

**'Shuswap Watershed Water Quality Program'**

**Summary of Results**  
**PUBLIC ENGAGEMENT: PHASE I**

**April 17<sup>th</sup> 2014**

**Report prepared for the**  
**Shuswap Watershed Council**

**Prepared by the**  
**Fraser Basin Council**

## EXECUTIVE SUMMARY

Public engagement on the proposed 'Shuswap Watershed Water Quality Program' was conducted via online survey and a workshop focus group in February and March 2014. The online survey was advertised within the Shuswap and beyond. The public was invited to read the program outline contained in the Terms of Reference, and respond to questions about the proposed objectives and strategies of the program.

The online survey received 226 responses. Results indicate the following:

- 76% of survey respondents believe that water quality and safe water-based recreation are important enough that it merits having a program focused on them; 19% believe that water quality and safe water-based recreation are important but not enough to merit a program focused on them; 5% don't believe that water quality and safe water-based recreation are important
- 64% of survey respondents believe that the four objectives and the strategies outlined in the Terms of Reference will achieve the Vision; 36% don't believe that they will
- When asked to indicate their support for each of the four objectives individually, the majority of respondents indicated support/agreement of the objectives (74%, 80%, and 75% for the first three objectives) except for the fourth objective of the program, "Educate recreational users about safety on the water", the results of which were divided.

The workshop focus group engaged 60 people representing stewardship groups and resource/technical staff from first nations and government agencies. The questions were more technical than those asked in the online survey, and sought specific feedback on the strategies of the program. Results indicate the following:

- Support for using science and citizen science in decision making
- Support for continued education and engagement, and ideas/opportunities for specific engagement audiences and subjects
- Request for some components of the Terms of Reference to be clarified

## PART A: ONLINE SURVEY

### METHODOLOGY

In January 2013, the Fraser Basin Council (FBC) conducted an online survey as part of the first phase of public engagement for the proposed 'Shuswap Watershed Water Quality Program'. The purpose of the online survey was to give residents and visitors an opportunity to provide feedback on the proposed program outline (i.e., the Terms of Reference; the objectives and strategies). Additionally, the purpose of the survey was to gauge the level of public support or lack thereof for the program outline.

The survey was made publically accessible online via the website, [www.shuswapwater.com](http://www.shuswapwater.com), that is serving as the communications portal for the developing program throughout 2014. The survey was advertised through local media, social media, and an e-mail blast to a contacts database.

The survey was open from February 4<sup>th</sup> – March 31<sup>st</sup> 2014. In this way, the results of the first phase of public engagement could be summarized and considered when developing the program content over the subsequent months, leading up to a second phase of public engagement and the final drafting of the program.

#### *Survey questions*

The survey questions were designed to get specific feedback regarding the program's Terms of References – i.e., the proposed objectives and strategies. The questions asked respondents to express support for or against them, and provide explanations. The survey questions also asked respondents for additional ideas for objectives and strategies for the program.

#### *Analysis*

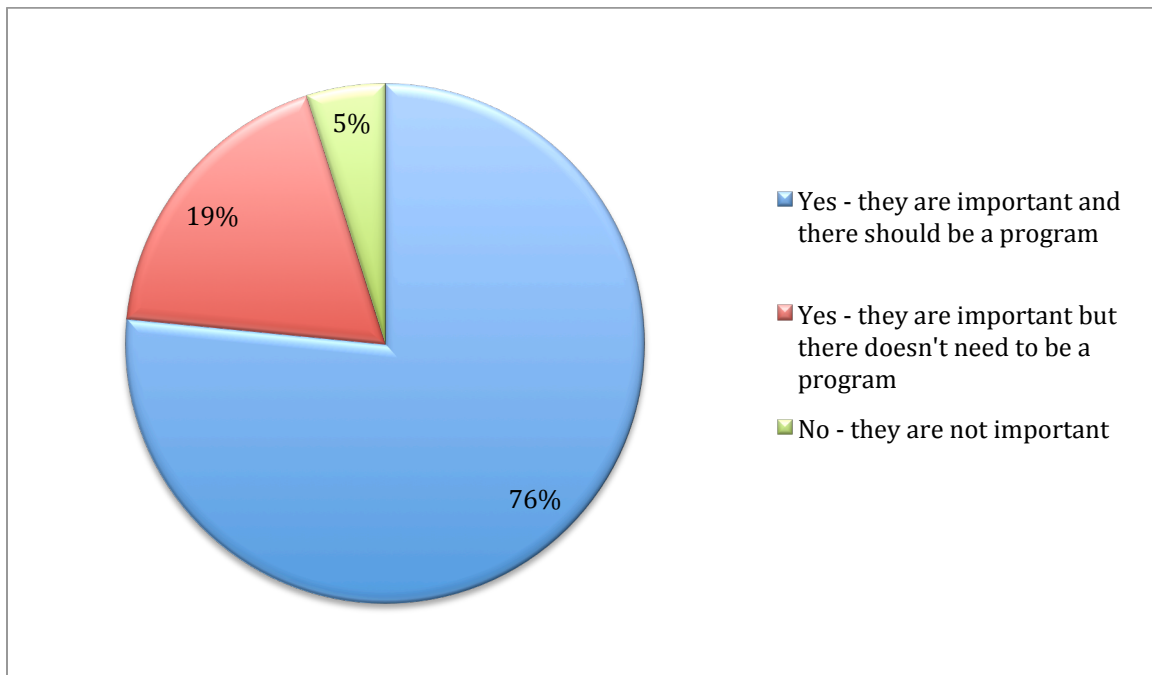
Fraser Basin Council staff collated survey responses. Responses were kept confidential; responses were not associated with names provided for the random draw entry.

In collating and summarizing the results of the survey, responses were grouped into common themes or types of responses rather than presented verbatim.

## RESULTS

**1. The Vision of the SWWQP is “Enhanced water quality and safe recreation activities that support human health and the local economy in the Shuswap watershed.” Do you agree that water quality and safe water-based recreation are important and merit having a collaborative program that focuses on them?**

Response choices (multiple choice)	Number of responses
Yes – they are important and there should be a program that focuses on them	173
Yes – they are important but there doesn’t need to be a program that focuses on them	42
No – they are not important	11
<i>Total number of responses</i>	226

