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# FRASER SALMON AND WATERSHEDS PROGRAM

## Report of the 2<sup>nd</sup> Meeting of the Fraser Assembly

26 February 2007  
Delta Airport Inn, Richmond



## ***What is the Fraser Salmon and Watersheds Program?***

*The Fraser Salmon and Watersheds Program (FSWP) is a multi-year initiative that aims to conserve and restore the diversity and abundance of salmon within the Fraser Basin. FSWP was initiated in 2006, with a contribution of \$10 million over four years from the provincial Living Rivers Trust Fund and \$10 million (\$5 million in cash and \$5 million in staff time, technical expertise and resources) from Fisheries and Oceans Canada (DFO) over five years. The Fraser Salmon and Watersheds Program is jointly managed by the Pacific Salmon Foundation (PSF) and the Fraser Basin Council (FBC).*

*The Vision of the Fraser Salmon and Watersheds Program is “to inspire changes in human behaviour to the benefit of salmonids and the watersheds they depend on”. The Program further identifies seven objectives that guide the activities. These are:*

- ⇒ Education and Engagement*
- ⇒ Governance and Integrated Planning*
- ⇒ Aboriginal Engagement*
- ⇒ Habitat Stewardship*
- ⇒ Water Stewardship*
- ⇒ Sustainable Fisheries Management*
- ⇒ Broader Fisheries Information*

*The FSWP goals and objectives are described further in the Program’s Business Plan, available on the FBC website ([http://www.fraserbasin.bc.ca/programs/basin\\_wide.html](http://www.fraserbasin.bc.ca/programs/basin_wide.html)).*

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## Overview

This report summarizes results of the second session of the Fraser Assembly, held 26 February 2007 in Richmond, BC and hosted by the Fraser Basin Council and Pacific Salmon Foundation. This session was held in order to update participants on the status of the Fraser Salmon and Watersheds Program, discuss the direction of the Program as articulated in the management and evaluation framework, and provide information on and seek input to the draft Year 2 plan.

The agenda included a mix of presentations, small group discussions and plenary discussions. This agenda, as well as the list of participants and the presentation slides, are provided in Appendices 1 through 3. Discussion in small groups is summarized below.

Overall, discussion at the session resulted in a better understanding of how to improve the Program. In particular, use of a letter of intent process was recommended at the session and this will be included in the upcoming work planning process for 2008. As well, the Fraser Assembly will include more small group discussion to inform work planning. These will complement the other elements of the Program, specifically strategy elaboration through working groups and proposal review by technical committees and the FBC-PSF management committee.

The Fraser Assembly was established in 2006 as a multi-interest forum on the Fraser Salmon and Watersheds Program. The purpose of the Assembly is to promote information sharing and coordinated delivery of the Fraser Salmon and Watersheds Program. The Terms of Reference for the Assembly are provided in Appendix 4.

The next Fraser Assembly is planned for September 2007 in the Central Interior. The focus of the session is expected to be on strategy and project planning, to support proposal development and coordination as part of planning for 2008. Some time will also be spent on reports back from project partners and other updates.

## Discussion Group: Aboriginal Engagement and Integrated Planning and Governance

Facilitated by Saul Milne

Summary of discussion pointed out by group	Potential outcomes deliberated from notetaker.
<p>Engage Aboriginals (EA)</p> <ol style="list-style-type: none"> <li>1. Through supporting collaborative management approaches there is the ability to establish meaningful Aboriginal engagement.</li>   <li>2. Handbook to Governance for collaborative approaches, identifying authority of governance model, financial sustainability of governance model, negotiation tools/processes to achieve governance model, developing a series of powers to be designated to the governance model, practical examples (MOU's, TOR's), highlighting external factors (funding, delegation of powers, and positional perspectives established by governance model participant) and potential solutions to manage factors.</li>   <li>3. Reaffirming that the role of Aboriginals is crucial but the lack of understanding around First Nation capacity issues and systematic barriers faced by First Nations, and the reluctance of government to share powers through collaborative models.</li>   <li>4. Socio-economic issues brought up at last assembly that can lead into workshops, dialogue gathering, dialogue discussion papers, and how do we link Aboriginal approaches to socio-economic issues with mainstream approaches to socio-economic issues.</li> </ol>	<p>Negotiation process to set up collaborative management. See West coast collaborative management regime (identify negotiation process, designated powers/authority, long-term sustainability objectives...)</p> <p>Governance Booklet with a water management outlook and/or with an Aboriginal outlook.</p> <p>Need for continued educational capacities to assist the general society in recognizing and broadening common understanding.</p>

