

# Fraser Salmon & Watersheds Program



## 2011/12 FINAL REPORT

**FSWP File Number\*** FSWP 11 6 XX EE

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

### 1. Project Information

#### 1.1. Project Title

Behaviour Change-Riparian Logic Modeling

#### 1.2. Proponent's Legal Name

Baker Creek Enhancement Society

#### 1.3. Project Location

Cariboo Chicotin

#### 1.4. Contact for this report

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#### 1.5 Funding Amount

Original Approved Grant Amount:	Total FSWP Expenditures:	Final Invoice Amount:	Final Non-FSWP leveraging, including cash and in-kind:
\$22,000	\$22,000	\$6,600.00	\$68,575.00

### 2. Project Summary

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

**Key Issue:** Riparian Damage in remote locations that cannot be monitored by protection agencies

To continue the Riparian Logic Modeling Process in the Cariboo Chilcotin for equipment operators, surveyors and the development of a new "target audience". This process analyzed and developed tools and information to help these two groups (usually first on the scene, prior to land development) to protect riparian zones. This project built on the Logic Modeling Process and the workshop that was developed in 2009.

- 3 of five more workshops completed in Alexis Creek, Wells, and Nazko. Horsefly and Likely scheduled for third week in April.
- 2009 work done with equipment operator workshops and the Land Development Workshop for Surveyors has led to some results of increased communications to regulatory agencies specifically in remote areas.

- The Riparian Outreach Group (Federal, Provincial, Regional governments and regional ENGO's) has developed a new target audience of "riparian residents" and are currently gathering all the communication materials, programs, events, training, projects for this audience and evaluating the effectiveness.
- A draft outline for a Strategy to reach Riparian Residents has been started but not complete. This is a large audience, with a large amount of material that has already been developed and this will take much longer to address than originally thought. The Riparian Outreach Group felt it was imperative to investigate, collect and review as many of the pertinent processes, materials, and communications that were out there and we are still in this stage of collection and review.

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

That equipment operators have become resources for riparian habitat and are helping out other equipment operators do the same.

### 3. Final Project Results and Effectiveness

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

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

EXPECTED DELIVERABLES	FINAL DELIVERABLES
<ul style="list-style-type: none"> <li>• Five more working in and around riparian areas for equipment operators</li> <li>• Evaluation of workshops with equipment operators and surveyors.</li> </ul>	<ul style="list-style-type: none"> <li>• 3 working in and around riparian areas for equipment operators Wells (7 participants, Nazko ( 4 participants), Alexis Creek(7) . Horsefly and Likely will be completed by third week of April as they had to be postponed due to illness of presenter.</li> </ul>

<ul style="list-style-type: none"> <li>Facilitate regular Riparian Outreach Group meetings – to gather and disseminate information about the workshops</li> </ul>	<ul style="list-style-type: none"> <li>Reviewed # of phone calls to MOE, permits taken out in the regions that we had the workshops in 2009. Increase in phone calls from Chilcotin by Equipment operators, 5 random phone calls to prior workshop participants to get an evaluation of workshop, which was used to update this years delivery. (Shorten it by ½ hour). 3 out of the 5 felt that the workshop has improved their ability to give better information to their clients.</li> <li>Evaluation of Surveyors workshop – 92 participant’s provided positive feedback but there were not a lot of actual surveyors that attended. There were a lot of consultant attendees that are thought to work in conjunction with Land Surveyors. Would still plan on presenting to the BC Land Surveyors AGM on Riparian Development.</li> <li>Facilitated 2 meetings of Riparian Outreach Group for workshop updating and delivery as well as</li> <li>Facilitated numerous meetings with small working group and workshop delivery consultant to update materials.</li> </ul>
<ul style="list-style-type: none"> <li>2. Facilitate two Riparian Outreach Group meetings</li> </ul>	<ul style="list-style-type: none"> <li>Completed two meetings and worked through logic modeling process to choose “Riparian Residents” as our next target audience.</li> </ul>
<p>3.</p>	
<p>4.</p>	
<p><b>3.2 Please evaluate the EFFECTIVENESS of your project in achieving Project Objectives, using the specific measures of success identified in your proposal. Please include any notable successes or challenges.</b></p>	
<p>Evaluation – of past workshop participants and Ministry of Environment staff to discuss effectiveness of workshops held in 2009 provided good information. It is difficult to measure behavior change but some of the indicators are showing a particular increase in communications from the Tatla Lake equipment operators and land owners. The urban areas haven’t noticed any changes in communications but that could be because there are “primary consultants” available in these communities to provide this information. Although workshop numbers are lower in remote areas, it may be more effective because they don’t have ready access to “trusted consultants” in their communities. The other thing that we have found is that there are people calling in to M.O.E.to ask about riparian impacts/regulation but they did not attend workshop they just heard about the workshop material over coffee from the other attendees. So our strategy for this year was to get out in the remote communities targeting a small number of operators, knowing that they will spread this information further throughout their communities and to other backyard operators.</p> <p>The Riparian Outreach Group is still going to continue a workshop with the BC Land Surveyors AGM , sometime</p>	

in the future. There have been some initial consultations with definite interest.

