

COWICHAN WATERSHED BOARD DRAFT COMMUNICATIONS PLAN 2023



LEADING WITH PRINCIPLES



Partnership: In all communications, work to respect and support the watershed goals and objectives of our partners (e.g. Koksilah WSP team, Cowichan FROG team, Target Working Groups).

Representation: Engage the voices of Board members as respected watershed champions, with the Co-Chairs serving as spokespeople of the Board. Amplify the key messages of the CWB's Target Working Groups. Directly engage our MP and MLA.

Watershed Emphasis: Promote “whole of watershed” thinking. Land use and water management needs to consider the whole interconnected system.

Transparency: Maintain easy access to CWB meetings, presentations, minutes, correspondence, reports etc. on our website.

Nutsamat kws yaay'us tth qa': Promote the concept of working together for water, including respect for indigenous authority in the watershed. We share a collective responsibility to ensure the health of our watershed.

COMMUNICATIONS OBJECTIVES



1. To take a strategic (and sometimes fun) approach to communications and raise the profile of water-related issues within the valley;
2. To ensure residents understand issues affecting the watershed, and the importance of our reciprocal relationship to watershed health;
3. To ensure residents are aware of the work of the CWB and provide input into the Board's activities;
4. To support proactive communications and creating a culture of caring, and minimizing issues management;
5. To facilitate partnerships, collaboration and coordination across jurisdictions and among agencies and interest groups.

WAYS & MEANS



1. Convene monthly CWB meetings to convene decision-makers, knowledge-holders, community stewardship reps, and watershed project leaders. Include conversation time.
2. Create lively, fun, and accessible community engagement opportunities to create a culture of caring. (Stth'aqwi, Speaker Nights, River Cleanup)
3. Make connections; nurture partnerships (aka Not Enough Fish Dating Service)
4. Collaborate with community partners through the CWB Target Working Groups.
5. Embrace ad hoc communications collaboration – e.g. VIU Design Class, Witnessing the Water, The Discourse Watershed Series.

FUNDED ACTIVITIES

Speakers Series: 6/yr

2023-24 Curation Collaboration with:

- Board Members
- Target Working Groups.

Engaging/entertaining speakers on topics of interest to the public, by people with strong expertise on the topic, and relevant to the Cowichan watershed.

Partially funded by Real Estate Fdn BC



FUNDED ACTIVITIES

ListenInTent: 10/yr

2023-24 in collaboration with Koksilah WSP and Weir Project teams, other.

Create a pop-up market tent display and engagement tool to set up as 'listening tents' throughout the watersheds to interact with people where they live, work and play. Encourage questions about watershed ecology that will be answered later by the most knowledgeable person we can find on that topic.

Partially funded by Real Estate Fdn BC



FUNDED ACTIVITIES

Share WQ Sampling Results

- Presentations to CWB, Cowichan Tribes, Roundtable.
- WQ Working Group event to discuss findings and thank volunteers.
- Website section created for sharing Working Group research and resources.

Funded by Cowichan Tribes.

