitive. You should be able to figure out how to navigate within minutes, if not seconds; you should be able to “drill down” and look at metadata, other information

5. Moving towards an Integrated Aquatic Information Strategy

The group briefly discussed next steps and session participants were asked to provide feedback about their potential engagement in the BC Aquatic Information Partnership.

Written feedback:

a. What ideas do people have for advancing the BCAIP Strategy?

- I need to understand more detail design; needs a visible champion
The only way all projects get done is by working together
- a great idea, the FSWP is a great agency to take this on sounds good
- it looks great and is much needed. Bringing all the data/ stakeholders/ governments, etc. together should be the primary role. Have a long-term/ sustainability plan in place for the strategy
- impressed
- when a project gets approval do FN have impact on their own territory?
need to identify some potential advantages and/or outputs up front to help get buy in/ participation from as many groups as possible
- emphasis on narrative/ story based approaches to discerning information
- working more w/government & using First Nations and Aboriginal Rights & Title to critical areas of concern

b. How would people like to participate? (ex. annual updates at Fraser Assembly; receiving quarterly e-newsletters; going to semi-annual partnership forums; being part of steering committee; providing technical support).

- quarterly updates; tech support
- yes, a quarterly report
- updates at assembly; maybe 1-2 dedicated meetings per year; online discussion forum

- need to send out e-newsletters or something; need to ... audience, many people do not attend F.A.
- Aboriginal themes of extracting info from FN (?)

c. What are the main reasons that people would participate or not?

- need to use the info
- it is very simple, our habitat and all fish, salmon, fresh water fish
- access; awareness of relevant data; share results & data
- I like the idea of connecting with policy/ governance people to help inform and learn from their needs; what data/ info do decision makers need
- interested in improving access to specific info
- relaying info - gathering info for Quesnel L stocks; unite users of Quesnel system that may enhance or support aquatic info

d. Are there incentives that would enhance people's willingness to participate?

- access and reliability of info
- proper talks with FN and Govt. and Industry; proper consultation
- some \$ for travel costs & time to participate (even partially)
- help improve accessibility of information forum to help learn about emerging info;
- new projects; challenges and opportunities
- conceptual purity with traditional/ local knowledge
- end state or vision for diff. user groups; ensure Government plans don't interfere w. FSC resources for FN or manage what is there.
- overall, F.A. is okay, to improve grassroots people and user groups involvement. Habitat problems need to be addressed.
- need to think more about this strategy, suggest engaging the private sector more, the health of their business may be very dependent on the health of the watershed. This group should also be asked to donate money.

Concurrent Session 5:

Field Trip to Vanderhoof White Sturgeon Hatchery

Guides: Marcel Shepert, Dave Levy, Henry Klassen, Bill Shepert, Neil Jantz

Discussion Highlights on the drive to Vanderhoof: (Compiled by Tascha Stubbs, FSWP)

- Economic downturn and poor urban planning evident in Prince George
- Intertribal Treaty: bring together all First Nations Leaders on the Fraser and bus them up to Takla Lake to discuss a way forward on the Fraser in the context of considering everyone's needs from the headwaters to the ocean, and revisiting the idea of Nationhoods for equitable use the salmon resource.
- Stop at the Chelako River (Mud River): an 80 km meandering system that supports early time Chinooks (5:2). In 1991, 650 spawners returned to the Chelako, and in recent years the returns have been as low as 7. nb* West Coast Vancouver Island Commercial fishery impacts Chilako stocks
- Mountain pine beetle kill along the highway is now in its grey stage

Dave Levy: Upper Fraser Fisheries Conservation Alliance

- Sockeye: '04 poor year with high water temperatures that resulted in decreased spawning success and therefore '08 returns are low; before Hell's Gate was installed all sockeye runs were synchronized and now they are not; 1.2 million expected this year
- Chinook: test fisheries on the lower Fraser track abundance and show that this year's returns of springs and summers are low; when returns are low measures are taken to modify fisheries in this order: sport, commercial and then First Nations

Sturgeon Hatchery

- Henry Klassen: Director with the Vanderhoof Chamber of Commerce and on the Nechako Watershed Council
- Bill Shepert: Carrier Sekani Tribal Council
- Neil Jantz: Freshwater Fisheries Society of BC

Status of Sturgeon on the Nechako/Stuart Rivers:

- White Sturgeon is a species at risk, with an estimated 600 left. Even though 6000 – 7000 hatchery juveniles have been released, there seems to be no juvenile recruitment happening
- All groups associated with the hatchery are studying juvenile survival in this system
- Challenges to the system: Kenney Dam installation in 1950 reduced flows by 30%. In 1987 a new flow regime was established to cool the water for sockeye but this leads to summer high flows and winter low flows. A cold water release valve is still in its planning stages
- The general recovery objective is to improve the system conditions to encourage natural recruitment of juveniles.

- Why is recreational fishing for sturgeon allowed in the mid and lower Fraser? The Nechako White sturgeon is a separate species. Further south, those sturgeon maintain their ability to recruit.

Carrier Sekani Tribal Council and White Sturgeon

- With White Sturgeon being SARA listed, First Nations' access to sockeye is more challenging, because extra permits are required for FSC fish and implementation of a catch monitoring regime is labour intensive
- Developed a partnership with Alcan and the Freshwater Fisheries Society of BC to conduct a juvenile study (none caught yet, hydro acoustic pit tags used this year, substrate studies)
- Helping with broodstock collection for the hatchery, whose main purpose is to preserve sturgeon genetic diversity

Upper Fraser Fisheries Conservation Alliance and Early Stuart Sockeye

- '97 population crash (high flows meant 700,000 did not make it up to spawn)
- Why exactly did the crash happen and how do we move forward?
- Current migration conditions are unsatisfactory (high flows and temperatures)
- Options: COSEWIC listing, formation of a recovery team, explore the idea of fertilizing Takla Lake to increase productivity and therefore returns, limit FSC fish, support the Inter-Tribal treaty for fair sharing of the resource.
- Conservation enhancement of the habitat is a pressing priority

Note: Please refer to Appendix 8 for additional information on the Nechako White Sturgeon Initiative

Identifying Priority Activities for FSWP in 2009/2010 – Advisory Team Meeting Notes:

Building on the priority activities that were identified for 2007 and 2008 (see Appendix 11), FSWP Advisory Teams gathered on the afternoon of Day 2 to brainstorm new priority activities for 2009/2010, for each Program Area. Later this summer, these new priority activities will be turned into Immediate Outcome Statements within the FSWP Logic Model, and will be issued as part of the 2009/2010 FSWP Request For Proposals.

Each of the Advisory Teams were asked to consider the following questions when identifying new priority activities:

1. What activities within Education and Engagement have been working well? What are the strengths in the work that is currently happening?
2. How can we build on these strengths to further our successes and progress towards our potential?
3. Of the activities identified which in your mind are the top 3 priorities?

What follows are notes from each of the Advisory Team sessions.

Education and Engagement

Participants:

Victor Elderton, North Vancouver Outdoor School
Lee Hesketh, BC Cattlemen's Association (Farmland Riparian Interface Stewardship Program)
Sara Atherton, Langley Environmental Partnership Society
Bev Bowler, Dept of Fisheries and Oceans (Salmonids in the Classroom)
Joan Carne, Stream of Dreams Mural Society
Louise Towell, Stream of Dreams Mural Society
Naomi Tabata, Stewardship Centre of BC
Valeinna Bradbury, Stewardship Pemberton
Roy Argue, Dept of Fisheries and Oceans (Community Advisor)
Clive Callaway, The Living by Water Project
Megan Moser, Pacific Salmon Foundation, FSWP
Tascha Stubbs, Pacific Salmon Foundation, FSWP
Sheila Creighton, Fraser Basin Council, FSWP (Facilitator)

Session Overview:

- Reviewed engagement rules for the session
- Reviewed the four FSWP program areas; advisory team composition and role (i.e. offering collaborative and partnering advice on 2009 proposals and setting 2009 priority activities)
- Asked about interest in communicating quarterly for further input
- Asked for advice/feedback on the logic model (NB immediate outcomes)
- Identified new priority activities for 2009 (to build and compliment on those identified for 2008)(context of activity identification = 2008 work needs; needs that didn't get carried forward in 2008, and needs to be addressed beyond 2010)
- What issues did you identify with at the Assembly?
- Suggested a follow up meeting to discuss outcomes of the breakout session., recognizing that time was short.

