

COWICHAN WATERSHED BOARD COMMUNICATIONS UPDATE



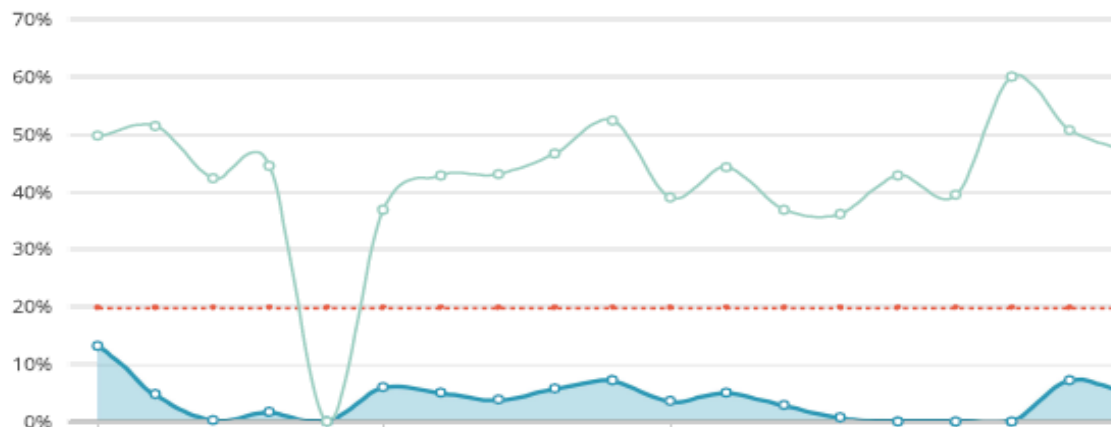
Reports

Campaigns Comparative Automation Landing Pages

Overview Revenue

All Lists ▾

Open rate Click rate
Industry avg. open rate



Jan 29 2018 agenda

Regular • Cowichan Watershed Board
Sent on Fri, Jan 26, 2018 6:37 pm

149 Subscribers
35.6% Opens
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Speakers Series Jan 2018

Regular • Cowichan Watershed Board
Sent on Tue, Jan 23, 2018 9:16 am

344 Subscribers
38.2% Opens
2.1% Clicks

Jan 2018 ENews

Regular • Cowichan Watershed Board
Sent on Tue, Jan 16, 2018 10:36 am

351 Subscribers
51.0% Opens
10.4% Clicks

E-NEWS AND NOTICES

Meeting list ~150
Event/News list ~350

Relatively well read –
30-50% - above
average for our sector.

FACEBOOK ~ 600 LIKES

Facebook interface for Cowichan Watershed Board. The page header shows the name "Cowichan Watershed Board" and navigation options like "Home", "Inbox", "Appointments", "Notifications", "Insights", "Publishing Tools", "Settings", and "Help".

The main content area features a grid of photos and a text post. The text post includes the following information:

WHAT: A chance for you to have fun, & help keep the Cowichan River clean! Coffee & snacks will be provided. \$100 donation for volunteers following the cleanup!

WHEN: Monday, August 20th
Registration 10:30 a.m.
Volunteer 10:30-1:00 p.m.

WHERE: Meet at the "Little Big House" - behind the main house - follow signs (follow the signs)

WHO: The entire community is invited to come help! Children under 14 must be accompanied by an adult.

BE SURE TO BRING...

- appropriate shoes
- gloves
- sun protection & a water bottle
- dry change of clothes
- your own reusable plastic cups/bottle, & bring gear if you plan to get in the water!

FIND OUT MORE...

- check out our event on Facebook
- or contact Candace at candace@cowichanwatershed.com

The photo grid includes images of a scenic view, people at a cleanup, a truck with "DRILLWELL" branding, a car with "SAVE WATER" signs, and people in costumes. A "Learn More" button is visible in the top right of the photo grid.

