

Weir Ready:

Summer 2019 Public Education Campaign

Rationale

- We believe that many people still don't know what the weir is or the consequences of not acting to replace it.
- We believe that the weir might get built quicker with stronger public buy-in, particularly at the lake.

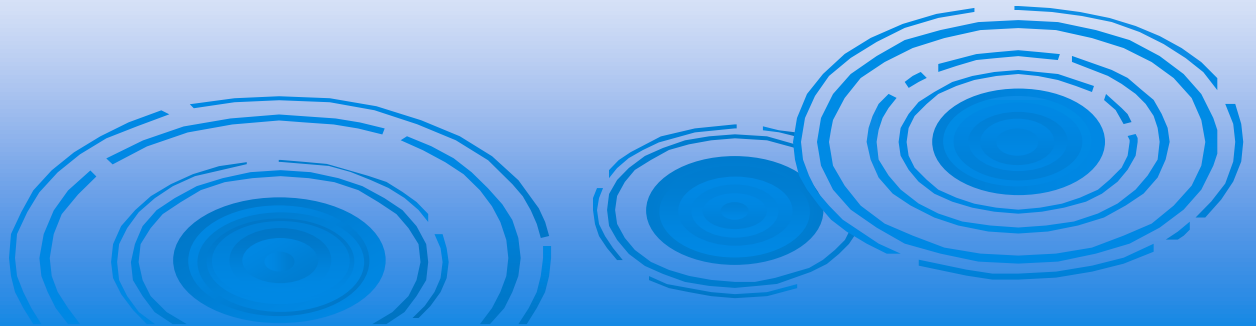


Partners

- CWB and CLRSS co-leading
- Most funding via REFBC grant (CWB)



**Cowichan Lake & River
Stewardship Society**



Key Messages

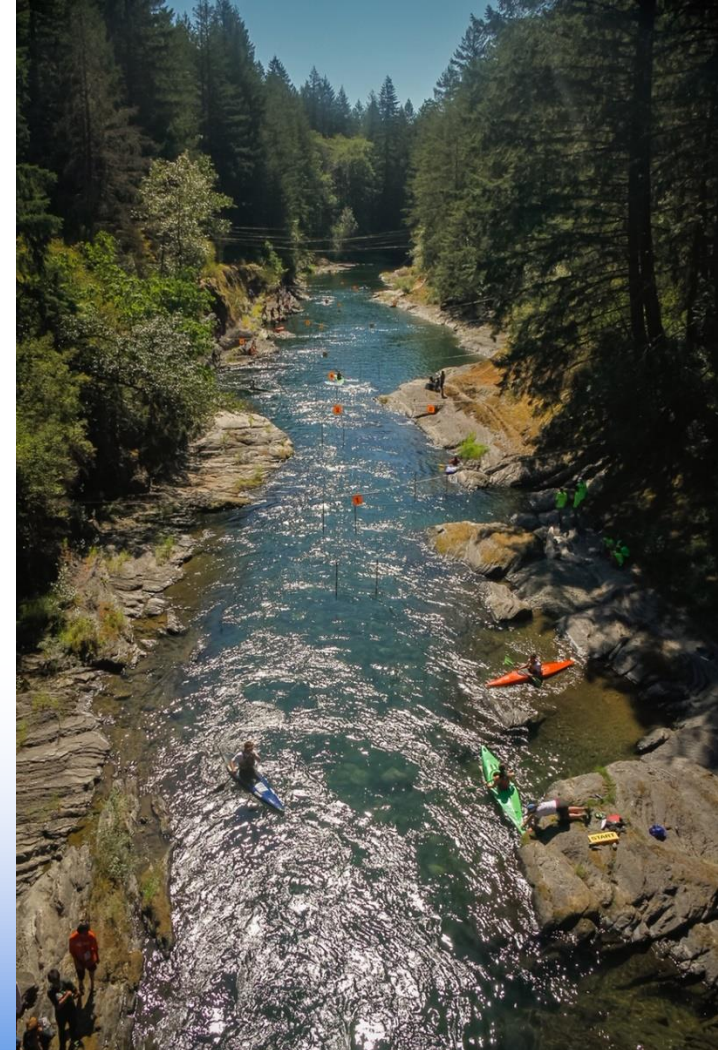
- A weir was built at Cowichan Lake in the 1950s to store water to sustain Cowichan River flows throughout the dry season. Unfortunately, it is no longer adequate to meet the demands of our longer drier summers. In five of the last six summers, the river has fallen below acceptable flows and this trend is predicted to worsen.
- Low river flows impact everyone - from our iconic salmon and the vibrant ecosystems and indigenous cultures they support, to 600 union jobs at the Crofton mill, to a thriving tourism economy, and more.