2009 Education and Engagement Priority Activities Identified

Theme	Priority Activities (# of votes)
Engagement	<ul style="list-style-type: none"> • Provide multiple visit programming (4) • Expand existing programs to engage wide audiences and to address larger social contexts (2) • 'What's In It For Me? Mentality': how to change it so that individuals/groups are willing to get involved in the first place? (2) • Support immediate core and preventative practices (1) • Provide transformational experiences linking to broader social needs (1) • Promote activities connecting headwaters to the ocean and watersheds in between (1)
Capacity Building	<ul style="list-style-type: none"> • Capacity building of community stewardship organizations (3) • Develop an endowment fund to support stewardship in perpetuity (3) • Build on present initiatives with increased funding and build strategically (i.e. not misusing funds, consider the outcome of the project) (3) • Provide funding to add missing components to existing projects (1) • Measure/evaluate education initiatives for leveraging opportunities (1)
Experiential Programs	<ul style="list-style-type: none"> • Provide space and opportunities for hands-on experiences (3) • Create pilot projects: e.g. Earth Elders Experiential/Transformational Learning Retreat, and 2009 Fraser Headwaters to Ocean Boat and Road Show (2) • Connect the audience to nature through ceremony (1)

Note: upon completing the brainstorm session, it was acknowledged by the Advisory Team that the priority activity statements above are a more qualitative elaboration of priority activities that were identified for FSWP 2008. There was consensus that the 2008 Priority Activity Statements are still valid and should be upheld for the next RFP.

Additional Successes and Areas of Work that Need Strengthening:

- Community building experiences and art (both build attachment and ownership)
- Physical outputs (something left behind to witness)/concrete giving (measurable/meaningful contribution)
- Ability to provide opportunity for diverse participation
- Volunteerism is valued
- Longevity of an organization translates into ongoing contact and opportunities for audiences
- Priority list of behaviours needing changing to direct those who choose action
- Resilience and acceptance of change (may be entering a non-salmon centric paradigm)
- Funders must participate in the fundee's programs, to really experience them
- Consider outcomes of project and whether they are appropriate

Questions Asked and Comments Offered During the Education and Engagement Priority Activity Session

Q (Joan Carne): Are the priority activities in 07/08 down the tube?

A: No not necessarily. If it isn't broken don't fix it – perhaps ID gaps, embellish the list.

Comment (Victor Elderton): Consider backing away working with schools. It's better to facilitate what they are already taking on and address community education.

Q (Roy Argue): Are our goals for 3 years or are they long term?

A: Pick champions as leaders so your programs will be extended; also think about self sufficiency and capacity so that if the FSWP sunsets you've considered how you'll maintain your works and which ones.

Q (Joan Carne): What are the 3 most important behavioral changes to make to inform our priority activities?

Comment (Victor Elderton): 'cause behavioural change' is risky language. You can only set the stage for behavioural change. There is no causal effect for education. There are many uses of this type of language in program documents, you may consider looking at that.

Q (Facilitator to Group): What activities within this program area have been working well? What are the strengths in the work that is currently happening?

A (Victor Elderton): Works that answer with something to do with a basic human interest, works that use a social context, that use transformational opportunities, (salmon and nature is the lens and perhaps the vehicle, not the purpose).

A (Joan Carne): Community building community group activity; The social aspects of bringing together a common story; ownership; collaborative experience, works and outputs that are valued by participants.

A (Louise Towell): Creating a mural is a process owned by individuals and the community. Issues arise during this process that may parallel stream death; or any other issue; It's a process that parallels life.

A (Lee Hesketh): Doing something physical means ownership of those products; for example working with problem kids and later those kids watch their plantings grow and so take ownership over that area. A visual piece (i.e. a tree) left to see, fosters ownership.

A (Bev Bowler): Concrete giving leaves a legacy; a product or a physical effort is a legacy of influence on inspiration; creating experiences allows diverse participation, and meaningful participation equalizes everyone. There is a sense of ceremony at fish release, which builds a connection peoples' hearts and emphasizes a human value(s).

Q: How do you keep these participants engaged?

A (Bev Bowler): (speaking of Salmonids in the Classroom) Appealing to values keeps people engaged. Teachers get the biggest reward year after year as do volunteers.

Comment (Naomi Tabata): Why come back? We need to ensure that there is an opportunity for them to come back by maintaining a continued presence and opportunities to engage the audience.

Comment: Reconnecting with nature has a dramatic impact on people.

Comment: Being able to have a learning experience means a more sensitive and in tune individual.

Comment: This year's priority activities are a more qualitative iteration of elements of 2008 priority activities.

Comment: We hope that in 2009, we receive proposals that reflect the values discussed today (transformative experience; giving; contributing; ceremony; sacredness)

Sustainable Integrated Fisheries Management

Participants:

Gary Borstad, G.A. Borstad Associates Ltd.
Karl English, LGL Limited
John Hagen, J. Hagen and Associates
Sara Howard, Nature Conservancy of Canada
Paul LeBlond, Pacific Resource Conservation Council
Saul Milne, Fraser Basin Council, FSWP
Dave Moore, Upper Fraser Fisheries Conservation Alliance
Pete Nicklin, Upper Fraser Fisheries Conservation Alliance
Craig Orr, Watershed Watch
Barry Rosenberger, Fisheries and Oceans Canada
Jamie Scroggie, Fisheries and Oceans Canada
Mike Staley, FRAFS
Gord Sterritt, Northern Shuswap Tribal Council
Adrian Wall, Fisheries and Oceans Canada
Jim Webb, Tl'azt'en Nation
Richard Williams, Squamish First Nation

Priority Activities Identified for 2009/2010

- Development of strategies or technologies that reduce fisheries impacts on weak stocks and non-targeted species consistent with the Wild Salmon Policy
- Initiatives, which foster coordination, collaboration, and information, exchange among fisher organizations and fisheries sectors
- New and/or improved approaches for management of salmon
- First Nations' Fisheries Management
- Development of strategies and approaches to fisheries management that are consistent with and support the implementation of the Pacific Integrated Fisheries Initiative (PICFI)

Examples:

- Prioritizing watersheds (biodiversity-based for action).
- Integrating harvest with stock assessment platforms.
- Support existing management/planning processes by recognizing and identifying their information needs (e.g., local stewardship centers).
- New/improved assessment approaches.
- Developing strategies to reduce impact on weak or non-targeted stocks.
- Marine assessment.
- Data coordination.
- Standardized habitat monitoring, including juvenile assessment, fish distribution, temperature, flow and hydrology.
- Stock assessment framework.
- Joint sectoral monitoring.
- Invasive Species coordination, monitoring
- the development of new sustainable in-river fisheries feasibility/management plans

Integrated Planning and Governance

Participants

Pierre Iachetti, Nature Conservancy Canada
Rebecca Robertson, UBC
Tracy Bond, Horsefly River Roundtable
Erin Welk, Smart Growth BC
Elizabeth Salomon de Friedberg, Nicola Watershed Community Roundtable
Marc Nelitz, Essa Technologies
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Tina Chestnut, DFO
Ernie Victor, Fraser Basin Council
Larissa Kloegman, DFO
Dianne Ramage, Pacific Salmon Foundation
Amy Mar, DFO
Michael Fowler, BC Wildlife Federation
Marcel Shepert, Upper Fraser Fisheries Conservation Alliance
Linda Stevens, DFO
Alison Macnaughton, Fraser Basin Council, FSWP
Jessica Bratty, Fraser Basin Council, FSWP (Facilitator)

Review of Advisory Team Terms of Reference

Key themes from the conversation included:

- Some participants found idea of providing input on concept proposals awkward
- Reference to the work "team" in the title of the group infers more formality than the group's real function – should reconsider this. There was support for the existing unstructured approach with participants self-identified at Assembly meetings.
- Given unstructured approach, roles #2 and #3 on existing TOR may not be relevant or realistic
- FSWP should reflect on its program needs and craft roles accordingly
- Include reference to having a role in an annual analysis of how projects and priority activities are measuring up against FSWP desired outcomes. The corporate memory of the group is important in this regard. Ask key questions such as "is the program helping communities do what they need?"
- Annex to Advisory Team Terms of Reference has inaccuracies

2009/2010 Priority Activities Recommendations

Existing Priorities (from 2008/09)

Initiatives that support collaboration and relationship building among organizations and interests leading to effective multiparty watershed planning processes. Initiatives could include, but are not limited to:

- Development of tools and supports to increase community capacity for engagement (e.g. information sharing techniques/tools; summaries of community values and interests);
- Initiatives dealing with integrated water governance
- Development of approaches to the incorporation of conservation flows in watershed planning