## Discussion Group: Habitat and Water

Facilitated by Stacy Webb

### Integrated Water Use

#### Structure & Detail of the Management and Evaluation Framework

- What is the quantifiable measurable?
- Monitoring and enforcement should be included
- Terms used in “Measures of Success” should be clearer, measurable language (e.g. will, achieving, commitment)
- What is the logic model behind the strategies, goals, objective – will help inform the Measures of Success
- Clarify the target audience for each Success Measure - what you want them to do or know – will focus the Measures of Success and Projects
- Integrate Water and Habitat into one to reinforce that they are both necessary and connected – need to know which one is the priority in a watershed, will avoid repetition

#### Use of Water Use Plans

- Where are the existing Water Use Plans? – do they include flows for salmon and are they being followed? (these should be some of our priorities)
- Implementation of Water Use Plans or minimum flow agreements is important
- Water Use Plans should be more than Stormwater Management Plans (inclusive of all impacts and life history stages of salmon)

#### Community Involvement, Outreach & Dialogue

- Reduce the barriers for participation by community – increase efficiency of process to reduce burnout
- Stronger consultation or partnerships to ensure community knowledge is included
- Have informed participants – higher commitment to see results (remark that when water license holders were informed of their rights by Water Stewardship at an information meeting, they realized that many of their beliefs around their rights were not true and had more incentive to cooperate)
- We need to play a big role in education – public and participants on conservation, impacts, regulations, etc.

#### Institutional Environment and Other Comments

- Conservation measures around water – need to ensure is for sustainable environment and not for sustainable development (no incentive for license holders to conserve water, because conserved water is used for development, not for fish)
- More information is needed about the existing operating environment (political, science needs, regulations, etc.)
- Water is like gold in some communities

### Habitat

#### Structure & Detail of Management and Evaluation Framework

- Need a clearer separation of outcomes and outputs – they look like outcomes, not outputs
- Implementation measures, not performance measures
- Flow from left to right on page is not parallel

- What are the high priority watersheds?
- Want measures of success to be more specific (e.g. Number of high priority projects).
- Measures should be quantitative and quantifiable – as milestones
- Do we have effectiveness monitoring build in?
- Possibly break down projects by regions (upper, md and lower)
- Protect and Conserve Salmon is more of a vision than an output – should be separate outputs

**Other Comments**

- Not everyone was clear on what restoration means – enhancement?
- Lets not spend too much time doing what has already been done – use past successes

## **Discussion Group: Improved Fisheries Information and Integrated Fisheries Values**

Facilitated by Alan Kenney

### **Information Needs**

- Gaps in juvenile smolt counts as an indicator of stock status; link back to returns
- Need to get better information on by-catch.
- Need to look into systems with time series
- Estuary productivity – need to be able to quantify and track.

### **Fisheries Management**

- Need further scoping of selective fishing methodologies to address bycatch issues.
- Limited entry is easier to manage; salmon is inherently more difficult to manage
- Need a higher level plan, in terms of being able to integrate all sectors, work with DFO, rec, commercial, and FNs. Help with sharing information and management.
- Integration of harvest management with production management
- Potential for integrated fisheries management program with FN, rec, and commercial folks
- Need integrated harvest management committee as part of higher level plan. Include CSAB, FNs, recs.