Key Messages

What will happen if we do nothing?

- Scientists predict that several runs of Cowichan salmon would be decimated within 30 years, which would be devastating to First Nations and our local culture. The Crofton mill would be at risk. Tourism, swimming, tubing and kayaking would be limited. Many species of birds and wildlife from lake to estuary and beyond would be impacted if the Cowichan River ceased to flow in summer.
- Pumping water out of the lake to maintain flows may begin this summer but that's not a long-term solution. There are limits to how low the lake can go safely due to potential impacts to beaches, docks, nearshore habitats, riparian vegetation, water intakes, and more. Because of these limits, the river would still run dry some years.



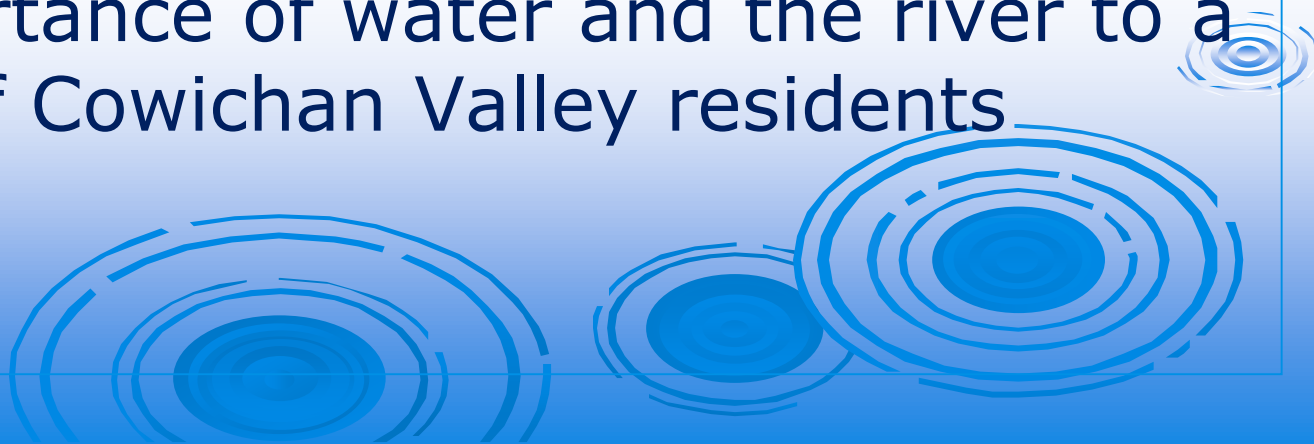
Key Messages

- Unlike many coastal watersheds, there is an option for our community to be resilient in the face of climate change, and keep our river flowing for generations. Please take the time to learn about the need to build a higher weir, and join the people saying, “Weir Ready!”