- Assisting First Nations to develop a process for interaction amongst themselves and/or engagement with other fisheries/resource sectors to discuss and resolve shared issues and concerns
- Assessments of policies and issues affecting water and water allocation
- Identification/implementation of incentives for participation in governance processes

What we are doing now that we want more of:

- Approaches that allow communities to identify and address their own problems in an enabling and non-prescriptive fashion.
- Initiatives that focus on watersheds, especially priority watersheds, and assist in understanding linkages within them.
- Projects that strengthen and support local champions

What needs strengthening:

- Support “multi-watershed” integrated governance activities by bringing existing roundtable and other governance bodies together within a geographic area (e.g. range of a certain Conservation Unit), with the aim of undertaking shared identification of priorities, recognizing the type and approach to decisions groups are undertaking, and identifying the information required to support them. Linkages with local government regional growth strategy planning initiatives were emphasized.
- Articulate the benefits and incentives of participation in watershed governance by, in particular, local government and business interests.
- Initiatives that link planning processes and the information/decision tools that support them
- Develop a common clearing house/repository of the information processes require to inform decisions.
- Activities that evaluate projects and activities against program goals, in order to identify gaps and better inform annual identification of priority activities
- Need more emphasis on upper Fraser.
- Task Group to encourage and monitor provincial and other group commitment and actions associated with the Living Water Smart policy.

Habitat and Water Restoration and Stewardship

Participants:

Zo Ann Morten, Pacific Streamkeepers Federation
Clay Campbell, BC Cattlemen's Association
Paul LeBlond, Pacific Resource Conservation Society
Art Tautz, Ministry of Environment
Bob Salmons, Bowron Lake Enhancement Society
Eileen Salmons, Bowron Lake Enhancement Society
Neil Todd, Fraser River Aboriginal Fisheries Secretariat
Sharolise Baker, Stellaten First Nation
Barry Booth, Land Conservancy of BC
Sara Howard, Nature Conservancy of Canada
Mike Wallis, Salmon River Watershed Roundtable
Dora McMillan, Baker Creek Enhancement Society
Dolores Duncan, Canoe Creek Band
Noella William, Soda Creek Band/NSTC
Katrina Assonitis, Pacific Salmon Foundation, FSWP
Andrew Stegemann, Pacific Salmon Foundation, FSWP (Facilitator)

Background

The session began with 14 participants being asked to identify the strengths of their existing projects. A number of common themes arose during this session with the group collectively identifying some of the more important strengths found among a different projects. Participants were then asked to rank these strengths according to priority for their program area.

Priority Activities

The following table summarizes some general themes that participants were asked to rank as priority activities for the HWRS program area. Priority activities are listed in order of preference with the most important activities being listed first (based on votes received).

Priority Activity (votes)	Detail
Monitoring & Evaluation (7)	<ul style="list-style-type: none">• Tools for evaluating project effectiveness and evaluating losses/gains in productivity• Monitoring habitat status and changes in habitat <p><i>Note: Development of tools that protect habitat (including best management practices, plans, models, guidelines, evaluation/monitoring tools, etc).</i></p>
Habitat Restoration (6)	<ul style="list-style-type: none">• Restoring productivity• Restoring riparian and spawning habitat• Improving water quality/quantity
Mentoring & Training (6)	<ul style="list-style-type: none">• Mentoring youth and other community members through involvement in project activities• Provide training to community members to increase

	awareness of conservation issues and generate stewards of the region
Community Involvement (4)	<ul style="list-style-type: none"> • Promote stewardship and leadership in the community • Encourage “buy-in” by the community by ensuring that the community supports the project and understands the project rationale • Provide hands-on experiences for community members to increase their involvement in the project <p><i>Note: Community involvement and partnerships are the same theme.</i></p>
Partnerships (4)	<ul style="list-style-type: none"> • Develop partnerships with other agencies, departments, individuals, organizations, etc. in order to achieve common goals and increase access to resources (i.e., labour, equipment, etc.)
Communicating Results (3)	<ul style="list-style-type: none"> • Communicate findings of the project to the general public, government, ENGOs, etc. • Communicate risks and areas for improvement to decision-makers • Ensure accessibility of project results (e.g., data, reports, etc.)
Evaluate Cumulative Impacts (3)	<ul style="list-style-type: none"> • Evaluate impacts of cumulative activities on fish habitat (e.g., both upstream and downstream activities, within and across watersheds)
Credibility (2)	<ul style="list-style-type: none"> • Ensure work being done is of high quality in order to increase program credibility
Balance (1)	<ul style="list-style-type: none"> • Fund projects throughout the entire basin • Fund a good balance of projects from on the ground restoration projects to stewardship initiatives
Leveraging (1)	<ul style="list-style-type: none"> • Utilize FSWP funding to leverage additional funding (cash or in-kind)
Decision-Support Tool (1)	<ul style="list-style-type: none"> • Incorporate project results into a decision-making framework that allows managers to make informed decisions for the region

Appendix 1: Fraser Assembly Agenda

Fraser Salmon and Watersheds Program Fourth Meeting of the Fraser Assembly - June 25-26, 2008

Agenda

The purpose of this meeting, in addition to providing opportunities for networking, is fourfold. Participants are invited to:

- Continue to provide input and guidance on the overall development of FSWP;
- Develop priority activities for FSWP in 2009/2010 through participation in Program Area Advisory Teams;
- Share insights and lessons from projects, and explore common interests and themes; and
- Discuss program highlights and new developments within FSWP, and begin thinking ahead to needs beyond 2010.

Meeting Theme: "Building on our strengths; realizing our potential"

Day 1 – June 25, 2008

9:30am	Registration
10:00am	Welcome, Introductions, and Program Updates <ul style="list-style-type: none">• Lheidli T'enneh First Nation• David Marshall, Executive Director, Fraser Basin Council• Terry Tebb, Deputy Executive Director, Pacific Salmon Foundation• Mark Saunders, Director, FSWP• Megan Moser, Communications Manager, FSWP
11:00am	FSWP On the Ground in the Upper Fraser Region: An interactive discussion with presentations on: <ul style="list-style-type: none">• "An Overview of the Upper Fraser Region" - Joan Chess, Regional Manager, Fraser Basin Council• "Achieving Community Goals" - Chief Marilyn Baptiste and Nanci Oppermann, Xeni Gwet'in First Nation• Marcel Shepert, Upper Fraser Fisheries Conservation Alliance
<hr/>	
12:30pm	Lunch <ul style="list-style-type: none">• Presentation of Salmon Heroes Awards
<hr/>	
1:30pm	Critical Issues in the Work We Do: Concurrent Sessions <ul style="list-style-type: none">• Enabling Behavioural Change Strategies that Address Threats to Fraser Salmon and Watersheds – Facilitated by Megan Moser, FSWP, and Clive Callaway, Living By Water Project

- **Building An Integrated Information Strategy** – Facilitated by and Alison Macnaughton, FSWP and Steve Litke, Fraser Basin Council

3:30pm **Coffee Break**

4:00pm **Critical Issues: Reporting back on highlights of group discussions**

4:45pm **Summary of Outcomes and Wrap Up**

6:30pm **Dinner**

8:00pm **"Why Groundwater Is Crucial to the Future of Wild Salmon"**

- Craig Orr, Watershed Watch Salmon Society

Day 2 – June 26, 2008

8:00am **Continental Breakfast**

9:00am **Welcome, Overview of the day**

9:15am **Critical Issues in the Work We Do: Concurrent Sessions Continued**

- **Creating Successful Watershed Roundtables** – Facilitated by Jessica Bratty, FSWP
 - **Integrating In River Fisheries Management and Assessment** – Facilitated by Mike Staley, Fisheries Consultant, and Saul Milne, FSWP
 - **Field Trip departs for Vanderhoof Sturgeon Hatchery**
-

11:15am **Coffee Break**

11:30am **Critical Issues: Reporting back on highlights of group discussions**

12:00pm **Lunch** (Field trip returns at end of lunch)

1:00pm **Introduction of Fraser Salmon and Watersheds Program Logic Model**

- Andrew Stegemann, Program Manager, FSWP

1:35pm **Identifying Priority Activities for FSWP in 2009/2010 – Advisory Team Meetings**

- Education and Engagement
- Planning and Governance
- Habitat and Watershed Restoration and Stewardship
- Sustainable Information for Fisheries Management

2:45pm **Plenary Discussion: Reporting on Priority Activity Highlights**

3:15pm **Summary of Outcomes, Identify Next Steps, Wrap Up**

3:30pm **Departure**

Appendix 2: List of Fraser Assembly Attendees

First Name	Last Name	Title	Org	Email Address	Phone
Roy	Argue	Community Advisor	Fisheries & Oceans Canada	arguer@pac.dfo-mpo.gc.ca	250-305-3015
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Appendix 3: What Is the Fraser Salmon and Watersheds Program?