### **Communication and Engagement**

- Need for engagement of all sectors
- General lack of project with commercial fisheries
- MOU project – need to include the rec sector in that project
- Potential to link this project to US Foundation to increase funding.
- Communication within DFO needs to be improved; clarity of roles needs to be improved.

### **Integrated Fisheries Values**

- 2 UBC PhD students working on total value of fisheries projects. (Nigel Hagen)

## **Discussion Group: Think Salmon (Communications and Outreach)**

Facilitated by Chad Brealey

Primary discussion – how do we raise the awareness of Fraser salmon and salmon issues in the Fraser in the public consciousness.

There is a great deal of competition for both philanthropy and for the environmental message. While no one would disagree with the premise behind the FSWP it is a considerable challenge to directly engage the public in efforts to conserve salmon and watersheds.

Some methods discussed pertaining to the FSWP:

### **Think Salmon**

- Effective logo and early marketing material.
- Only useful if visible in multiple areas and vehicles
  - Eg. Ads, branded materials, logo placement using the 3x rule of recognition

### **'Salmon Safe' Certification**

- Potential for program and support from target groups would be positive.
- Engagement of market functions to benefit salmon would be an innovative approach.
- Concern that another 'certification' program would merely get lost in the noise of other environmental certification programs that are attempting to present a similar message.

### **Community Based Social Marketing**

- As a concept it makes sense but getting the 'product' on the ground without duplication will be a challenge.
- Multi-stepped process is good but time-consuming.
- Measurability of the programs must be of key importance from the outset.
- Perhaps the only way of getting to the bottom of the key to changing human behaviour for salmon.

### **Next steps:**

- Feasibility studies for both Salmon Safe and CBSM
- Involving Fraser Assembly in subsequent discussions
- Ensure lack of duplication.

## APPENDIX 1: Agenda

**Fraser Assembly Meeting, Fraser Salmon and Watersheds Program**  
**February 26, 2007**  
**0800h-1610h**  
**Delta Airport Hotel, Viscount Room**

### DETAILED AGENDA

*This is the second meeting of the Fraser Assembly. The purpose of this session, in addition to providing opportunities for networking, is fourfold. Participants are invited to:*

- *discuss highlights and lessons from Year 1 of the Fraser Salmon and Watersheds Program*
- *develop, as part of an iterative process, a relevant and responsive program management and evaluation framework*
- *review a draft work plan for Year 2*
- *dialogue on the specific topic of “Water Conservation and Governance”, within the context of the Fraser Salmon and Watersheds Program*

<i>Time</i>	<i>Session</i>	<i>Format / Questions to Consider</i>
<i>0800-0830h</i>	Continental breakfast and registration	
<i>0830-0855h</i>	Introductory Session <ul style="list-style-type: none"> <li>- <i>Welcome – David Marshall &amp; Paul Kariya</i></li> <li>- <i>Introductions</i></li> <li>- <i>Brief Program Overview</i></li> </ul>	Plenary
<i>0855-0955h</i>	Year 1 Highlights and Lessons Learned <ul style="list-style-type: none"> <li>- <i>Presentation (Alan Kenney &amp; Coral deShield)</i></li> <li>- <i>Questions and Discussion</i></li> </ul>	Plenary <ul style="list-style-type: none"> <li>• <i>Any questions of clarification?</i></li> <li>• <i>Seeing the Year 1 Report, what is important to consider for Year 2?</i></li> </ul>
<i>0955-1010h</i>	Georgia Basin Living Rivers Update <ul style="list-style-type: none"> <li>- <i>Presentation (Al Lill)</i></li> <li>-</li> </ul>	Plenary
<i>1010</i>	Break	
<i>1025-1155h</i>	Aiming for Success – Management and Evaluation Framework <ul style="list-style-type: none"> <li>- <i>Overview (Coral deShield &amp; Alan Kenney)</i></li> <li>- <i>Small Group Discussion</i></li> </ul>	Overview in Plenary Discussion in Small Groups– 4 groups <ul style="list-style-type: none"> <li>• <i>Communications / Think Salmon</i></li> </ul>