Outreach Tools

- doorhangers
- road-side sign - Lake Cowichan entry
- website – www.weirready.ca
- facebook page - www.facebook.com/weirready/
- salmon mascot
- series of "personal perspective" articles in the paper over the summer focused on the importance of water and the river to a variety of Cowichan Valley residents





Weir Ready website outline

Homepage

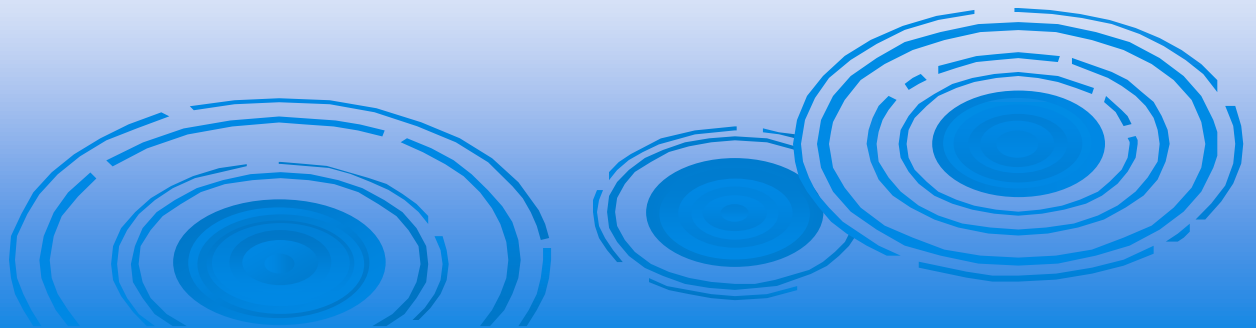
- Key messages; photo of the weir; embed facebook feed and water levels graph

Why This Matters

- profiles of people affected with a photo with each – e.g. a mill worker; salmon fisher; Cowichan Tribes member; orca whale; recreational paddler; child wanting to swim; tubing business...

Community Response – straight text with 3 photos

- volunteers at Lake Cowichan salvaging fry;
- Cowichan Tribes digging gravel channels;
- Catalyst installed pumps;
- CVRD, Cowichan Tribes, Catalyst and the Cowichan Watershed Board - engineering and impact work



We Can Fix This!

- Just Add Water - how the weir replacement would help.
- WUP process and proposal specifics
- What to Expect - Next steps / timeline / expense. + what to expect if we don't.

How to Help - text with 3 photos

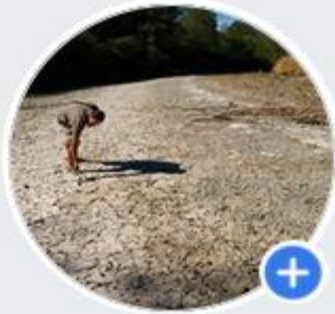
- Stand up for replacing the weir. Talk to friends, family, co-workers, elected politicians, and others to raise awareness and support to rebuild the weir. - *Mark please quote a pledge/signup tool here*
- Conserve Water at home and at work.
- Show your support by wearing a button, or posting our logo in your house, car or shop window.

More info – drop down menu

- Community Partners and Endorsers (text list with links)
- News – blog page (media releases by Weir Ready team; articles published, etc)
- Image Gallery – gallery format







Weir Ready

@weirready

Promote



Like

Follow

Share

...

+ Add a Button

Create

Live

Event

Offer



Write a post...



Photo/Video



Feeling/Acti...



Check in



Posts



Weir Ready

June 20 at 11:14 AM · 🌐

WEIR READY! Since the 1950s, the Cowichan Lake weir has stored water to supply a local mill and to keep the Cowichan River flowing, but it can't keep up with the longer drier summers as our climate changes. The river fell below acceptable flows five of the past six summers, and this trend is worsening.

What will happen if we do nothing?

Cowichan River salmon are already suffering and scientists say some runs could be decimated within 30 years, devastating First Nations' a ... [See More](#)