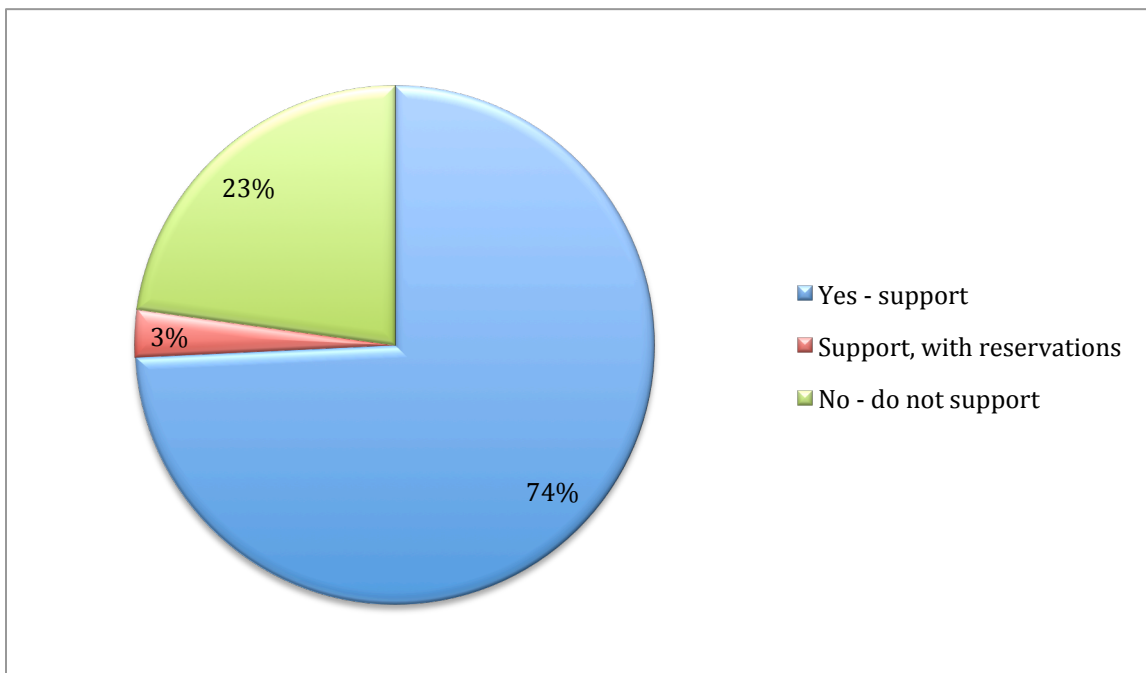


Explanation (where provided by respondent)	Frequency
Yes – agree as proposed	30
Yes – but you need to mention environment or ecosystem in the Vision	7
Yes – agree in principle if it’s cost effective and doesn’t negatively impact property values	2
Yes – because there has been a noticeable change in water quality since the 1970s	1
Yes – include Secwepemc people, don’t impact their rights	1

Yes – and there should be a separate program for recreation, it is equally important	1
Somewhat – focus on water quality only and exclude safety education component	28
Somewhat – include responsible and sustainable recreation, address impacts of boats, have recreation management components for zoning by boats	13
No – the proposed program is not needed, it’s a duplication of what is already done by other levels of government; lack of trust based on SLIPP history; don’t support having more meetings and reports as opposed to taking action	16
No – the lake is fine, we need less regulation	1

**2. The first objective of the SWWQP is to “Collaborate with all relevant interests to maintain and enhance the quality of water in the Shuswap watershed [for numerous reasons].” Given the reasons described in the Terms of Reference, do you support this objective? Why or why not?**

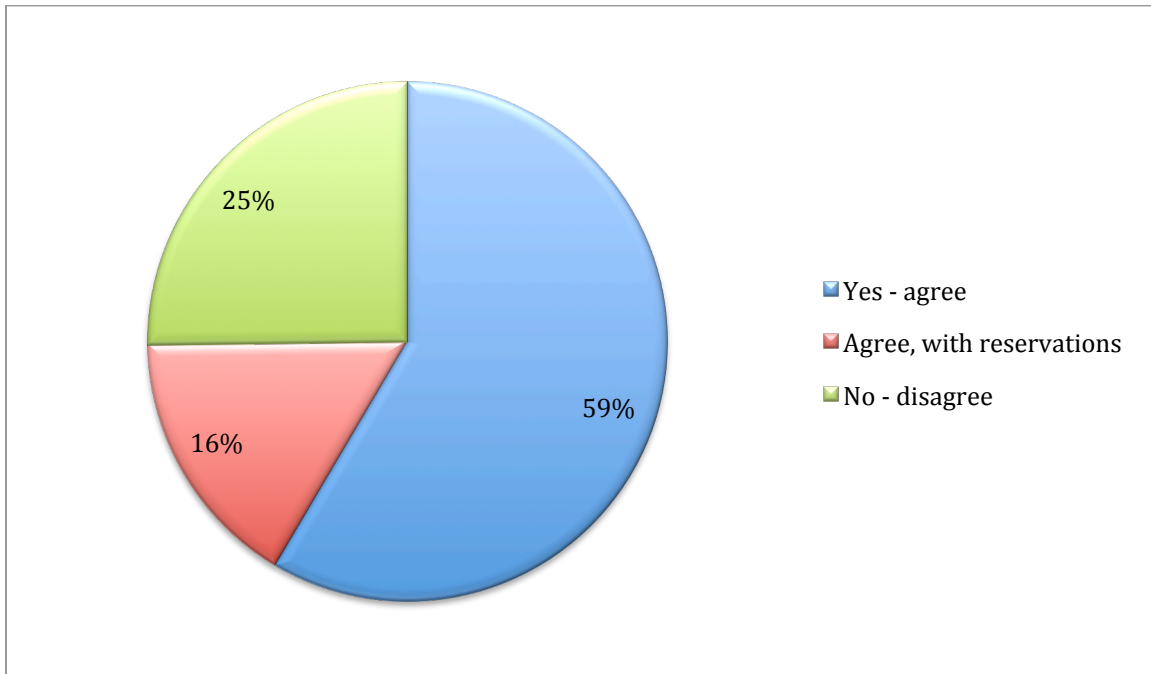
<b>Response category</b>	<b>Number of responses</b>
Yes – I support the objective	101
Yes – I support the objective with some reservations	4
No – I do not support the objective	31
<i>Total number of responses to the question</i>	136



<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes – collaboration will lead to better outcomes, positive change, and better decision making	13
Yes – this will support good water quality for drinking, recreation, and tourism	10
Yes – collaboration is the only way because we’re all a part of the watershed; we all use the water and we all affect it	10
Yes – collaboration increases public support, inclusion, and ultimately the success of the program	9
Yes – because the only way for the objectives to met is through a collaborative partnership; no single agency addresses these issues	5
Yes – this will ensure cost-effective delivery and reduce duplication	4
Yes – but you omitted stating additional reasons for maintaining and enhancing water quality which is for ecosystem health and function	4
Yes – this is a complex undertaking and collaboration will ensure the best technical results	3
Yes – as long as collaboration includes first nations	3
Yes – but don’t focus on ‘exceeding’ standards for drinking water at the expense of the economic development	1
Yes – this will encourage stewardship of the lake	1
Yes – especially agree with statement to ‘enhance’, not just monitor	1
Somewhat – agree in principle but lack confidence in the program’s ability to do genuine collaboration because of poor steering committee representation and/or SLIPP’s performance	4
Somewhat – suspicious of collaborative processes; the program will be subjected to the voices of the vocal minority or the influence of cash-laden industry	4
Somewhat – you omitted a definition of ‘relevant interests’ so it’s difficult to comment	3
Somewhat – agree in principle but concerned about the cost of this	1
No – this is duplication. The government is/should be doing this	7
No – we don’t need another level of government; this is too bureaucratic	5
No – lack of trust in the program	5
No – collaboration will delay and water-down action; focus on implementing action plans	2
No – there are other priorities for financial resources than this	1
No – this is a local government concern but not a local government mandate	1

