

# Fraser Salmon & Watersheds Program



## 2010/11 FINAL REPORT

<b>FSWP File Number*</b>	07350-35/FSWP 10 D 40 PG
--------------------------	--------------------------

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

### 1. Project Information

#### 1.1. Project Title

Communication Plan for Low Flows

#### 1.2. Proponent's Legal Name

Nicola Watershed Community Round Table Society

#### 1.3. Project Location

Nicola watershed

#### 1.4. Contact for this report

Name: Elizabeth Salomon-de-Friedberg	Phone:250-378-4087	Email: esdef@shaw.ca
--------------------------------------	--------------------	----------------------

#### 1.5 Funding Amount

Original Approved Grant Amount:	Total FSWP Expenditures:	Final Invoice Amount:	Final Non-FSWP leveraging, including cash and in-kind:
\$17,100	\$16,380.40	\$2,700.40	\$9,200.00

### 2. Project Summary

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

The project involved developing a communication plan for periods of drought in the Nicola watershed, also referred to as low flows. The project had three main objectives: 1) a communication plan (document) that described who the main communicators would be, their respective roles, the activities each intended to undertake/implement and other pertinent information such as definitions of drought. 2) to upload the communication plan to a web site especially created for this purpose; and 3) to distribute the final communication plan to all water licensees in the Nicola watershed. The results of the project are as follows:

- 1) A communication plan was completed and adopted.
- 2) The communication plan was uploaded to a new web site with the following address: [www.nwcr.org](http://www.nwcr.org). While not all of the web site is devoted to the topic of drought/low flows, the opening page gives the visitor one of three choices of where to go next for more detailed information, with information about drought being one of the choices.
- 3) A brochure was developed which summarized the contents of the Plan and that brochure has been

distributed to all water licensees in the Nicola watershed. The brochure makes reference to the complete Communication Plan and provides a web link from where it can be downloaded in its entirety. The brochure can also be downloaded from the web site.

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

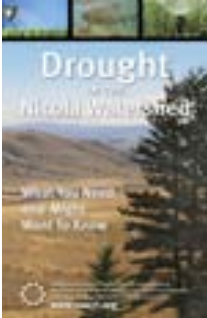
While it is too soon to gauge the impact of the brochure, especially if there is no drought in 2011, it is hoped that this printed document will raise awareness and make water licensees more knowledgeable of activities of the provincial government and others in periods of low flows.

One unexpected outcome was a decision by the Nicola Watershed Community Round Table to put up a large highway sign this spring advising people of the 'level of drought'. This will be a sign similar to the forest fire danger rating signs seen around the watershed.

### 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
1. Communication Plan/Roadmap	A 13-page document entitled <i>Communication Plan for Low Flows in the Nicola Watershed</i> , January 15, 2011
2. A Nicola Watershed Community Round Table web site with a section devoted to the Communication Plan	<a href="http://www.nwcrct.org">www.nwcrct.org</a>
3. Booklet summarizing the Communication Plan	<p>Title of Booklet: <i>Drought in the Nicola Watershed – What you Need and Might Want To Know.</i></p> 

**3.2 Please evaluate the EFFECTIVENESS of your project in achieving Project Objectives. Identify the indicators you have used to measure the effectiveness of your project. Please include any notable successes or challenges.**

One measure was participation in coming up with a Communication Plan. There was very high interest and participation in its development. Participation came from the Ministry of Natural Resource Operations (formerly MOE), Ministry of Agriculture, Fisheries and Oceans Canada, Thompson-Nicola Regional District, City of Merritt Councillor and Staff, City of Merritt Water Resource Advisory Committee, two local community water purveyors, Lower Nicola Indian Band, Nicola Stock Breeders' Association, Steering Committee for the Nicola Water Use Management Plan and the Nicola Watershed Community Round Table. Of these, five signed off on the Plan as they saw a communication role around drought to their respective constituencies. The others either did not wish to 'sign-off' on the Plan or else did not see a communication role for themselves. In the latter category are the Regional District and Fisheries and Oceans Canada.