In July 2005, the Living Rivers Trust Fund Advisory Group invited the Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC) to lead development of a Business Plan to address salmon and watershed sustainability issues in the Fraser Basin. The two organizations engaged a wide range of key people in the Basin in a series of workshops where key priorities were identified and a strategic platform was developed. The resulting plan, the Fraser Salmon and Watersheds Program (FSWP), was approved with the following Vision:

*To inspire changes in human behaviour for the benefit of salmonids
and the watersheds they depend on.*

Three goals were identified:

1. Foster effective communications and governance approaches
2. Protect and restore habitat and water
3. Support responsive and effective fisheries management

Seven strategies were identified to achieve the goals:

1. Community Engagement
2. Governance and Integrated Planning
3. Engage First Nations
4. Integrate Water Use with Watershed and Fish Sustainability Planning
5. Protect and Restore Habitat
6. Sustainable Fisheries
7. Improved Fisheries Information

The FSWP will receive over four years (through 2009), approximately \$10M in Living Rivers funding from the Province of British Columbia and \$5M in cash and \$5M in in-kind from DFO through its Fraser Basin Initiative (through 2010). As of April 2008, the FSWP has funded over 117 projects in all reaches of the Fraser Basin.

Appendix 4: Fraser Assembly Backgrounder

What is the Fraser Assembly?

The Fraser Assembly was established in 2006 as a multi-interest forum on the Fraser Salmon and Watersheds Program. The purpose of the Assembly is to promote information sharing and coordinated delivery of the Fraser Salmon and Watersheds Program (FSWP) among interested parties to enhance watershed and salmonid sustainability in the Fraser Basin. The *Business Plan for Salmonids and Watersheds in the Fraser Basin* (the *Business Plan*) provides the strategic context for the Fraser Assembly's work. The Business Plan can be viewed on the Fraser Basin's Webpage: http://www.fraserbasin.bc.ca/programs/basin_wide.html.

The Fraser Assembly has met four times since its inception. The last meeting was held in Prince George, in Prince George, 2008. The next meeting of the Assembly is planned for June, 2009.

Roles and Responsibilities

The Fraser Assembly is a collaborative meeting ground with four main roles:

1. Provide annual guidance and input to the implementation of the *Business Plan for Salmonids and Watersheds in the Fraser Basin*;
2. Promote leveraging of technical, human and financial resources for implementing the *Business Plan*;
3. Facilitate communication and information sharing on relevant initiatives;
4. Encourage, where appropriate, coordinated or integrated delivery of relevant initiatives;

The Pacific Salmon Foundation (PSF) and Fraser Basin Council (FBC) are responsible, with input from relevant strategy partners, for guiding the Fraser Assembly's deliberations. The Fraser Basin Council is responsible for convening and facilitating the Fraser Assembly.

Specific responsibilities of the Fraser Assembly include, but are not limited to:

- Provide advice on annual *Business Plan* implementation workplans developed by the PSF, FBC and relevant strategy partners;
- Share information on new sources of funding and identify leverage opportunities;
- Keep participants abreast of new initiatives;
- Assist in identifying priority projects and participants associated with the implementation of specific *Business Plan* strategies;
- Monitor, evaluate and recommend periodic adjustments to the *Business Plan* as requested or as appropriate.

Composition and Participation

The Fraser Assembly is comprised of organizations in the Fraser Basin that have a relevant and substantial interest in the implementation of the *Business Plan for Salmonids and Watersheds in the Fraser Basin*, and may have specified responsibilities in one of more of the priority strategies of the Fraser Basin Living Rivers Program. Participants include representatives from all orders of government, non-profit organizations, stewardship groups, and commercial fisheries. We welcome new members gladly.

For more information please contact:

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or

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Appendix 5: FSWP 2008 & 2009 Key Dates

2008	
June 25-26	Fraser Assembly
August 11	2009/2010 RFP issued
September 14 (end of day)	Conceptual Proposal Submission Deadline
September 15- October 3	Conceptual Proposal Review
August 31	Interim Reports due for 2008 projects
October 17	Report back to Conceptual Proposal Proponents, Request for Detailed Proposals issued
December 15	Detailed Proposal Submission Deadline
December 20- January 4	Holiday Season
2009	
January 5- 23	Detailed Proposal Review including Technical Advisory Committee meetings
March 15	Final Reports due for 2008 projects
April 9	2009/2010 Project Approval Notification of Proponents

Appendix 6: Overview of FSWP Communications Tools

Public engagement

- Think Salmon concept and brand
Purpose: provide a unifying banner for local and basin wide awareness efforts
Features:
 - logo and logo'ed promotional items
 - can support specific and general messaging
- ThinkSalmon.com
Purpose: support public awareness and social marketing efforts
Features:
 - "Think Learn Act" structure matches need for behaviour change
 - accepts section content from members in appropriate categories (e.g., projects from Project Reporters)
 - searchable database of projects
 - integration with Google maps

Proponent relations

- signage and other FSWP acknowledgement
Purpose: associate projects with FSWP
Features:
 - standard logo treatment for signs, web, any acknowledgement
 - \$500+ available for signs, coordinated by project lead
 - may give interpretive information along with FSWP acknowledgement
- event sponsorships
Purpose: encourage public outreach events
Features:
 - one \$500 sponsorship each month for an event posted on ThinkSalmon
 - Project Reporters can post events
- media backgrounder

FSWP information

- FSWP annual report
Purpose: increase understanding of FSWP's role and approach to its mission
- fswp.ca
Purpose: serve as the public information centre for FSWP
- eNews, FSWP notices board

Project management

- Working Salmon (web 2.0 tool)
Purpose: support collaboration among FSWP staff, proponents and advisors
Features:
 - manages access to content based on group membership
 - structured around logic model and supports tracking of success indicators

Appendix 7: A Checklist of Some Key Ideas for Effective Communication, Education and Behaviour Change

By Clive Callaway, The Living by Water Project, clivec@jetstream.net

Communication, Education, and Behaviour Change

- Communications is really part of "social marketing"
- Traditionally education was seen from the perspective of: *if you get people the information, they will do the right thing* – research has shown that this is not the case. Education is a *necessary but insufficient* requirement for behaviour change

Planning

- Start with the end in mind – use a logic model to determine impacts, outcomes, outputs, and activities. This helps focus your efforts to use limited resources effectively and efficiently.
 - What is it you really want to achieve with your communication / education / behaviour change program?
 - Use format statements like "we will...so that..." to help clarify your thinking.
 - If you're not sure whether what you're describing is an activity or an outcome, ask the question "so what?"
 - It can be helpful to distinguish knowledge, belief and behaviour outcomes.
- Identify those activities over which you have more control. Ask "Can I control it?"
- Carry out an environmental scan of the political, social, economic and technological trends, which might affect your project.
- If you want more than a knowledge / learning outcome – then you must go beyond traditional educational / outreach tools: you will need to engage "social marketing" tools and techniques.
- Remember, "persuasion" and "marketing" are not "dirty" words.
- Identify your outcomes, and how you are going to evaluate your effectiveness, at the beginning of your project, not the end!

Understanding your Audience

- Research barriers and benefits. "Tune into WIFM – What's in it for me?"
- Go beyond what you want to convey, to what your audience needs to hear in order to change attitude or behaviour.

Benefit Statement

- Open with / illustrate / show a benefit statement - applies to everything from grant applications, general correspondence, announcements, brochures, etc.
- Why is this relevant for the reader / viewer? How will they gain? How will it meet their needs? Avoiding loss is a powerful benefit: *"message which emphasize losses which occur as a result of inaction are consistently more persuasive than messages that emphasize savings as a result of taking action"* (Doug McKenzie-Mohr).

Maintenance

- How is the audience going to maintain the behaviour you want them to adopt?