**3. Do you agree with the strategies identified in the Terms of Reference to achieve the objective listed in Question 2? Please describe.**

<b>Response category</b>	<b>Number of responses</b>
Yes - I agree	79
Yes - I agree with some reservations	22
No - I do not agree	34
<i>Total number of responses to the question</i>	<i>135</i>



<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes - because collaboration will reduce duplication and increase public support/buy-in	5
Yes - especially agree with strategy to continue water quality monitoring	5
Yes - especially agree with strategy to develop rural sewer/water	4
Yes - because its critical to ensure safe drinking water	2
Yes - especially agree with strategy to take action/remedy pollution	2
Yes - as long as common sense prevails	2
No - the strategy to 'reduce' pollution should be stronger, it should 'eliminate' pollution	8
No - this is duplication, there are governments/agencies doing these strategies already	6
No - the strategies aren't strong enough, there needs to be enforcement and fines	5

No – disagree with the Program taking action, this should not be the mandate	4
No – I disagree with the strategy to support sewer/water developments	3
No – the strategies are too anthro-centric, there needs to be stated provisions for ecosystem health and function	1
No – this is too much consulting and research, and not enough action	1
No – I disagree with strategies that don't deal exclusively with water quality (i.e. disagree with 'oppose diversion')	1
No – this is too bureaucratic	1
No – these strategies are too environmental	1
No – disagree with 'oppose water diversions' – this stance should be flexible and subject to a benefit/liability analysis	1
No – disagree with 'oppose water diversions'	1
No – disagree with collaborating, the program should simply monitor and report	1
Uncertain – concerns with the program's ability to deliver genuine collaboration	4
Uncertain – strategies at this point are too vague to comment	3

**4. Please list other strategies that you believe could help achieve the objective listed in Question 2.**

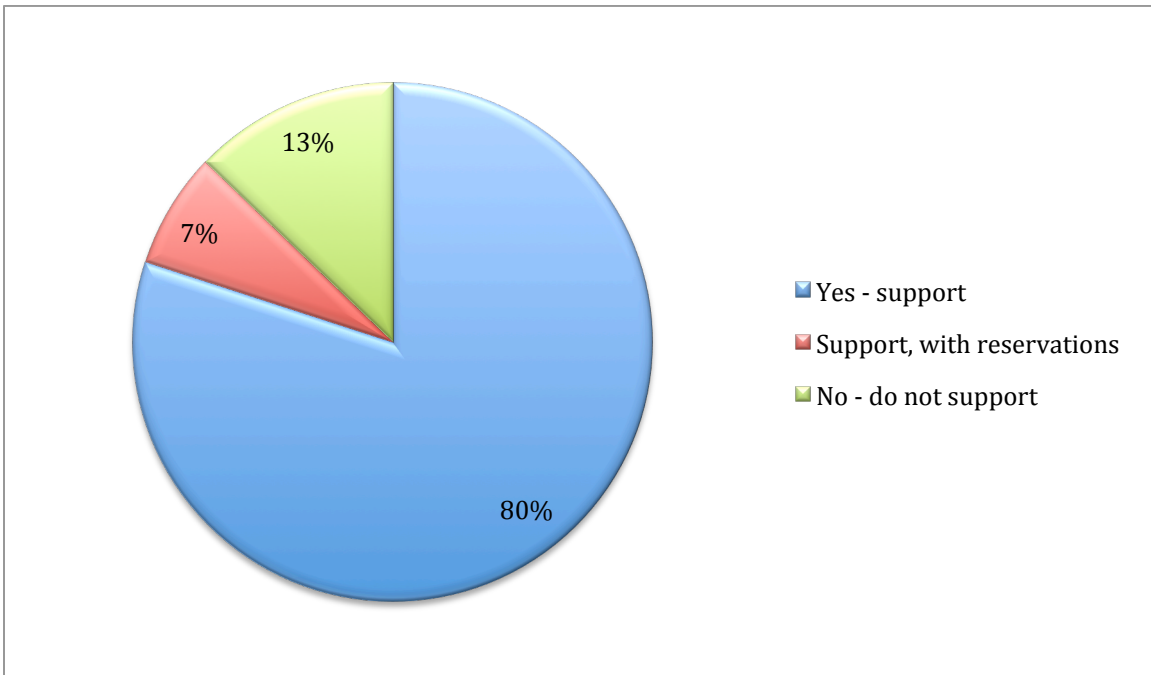
<b>Suggested strategy</b>	<b>Frequency</b>
Ensure meaningful engagement of local people/taxpayers, first nations, youth/children; hold open houses; engage them in decision making; stop finger pointing; avoid heavy-handedness of SLIPP	13
Educate communities and visitors of importance and threats to water quality; this will increase public support for the program	8
Have checks and balances on program spending; stay focused; be transparent and fiscally prudent; do implementation, not meetings/reports	7
Support/lobby other levels of government (local, provincial federal) in their efforts to do this work and enforce their own regulations; some other level of government should be doing this	9
Stricter enforcement, maintenance, clean up of faulty septic systems	6
Slow down and use more enforcement for illegal development of shoreline; educate waterfront owners on Riparian Areas Regulation; keep shorelines wild and use less chemicals on lawns; manage non-waterfront property buoys	5
Advocate for watershed health to the Provincial government, with respect to possible future resource developments; more focus on ecosystem health/impacts, monitor species at risk, returning salmon; protect riparian areas and floodplains	5
Control pollution/sewage entering lake, agricultural spring run-off	4



in streams; stop Salmon Arm from dumping sewage in lake	
Limit amount of agricultural pollution entering lake; engage agriculture industry; no manure on snow in winter;	3
Less boating and mooring of boats in Blind Bay; look at carrying capacity of lake for recreation, development; noise abatement program for boats	3
Good boating practices taught when getting boating license, not just safety; recreational use program to balance economy and environment; regulations needed to manage motorized recreation	3
Invasive species strategies: implement watercraft inspection and cleaning stations for boats, and signage at launches	3
Educational type program only; encourage not enforce	2
Have strategies to maintain water quality in pristine areas	2
Control pollution from houseboats and pleasure craft – greywater, and educate on garbage from vessels	2
Less regulation on recreation, docks, wharves, marinas, higher priority on economic development	2
Implement a water tax	1
Implement or address the important sources of pollution, leave waterfront owners alone	1
Baseline scientific study of present water body characteristics – species, biophysical, ecology	1
Baseline of water quality is needed – at all points, spring runoff, low summer flows	1
Utilize real leadership with interpersonal skills and appropriate tone, but that doesn't use "hate"	1
Utilize cumulative effects assessment of natural and human impacts to determine need for these strategies; build a comprehensive plan.	1
More riparian area plantings as done along Salmon River	1
Need strategies for medicines leaching from septic systems, train derailments or highway accidents and contaminants	1
Reduce number of waterfowl	1
The program should be consulted on future developments for how they will impact water quality, using science and first nations traditional ecological knowledge	1
Current strategies unworkable, top priority should be to protect all waters at the source; identify forbidden activities (i.e., all motorized vehicles).	1
Can't rely on partners with their own roles, legislation	1
Develop strategies aimed at urban land development	1
Engage with other similar boards (CBN, OBWB)	1