Invite friends to like your Page

Pages with 10 or more likes get more engagement

0/10 Likes



Search for friends to invite



Todd Carnahan

Inv



Alison Nicholson

Inv



Sandra Thomson

Inv



Madelaine MacLeod

Inv



Matt Price

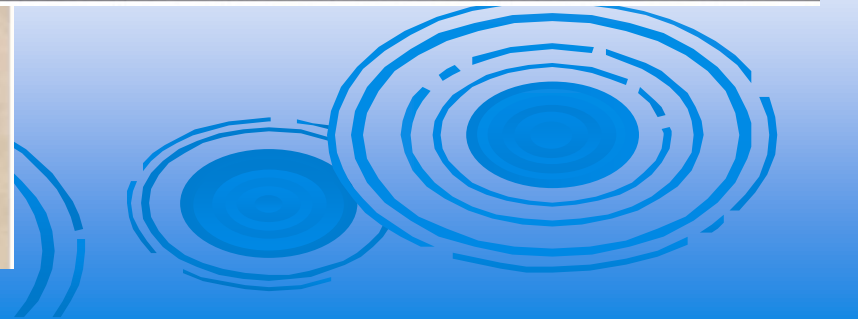
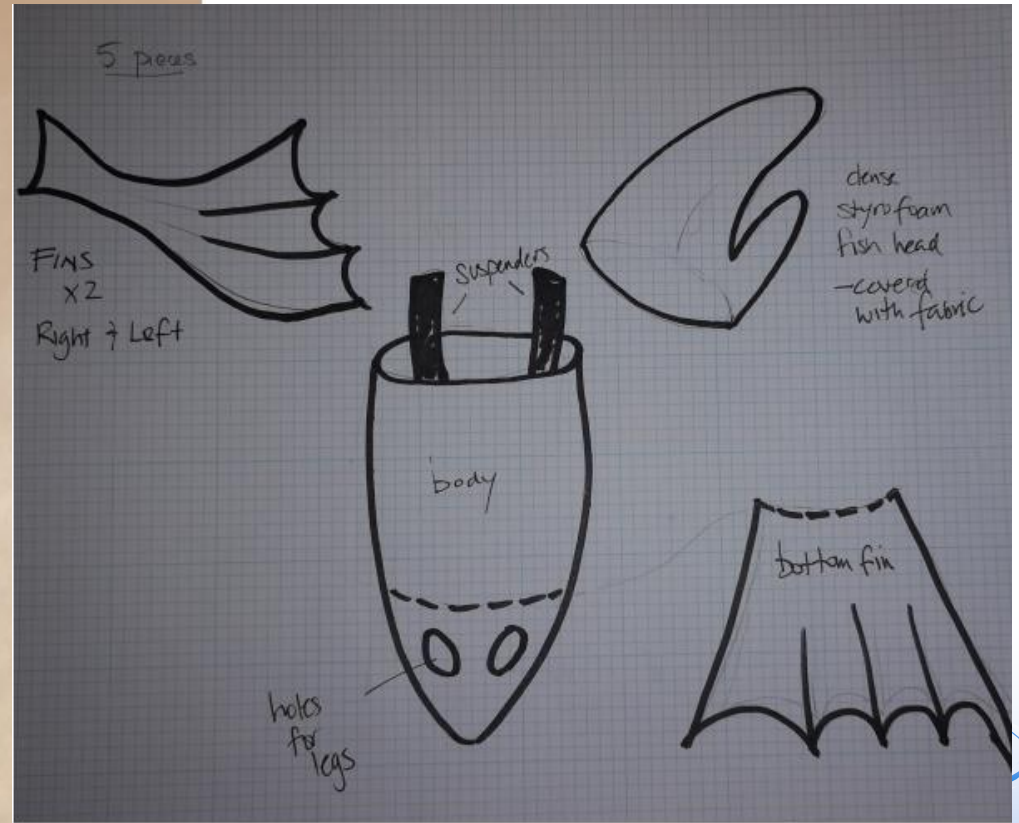
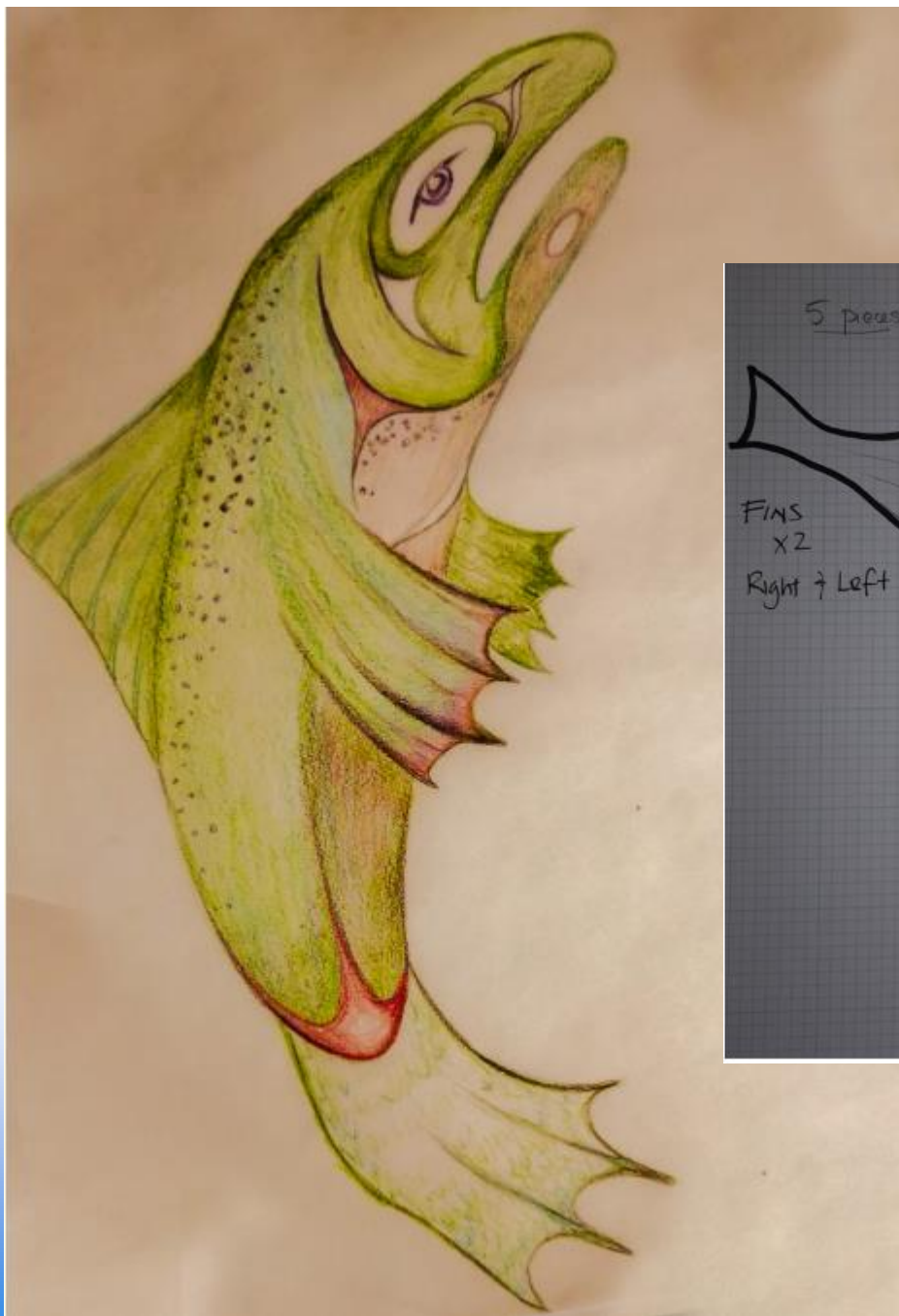
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Barry Hetschko

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See All Friends



Public Engagement Strategies

- CLRSS going door to door with hangers
- CLRSS doing landowner visits with measuring tool
- website page dedicated to logos of endorsing groups to show broad support



Public Engagement Strategies

- links page for groups that have more information e.g. CVRD New Normal, Catalyst water levels....
- encourage residents to post Weir Ready logo in windows
- Valley Voice ad / media sponsor
possibly a button/ribbon to wear to signify support (later)
- mascot and materials can be used by any of the groups at events etc.