Checklist for Effective Communications

(Source: Doug McKenzie-Mohr, *Fostering Sustainable Behaviour*, pp 101-102)

- Make sure that your message is vivid, personal and concrete.
- Research the attitudes and behaviour of your intended audience prior to developing your message. Learn what are the barriers to the behaviour you are promoting, and the benefits to your audience of "competing behaviours".
- Have your message delivered by an individual or organization that is credible with the audience you are trying to reach.
- Frame your message to indicate what the individual is losing by not acting, rather than what s/he is saving by acting.
- If you use a threatening message, make sure you couple it with specific suggestions regarding
 - what actions an individual can take.
- Use a one-sided or two-sided message depending upon the knowledge of your audience regarding the particular issue.
- Make your communication, especially instructions for a desired behaviour, is clear and specific.
- Make it easy for people to remember what to do, and how and when to do it.
- Integrate personal or community goals into the delivery of your program.
- Model the activities you would like people to engage in.
- Make sure that your program enhances social diffusion by increasing the likelihood that people will discuss their new activity with others.
- Where possible, use personal contact to deliver your message.
- Provide feedback at both the individual and community levels about the impact of sustainable behaviours.

Additional Communication Tips

- Present choices and consequences
- Make your message easy to remember
- Remember the 7 times principle
- Provide challenges -- personal or community goals
- Use a **positive** approach
 - Respect knowledge of audience or client
 - Assume client wants to "do it right" (no blame); jargon-free
 - Provide specific actions
- Use "peer to peer" in stewardship contact programs where possible; testimonials from your target audience are invaluable
- Good graphics convey messages more effectively than words
- Transform the problem – go for the pocketbook
- Use real examples to show "success" stories
- Remember the power of story – in particular, the power of myth and symbols
- Use art media; engage artists
- Avoid these common mistakes: using graphics that don't include people; using negatives; showing off what you know; mixing target audiences

Writing Tips

- Prune wordy expressions
- Use strong verbs
- Use simpler, instead of more complicated, words
- Keep sentences short
- Organize your writing
- Focus on your reader's needs; write *reader-centred* copy. Ask yourself:
 - What is my purpose?
 - Who are my readers?
 - What are their interests?
 - How much do they know already?
 - What will make it easy for them to understand or act?
- Use personal pronouns
 - When speaking for your agency or group, use *we, us, our*
 - When speaking for yourself, use *I, me, my*
 - AND...balance these pronouns with even MORE of *you* and *your* to draw in the reader

Avoid jargon, impersonal and judgmental words: e.g. "stewardship" or "good steward"; "aquatic ecosystem health"; "the public"; "people"; "stakeholder"; "preservation"; "should".

Appendix 8: Field Trip Handout - Nechako White Sturgeon Backgrounder



Dwelling in the Nechako River is a survivor from the age of the dinosaurs - the Nechako white sturgeon. This mysterious creature is the largest freshwater fish in Canada, and has existed relatively unchanged for millions of years – surviving volcanic eruptions, ice ages and climatic upheavals. But the Nechako white sturgeon is now swimming in a current of change that is taking it to the very brink of extinction. It is ranked as **Critically Imperiled** by the British Columbia Conservation Data Centre and is an **Endangered Species** according to the Committee on the Status of Endangered Wildlife in Canada (COSEWIC).

The Nechako white sturgeon population has dropped from what some scientists believe was a minimum of 5000 fish to less than 400. And the vast majority of those fish are more than 30 years old. The lack of younger fish means that sturgeon are either not reproducing successfully or that the young are not surviving to adulthood. As sturgeon do not begin spawning until they are 15 to 30 years old, the lack of young sturgeon in the Nechako means that an entire generation is already missing.

Acipenser transmontanus, the scientific name for the white sturgeon, translates literally as sturgeon across the mountains. This tremendous fish is only found in two major rivers west of the Rocky Mountains in Canada. Both of these rivers flow in British Columbia – the Fraser (which includes the Nechako watershed) and the Columbia systems. In the lower Fraser River the white sturgeon can be massive, reaching 6 metres in length and weighing more than 800 kilograms. Individuals reaching this size may be more than 100 years old! In the Nechako system where growth is slower, a large sturgeon generally reaches about 3 meters in length. The long, streamlined body has no scales. Instead, it has bony plates, called scutes, arranged in five rows down its body. With a broad, flattened head, tiny eyes and shark-like tail, the sturgeon vaguely resembles a ferocious predator. Actually, the sturgeon is well adapted for bottom feeding. Its toothless mouth is on the underside of its head, and extends out of its body in order to suck up food. White sturgeon also have whiskers, or barbels, located between the snout and the mouth, which help it find edible objects.

Another factor that makes the white sturgeon so unusual is its reproductive habits. It reaches spawning age very late – around 15 years of age for males, and more than 20 years for females. Once mature, females spawn more than once, but only every 4 to 10 years. Sturgeon make up for their delayed and infrequent spawning by producing vast numbers of eggs, from about 700,000 in medium sized females to 3 or 4 million in the largest! It appears that preferred spawning sites have faster currents and rockier bottoms than feeding areas. Females and males spawn together in groups where they release eggs and sperm into the fast flowing water. The small, brown eggs quickly sink and stick to the riverbed, where they are relatively safe from predators. Depending on water temperature, the eggs will hatch in 5 to 25 days, releasing larvae with yolk sacs attached, that are vaguely tadpole like in appearance. In about two weeks, the larvae become fry – miniature sturgeon complete with long snout and scutes. In the lower Fraser River, juveniles reach about 50 cm by age 5, and then grow about 5 cm per year until the age of 25. Nechako white sturgeon are believed to have a slower growth rate,

due to the cooler temperatures, shorter northern summers and differences in the types of foods available.

Adult white sturgeon live entirely on animal matter. They primarily use touch and taste, rather than eyesight, to find food. They do this by following an odour, or simply by drifting in a prime location and waiting for the food to come by. Young sturgeon may snack on larval insects, freshwater clams and snails, while older sturgeon feed primarily on fish, including live adult salmon and even smaller sturgeon.

The reasons for this species' dramatic decline are currently being studied. Contributing factors may include over-fishing prior to the 1994 ban on angling, incidental catches and poaching since then, pollution and changes to the river landscape by human construction. Changes to the level and times of water flows in the Nechako River, resulting from the operation of the reservoir and associated management of the flow of the Nechako River, may also have had an important effect on the sturgeon.

From 1994 to 1999, the Province of British Columbia coordinated an intensive study of white sturgeon in the Nechako River. The study came to an unwelcome conclusion - the Nechako white sturgeon are in a critical state of decline. Unless something is done, and done soon, the great creatures will likely go extinct. With so many stakeholders involved along the entire length of the Nechako River, it was imperative all interested parties gather together, to begin working as a team in recovery planning efforts. This was the beginning of the Nechako White Sturgeon Recovery Initiative (NWSRI). The NWSRI is ultimately responsible for identifying the reasons why white sturgeon are no longer successfully spawning and surviving in the Nechako watershed, and for the design and implementation of habitat protection, restoration and management options. The NWSRI has developed a recovery plan that will help return the Nechako white sturgeon to a self-sustaining population. This will take many years to implement, but the hope is that the team will be able to rebuild and maintain the population until the cause of the decline can be determined and corrected.

For more information about the Nechako White Sturgeon Recovery Initiative, please visit:

www.nechakowhitesturgeon.org

Appendix 9: FSWP Logic Model (*draft*)

The Fraser Salmon and Watersheds Program (FSWP) has been in existence since 2006. As of April 2008, the FSWP has funded over 117 projects in all reaches of the Fraser Basin. During this time, the logic guiding the FSWP has evolved, grown and continues to adapt.

This year FSWP has created a 'results' or 'outcome' based management and evaluation framework, referred to as the Logic Model. This is a tool to be used for: 1) guiding the strategic development of the program; 2) tracking and monitoring progress within the program; and 3) measuring the results or outcomes of the program.

More specifically, the Logic Model will help with project selection, by identifying which projects collectively contribute to the program vision, determining the best mix of projects, and evaluating program progress.

The Fraser Assembly is an integral part of developing the logic that guides the Program. At the 2007 Assembly, participants identified and recommended Priority Activities for the upcoming 2008/09 funding cycle. Similarly, at this year's Assembly, participants will be asked to identify and recommend Priority Activities; this time for the 2009/10 funding cycle. Additionally this year, the FSWP has identified "high-level" outcomes to which Priority Activities will contribute. These outcomes were developed considering numerous factors, including the Priority Activities identified in 2007, the FSWP business plan, and input from staff and other organizations.

What makes the Outcomes "high-level"?

The "high-level" outcomes presented (page over) are divided into ***Ultimate Outcomes*** and ***Intermediate Outcomes***. This division is based on the level of *influence* required to achieve them. The higher the outcome level, the more people, organizations and communities it will take to *collectively* achieve the outcome. Realizing an Ultimate Outcomes will require the *collective influence* of relatively more individuals and groups compared to an Intermediate Outcome.