		<ul style="list-style-type: none"> <li>• Governance and Aboriginal Engagement</li> <li>• Habitat &amp; Water</li> <li>• Fisheries Information &amp; Values</li> </ul> <ul style="list-style-type: none"> <li>• <i>Are the outcomes and success measures clear, realistic, appropriate, and relevant?</i></li> <li>• <i>Are the activity areas the right? Are there significant gaps that are required in order to meet the outcomes?</i></li> </ul>
1155	Lunch	
1230-1320h	Feature Topic: Improved Water Conservation & Governance for Fraser Salmon <ul style="list-style-type: none"> <li>- <i>Presentation (Craig Orr / Linda Nowlan)</i></li> <li>- <i>Questions &amp; Discussion</i></li> </ul>	<ul style="list-style-type: none"> <li>• <i>What strikes you about this information?</i></li> <li>• <i>What do we need to consider for the FSWP?</i></li> </ul>
1320-1330h	Highlights of Small Group Discussion	Brief Presentation in Plenary
1330-1350h	Yr 2 Planning – Overview of process <ul style="list-style-type: none"> <li>- <i>Presentation (Coral deShield &amp; Alan Kenney)</i></li> <li>- <i>Questions</i></li> </ul>	Plenary <ul style="list-style-type: none"> <li>• <i>Questions for clarification?</i></li> <li>• <i>What can we learn for next time?</i></li> </ul>
1350-1435h	Yr 2 Projects – Overview of draft work plan <ul style="list-style-type: none"> <li>- <i>Short Presentations &amp; Discussion, by strategy leads</i></li> </ul>	Plenary <ul style="list-style-type: none"> <li>• <i>Do the projects adequately address the strategy for next year?</i></li> </ul>
1435	Break	
1450-1550	Yr 2 continued	Cont'd
1550-1610	Wrap-up & Adjourn	

## APPENDIX 2: Participant List

First	Last	Org
Jamie	Alley	Ministry of ENV
John	Anderson	Nicola Watershed Community Roundtable
David	Barrett	Commercial Salmon Advisory Board
Grace	Battison	Vancouver Port Authority
Bob	Bocking	LGL Limited
Chad	Brealey	Pacific Salmon Foundation
Tom	Cadieux	Fisheries & Oceans Canada
Coral	deShield	Fraser Basin Council
Stephen	Dick	Lower Nicola Indian Band
Evangeline	Englezos	Vancouver Port Authority
Krista	Englund	RD of the Fraser Valley
Gordon	Ennis	Pacific Fisheries Resource Conservation Council
Lee	Hesketh	BC Cattlemen's Association
Richard	Holmes	U. of Northern BC Quesnel River Research Centre
Pierre	Iachetti	Nature Conservancy of Canada
Paul	Kariya	Pacific Salmon Foundation
Alan	Kenney	Pacific Salmon Foundation
Frank	Kwak	Upper Fraser Valley Sport Fish Advisory Committee
Al	Lill	BC Conservation Foundation
David	Marshall	Fraser Basin Council
Colin	Masson	Fisheries & Oceans Canada
Saul	Milne	Fraser Basin Council
Dave	Moore	Moore Dave Fisheries Development
Karen	Munro	Pacific Streamkeepers Federation
Janis	Olsen	Rivershed Society of BC
Craig	Orr	Watershed Watch Salmon Society
Deborah	Phelan	Fisheries & Oceans Canada
Robin	Pike	FORREX
Dianne	Ramage	Pacific Salmon Foundation
Murray	Ross	Secwepemc Fisheries Commission
Mark	Saunders	Fisheries & Oceans Canada
Jim	Shinkewski	Pacific Salmon Foundation
Terry	Slack	Aquastar
Naomi	Tabata	Stewardship Centre for BC
Terry	Tebb	Pacific Salmon Foundation
Neil	Todd	Nicola Tribal Association
Adrian	Wall	Fisheries & Oceans Canada
Allison	Webb	Fisheries & Oceans Canada
Jim	Webb	Tlazten First Nation
Stacy	Webb	Pacific Salmon Foundation
John	Werring	David Suzuki Foundation