**5. The second objective of the SWWQP is to “Coordinate and report on water quality information in the Shuswap watershed.” Do you support this objective? Why or why not?**

<b>Response category</b>	<b>Number of responses</b>
Yes - I support the objective	100
Yes - I support the objective with some reservations	9
No - I do not support the objective	16
<i>Total number of responses to the question</i>	125

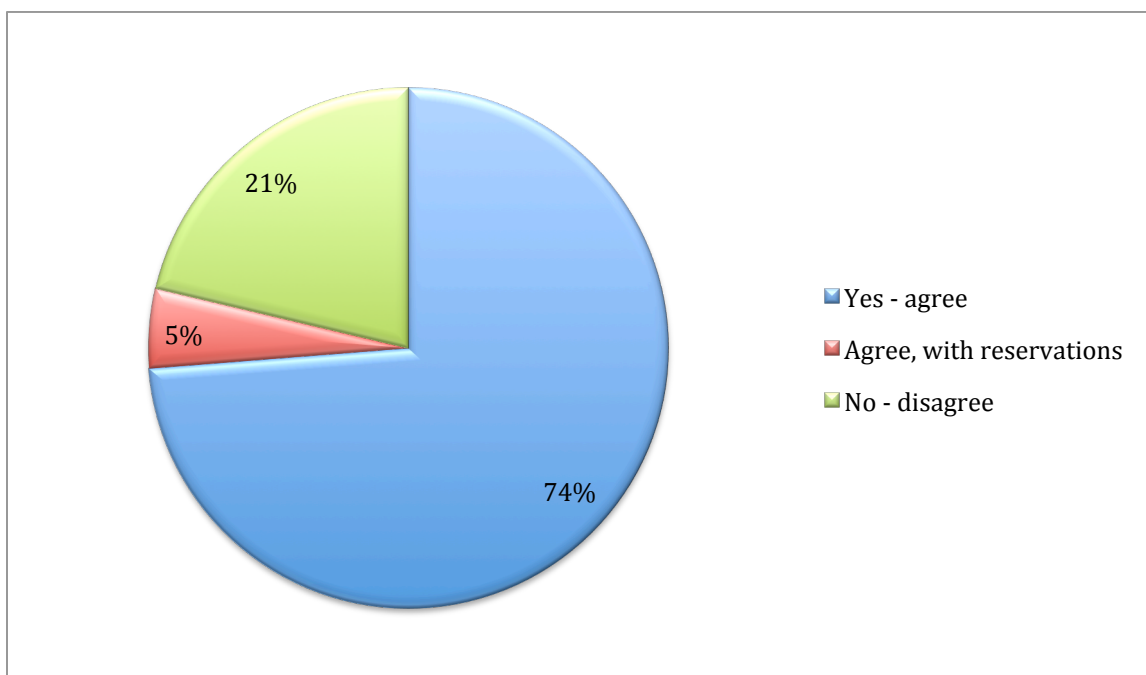


<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes - it's important to have an informed/aware/educated public about water quality	25
Yes - it's important to disclose monitoring results publically and be transparent	11
Yes - it will enable identifying sources/causes of pollution and facilitate decision-making and management action	10
Yes - to see trends in water quality	6
Yes - there should be a designated organization or central body reporting; nobody else is doing it	4
Yes - collaboration and coordination is efficient	3
Yes - it will increase public support/buy-in for the program	3
Yes - it's important because there are pressures/threats to our drinking water	2

Yes – and it should be watershed-wide	1
Yes – but there should be a specific research mandate	1
Yes – but only if centralized reporting is more efficient	1
No – this is duplication; the provincial government and/or the CSRD is/should be doing this	13
No – remediation is the mandate of the Provincial government	3
No – mistrust in the water quality data and science	2
No – this should be done by a university	1
No – because nothing is being done with monitoring results/lack of action	1
No – there are other priorities for financial resources than this	1

**6. Do you agree with the strategies identified in the Terms of Reference to achieve the objective listed in Question 5? Please describe.**

<b>Response category</b>	<b>Number of responses</b>
Yes – I agree	90
Yes – I agree with some reservations	6
No – I disagree	26
<i>Total number of responses to the question</i>	122



<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes – broad and open access to monitoring data and enabling informed public are important	8
Yes – monitoring is needed; coordinated monitoring is efficient, cost-effective and reduces duplication	7
Yes – especially agree with strategy to use science to support decision making; this enhances transparency	3
Yes – continuous monitoring over long-term will reveal trends in water quality and identify sources of pollution	3
Yes – these strategies will support a healthy watershed and tourism economy	2
Somewhat – lack of trust in the program to adhere to best science and be fiscally prudent	2
No – This is duplication; it can be/should be done by the Provincial or local government	9
No – there should be less emphasis on monitoring and more emphasis on action/remediation	2
No – lack of trust in the program to adhere to best science and be fiscally prudent	1
No – water quality monitoring can be done better and for less cost by someone else	1

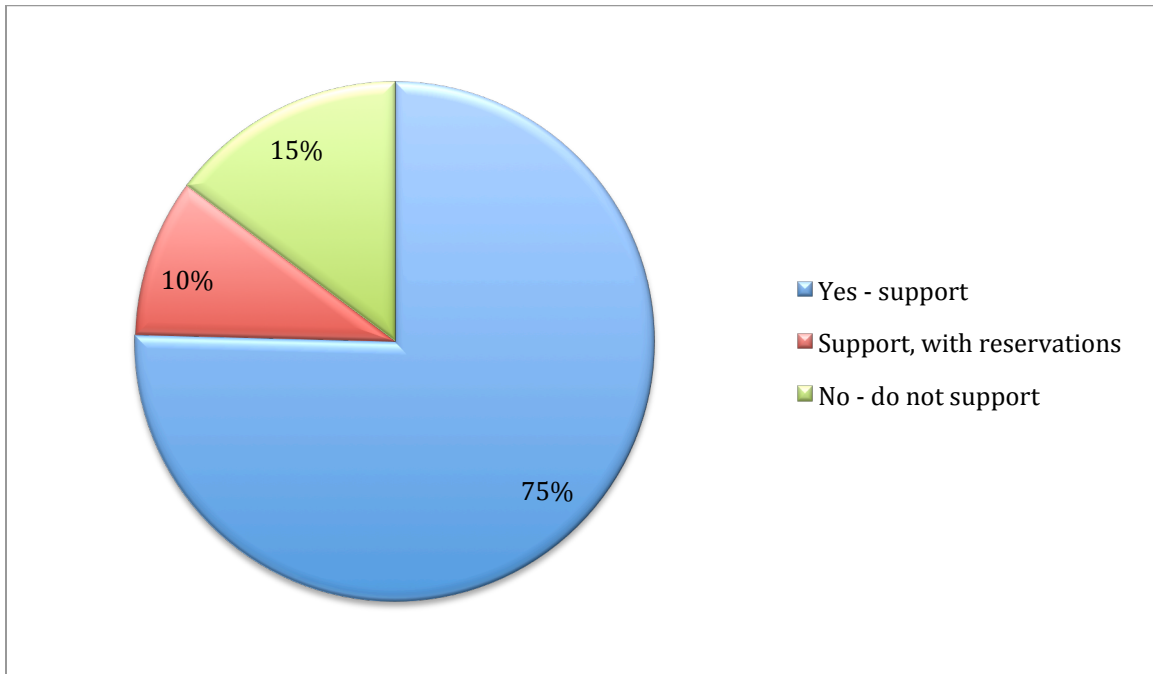
**7. Please list other strategies that you believe could help achieve the objective listed in Question 5.**