The logic modeling process was used with the Riparian Outreach Group A new target audience has been chosen and a strategy to engage them is still in progress. This was a much larger undertaking as there has been a lot projects and information that have already been developed (even just in our area) and that is what we are currently reviewing. It was determined that there is a LOT of information but it is not always being used to protect riparian areas against development, so that is the area that the group wants to focus on to tailor our communications.

The other success in this area was some further help with audience development through In Kind – contribution from FSWP Megan Moser for some interviewing and further funding from MOE to implement some communication pilots. The audience of riparian residents is very large with a lot of past programs, projects, information sheets, regulatory methods, brochures, manuals etc. At least in this region even though the information is “out there” the protection of riparian habitat is not occurring.

**3.4 If applicable, please describe project outcomes that relate to one or more of the following strategic approaches (Section 2.1 of RFP; section 8 of detailed proposal template), and include specific examples.**

Engagement of First Nations. Please specify who, and in what capacity.	There has not been any direct actions with this, although discussed.
Active partnerships with one or more organizations.	The active partnerships are primarily with DFO, MOE, BCES, Horsefly River Roundtable, Ducks Unlimited and Cariboo Chilcotin Conservation Society, Cariboo Regional District is getting more involved with the new target audience of Riparian Residents. Most of the partners have been involved in workshop delivery and all have been involved in logic modeling/social marketing audience development.
Engagement and participation of diverse and under-represented groups.	The workshops targeted equipment operators in remote communities and the operators were viewed as partners to help teach landowners about responsible riparian development. Equipment operators and remote residents don't often get opportunities for this type of training and are very important in for protection as there is little regulation in these areas.

Relationship building, as a foundation for sustainable, enduring activities.	Certainly the work of the members of the Riparian Outreach Group is serving as a foundation that will be consistent over time and will pull together new partners as new initiatives take place. This will definitely be a legacy that is left as there are already new funding from MOE to develop some pilots and evaluate them. And other members of the ROG have initiated another potential funder to actually develop materials/programs/projects.
Capacity building, including mentorship models, leadership training and skills development.	The workshops directly provided training that has given equipment operators information to be mentors in their own work and communities. The logic modeling process using social marketing techniques are providing capacity building for all of the partners participating in the Riparian Outreach Group.
Recognition and support of champions and their initiatives.	NA
Opportunities to influence policy and decision making,	We are hoping that the information used will influence decision making on the ground before any land disturbance begins. As for Policy I don't see any opportunities as this time.

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

**The Riparian Outreach group which consists of MOE various departments, Ducks Unlimited, Baker Creek, Cariboo Chilcotin Conservation Society, CRD (at times) and DFO are committed to carrying on this project with further activities for equipment operators/surveyors and for the new Target Audience " Riparian Residents" – Landowners of creek, river, wetland areas.**

**Already there has been an addition of \$2,500 from Ministry of Environment to continue the work that we have started through this process to further implement some pilot activities that are just being determined now, through the target audience development using Logic Modeling and Social Marketing Techniques.**

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

- 1. Taking the time for evaluation of past projects is essential as it allows for adaptation**
- 2. Information developed is only as good as it makes a difference on the ground – still learning how and if information can change behaviour**
- 3. This type of work takes a lot of time and it needs to have a long term commitment from multiple partners**

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

#### **4. Outreach and Communications**

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

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

- Email Distribution Lists through Horsefly River Roundtable, Baker Creek Enhancement Society, Bouchie Lake Stewardship Committee, local equipment operators for advertising of workshops and for soliciting interviewees for project
- Field Manuals with a take out sheet for equipment operators to keep in their equipment.
- MOE (Joanne McLeod) members of the Riparian Outreach Group – presented this process to their Annual Meeting, DFO reps (Bob Harding, Guy Scarf) have also used this process of a demonstration of what stewardship groups are working on -