At the bottom, the Windows taskbar shows several open PDF files: "VirginiaMarshallEv....pdf", "BudgetvsActualsPr....pdf", and "Response from DF....pdf". The system clock shows 9:36 PM on 1/28/2018.

FACEBOOK – WATER WOMAN ~ 250 LIKES

The image shows a screenshot of a Facebook page for "Water Woman and Friends - Cowichan Water Challenge". The page header includes the name, a search bar, and navigation links like "Home", "Sign Up", and "Settings". The main content area features a large graphic titled "Capture the Rain" with a water drop icon. Below this is a "2014 PROGRESS REPORT" with sections for "COMPLETED" and "ONGOING & TO BE COMPLETED". The "COMPLETED" section lists activities like educational workshops and water conservation campaigns. The "ONGOING & TO BE COMPLETED" section lists tasks like water quality monitoring and water conservation campaigns. There are also several photos showing groups of people, including children and adults, engaged in water conservation activities. A sidebar on the left contains navigation links: Home, About, Posts, Photos, Videos, Events, Community, Groups, Ads, Promote, and Manage Promotions.

Water Woman and Friends - Cowichan Water Challenge
@CowichanWaterChallenge

Home
About
Posts
Photos
Videos
Events
Community
Groups
Ads
Promote
Manage Promotions

Capture the Rain

2014 PROGRESS REPORT

COMPLETED

- Held educational workshops on the proper care of domestic wells and septic systems.
- Held events that teach water is needed for agriculture in our community. Both crop and winter production focus on water conservation.
- Created a map to show specific water quality changes in creeks and identify pollution sources.
- Installed water saving devices on private well owners and water conservation projects across the south cowichan area.
- Successfully completed a water conservation campaign in the Puke River area, and strategies to avoid further contamination.

ONGOING & TO BE COMPLETED

- Address a large gap in our knowledge on water quality in the Mill Bay area and surrounding creeks.
- Monitor water quality in the Mill Bay area and surrounding creeks.
- Encourage water conservation in that area and surrounding creeks.
- Seek information about groundwater supply and sustainability for drinking water.
- Further data and report on changes in groundwater water quality.
- Encourage water conservation through the Mill Bay area.
- Work with other Cowichan departments to develop water conservation campaigns.

PROTECTING WATER IN SOUTH COWICHAN COMMUNITIES

As our water has passed their participation in the South Cowichan Water Conservation Campaign, we have been working hard to protect the ground water resources in the Mill Bay, Puke River, and other communities. We have been working hard to protect the ground water resources in the Mill Bay, Puke River, and other communities. We have been working hard to protect the ground water resources in the Mill Bay, Puke River, and other communities.

what you told us matters:

Thank you for your feedback and support. We will continue to work on these issues and keep you updated on our progress.

COLUMN

What's up in the Cowichan watershed?

BY JILL THOMPSON

Water can be a surprisingly dry topic, but rarely is that the case at the monthly meetings of the Cowichan Watershed Board where elected representatives of Cowichan Tribes and Cowichan Valley Regional District, together with other board members, seek collaborative solutions to water issues.

The Nov. 27 meeting was chaired by Cowichan Tribes Chief William Seymour. Here are some of the highlights.

Low summer flows in the Cowichan River are a top-priority for the Watershed Board. Kate Miller, CVRD manager of Environmental Services ex-



Water quality sampling can tell us a lot about our waterways. *WATER/SEB BORDWIPREY*

plained the current Cowichan Water Use Plan process and

took questions from the board and audience. This builds on

decades of study and debate about how to address negative impacts on fish and wildlife, water quality, the Crofton mill, recreation and more.

A public advisory group and several technical committees are working with Compass Resource Group to answer the key question: How much water is needed at what times of year and what available options are best suited to maintain a healthy lake and river in the face of a changing climate? This information will feed into a Water Use Plan scheduled for completion by May.

On the topic of shared "control" or decision-making for watersheds, Rosie Simms from the POLIS Project on Watershed Governance (UVic) presented ideas from their

new report, *Collaborative Consent and British Columbia's Fresh Water Towards Watershed Co-Governance*, published with the Centre for Indigenous Environmental Resources.