<b>Suggested strategy</b>	<b>Frequency</b>
Other levels of government do this – this is a waste of time and dollars; all we need is more enforcement of existing regulations	9
Utilize volunteers, stewardship groups, first nations and youth to collect data and do education	6
Make all data public; identify data as to where it was collected; develop database so that info can be shared easily; release data and reports in a timely manner	4
Data should include point source determination; identify specific sources of pollution	4
Utilize TRU and grad students and don't rely on government to do this; enlist unaligned scientists	3
Take harder line on those who pollute; problem areas should be pointed out to those causing them	2
Stay focused on a realistic goal; utilize data and stay out of politics; identify conflicts of interest before any source of scientific data is used.	2
Consolidate water quality testing throughout the watershed; more detailed analysis from selected areas	2
Learn from and partner with others – Okanagan, Shuswap Lake	2

Watch	
Monitor wildlife loss as a result of algae blooms; poor nesting hatches as a result of boat wake; or die off of fish eaters (heron, eagles, osprey) as a result of fish decline; monitor plants, animals	2
Release all information as and when received, rather than dressing it to suit program objectives	2
Stewardship training to train people to gather and assess info in a non-biased, objective standardized way	1
Provide details of the science and cost controls before proceeding	1
All the players need to get their act together, change of people needed all around	1
Daily monitoring during high water when most suspect debris and water in coming onto our lake	1
Disband the program; a private consultant can do this better, quicker, cheaper	1
Engage with MLAs, MPs, and share data with them and Federal/Provincial agencies to demonstrate impacts on water quality	1
Utilize comprehensive multi-sector cumulative effects assessment that accounts for natural disturbance and climate change	1
Modify strategies if the expected results are not forthcoming	1
Identify interval at which the metrics will be taken	1
Need to address other influences on WQ and coordinate this data as well, including spatial collection	1
Develop a whistle-blower email account or hotline to let the public report issues	1

**8. The third objective of the SWWQP is to “Communicate with, inform and engage residents and private sectors about water quality and the activities of the program.” Do you support this objective? Why or why not?**

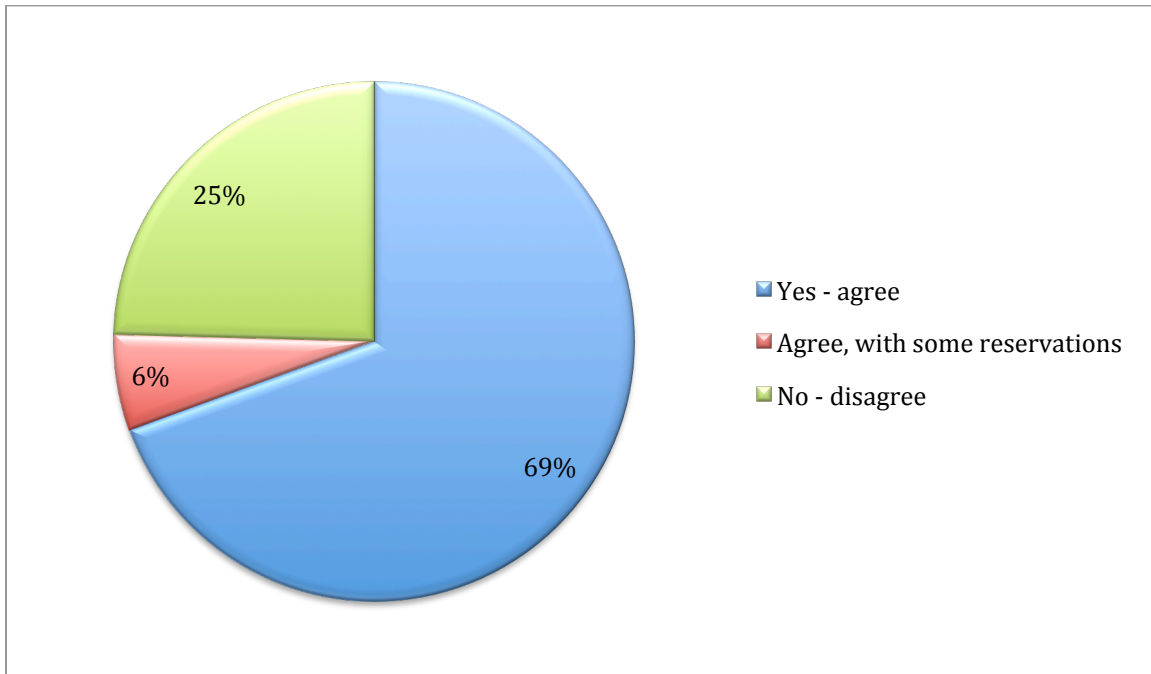
<b>Response category</b>	<b>Number of responses</b>
Yes – I support the objective	92
Yes – I support the objective with some reservations	12
No – I do not support the objective	18
<i>Total number of responses to the question</i>	122



<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes – continued public communications and engagement is important; maintain a commitment to transparency; emphasis on two-way dialogue and accuracy of information	7
Yes – but make sure all communications are cost-effective and not 'lavish'	4
Yes – support for public communications but not for engagement. Don't let engagement and dialogue slow down science-based decision making and taking action	2
Yes – public sectors (including government agencies) and private sectors need to be informed so they can take action	2
Yes – communication should be embedded in other objectives	1
Yes – support this in principle but don't associate the program with a tourism campaign for the Shuswap	1
No – lack of confidence in the program based on SLIPP's performance	5
No – this is duplication; this is/should be done by government	7
No – the public interest in communications isn't sufficient to warrant the cost of it; just issue public health warnings if necessary	3
No – simply release data	1

**9. Do you agree with the strategies identified in the Terms of Reference to achieve the objective listed in Question 8? Please describe.**

<b>Response category</b>	<b>Number of responses</b>
Yes - I agree	82
Yes - I agree with some reservations	7
No - I disagree	29
<i>Total number of responses to the question</i>	<b>118</b>