Jim	Wild	Fisheries & Oceans Canada
Andrew	Wilson	Ministry of Env
Greg	Wilson	Ministry of ENV
Jeffrey	Young	David Suzuki Foundation

**APPENDIX 3: Presentation Slides**

## APPENDIX 4: Evaluation Results

Fraser Assembly – February 26, 2007

### EVALUATION SUMMARY

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1. How would you rate the February 26<sup>th</sup> Fraser Assembly overall?

Circle one:

1 (poor)	
2	
3	2
4	10
5 (excellent)	1
Not rated	1

2. What specifically did you like about the Assembly meeting?

- Interaction on programmatic activities, feedback and direction
- Open, frank discussion
- There are some areas that have progressed quite rapidly
- Plenary discussion periods
- A variety of representation from organizations and discussion was great
- Good discussion! Good vision! Good program!
- Well structured
- The program updates, in particular the presentation from Al Lill
- Staff seem to be listening
- Learning more about how the governance structure was set up, networking
- Getting the various organizations together

3. What specifically did you not like about the Assembly meeting?

- Too much 1-way presentations
- Location is not very accessible.
- There did not seem to be any address to pressure to legislate new well reporting and logging
- Discussion of management and evaluation framework
- Would like an update geographically of ENGO/stewardship groups and ID gaps, overlaps and help build partnerships between groups. This could avoid competing for funding resources.
- I agree with Murray – more transparency is needed to explain how projects come to be approved.
- Nothing
- There was insufficient time for small group meetings and no reporting out from the group leads
- How do we keep in contact between Fraser Assemblies

- Break out session too short, limited information on projects
- Little opportunity to talk about year two projects

4. What would you suggest as improvements to the approach taken for the Assembly meeting?

- Bring in project presentations 1x/year. 50% time on above (interaction on programmatic activities, feedback and direction) and 50% of time on program strategy presentations (Annual Assembly and banquet).
- Hard to follow where ideas get incorporated. Not possible to understand if past work has been properly evaluated and built upon.
- Reporting of activities throughout the year as a preparation for next meeting date
- Develop a checklist of questions to guide and encourage (not limit) plenary discussions
- 2-day sessions to get feedback from breakout sessions to entire group, i.e. interested in providing input to two break out groups.
- I like the idea of proponents presenting/displaying posters.
- More short project presentations; less overview.
- None
- Formalize the small group sand have separate breakout rooms (one room is too noisy. Also more clearly articulate wht the objectives of the small group discussion are.
- more discussion on program delivery policies
- increased participation from NGO and stewardship communities, not enough information to relevant FN and organizations
- more time to work together to discuss projects not just share information

5. How would you rate the discussion and relevancy of your small group session?

Small Group: Aboriginal / Governance

1 (poor)	
2	
3	1
4	2
5 (excellent)	

- More time
- More time for discussion, there are big picture issues, flip chart notes were weak

Small Group: Communications

1 (poor)	
2	
3	1
4	2
5 (excellent)	

More definition of the goals of the session. Great discussion and brainstorming, yet I don't feel that we were able to prioritize communications messages.

It was just brainstorming session on ideas; needed to more fundamental issues for example who, how and what to communicate  
 Did not have time to bring thoughts together toward a goal

Small Group: Habitat / Water

1 (poor)	
2	
3	1
4	3
5 (excellent)	1

- A clear description of what the session was to achieve in a short time as some were off topic. More time could have improved success measures to be quantifiable/qualifiable but would be best in a 2-day format.
- Nothing
- It was not clear how the information will be used.