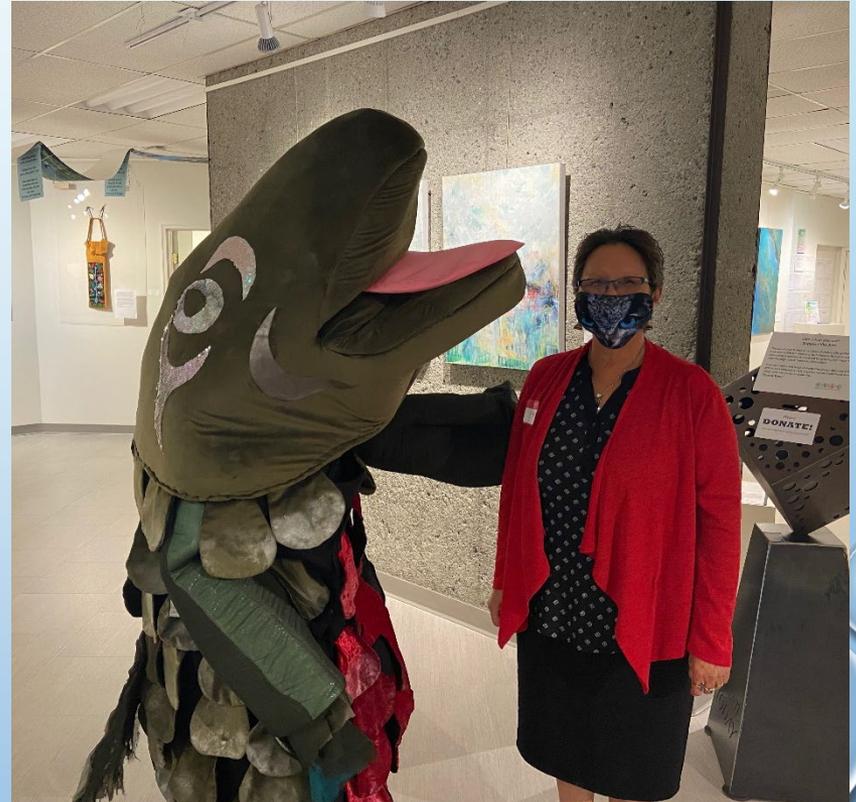


FUNDED ACTIVITES

Big Dancing Fish! (Stth'aqwi): 5/yr

- Small budget to bring Stth'aqwi mascot to ~5 events/activities to celebrate people who are helping salmon survive.
- Hoping to attract Tzinquaw dancers to animate.
- Focus on promoting Target Working Group activities.

Funded by Cowichan Tribes.



FUNDED ACTIVITIES

Annual River Cleanup – Aug

Partially funded by annual Paper Excellence sponsorship, and hosted by Cowichan Tribes (unconfirmed).

Summer Student to seek business sponsors – grocery bag



FUNDED ACTIVITIES

Core Communications

- Logo update, CWB timeline, Target postcards.
- Support Board meetings – 10
- Quarterly ENews – 500
- Maintain Website
- Maintain Facebook – 1200
- Support grant-writing and reporting.
- Media coordination; articles - 10
- Responding to email, draft and format letters/reports, image library.

Funded by Core Partners – CVRD and Cowichan Tribes; Graphics support from VIU Community Design Masters class and volunteer Ellen Campbell.



PENDING (UNFUNDED) ACTIVITIES

THE “WATER- SHED”

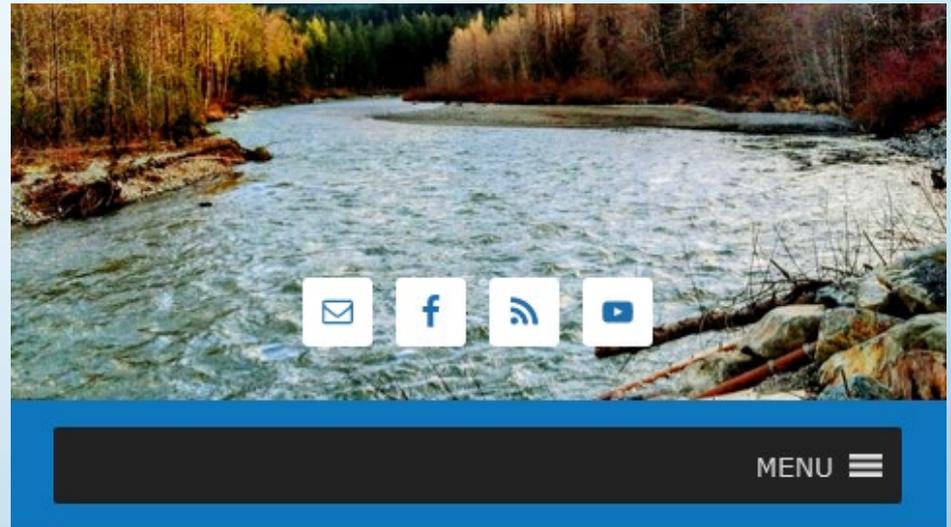
Combination Storage Shed on wheels and mobile Teaching Trailer. Plan to seek community partners to donate materials and labour over the next 2-3 years.



PENDING (UNFUNDED) ACTIVITIES

ONGOING WEBSITE IMPROVEMENTS

Including new Targets and Working Group pages. Partially funded by Cowichan Tribes WQ Project. Pending Canada Summer Jobs Student.