This is a new approach to address overlapping legal authority for resources (like water). It is defined as "an ongoing process of committed engagement between Indigenous and non-Indigenous governments to secure mutual consent on proposed pathways forward."

For communities like ours, the model shows how unresolved views of title and authority do not have to be barriers to collaboration on watershed stewardship. The Cowichan Watershed Board was referenced in the report as an organization that is already demonstrating some elements of collaborative consent in action.

Rapid-fire working group updates rounded out the meeting, highlighting the excellent work being done by many organizations to protect the watershed. Cheri Ayers spoke of a Cowichan Tribes project to address Crofton Estuary restoration and Tom Rutherford highlighted water quality testing by volunteers with the CWB's Water Quality working group to identify sources of pollution.

Meetings are the last Monday of every month in the CVRD Boardroom at 9:15 a.m. All are welcome. Learn more at cowichanwatershedboard.ca.

COLUMN

Shine a bit of light during these



David Suzuki Science Matters

Before he died on Nov. 7, 2016, the great poet Leonard Cohen offered a moving, prophetic warning in his final album's title song: "You want it darker/We kill the flame." As we near the Northern hemisphere's longest night of the year, it seems like a monumental challenge to keep the flickering flame from being extinguished.

In the U.S., human rights, environmental protections and social services are being snuffed out by executive order. Angry rhetoric from an administration that appears to thrive on division is fueling racial tensions. As drought-fueled fires rage, storms become more intense and unpredictable, and flooding devastates communities, and as much of the world

plans how to meet commitments under the Paris Agreement, the fossil fuel industry and its government sycophants continue to destroy ecosystems in their race to exploit every bit of climate-altering product they can before shrinking markets halt their rampage.

Even governments that say they're committed to tackling climate change continue to promote pipelines, fracking and other fossil fuel projects and infrastructure. We also face the spectacle of two mad nuclear-armed heads of state trading childish insults, inching us closer to catastrophic confrontation.

Another great poet, William Butler Yeats, wrote presciently in 1919: "The blood-dimmed tide is loosed, and everywhere/The ceremony of innocence is drowned/The best lack all conviction, while the worst/Are full of passionate intensity."

It's not really true that the "best lack all conviction." But as the days get darker, it sometimes feels overwhelming, hopeless. We must keep the flame burning.



Every good deed, every positive act, helps to...

The light will return to this part of the world and the days will get longer. We must act to make our lives bright. The "passionate intensity" (or may banal indifference to suffering) of who would impose misery on mankind for the benefit of the few may be little



Thanks for Every Drop!

As 2017 draws to a close, Cowichan Watershed Board would like to thank all the local stewardship organizations, as well as funders, supporters and volunteers for collaboratively 'working like a watershed'.

From planning work to address low summer water levels in Cowichan Lake, to stopping silt eroding into salmon habitat at Stoltz Bluff, to monitoring microns of pollutants entering Cowichan Bay, to building a culture of conservation throughout... thank you for every drop of your stewardship, from source to sea!