<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes - agree in principle but it's difficult to comment because the strategies are vague	4
Yes - ensure inclusion of first nations, residents, private sector	3
Yes - this strategy should be coupled with penalizing non-compliance	2
Yes - ensure a good communications strategy; wary of communications/education that is open to interpretation and could be "slanted"	2
Yes - ensure you continue communications with government agencies and pressure them to fulfill their water protection mandate	1
Yes - support in principle but concerned about the cost of this	1
No - lack of trust in the program based on SLIPP's performance	10
No - this is duplication; the government is/should be doing this	5
No - too expensive	5
No - the metrics identified should focus on program achievements,	2

not program activities	
No – would prefer to see the program spend its time and money on action and correcting water quality problems, rather than on public education	1
No – public education is irrelevant, would prefer to see a better docks and buoys permitting program	1

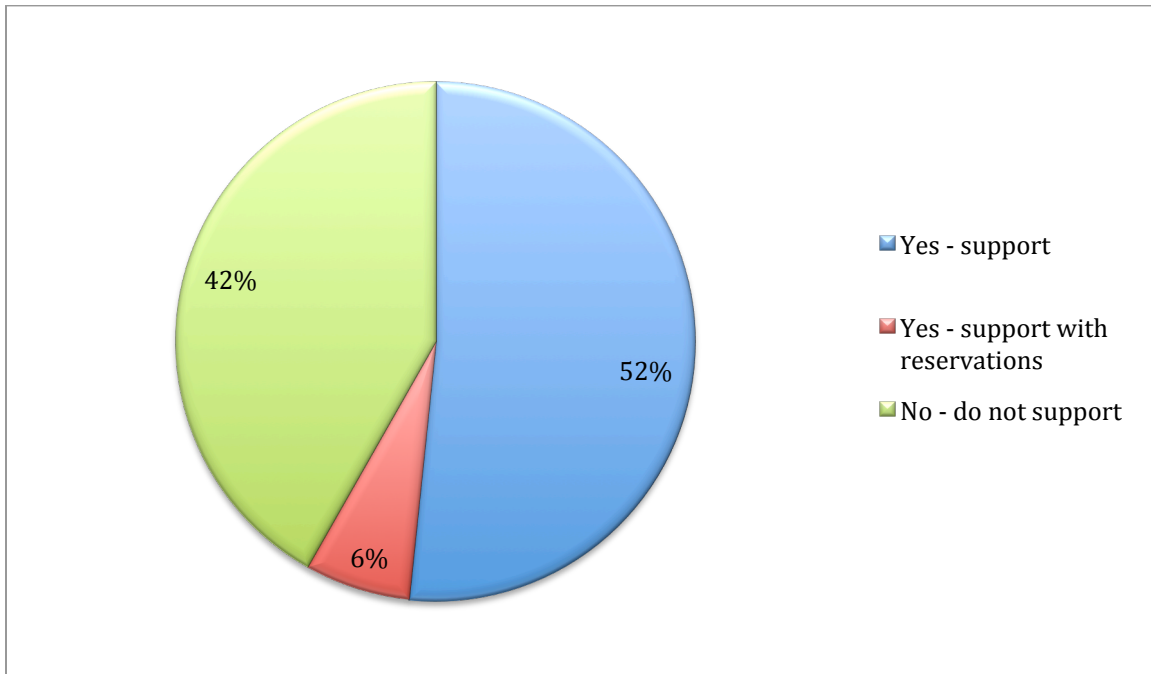
**10. Please list other strategies that you believe could help achieve the objective listed in Question 8.**

<b>Suggested strategy</b>	<b>Frequency</b>
Teach watershed geography and ecology in classrooms, including results of water quality monitoring results	10
Leave this up to other levels of government – this is a waste of time and money	8
Educate residents and visitors on how to live responsibly in this watershed; use roundtables, public forums, social media	7
Develop a communication strategy; make sure the communication meets the audience needs, not just # of communications made; seek real dialogue from families, business community	4
Lots of copies of straightforward, unbiased reports are made available; factual and scientific information; present facts as they are	3
Education/communications at boat launches, public beaches, and along watercourses; highlight water quality monitoring results	3
Issue press releases	3
Engage with MLAs, MPs, and share the results with them and other Federal/Provincial agencies to demonstrate impacts on water quality; advocate for changes to protect water	2
Give volunteers opportunities to be trained and conduct public education/engagement: presentations, dialogues, forums, etc.; this could include first nations stories or history; develop a lake stewardship group	2
Contact local agriculture	1
Engage headwater communities (Cherryville, Lumby, Mabel Lake)	1
Implement a summer student program – education – participation	1
Educate real estate agents about watershed geography	1
Can't comment on other strategies until I know a budget or cost	1
Mail outs to the public semi-annually (not everyone uses web)	1
Clearly communicate how the program will deal with polluters	1



**11. The fourth objective of the SWWQP is to “Educate recreational users about safety on the water.” Do you support this objective? Why or why not?**

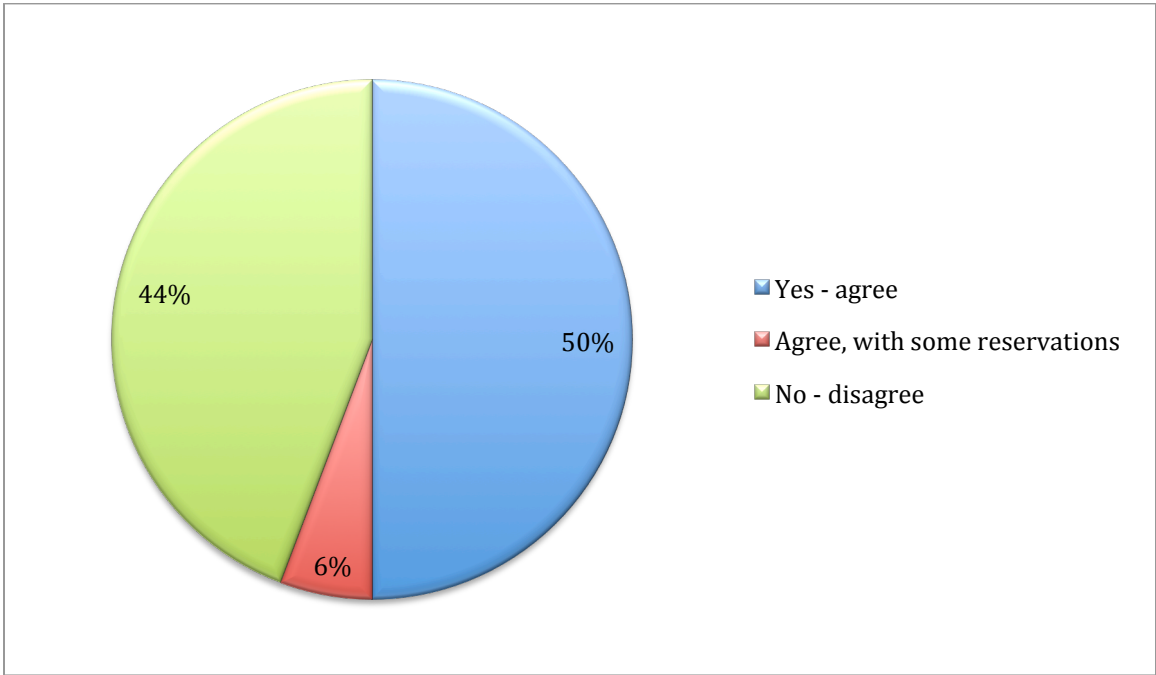
<b>Response category</b>	<b>Number of responses</b>
Yes – I support the objective	63
Yes – I support the objective with some reservations	8
No – I do not support the objective	51
<i>Total number of responses to the question</i>	122