Home

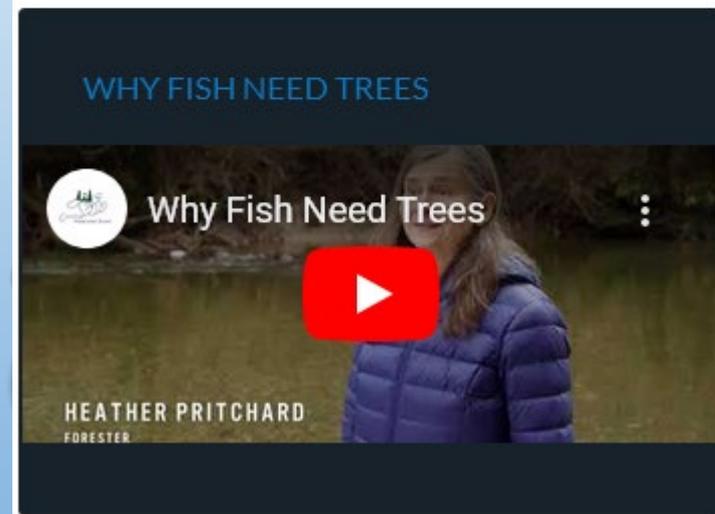
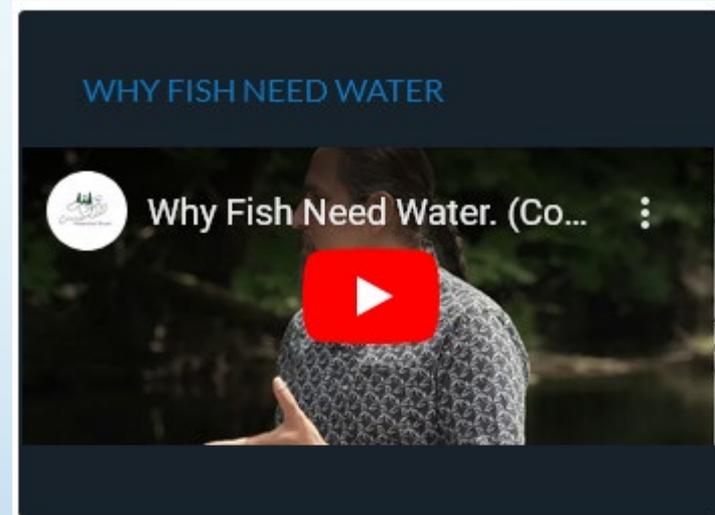


"Partnerships are so important. They build trust and understanding, which can open closed doors." -- Chief William Seymour, Cowichan Tribes, CWB Co-Chair (2018)

PENDING (UNFUNDED) ACTIVITIES

WHY FISH NEED [?] VIDEO SERIES

Plan to apply to Pacific Salmon Foundation to continue this series in 2024



TARGET AUDIENCES, KEY MESSAGES

TOPIC	AUDIENCE	KEY MESSAGES
Water Supply – general	Public – BC/Canada/Pacific NW	<p>Cowichan (and Koksilah) water supply problem is a provincial and national example of climate change. Improving land use and wise water use are part of the solution.</p> <p>Impacts include implications for federal and provincial/state economies, endangered orca whales, constitutionally protected indigenous rights, fishing, farming, recreation, health.</p> <p>When we look after the watershed, the watershed looks after us.</p>
Cowichan Lake Weir	Residents/Sr Gov't/Funders	<p>Check with FROG team for communications messaging.</p> <p>Listening Booth – open opportunity to ask questions.</p>
Koksilah Sustainable Watershed	Residents/Sr Gov't/Funders	<p>Check with Koksilah WSP Project Team for communications messaging.</p> <p>Listening Booth – open opportunity to ask questions.</p>

TARGET AUDIENCES, KEY MESSAGES

TOPIC	AUDIENCE	KEY MESSAGES
Targets	Residents, local decision-makers, stewardship community via Working Groups	Renewed targets and indicators under development. Share compelling rationale / challenge behind each target, and progress to date (Website, Speaker Series, Postcards)
Water Quality Sampling	Residents, decision makers, WQ Working Group members.	Key Findings of the 2022 Cowichan Tribes WQ attainment sampling (report)
River Cleanup	Residents, community organizations	Dive in! We all need to pitch in to protect what we love.