This type of project does not easily lend itself to being measured when it has just been completed. The proposed drought level sign is being very well received and we will be able to gauge how the community feels about it once it has been installed and people become familiar with it. The sign will be another way to raise awareness about water, a scarce resource, and how quantity changes over time, especially in a semi-desert climate.

A blog is a component of the new web site. We still need to do a bit of advertising about the blog and its intended use. Monitoring its use and the blogs will be a measure of effectiveness of the project.

As for the brochure, it has just gone out so we have not had any feedback one way or another from the water licensees.

**3.4 IF applicable, please describe how your project has achieved one or more of the following supported processes (Section 2.2 of RFP; section 7 of detailed proposal template). If results differ from those originally anticipated, please describe.**

Engagement of First Nations. Please specify who, and in what capacity.	All Indian Bands were invited to participate in developing the Communication Plan. Only the Lower Nicola Indian Band attended the meetings. One other Band asked that the notes from the meetings be sent to them and to keep them abreast of developments. All bands have received the brochure <i>Drought in the Nicola Watershed – What you Need and Might Want To Know</i> .
Active partnerships with one or more organizations.	n/a
Engagement and participation of diverse and under-represented groups.	n/a
Relationship building, as a foundation for sustainable, enduring activities.	<p>The project did contribute to relationship building because it brought people from different organizations together. In small communities, this is very critical to getting anything done. One result was a request by the Chair of the City of Merritt's Water Resource Advisory Committee to join her in talking about water conservation and drought at a recent trade fair held in Merritt.</p> <p>Relationship building as a foundation for sustainable, enduring activities is all well and good but often it ends when a project is</p>

	finished. Relying on volunteers to carry on without any resources and supports is putting a very heavy burden on people, many of whom do not continue the relationship building because they move on to other things.
Capacity building, including mentorship models, leadership training and skills development.	See box above. Although people are well meaning and community minded, there is a lot they must learn about a host of topics and issues to enable them to be able to persuade decision-makers to make changes to how things have been and are being done. This is a monumental task and unfortunately, a project such as this one, is able to contribute very little to capacity building.
Recognition and support of champions and their initiatives.	n/a
Opportunities to influence policy and decision making,	The timely delivery of information about drought levels will influence decision-makers such as the City of Merritt and the local water purveyors. The key will be how will information reach them and when it does, will they act on it in a timely manner.
<b>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?</b>	
There are no plans for further work except for the completion and installation of the drought level sign and keeping it current. There will also be a second mail out of the brochure next year as a reminder.	
<b>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?</b>	
<ol style="list-style-type: none"> <li>1. Expect new idea to be viewed with some suspicion and maybe even fear that an organization's mandate is being threatened.</li> <li>2. Build on existing information unless it is wrong or inadequate for the purpose.</li> <li>3. Development of a brochure or a web site must be closely monitored by client to ensure accuracy, completeness and intended message or messages.</li> </ol>	
<b>REQUIRED: Attach all DOCUMENTATION of Final Deliverables, and LIST attachments in Section 7. These may include technical reports, maps, photos, evidence of communications, lists of meeting participants, etc.</b>	

#### 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.

Three news releases were sent out. The first in June 2010. This was a general news release about the project. A second news release was sent out in February 2011 letting the public know about the new web site and the completed communication plan. This news release never appeared in print. The third and final news release was sent out in late March. The news release included information about the brochure, the web site and the communication plan.

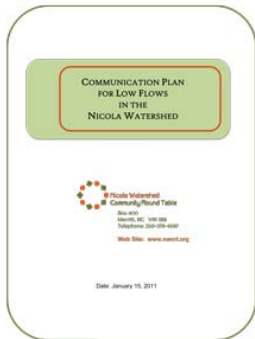
Copies of all three news releases are attached.