<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes – but education should focus on responsibility and stewardship, not just safety	8
Yes – but also encourage other levels of government to do better enforcement	2
Yes – but this should be a minor role, if at all	4
Somewhat – it would depend on who is doing the education and who the target audiences are; lack of confidence in the program based on SLIPP’s performance	
No – this doesn’t fit with the program; stay focused on water quality	20
No – this is duplication, the government is/should be doing this	32
No – no support for education, but support for more regulations (bans on motorized recreation in proximity to shore)	1
No – it should be its own program	1

**12. Do you agree with the strategies identified in the Terms of Reference to achieve the objective listed in Question 11? Please describe.**

<b>Response category</b>	<b>Number of responses</b>
Yes - I agree	61
Yes - I agree with some reservations	7
No - I disagree	54
<i>Total number of responses to the question</i>	122



<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes - but there should be additions including safety of ecosystem/wildlife, responsible recreation, waterfront owner impacts	4
Yes - but how will it be done; what is meant by safety; keep to a minor role	4
Yes - but there should be safety compliance blitzes on the lake over long weekends in the summer	1
No - this is duplication; the government is/should be doing this	35
No - this doesn't fit with the program; stay focused on water quality	22

**13. Please list other strategies that you believe could help achieve the objective listed in Question 11.**

<b>Suggested strategy</b>	<b>Frequency</b>
Other organizations, programs, agencies or orders of government already do this; stay focused on water quality and drop this component of the program; other agencies should emphasize enforcement	27
Should be more than safety – encourage people to be responsible, enjoy lake and rivers, without harming environment or other people	9
Include engagement with the public and visitors not just businesses; increase presence of a safety program on the water; do patrolling; consult the public very frequently	4
Make some laws that help the ecology of the lake and rivers (i.e., to mitigate effects of boat wakes); address noise pollution	4
We need a safety program, and the authorities need to enforce their laws	2
More emphasis on identifying what the public should know is irresponsible activities	1
Feature and recognize environmentally responsible planning and projects locally within the watershed, emphasize how this contributes to a healthy watershed	1
Develop communication strategy for this safety objective	1
Use signage, advertise in local papers	1
Let a license system for motor boats and house boats pay for policing regulations	1
Public push for enforcement of safety on water	1
Have a separate program for safety, separate from SWWQP	1
Rely on recreational based businesses to educate their customers	1

**14. Do you think that the four objectives and the related strategies will achieve the Vision for the SWWQP, “Enhanced water quality and safe recreation activities that support human health and the local economy in the Shuswap water”?**

<b>Response choices (multiple choice)</b>	<b>Number of responses</b>
Yes	72
No	41
<i>Total number of responses</i>	113

<b>Explanation (where provided by respondent)</b>	<b>Frequency</b>
Yes – I agree as its outlined; this is a good start	15
Yes – as long as the program is thoughtfully planned and implemented, commits to genuine engagement, uses good science, focuses on action	7
Perhaps – the safety objective needs to be changed or dropped; would prefer to see this program focus exclusively on water quality, as it outlined its too ambitious	12
Perhaps – but I would prefer to see the Vision changed to be less anthro-centric and make provisions for the environment	7
Perhaps – there needs to be funding in place and cooperation	6
Perhaps – would prefer to see the Vision changed to be broader and include community health and strategies for climate change	2
Perhaps – to be successful the program needs buy-in from communities, youth, and industries	2
Perhaps – government resistance to science will be an obstacle	1
No – the past performance of SLIPP will hinder the success of the program	12
No – not as outlined; too broad and ambitious, not implementable; inability to follow through on actions; lack of confidence in collaborative processes	8
No – lack of confidence in a program with political oversight and is subject to the voices of vocal minority and interest groups	2
No – not as outlined because there is no enforcement role; there should be an enforcement role	2
No – these strategies fall short because it omits a strategy to understand cause/effect	1

**15. Please list ideas you have for additional objectives and strategies to achieve the Vision.**

<b>Responses</b>	<b>Frequency</b>
This is a good start; keep the program focused and manageable scope; stay focused on water quality exclusively and take action on pollution (various sources)	13
Disband the program; support what governments and agencies are already doing	11
Do more engagement and education: suggested audiences include direct users of the lake, youth/schools, and volunteers; education about watershed function and impacts of development/recreation	11
Include considerations for ecosystem/biodiversity protection/enhancement and education/stewardship	6
Expand the scope of the program to include management of storm water; invasive species; spills from highway/rail	4
Need strategy for enforcing the program	3

Do more engagement with businesses; be transparent and open	2
Acquire funding	1
Continue to work with groups to address docks, buoys, etc. in public areas	1
Develop long term goals and strategies	1
Keep the government out of it as much as possible	1
Clarify who the “relevant interests” are in objective 1	1
Pay to have a scientific assessment done of lake water quality and pollution sources	1

**16. We are looking for community input to help us give a memorable and meaningful name to the new program. What should be the name of the new program (tentatively being called the Shuswap Watershed Water Quality Program to date)?**

Survey respondents provided several suggested names for the program, which will not be listed in this report for proprietary reasons. Support was expressed for the name “Shuswap Watershed Water Quality Program” and “Shuswap Watershed Council”.

**17. Do you have any other comments or suggestions relating to the SWWQP or this survey?**

<b>Feedback</b>	<b>Frequency</b>
Keep up the good work; make the Shuswap Watershed Council and this program a success; I look forward to contributing; maintain communications and public engagement	14
I don’t support implementing a new program: this is too bureaucratic; lack of confidence and trust based on SLIPP’s performance; lack of confidence in the program considering public input; lack of confidence in collaborative processes	11
Use money wisely, stay focussed on water quality; focus on action (various suggestions)	4
Thanks for the opportunity to provide feedback	4
More integration with existing bodies, local programs to become more effective	3
Address septic and sewer problems; provide education on the subject	3
I don’t think you are addressing the value of ecological systems	2
Boat launch infrastructure needs to be improved	2
The timing of this survey is poor, it excludes seasonal residents	1
Harmonize this program with RDNO Shuswap River Watershed Sustainability Plan	1
Being connected to Fraser Basin Council brings credibility to the program	1

Being connected to the Fraser Basin Council decreases the program credibility; they are pushing an agenda on the Shuswap Watershed Council	1
Focus only on water quality monitoring and reporting; there should be no action, no enforcement	1

