

TARGET STRATEGY REVIEW



ASKING OURSELVES 3 QUESTIONS

How can our Targets be expanded or adjusted to = Watershed-Wide Well-being?

How can we keep what still works well about Working Groups, and change what doesn't?

What process can we define to seek /integrate Indigenous Knowledge throughout our Targets model, and to review and update Targets periodically?



For example... what to keep!

Wealth of community knowledge...

Sh-hwuykwselu Streamkeepers
Cowichan Land Trust
Cowichan Stewardship Roundtable
Wildsafe BC
CVRD
Xwulq'selu Connections
Catalyst
Mosaic
VI Recreational Paddling Assn
Mun. North Cowichan
Nature Conservancy of Canada
BC gov't: MOF, MOE, LWRS, Parks
Quamichan Lake Assn
DFO
Cowichan lake and River Stewardship Society
BC Conservation Foundation
Friends of Cowichan River
City of Duncan
Coastal Invasive Species Committee
Cowichan Valley Naturalists
School District 79
Cowichan Estuary Nature Center
CERCA
Koksilah Working Group
Stewardship Center BC
Somenos Marsh Society
Nature Trust of BC

WHAT WE'VE DONE SO FAR



Staff considered:

- STRENGTHS
- CHALLENGES
- ASPIRATIONS (long term)
- OUTCOMES (short term)

And drafted potential activities to pilot, starting in 2025.

We welcome your input!



TARGETS – KEEP!

- **Call to Action**
- **People Understand Them – Aspirational**
- **People See Themselves in It – A Way to Work Together.**

WORKING GROUPS - EVOLVING



Working Groups were like a Springboard:

- **Were what we needed to get action and collaborations started.**
- **Led to many active projects that are in progress.**
- **We are flying now!**

STRENGTHS

Collaboration

Our Working Groups have fostered other project teams, sharing funding and capacity around common goals.
(e.g. Fish Kill Response)

More thorough knowledge = better decision-making.

Respect for different expertise
and ways of knowing.

Working Groups Kept focus on Targets.

(When they met.)

CHALLENGES

**Many Former Working Group
Members are Busy
on Active Projects**

A very good thing!

**Target Updating is Necessary
but very Time Consuming.**

Need to refine process.

We have Gaps in our Targets

Lets aim for
Whole of Watershed Well-Being,
including Inclusion of Indigenous
Knowledge.

ASPIRATIONS

Indigenous Knowledge, Experience, and Vision

Embedded in and
strengthening each Target.

Trusted Relationships and Collaboration are Strong

People know and support each
other to protect the Watershed.

Paddling in the
same direction.

Targets = Whole of Watershed Well-Being

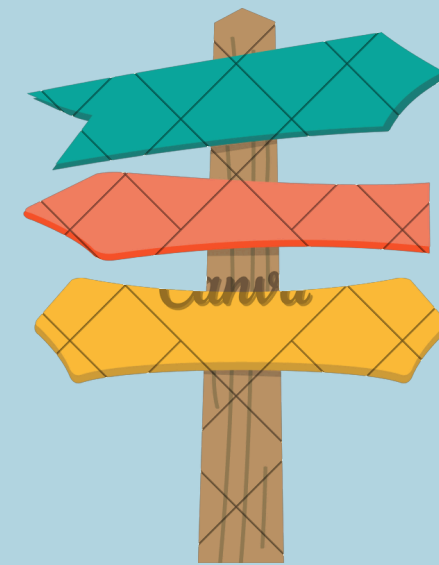
Expand scope, fill in gaps,
describe a viable route
(journey) to get there.

Vision – it's a Journey!



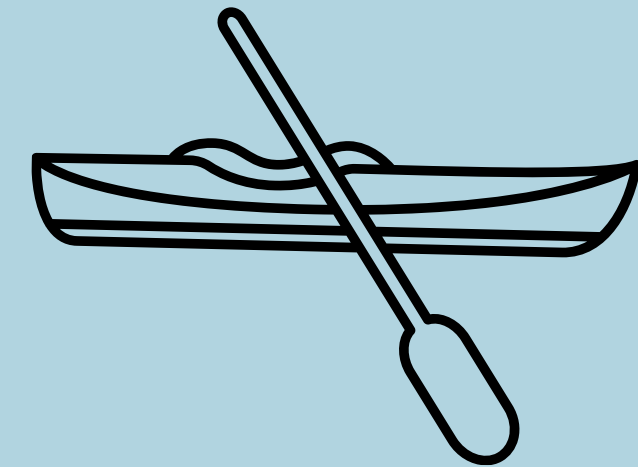
Write the Guidebook. State of the Watershed Report.

Work with partners to create a common understanding of what was, what is, and where we want to be.



Check the Destination, don't miss any Major Attractions!

Add or expand Targets to =
Whole of Watershed Well-Being.



Map the Journey

Who is traveling in which canoe?
Who is steering? Where are the
snack breaks and stops along
the way?

Review how we work (WGs); try
options; map routes.

DRAFT RECOMMENDATIONS

1. Instead of having an independent Technical Advisory Committee, we will ...

- rely on the expertise of CWB staff/contractors, project partners, Cowichan Stewardship Roundtable members, and other existing advisors and technical support.

2. Instead of maintaining Working Groups, we will ...

- support work where and how it is happening, and
- continue to foster relationships and collaboration that bring out the best available knowledge.

3. In 2025, staff could...

- Begin a process to expand our Targets to Whole of Watershed.
- Define how we review and refine Targets, including Indigenous Knowledge.
- Map the “Journey” - explore alternative ways to keep moving forward together. Define mileposts.

OUTCOMES – Potential 2025 Results

Report – Evolution of Targets, Recommendations for 2025

Draft anticipated by January
2025 Board meeting.

Project Funding

State of the Watershed funding.
Grant funding to support ENGO
led Target projects.

Ongoing Target Teams to Guide each Target

A shared commitment.

Face to Face Gatherings to Guide Targets

e.g. “Tecky-breakies,” Annual
Conference, etc.

New Target Setting Process

Recommendation for how new
Targets can be developed and
resourced,
and how existing Targets can
continue to be reviewed and
refined periodically.

An Inspiring Visual

e.g. Map or graphic illustrates
getting from here to there.