We need your help!

Finalizing the Logic Model that guides implementation of the FSWP will require determining ***Immediate Outcomes***, or those which the FSWP can directly influence on its own with the assistance of proponents like you. This is where we need your help. The Priority Activities identified at this year's Fraser Assembly will be one of the major inputs into creating our Immediate Outcomes.

High Level Logic Guiding the FSWP

As always, the FSWP Mission Statement is ***to inspire changes in human behaviour for the benefit of salmonids and the watersheds on which we all depend***. The Mission Statement expresses how the FSWP conceptualizes itself- it is our reason for being. This year, the FSWP has also developed a draft Vision: ***Healthy salmon populations in functioning watersheds co-existing with thriving communities in the Fraser Basin***. Further breaking down this Vision, three statements emerge:

1- People value both fish and watersheds and work together to ensure natural resources are used sustainably.

- 2- Salmon populations sustain themselves and are genetically diverse (as per the Wild Salmon Policy).
- 3- Watersheds retain ecological function and are resilient.

Ultimate Outcomes

The FSWP has identified six Ultimate Outcome statements as follows:

1. Integrated governance and management uses the best available knowledge.
2. People work together in an inclusive, integrated and adaptive framework guiding the sustainable management of salmon and watersheds.
3. People support the sustainable use of water and watersheds through actions guided by a strong stewardship ethic.
4. Co-managed salmon fisheries are socially, environmentally and economically viable.
5. People understand their relationship with, and responsibility for ecosystem health.
6. Cross-cultural engagement among and between First Nations and Non-First Nations exists.

Intermediate Outcomes

The Intermediate Outcomes are divided into the FSWP's four program areas as follows:

Education and Engagement	Integrated Planning and Governance
<ol style="list-style-type: none"> 1. A strategy for behaviour change is implemented. 2. A community of practice bolsters watershed literacy by enabling dissemination of information and knowledge, while providing a spectrum of stewardship opportunities. 3. A community of practice fosters and coordinates stewardship capacity 	<ol style="list-style-type: none"> 1. The management of salmon and watersheds links land use, marine use and harvest planning; engages diverse interests; and connects people and processes across geographic scales. 2. A decision-making framework informed by sustainability and stewardship principles guides the planning, implementation and evaluation stages of salmon and watershed management. 3. An integrated, credible and accessible information base informs policy, planning, implementation and evaluation.
Habitat and Water Restoration & Stewardship	Sustainable and Integrated Fisheries Management
<ol style="list-style-type: none"> 1. Salmon habitat is identified, characterized and prioritized for restoration and/or protection. 2. Watershed management considers cumulative impacts across geographic scales. 3. Watershed management uses the best available information and technology. 4. Restoration projects are monitored and lessons learned are incorporated into ongoing efforts. 5. Local and/or regional watershed management incorporates multiple interests producing positive net benefits for both people and fish. 	<ol style="list-style-type: none"> 1. A risk assessment framework guides the use of flexible and precautionary management approaches in protecting WSP salmon Conservation Units faced with uncertainty and climate change. 2. The assessment framework and in season, in river fisheries management systems are integrated and informed by clear management (social, economic and environmental) objectives 3. Co-management and the relationships and capacity required to implement it are sustained at all levels of fisheries management.

Appendix 10: Advisory Teams Terms of Reference

Background

In September 2007, four Advisory Teams were established in accordance with four new Program Areas identified for the Fraser Salmon and Watersheds Program (FSWP). Advisory Teams will address the following Program Areas:

1. Education and Engagement;
2. Integrated Planning and Governance;
3. Water and Habitat Restoration and Stewardship; and
4. Sustainable Integrated Fisheries Management.

These Program Areas are a complement of the original seven FSWP strategies and additional objectives identified by program funders. Engaging First Nations is a critical component of all FSWP projects and is therefore integrated into each Program Area.

Intent

The purpose of each Advisory Team is to provide advice and strategic guidance to the Fraser Assembly and the FSWP Management Committee on key considerations and emerging priorities in each respective Program Area. This advice and guidance will inform the ongoing development of FSWP.

Roles and Responsibilities

All Advisory Teams members participate on an equal basis. Advice and guidance put forth to the FSWP Management Committee by the Advisory Teams will be achieved through consensus of all members. FSWP staff will provide facilitation and administrative support to the Teams. Advisory Team Members will liaise and communicate with their respective organizations regarding the scope and content of the work undertaken.

The FSWP Advisory Teams are a collaborative forum with four main roles:

1. To identify priority activities for each respective Program Area;
2. To provide guidance on the project review process in each respective Program Area (e.g. regarding project review criteria and the makeup of Technical Review Committees);
3. To assist in the assessment of Conceptual Proposals; and
4. To provide input to help inform the development and implementation of an overall FSWP Program Accountability Framework.

Specific responsibilities of the Advisory Teams include, but are not limited to:

- Convening at least twice per year, in conjunction with meetings of the Fraser Assembly and by other means as necessary.
- Maintaining ongoing correspondence and discussion around key issues either via email or through web-based collaboration tools.

Composition and Participation

Membership on Advisory Teams is open to any participant in the Fraser Assembly. As such, the Teams are an extension of the active and collaborative relationships among Fisheries and Oceans Canada, provincial government agencies, First Nations, local governments, community stewardship groups and a wide variety of NGO and private sector interests that the Fraser Assembly encourages. To the greatest extent possible, membership within each team will include, but not be limited to, at least one representative from each of the four orders of Canadian government, the private sector, and civil society. A preliminary participant list is included in Annex 1.

Advisory Team Meetings

Meetings will be held on an as-needed basis but will, at a minimum, occur two times per year, likely in conjunction with meetings of the Fraser Assembly.

Communications

- FSWP staff will provide both facilitation and administrative support for each Advisory Team.
- Meeting notes will be compiled and distributed to the broader membership of the Fraser Assembly, and the FSWP Management Committee by the facilitator and secretary for each Team.
- Advisory Team members will be responsible for communicating with their respective organizations regarding the scope and content of work undertaken.
- Ongoing dialogue amongst Team members will take place through either email and/or web-based collaboration tools

Funding

Associated costs with the Advisory Teams will be built into the operating budget of the Fraser Assembly. Travel subsidies will be made available, by application, to those Team members who do not have institutional support.

Term and Review

The duration of these Terms of Reference is from September 25, 2007 – Sept 25, 2010. These TOR will be reviewed on an annual basis through a suitable mechanism supported by the Fraser Assembly.

Annex 1: Participant List

(Note: individuals listed are those people who expressed interest in being on an Advisory Team at either the 2007 or 2008 gatherings of the Fraser Assembly. If you would like to be involved with an Advisory Team, but do not see your name listed here, or if you would like to have your name removed from an Advisory Team list, please contact FSWP staff listed below for each Team.) For contact information, please see Appendix 2.

Education and Engagement

FSWP Staff: Sheila Creighton, Megan Moser, Tascha Stubbs

Roy	Argue	Fisheries and Oceans Canada
Sara	Atherton	Langley Environmental Partnership Society
Bev	Bowler	Fisheries & Oceans Canada
Valeinna	Bradbury	Stewardship Pemberton
Clive	Callaway	The Living Water Project
Joan	Carne	Stream of Dreams Mural Society
Tina	Donald	Simpcw First Nation
Victor	Elderton	North Vancouver Outdoor School
Bob	Guerin	Musqueam Band
Lee	Hesketh	BC Cattlemen's Association
Richard	Holmes	University of Northern BC Quesnel River Research Centre
Mark	Johnson	Fisheries & Oceans Canada
Nicole	Marples	Langley Environmental Partners Society
Janis	Olsen	Rivershed Society of BC
Deborah	Phelan	Fisheries & Oceans Canada
Naomi	Tabata	Stewardship Centre of BC
Louise	Towell	Stream of Dreams Mural Society
Adrian	Wall	Fisheries & Oceans Canada
Ken	Wilson	Watershed Watch
Veronica	Woodruff	BC Conservation Foundation

Integrated Planning and Governance

FSWP Staff: Jessica Bratty, Alison Macnaughton

Clifford	Alec	Chief, Ts'kw'aylaxw First Nation
David	Barrett	Commercial Salmon Advisory Board
Tracy	Bond	Horsefly River Roundtable
Tom	Cadieux	Fisheries & Oceans Canada
Tina	Chestnut	Fisheries and Oceans Canada
Michael	Fowler	BC Wildlife Federation
Allen	Huguet	Lumby Salmon Trails
Pierre	Iachetti	Nature Conservancy of BC
Jeff	Jung	Fisheries & Oceans Canada
Doug	Kelly	Stolo Tribal Council
Larissa	Kloegman	Fisheries and Oceans Canada
John	Louis	Musqueam Indian Band
Amy	Mar	Fisheries and Oceans Canada
Garth	Mirau	UFAWU-CAW Local 15
Mark	Nelitz	Essa Technologies
Jordon	Point	Fisheries & Oceans Canada
Dianne	Ramage	Pacific Salmon Foundation