**18. Please tell us about yourself. Are you a resident of the Shuswap? If yes, please tell us what your community is.**

<b>Response choices (multiple choice)</b>	<b>Number of responses</b>
Yes – I’m a full-time resident	90
Yes – I’m a part-time resident	22
No – I visit the Shuswap	4
No – I have never been to the Shuswap but I’m interested in it	3
<i>Total number of responses</i>	119

<b>Responses - Name of Community</b>	<b>Number of responses</b>
Chase/Squilax	2
N. Shuswap: Lee Creek, Scotch Creek	14
N. Shuswap: Magna Bay, Celistia, Anglemont, St. Ives	12
S. Shuswap: Eagle Bay, Blind Bay, SL Est, Cedar Hts	22
S. Shuswap: Sorrento, Notch Hill, White Lake	11
Tappen/Sunnybrae/Bastion Bay	3
Salmon Arm/Canoe/Ranchero	17
Anstey/Wilson Creek	2
Sicamous/Two Mile/Swansea Point	6
N. Okanagan: Enderby, Grindrod, Lumby	6
Central Okanagan	4
<i>Total number of responses</i>	99

## PART B: WORKSHOP FOCUS GROUP

### Methodology

In March 2013, the Fraser Basin Council (FBC) facilitated a focus group with approximately 60 people. The purpose of the focus group was to gauge the general level of support for the proposed strategies in the SWWQP, and to seek suggestions for additional strategies. The focus group was conducted at the *BC Interior Stewardship Workshop*, an event that FBC has hosted for 10 consecutive years. This venue was chosen for the focus group because the audience – consisting of stewardship organization members and resource staff from first nations and provincial agencies – has relevant experience in various aspects of water quality, and can therefore provide thoughtful insight and criticisms to the proposed strategies in the SWWQP Terms of Reference.

Participants were arranged into small groups of four to six people. The Terms of Reference were presented and explained. Four questions were posed to the audience in sequence, with time given for discussions in the groups. Participants recorded their answers and submitted them to FBC staff.

### *Focus Group Questions*

The questions were designed to keep the discussions focused on the technical aspects of the Program – the strategies, the ‘how to’. In this way, the questions would not replicate the questions in the online survey (Public Engagement Phase I, Part A).

## Focus Group Results

**1. The first objective of the SWWQP is to *Collaborate with all relevant interests to maintain and enhance the quality of water in the Shuswap watershed.* Discuss the strategies. Can you think of other strategies to support the objective? Are there strategies listed you do not support?**

### Responses

Focus group participants' responses from Question 1 are categorized into three types: (i) expressed support for the strategies, (ii) ideas for new strategies, and (iii) lack of support for some of the strategies.

#### i. Expressed support for the SWWQP's strategies

Some focus group participants expressed their support particularly for the following strategies identified in the SWWQP Terms of Reference for achieving the first objective:

- Identify sources and causes of pollution and phosphorous
- Explore and develop action plans designed to remedy pollution
- Support in principle the development of community sewer and water systems in rural areas of the CSRD where there is significant benefit to doing so
- Oppose further diversions of water from the Shuswap watershed
- Recommend implementation/action to tasks to partner agencies

#### ii. Ideas for new strategies

Focus group participants suggested the following strategies for achieving the first objective of the SWWQP:

- Lobby for infrastructure funding to develop community sewer and water systems in rural areas
- Oppose further lake outfalls
- Encourage the Regional District of North Okanagan to implement their "*Shuswap River Watershed Sustainability Plan*"
- Establish a "Stewardship Roundtable" as a mechanism for communicating with all groups in the watershed doing monitoring – the Shuswap Watershed Council as the head of this
- Collaborate with schools, youth groups and volunteers where possible or appropriate (i.e. water quality monitoring)
- Partner with localized watershed groups in engagement, education, and communications

#### iii. Lack of support for the Program's strategies

Some focus group participants expressed that they do not support the following strategy for achieving the first objective of the SWWQP:

- Oppose further diversions of water from the Shuswap watershed



**2. The second objective of the SWWQP is to *Coordinate and report on water quality information in the Shuswap watershed*. Discuss the strategies. Can you think of other strategies to support the objective? Are there strategies listed here you do not support?**

## Responses

Focus group participants' responses to Question 2 are categorized into two types: (i) amendments to the proposed strategies, and (ii) ideas for new strategies.

### i. Amendments to the proposed strategies

There was strong support amongst focus group participants for it to be made clear in the SWWQP strategies that the collection and analysis of water quality monitoring data would include 'citizen science' – i.e., local knowledge and data collected by residents/volunteers, in addition to data collected by government agencies. Some focus group participants suggested expanding the scope of data collected beyond water quality parameters, and including other parameters such as invertebrates and invasive species.

Some focus group participants suggested moving the proposed strategy, "Utilize science and objective data to support decision making" to another objective, because this strategy won't achieve the objective (although the participants support it in principle).

Some focus group participants suggest amending the proposed strategy, "Utilize science and objective data to support decision making" to also give consideration to the social ramifications of decisions.

### ii. Ideas for new strategies

Focus group participants suggested the following strategies for achieving the second objective of the SWWQP:

- Publish, print, and distribute water quality reports by various media
- Identify the audience to whom the Shuswap Watershed Council is reporting to [suggestion not provided]
- Complete reports in a timely manner
- Develop and implement monitoring designed to measure the effectiveness of action plans devised via Objective 1

**3. The third objective of the SWWQP is to *Communicate with, inform and engage residents, visitors and the public and private sectors about water quality and the activities of the program.* Discuss the strategies. Can you think of other strategies to support this objective? Are there strategies listed here you do not support?**

### Responses

Focus group participants suggested the following strategies for achieving the third objective of the SWWQP:

- Equip the SWWQP with a designated Communications officer that can interact with the public and respond to inquiries about the Program
- Develop an education campaign for water quality protection (invasive species, pollution prevention, effects of upland activities on water quality, riparian ecosystems) and target specific audiences (decision makers and real estate agents)
- Distribute communications/educational materials beyond the Shuswap to reach part-time residents and tourists
- Use various media in education and communications campaigns [several suggestions including print, electronic (website, App), events, mail-outs and inserts w tax notices, etc.]
- Work with the education mandates/campaigns of other agencies or organizations
- Undertake demonstration projects for educational purposes
- Partner with local groups to distribute communications

**4. The fourth objective of the SWWQP is to *Educate recreational users about safety on the water.* Discuss the strategies. Can you think of other strategies to support the objective? Are there strategies listed here you do not support?**

### Responses

Focus group participants suggested the following strategies for achieving the fourth objective of the SWWQP:

- Coordinate a multi-enforcement agency partnership to ensure sufficient compliance and enforcement activities
- Educational content suggested:
  - Areas/issues of special concern
  - Drinking and boating
  - Boating at night
  - Abandoned docks
- Mechanisms for distributing information suggested:
  - Establish partnerships with tourism/hospitality industry
  - Erect signs at boat launches and marinas
- Create a 'free life jacket' program