Board Members: Cowichan Tribes Chief William (Chipi) Seymour, CVRD Chair Jon Lefebvre, Tim Kalchyski, Debra Toporowski, Darrin George, Lori Iannidaro, Ian Morrison, Klaus Kuhn, Dr. Laura Brown, Mayor Ross Forrest, The Honourable David Anderson, David Slade, Dr. David Froese, Fish and Flow Working Group: Ross Forrest, Cheri Ayers, Tim Kalchyski, Mike McCulloch, James Craig, Jan Sazon, Parker Jefferson, Steve Baillie, Kate Miller, Kevin Peltier, Brian Houle, Dave Lindsay, Don Chowne, Willi Jansen, Joe Sanyell, Chris Morely, Kenzie Cathbert, Craig Wigman, Eric Marshall, Ray Demarshi, Bob Crandall, Will Leadle, Ian Morrison, Genevieve Singleton, Edmund Duggan, Rick Bryan, **Water Quality and Estuarine Health Working Group:** Tim Kalchyski, Deb Epps, Lori Iannidaro, Kate Miller, Stacey Sowa, Roger Hanes, Graham Giddens, Willi Jansen, Kai Rietzel, Geoff Strong, Jim Cook, Elizabeth Bailey, Dave Prickshot, Ray Demarshi, **Riparian Health Working Group:** Heather Prickshot, Dave Polster, Don Chowne, James Craig, Leroy Van Wieren, Joan Adkinson, Diana Gundersen, Christine Brophy, Dave Lindsay, Chris Steeger, Kai Rietzel, David Slade, Parker Jefferson, Chantal Neuman, Ian Morrison, Tim Kalchyski, Sean Wong, Cheri Morely, **Watershed IQ - Outreach and Education Working Group:** Christy Wilson, Genevieve Singleton, Jane Kibbel, Shan Wilmont, Michelle Staples, Elizabeth Bailey, Parker Jefferson, Bob Crandall, Chantal Neuman, Kim Lagimodiere, Lori Iannidaro, Judy Stafford, **Water Conservation Challenge Group:** David Slade, Shaun Chalmers, Donna Michel, Donna Menneth, Todd Eberington, Naji Riak, Kevin Giddens, Phil Slater, Lucas Pitts, Brian Demiston, Katie Miller, Dana Thorne, Jeff Moore, Michelle Geniesse, **Local Business Sponsors:** Catalyst, Public and Private Workers of Canada (PPWC) Local 2 - Catalyst Mill, TimberWest, BC Aquifer, Western Stevedoring, Black Jack Sweeps and Services, Drillwell Enterprises, Town of Lake Cowichan, Craig Stret Brew Pub, Jakes on the Lake, Cowichan Valley Citizen, Cowichan Valley Voice, One Cowichan, Java World, Real Canadian Superstore, Adam's Tapp N Tool, Country Grease, Rod's Auto Glass and Upholstery.



www.cowichanwatershedboard.ca



NOTICE OF INTENT TO AMEND ZONING BYLAWS

**ZONING AMENDMENT BYLAW NO. 4059
APPLICABLE TO ELECTORAL AREA F - COWICHAN LAKE SOUTH/SKUTZ FALLS**

**ZONING AMENDMENT BYLAW NO. 4060
APPLICABLE TO ELECTORAL AREA I - YOUNG/MEADE CREEK**

Notice is hereby given that the CVRD Board will consider reading a third time and adopting the above noted Amendment Bylaws at the regular Board meeting of December 13, 2017.

CITIZEN

Excellent coverage in The Citizen including monthly "What's up" column to report out on Board meeting news; Speaker Series notices; sponsorships on ads; Rainwater Harvester profile series, Water Conservation Editorials, etc.

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Rain Harvester Profiles

❖ Partnership with the Cowichan Valley Citizen

FEATURE

Capture the Rain: Underground cistern helps expand gardens

Cowichan's Capture the Rain campaign: Part III

The Cowichan Watershed Board is sharing this series of profiles on landowners in our region who are doing their part to prepare for Cowichan's changing climate by capturing rain. From small cisterns to irrigation ponds, each is collecting rainwater to supplement their garden or farm needs in the face of increasing summer droughts. More info at www.cowichanwaterchallenge.ca



An underground cistern has helped Sandy McPherson and Alan Philip expand their gardens without decimating their water. cmaweb.ca

Rain Harvesters: Sandy McPherson & Alan Philip

Who they are: On their rural property in North Cowichan Sandy McPherson and Alan Philip are continually working towards low-impact living. They are early adopters of water-wise gardening, supplement their home energy use with solar panels, and collect rainwater for their garden irrigation.

Why they collect rainwater:

Sandy and Alan are avid gardeners and grow as much of their

didn't want a large cistern in the middle of the yard.

How they collect rainwater:

Combination of cistern, micro-drip irrigation, and mulch.