Brian	Riddell	Fisheries & Oceans Canada
Rebecca	Robertson	UBC
Murray	Ross	Secwepemc Fisheries Commission
		Native Brotherhood of BC/FN Marine Society
Teresa	Ryan	
Marcel	Shepert	Upper Fraser Fisheries Conservation Alliance
Elizabeth	Solomon-de-Friedberg	Nicola Watershed Community Roundtable
Linda	Stevens	Fisheries and Oceans Canada
Ernie	Victor	Fraser Basin Council
Erin	Welk	Smart Growth BC
Ed	Woo	Fisheries and Oceans Canada

Habitat and Water Restoration and Stewardship

FSWP Staff: Katrina Assonitis, Andrew Stegemann

Sharolise	Baker	Stellaten First Nation
Clay	Campbell	Farmland Riparian Interface Stewardship Program
Joachim	Carolsfield	World Fisheries Trust
Tracey	Carson	Bowron Lake Enhancement Society
Maurice	Coulter Boisvert	Fisheries & Oceans Canada
Stephen	Dick	Lower Nicola Indian Band
Jamie	Felhauer	Salmon River Watershed Roundtable
Lee	Hesketh	BC Cattlemen's Association
Sara	Howard	Nature Conservancy of Canada
Scott	Koch	Village of Chase
Paul	LeBlond	Pacific Resource Conservation Council
Dora	McMillan	Baker Creek Enhancement Society
ZoAnn	Morten	Pacific Streamkeepers Federation
Bob	Otway	BC Federation of Drift Fishers
Bob	Salmons	Bowron Lake Enhancement Society
Tracy	Sampson	Nicola Tribal Association
Art	Tautz	Ministry of Environment
Neil	Todd	Nicola Tribal Association
Mike	Wallis	Salmon River Watershed Roundtable
John	Werring	David Suzuki Foundation
Greg	Wilson	Ministry of ENV

Sustainable Integrated Fisheries Management

FSWP Staff: Saul Milne, Mark Saunders

Bob	Bocking	LGL Limited
Gary	Borstad	G.A. Borstad Associates Ltd.
Karl	English	LGL Limited
Bob	Grant	Community Fisheries Development centre
John	Hagen	J. Hagen and Associates
Sara	Howard	Nature Conservancy of Canada
Les	Jantz	Fisheries & Oceans Canada
Frank	Kwak	Upper Fraser Valley Sport Fish Advisory Committee
Paul	LeBlond	Pacific Resource Conservation Council
Brad	Mason	Fisheries & Oceans Canada
Dave	Moore	Moore Dave Fisheries Development
Peter	Nicklin	upper Fraser Fisheries Conservation Alliance
Craig	Orr	Watershed Watch Salmon Society
Fred	Robbins	Esketemc First Nation
Barry	Rosenberger	Fisheries and Oceans Canada
Jamie	Scroggie	Fisheries and Oceans Canada
Jim	Shinkewski	Pacific Salmon Foundation
Mike	Staley	Fisheries Consultant, FRAFS
Gord	Sterritt	Northern Shuswap Tribal Council
Adrian	Wall	Fisheries and Oceans Canada
Michelle	Walsh	Secwepemc Fisheries Commission
Jim	Webb	Tl'azt'en Nation
Richard	Williams	Squamish Nation

Appendix 11: FSWP Priority Activities for 2007/2008

PROGRAM AREA	2007 Priority Activities	2008 Priority Activities
Education and Engagement	Maintain salmon as a highly valued public good, through collaborative projects which incorporate salmonids into existing events, programs and venues as well as encourage innovative new initiatives that address increased public involvement.	<ul style="list-style-type: none"> • Promote salmon as a highly valued public good through collaborative projects to connect communities to watersheds, inspire increased community involvement and encourage behavioural change. Projects could address a variety of constituents (K-12, university, adult, formal/informal groups, etc) through, but not limited to, the following activities: <ul style="list-style-type: none"> ○ Providing direct experience with nature. ○ Developing/implementing classroom programs. ○ Targeting outreach to strategic or specific sectors; e.g., festival goers, developers, industry, government. ○ Using marketing techniques to change behaviours (e.g., Community Based Social Marketing) ○ Gathering information or conducting research to support behaviour change. ○ Supporting salmon and watershed educational centres, organizations. ○ Integrating arts and cultural expressions. ○ Fostering watershed champions.
Integrated Planning and Governance	Initiatives that support collaboration and relationship building among organizations and interests, leading to effective multi-party watershed planning processes.	<ul style="list-style-type: none"> • Initiatives that support collaboration and relationship building among organizations and interests, leading to effective multi-party watershed planning processes. Initiatives could include, but are not limited to: <ul style="list-style-type: none"> ○ Development of tools and supports to increase community capacity for engagement (e.g., information sharing techniques/tools; summaries of community values and interests, etc). ○ Initiatives dealing with integrated water governance. ○ Development of approaches to the incorporation of conservation flows in watershed planning. ○ Assisting First Nations to develop a process for interaction amongst themselves and/or engagement with other fisheries/resource sectors to discuss and resolve shared issues and concerns. ○ Assessments of policies and issues affecting water and water allocation. ○ Identification/implementation of incentives for participation in governance processes.
Habitat & Water Restoration and Stewardship	<ul style="list-style-type: none"> • Development of tools (including best management practices, plans, models, 	<ul style="list-style-type: none"> • Development of tools that protect habitat (including best management practices, plans, models, guidelines, evaluation/monitoring tools, etc). • Initiatives which restore habitat for salmon, particularly within high priority watersheds. For

PROGRAM AREA	2007 Priority Activities	2008 Priority Activities
	<p>guidelines, etc.) that protect habitat.</p> <ul style="list-style-type: none"> • Initiatives which restore habitat for salmon, particularly within high priority watersheds • Development of approaches to the incorporation of conservation flows in watershed planning 	<p>example, water quality/quantity restoration and/or protection, riparian restoration. Note: Proponents should avoid compensation projects, i.e. compensation in one area mitigating damage in another area.</p> <ul style="list-style-type: none"> • Initiatives which focus on access improvements for fish. Example, improving off channel access, modifications to in-stream installations (flap gates, pump houses, etc). Low maintenance projects with low follow up costs a priority. Proponents should also consider the context; i.e., whether improved access is indeed the limiting factor for species health within your specific project area. • Initiatives which foster coordination, collaboration, and exchange of among fisher organizations and fisheries sectors. • Initiatives which provide integrated information on habitat status to highlight high priority areas for restoration and protection.
<p>Improved Information/ Approaches for Sustainable Integrated Fisheries Management</p>	<ul style="list-style-type: none"> • Development of strategies or technologies that reduce fisheries impacts on weak stocks and non-targeted species • Initiatives which foster coordination, collaboration, and information exchange among fisher organizations and fisheries sectors • New assessment approaches for in-season management of salmon 	<ul style="list-style-type: none"> • Development of strategies or technologies that reduce fisheries impacts on weak stocks and non-targeted species consistent with the Wild Salmon Policy. • Initiatives which foster coordination, collaboration, and information exchange among fisher organizations and fisheries sectors. • New and/or improved approaches for management of salmon. • Development of strategies to identify/cope with the impacts of climate change. <p>Examples:</p> <ul style="list-style-type: none"> ○ Prioritizing watersheds (biodiversity-based for action). ○ Integrating harvest with stock assessment platforms. ○ Support existing management/planning processes by recognizing and identifying their information needs (e.g., local stewardship centres). ○ New/improved assessment approaches. ○ Developing strategies to reduce impact on weak or non-targeted stocks. ○ Assessment of marine impacts as they relate to Fraser salmon. ○ Standardized monitoring, including juvenile assessment, stock assessment frameworks and fish distribution. ○ Joint sectoral monitoring.

Appendix 12: Workshop Evaluation Results

The following comments are compiled from the 30 Workshop Evaluation Forms that were submitted to FSWP staff at the end of the Assembly. Thank you for taking the time to share your comments and suggestions with us!