## 8. APPENDICES

LIST all REQUIRED DOCUMENTATION here, and attach at the end of this report. These include:

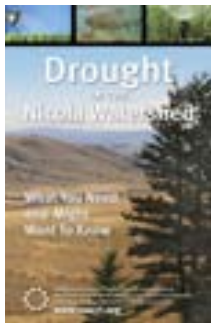
1. Documentation of FINAL RESULTS. These may include technical reports, maps, photos, lists of meeting participants, etc. (Section 3).
2. Communications and Outreach materials, if applicable (Section 4)
3. Letters of Confirmation for non-FSWP contributions (Section 5.2)

### 1. Communication Plan for Low Flows in the Nicola Watershed



2. List of participants is found on page 13 of the Communication Plan document.

3. Brochure: *Drought in the Nicola Watershed – What you Need and Might Want To Know.*



4. Web site: [www.nwcr.org](http://www.nwcr.org)

5. News releases – see next 3 pages

## **Nicola Watershed Community Round Table**

Box 400

Merritt, BC V1K 1B8

Telephone: 250-378-4087

Fax: 250-378-4098

E-mail: [esalomon@mail.ocis.net](mailto:esalomon@mail.ocis.net)

---

## **NEWS RELEASE – June 14, 2010**

The Nicola Watershed Community Round Table (Round Table) is spearheading and co-ordinating the development of a local communication plan for drought. Earlier this spring, the province of British Columbia projected that 2010 would be a drought year for the Nicola watershed given the low snowpack in many parts of the watershed and very little precipitation in the first few months of the year. When completed, the communication plan will compliment the drought response plan currently being developed by the province. The Round Table felt that there was a need to incorporate local knowledge and information in any drought response plan and the best way to accomplish this was to develop a local plan.

Learning from last year's experience when communication about the water supply situation came too little and too late, the Round Table applied for funding last fall to develop a local communication plan for drought. The Fraser Salmon and Watersheds Program (FSWP) saw the benefit of a locally developed plan and approved a limited amount of funds for this initiative. The FSWP selects projects that support values of sustainability, offer enduring, meaningful community impacts and increase proponents' resiliency and effectiveness as agents of change.

The Round Table has invited the following agencies and groups to develop the plan and has received an excellent response: City of Merritt, TNRD, Ministry of Environment, Fisheries and Water Stewardship, Fisheries and Oceans Canada, the local Indian Bands, Nicola Stock Breeders' Association, Lower Nicola Water Works, Sunshine Valley – Miller Estates Water Society and the City of Merritt's Water Resource Advisory Committee. The inaugural meeting took place on May 18 and was also attended by the Ministry of Agriculture and Lands. A follow-up meeting was held on June 10. Work has begun to identify who will be communicating, what communication tools will be used, the messages for each of the target audiences and the timing of those messages. The plan is expected to be completed by the fall.

Once finalized and signed off by all the parties to the communication plan, it will be uploaded to a web site so that interested parties can obtain the information they need to make decisions. The plan will also be available in hard copy. The intent of the communication plan is to impart information and advise on the activities that will be taking place and/or need to take place in years of drought and/or during periods of low flows at times critical for fish.

For further information about this initiative, please contact Elizabeth Salomon-de-Friedberg at 250-378-4087.

**CONTACT PERSON:** Elizabeth Salomon-de-Friedberg,  
Project Administrator,  
NWCRT



Box 400, Merritt, BC V1K 1B8  
Telephone/Fax: 250-378-4087  
E-mail: [admin@nwcr.org](mailto:admin@nwcr.org)

## News Release – February 25, 2011

The Nicola Watershed Community Round Table is introducing its web site [www.nwcr.org](http://www.nwcr.org). The web site provides information about the organization, drought and related topics and the Nicola Water Use Management Plan that was developed through a community-led planning process.

The web site opens with the home page offering the visitor the choice of one of three topic areas: the Nicola Watershed Community Round Table, Drought Information and the Nicola Water Use Management Plan. Within each of the topic areas, there is a drop down menu to take the visitor quickly to the topic of interest.