Small Group: Fisheries

1 (poor)	
2	
3	
4	1
5 (excellent)	

More time

Not indicated:

Too short and not clearly connected

6. What, if anything, would have made the small group session better?  
 – more time and clear feedback links to program directions

7. In order to assist in planning future sessions of the Fraser Assembly, please let us know what should be the *most important* goals of the Fraser Assembly sessions (please rank from 1-6)

	1	2	3	4	5	6	7
Receive updates on and discuss the Fraser Salmon and Watersheds Program	8	1	2	1			
Suggest future directions for the Fraser Salmon and Watersheds Program	2	10					
Informal networking			2	3	2	4	
Share updates with other organizations		1	1	2	5	2	
Discuss specific projects	1		3	2	2	3	
Discuss cross-cutting issues	1	1	3	4	1	2	
Other: links to other funding source business plans							1

8. Are there any additional comments you want FBC and PSF to consider as we continue our work?
- Please review work already done under Fraser Green Plan before embarking on more studies
  - A virtual forum or on-line follow-up would be great to see how the Assembly and related docs (i.e. framework) was affected/impacted. I would like to be updated on ongoing of the document status.
  - Why is NO info available online? The optics are important.
  - Happy to see further development on communication challenge and look forward to seeing improvement

## APPENDIX 5: Fraser Assembly Terms of Reference

### TERMS OF REFERENCE

#### FRASER ASSEMBLY

##### 1. INTENT

The purpose of the Fraser Assembly is to promote information sharing and coordinated delivery of programs among interested parties to enhance watershed and salmonid sustainability in the Fraser Basin. The *Business Plan for Salmonids and Watersheds in the Fraser Basin* (the *Business Plan*) provides the strategic context for the Fraser Assembly's work.

##### 2. ROLES and RESPONSIBILITIES

The Fraser Assembly is a collaborative meeting ground with four main roles:

1. Provide annual guidance and input to the implementation of the *Business Plan for Salmonids and Watersheds in the Fraser Basin*;
2. Promote leveraging of technical, human and financial resources for implementing the *Business Plan*;
3. Facilitate communication and information sharing on relevant initiatives;
4. Encourage, where appropriate, coordinated or integrated delivery of relevant initiatives;

The Pacific Salmon Foundation (PSF) and Fraser Basin Council (FBC) are responsible, with input from relevant strategy partners, for guiding the Fraser Assembly's deliberations. The Fraser Basin Council is responsible for convening and facilitating the Fraser Assembly.

Specific responsibilities of the Fraser Assembly include, but are not limited to:

- Provide advice on annual *Business Plan* implementation workplans developed by the PSF, FBC and relevant strategy partners;
- Share information on new sources of funding and identify leverage opportunities;
- Keep participants abreast of new initiatives;
- Assist in identifying priority projects and participants associated with the implementation of specific *Business Plan* strategies;
- Monitor, evaluate and recommend periodic adjustments to the *Business Plan* as requested or as appropriate.

Participants are responsible for their in-kind contributions of time to the Fraser Assembly. Direct meeting expenses up to an established maximum will be covered for non-governmental participants.

##### 3. COMPOSITION AND PARTICIPATION

The Fraser Assembly is comprised of organizations in the Fraser Basin that have a relevant and substantial interest in the implementation of the *Business Plan for Salmonids and Watersheds in the Fraser Basin*, and may have specified responsibilities in one of more of the priority strategies of the Fraser Basin Living Rivers Program.

A preliminary participant list is appended in Annex 1.

#### **4. TERM AND REVIEW**

The duration of these Terms of Reference is from January 1, 2006 – December 31, 2009.

These TOR will be reviewed on an annual basis through a suitable mechanism supported by the Fraser Assembly