1. How would you rate this meeting of the Fraser Assembly overall?

Circle one: (poor) 1 2 3 4 5 (excellent)
average rating was 4/5

2. What specifically did you like most about this Assembly meeting?

- opportunity for input (2)
- learning about projects, experiences etc. (4)
- field trip (2)
- discussions (3)
- networking/connecting with other stewards (13)
- workshop formats/themed breakout sessions (4)

3. What specifically did you like least about the Assembly meeting?

- logic model confusing (4)
- sound system (6)
- time constraints (3)
- too much presentation time/not enough discussion time (4)
- casual, informal discussion time needed (2)

4. What would you suggest as improvements to the approach taken for the Assembly meeting?

Venue/Catering -

- Need to consider footprint
- Need somewhere more remote to keep everyone together
- Need somewhere safer and more secure

Program Updates –

- Should be shared more regularly (enews, through Advisory Teams etc), updates next year should be outcome based.

5. How would you rate the discussion and relevancy of the concurrent session(s) that you attended?

Concurrent Session	Rating	Suggestions for Improvement
Enabling Behavioural Change Strategies that Address Threats to Fraser Salmon and Watersheds (12 evaluations)	78%	<ul style="list-style-type: none"> • Use handouts • Preaching to the converted → move through to new ideas • More discussion; less presentation (7) • Disjointed • Better meeting space needed • No involvement of FN perspective • Intent of session unclear
Integrating In-River Fisheries Management and Assessment (12 Evaluations)	65%	<ul style="list-style-type: none"> • Good learning opportunity • No sense of how to help enable change • Too much focus on assessment/not enough on in-river mgmt • Take notes for participants to see • Presentation disjointed • Seemed like a panel presentation; more discussion needed • Title misleading • Email out background information in advance • Tried hard to be tech. and general – not enough of either • Conversation seemed to go off topic
Building Successful Watershed Roundtables (9 Evaluations)	77%	<ul style="list-style-type: none"> • Time management • Didn't have time to roll up sleeves and work on priorities (generate feedback to guide work); missed the mark on capitalizing on expertise in the room • More stories • More time for group discussion; less presentation time • Presenters should have been held to their time limit; perhaps it could have been structured differently: ask the question, presenters provide answer, followed by group discussion around question with time limit • Poor time management; intro exercise too long; not enough group discussion
Building An Integrated Information Strategy (76%	<ul style="list-style-type: none"> • Would like to have some follow up summary notes • The info/discussion was not immediately applicable, but highlighted at least part of the problem in my work area • Use a panel of 4 (approx) to address focused questions include 2 lead governments and NGOs; tell us what was learned in project summary first
Field Trip to Vanderhoof Sturgeon Hatchery (5 Evaluations)	100%	<ul style="list-style-type: none"> • Great discussions on board the bus • Lunch was unsustainable (plastic and processed foods) • able to see an adult sturgeon!

5. How would you rate the discussion and relevancy of your Advisory Team breakout session on Sept 26?

Advisory Team	Comments and Suggestions
Education and Engagement	<ul style="list-style-type: none"> • More time needed • Give specific goals then brainstorm • First a review of priority activities defined last year to see if we still agree; have people tell what they have been doing and discuss if we think we are meeting our priorities and what changes might improve outcomes
Integrated Planning and Governance	<ul style="list-style-type: none"> • More time needed • Did not feel that discussion followed through on lack of clarity because of time limit; identification of multi-partner priorities would be good • Some form of corporate memory needed; feedback on previous projects and goals
Sustainable Information for Fisheries Management	<ul style="list-style-type: none"> • More advance technology about projects – what's being done • Good moderator; way too short; high level concepts and goals mean that tech info was not discussed. Technical results and scientific types could be more involved in setting priorities • It took a while to roll into the area of discussion; everyone jumped on project evaluation and coordination • Need more time – at least half a day, and not last on the agenda • Share results of last 5 years projects
Habitat and Watershed Restoration and Stewardship	<ul style="list-style-type: none"> • More discussion time (2) • Hearing what other FN or Tribal Councils are intending; is DFO direction correct?

6. In order to assist in planning future sessions of the Fraser Assembly, please let us know what should be the *most important* goals of the Fraser Assembly sessions (please rank from 1-6)

3	Receive updates on and discuss the Fraser Salmon and Watersheds Program
2	Suggest future directions for the Fraser Salmon and Watersheds Program
1	Informal networking
4	Share updates with other organizations
5	Discuss specific projects
6	Discuss cross-cutting issues

7. Are there any additional comments you want FBC and PSF to consider as we continue our work?

Additional comments and suggestions to consider in planning next year's Assembly

- Break up each day more (alternate activities)
- More time for Advisory Team meetings
- Describe funding process for new participants
- Build in an extra ½ day to agenda
- Opportunity to understand FN need for direction?
- Training recommendations (allow input on?)
- Keep private conversations out main meeting space
- Better facilitators
- Preview of topics
- Encourage mixed networking (break down silos)
- Encourage people to view displays more
- Field trip – don't schedule with other sessions concurrently
- Incorporate a more technical session
- Focus on project outcomes more
- Keep speakers on time
- Recognize expertise in the room
- More FN speakers
- Increase time for unstructured networking
- Make sure staff are well briefed on background information
- Representation from the province/industry
- More time for input
- Finer tuned project presentations
- Resources available outside of FSWP, inspirational speaker
- Ask funders of FBI/LR to identify priorities and gaps
- I appreciate the role that FSWP is playing in connecting us to other work and initiatives; great opportunities to identify collaboration efficiencies
- Share with participants the drivers for “today's” issues and decision making; remember that you're currently on sunseting program and may be better to build??? For existing groups and programs than to head off on your own.
- 3 years left, don't spend too much time on vision, lets talk about next steps or life after Think Salmon
- get regional districts, municipalities incorporated and accountable for their actions
- maybe emerging issues or new initiatives/policies; regulation, etc. could also be considered?

Appendix 13: 2008 Fraser Salmon and Watersheds Program Glossary

Community Based Social Marketing (CBSM) – Initiatives that apply marketing techniques to foster behaviour change that benefits society. (See www.cbsm.com and/or www.uwsp.edu/cnr/uwexplakes/conventions/2007/CBSM-presentation.pdf).

Delivery method – The means by which education or outreach materials or program will be made accessible to their intended audience.

Fraser Assembly – A collaborative meeting ground to promote information sharing and coordinated delivery of programs among interested parties in a fashion that, consistent with the Business Plan, supports watershed and salmonid sustainability in the Fraser Basin. The Fraser Assembly will also provide guidance to the Fraser Salmon and Watersheds Program.

Fraser Assembly Advisory Teams – Four Advisory Teams formed from membership of the Fraser Assembly to provide advice to the FSWP on the four Program Areas.

Fraser Basin Initiative - Governed by a contribution agreement with PSF, this is a DFO commitment to funding and in-kind contributions to the Fraser Salmon and Watersheds Program.

Fraser Salmon and Watersheds Program Management Committee – Consists of all FSWP staff, and includes the PSF and FBC Executive Directors, who meet regularly to plan and manage the program.

Living Rivers Trust Fund – An endowment fund created by the Government of BC which is managed by the Vancouver Foundation. The access to these resources is through the management and approval of the Living Rivers Trust Fund Advisory Group. This fund provides financial support to both the FSWP and the Georgia Basin Initiative.

Living Rivers Trust Fund Advisory Group – Provides overall review and approval of strategic direction, annual program work plans and funding levels for the Living Rivers Trust Fund.

Pacific Salmon Foundation and Fraser Basin Council – Two organizations that have signed an MOU to collectively manage the Fraser Salmon and Watersheds Program.

Pacific Salmon Foundation: Board of Directors – Provides overall management, project approval and financial accountability to the Fraser Salmon and Watersheds Program. They also have final project and funding approval authority for both Living Rivers Trust Fund and Fraser Basin Initiative funding envelopes.

Pacific Salmon Foundation Board of Director's Project Review Committee – A committee of the PSF Board of Directors who provide analysis of all projects and technical information. This committee makes funding recommendations to the PSF Board of Directors for final approval.

Risk Management Approaches – Risk Management identifies potential risks to successful completion of projects. Risk Management Approaches are then determined and executed to mitigate this risk.

Technical Review Committee – A committee of informed individuals/experts who will evaluate and rank the technical feasibility and probable success of each project. *This committee does not participate in final decision making.*

Wild Salmon Policy – Canada's Policy for the conservation of Wild Pacific Salmon. The full Wild Salmon Policy can be found at

http://www-comm.pac.dfo-mpo.gc.ca/publications/wsp/wsp_e.pdf