One exciting feature of the web site is the blog. The blog offers the opportunity to post comments in response to posts, to raise and discuss issues, to provide information on a variety of topics and to share ideas and suggest solutions. Using the blog is easy. To use the blog, visitors will be asked to provide an e-mail address in order to be able to use the blog but the e-mail address will not appear on the blog site. The blog site will be monitored and regularly updated.

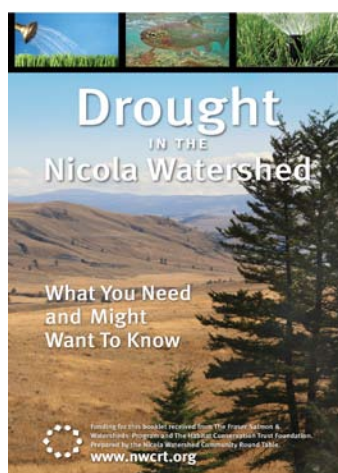
The creation of the web site was part of a project to develop a communication plan for periods of drought and low flows. Funding for this project and the web site came from the Fraser Salmon and Watersheds Program.

The Nicola Watershed Community Round Table (NWCRT) was formed in 1994 in response to a need to look at resource management in a new way and to provide a voice for residents on issues and decisions affecting the watershed. The NWCRT is a non-profit society whose purpose is to educate the residents of the watershed about specific issues affecting the watershed; and to inform, communicate and educate the public about the goals of the Round Table and the overall objective of sustainability. In addition, the Round Table reviews and lobbies for government policies and programs for sustainability.

For more information, including information on projects that the Round Table has been involved in over the years and the public forums that have been held, visit the web site at [www.nwcr.org](http://www.nwcr.org).

Contact: Elizabeth Salomon-de-Friedberg  
250-378-4087  
[admin@nwcr.org](mailto:admin@nwcr.org)

## News Release – March 24, 2011



As part of a collaborative project looking at how to impart information about drought to the residents of the Nicola watershed, the Nicola Watershed Community Round Table has produced a brochure called *Drought in the Nicola Watershed – What You Need and Might Want to Know*. The brochure explains drought terminology, describes in general terms how drought is determined, talks about drought levels and their implications, outlines the responsibilities of residents when drought is severe, and lists a number of web sites for further information. The brochure is being mailed to all water license holders in the Nicola watershed and will be available at a number of locations around the community. The brochure can be viewed on or downloaded from the Round Table's web site: [www.nwcr.org](http://www.nwcr.org).

In 2010, the Province of British Columbia adopted a 4-tier classification system for drought, similar to the fire danger zone category listing (green, yellow, orange, and red). The successive drought levels are: normal conditions (no drought), dry conditions, very dry conditions and extremely dry conditions. This classification system has been adopted for the entire province. The level of drought will be set by the Ministry responsible for this task and watersheds such as the Nicola watershed will be assigned a drought level which may change over the course of the year. The *British Columbia's Drought Response Plan* outlines the steps that will be taken by Ministry staff under each of the levels of drought. A copy of the Plan can be viewed on the following web site: [www.livingwatersmart.ca/drought/response.html](http://www.livingwatersmart.ca/drought/response.html).

A year ago, the Nicola Watershed Community Round table invited the Province, the Thompson-Nicola Regional District, the City of Merritt, Indian Bands and local water purveyors to discuss how best to communicate information about drought and its implications. These discussions produced a document entitled *Communication Plan for Low Flows* which outlines who will be providing information about drought and what actions that communication will include. The brochure that has been produced is one of the action steps that the Nicola Watershed Community Round Table agreed to undertake.

A copy of the Communication Plan for Low Flows is available on the Round Table's web site [www.nwcr.org](http://www.nwcr.org).

This brochure, the Communication Plan for Low Flows on which it is based, and the Round Table's web site were made possible because of funding received from the Fraser Salmon and Watersheds Program (FSWP). The FSWP selects projects that support values of sustainability, offer enduring, meaningful community impacts and increase proponents' resiliency and effectiveness as agents of change.



Contact: Elizabeth Salomon-de-Friedberg  
250-378-4087  
[admin@nwcrf.org](mailto:admin@nwcrf.org)