Sandy and Alan opted for a 2,800-gallon underground cement tank and situated it on the lowest aspect of their property. The tank captures the roof run-off from two downspouts and has two levels of filtration. There's minimal maintenance other than a monthly cleaning of a micro-fil-

rain, which is much faster than if they were to use a hose from their well. The added bonus of this installation was that the cement pad over the cistern created a natural outdoor patio. They built a pergola over it, and planted fruiting vines at the posts, for summer entertaining.

Words of Water Wisdom:

Sandy and Alan highly recommend capturing rain as it helps you develop a conservation mindset and an awareness of your

SPECIAL FEATURE

Capture the Rain part 4: Collection tank DIY

Cowichan's Capture the Rain Campaign

The Cowichan Watershed Board is sharing this series of profiles on landowners in our region who are doing their part to prepare for Cowichan's changing climate by capturing rain. From small cisterns to large irrigation ponds, each is collecting rainwater to supplement their garden or farm needs in the face of increasing summer droughts. More info at www.cowichanwaterchallenge.ca

Rain Harvester: John and Susan Smith

Techniques: cistern, micro-irrigation

Who are they: John and Susan Smith have long been working towards sustainability in their lives by adopting low-impact solutions to environmental issues. They grow vegetables in summer in raised garden beds. Their property has no lawn. It is landscaped with drought tolerant native trees and shrubs. Susan and John also mulch their



Paul Galà

FREE Speaker Series for Coolers

John and Susan Smith use a cistern and micro-irrigation to help meet their water needs during the summer months, which have been

garden with grass clippings and leaves. Mulching around plants keeps moisture in the soil, acting as a blanket to protect the soil from harsh and drying summer rays. Additionally, they chip all of their tree prunings placing the chips in the bottom of raised garden beds. The chips effectively act as a sponge to hold water that can be drawn up by the plants as needed.

John and Susan are on North Cowichan's municipal water system, but they are concerned about the effects of climate change and look for ways to actively reduce their impact. They installed a rainwater collection tank 10 years ago for garden use — John is a retired plumber so it was an easy DIY installation.

Why they collect rainwater:

Susan and John noticed the declining rain in the summer months and wanted to create some resiliency in their neighborhood.

"First of all it's free!" Susan says. "Who doesn't like free?"

They use the extra free water in summer to keep their perennial gardens irrigated through the dry summer months and it gives a

COWICHAN VALLEY VOICE

Frequently in Cowichan Valley Voice as well.

Additional Articles

❖ Cowichan Valley Voice



Improving Resilience Capture The Rain



Nora Arais, Project Lead - Capture the Rain, Cowichan Watershed Board

It's raining. The Cowichan River is brimming, the lawns are lush, and the trees are getting a deep soak. But imagine what it will be like in

up 15 times per month and will reduce your water consumption by 27,000 litres per growing season. You can also add additional barrels in series, connecting them with PVC piping to essentially create one holding tank from all of these barrels. Ensure your connections are secure, so there are no leaks. Larger cisterns from 4,500 up to 22,000 litres are available from local tank suppliers, and are more efficient – bigger is better! Rainwater is a valuable and free resource - what's not to love about self-sufficiency?

The CVRD released a comprehensive report in 2017, Climate Projections for the Cowichan Valley, which provides climate projections for the region that illustrate the dramatic changes we can expect in years to come. The report predicts, "the amount of rain in summer is expected to decrease by 17%, and the duration of dry spells will be lengthened by about 20%." Visit www.cvr.ca



Valley **VOICE** Cowichan



DECEMBER 2017 ISSUE 109
HOLIDAY FOOD | BUY LOCAL | BEST OF COWICHAN GIFT GUIDE

The background is a solid gold color with several realistic water droplets of various sizes scattered across it. The droplets have highlights and shadows, giving them a three-dimensional appearance. The text is centered on the page.

COWICHAN TRIBES NEWSLETTER

Would like to get better at submitting.
Goal for 2018.