



ourwaterbc.ca

Advancing implementation of BC's Water Sustainability Act through a province-wide strategic engagement initiative.

Campaign Strategy
Fall 2017 – Fall 2019



Proposed by:

Canadian Freshwater Alliance, a project on the Tides Canada shared platform.

Overview

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2. Opportunities for success
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 - b. Key Geographic Areas
3. Action Plan
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4. Team
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Why WSA? Why Now?

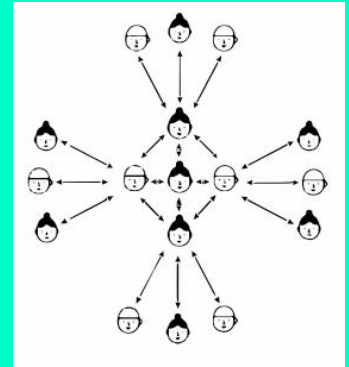
Why the Water Sustainability Act?

1. The creation of the *Water Sustainability Act* was a significant step in the right direction
2. Many critical components of the *Water Sustainability Act* have yet to be developed and implemented leaving an unprecedented opportunity for BC's new government to improve the way water is managed in our province
3. Healthy functioning watersheds build resilient communities, accommodate a changing climate, and support vibrant local economies

Why WSA? Why Now?

Why Now?

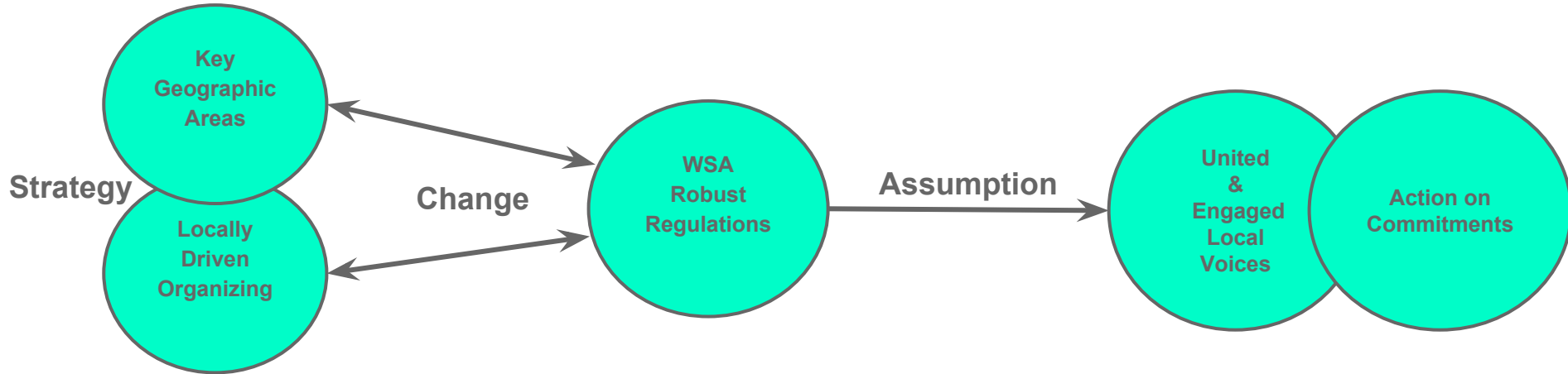
1. When communities are informed and given the opportunity be a part of the dialogue, we have seen first hand how decisions affecting local water health can be improved.
 - i. Development of the *Water Sustainability Act*
 - ii. Public Response to large industrial users extracting water for little cost
 - iii. Our Water BC Election Campaign
2. Historic agreement between British Columbia's NDP and Green Parties address the actions and expectations we're calling for on the *Water Sustainability Act*
3. British Columbians are aware of the importance of freshwater and are conscious that it is not being managed effectively.



“community organizing is all about people, power, and change – it starts with people and relationships, is focused on shifting power, and aims to create lasting change”

Opportunities for Success

Theory of change for advancing progress on *Water Sustainability Act* implementation

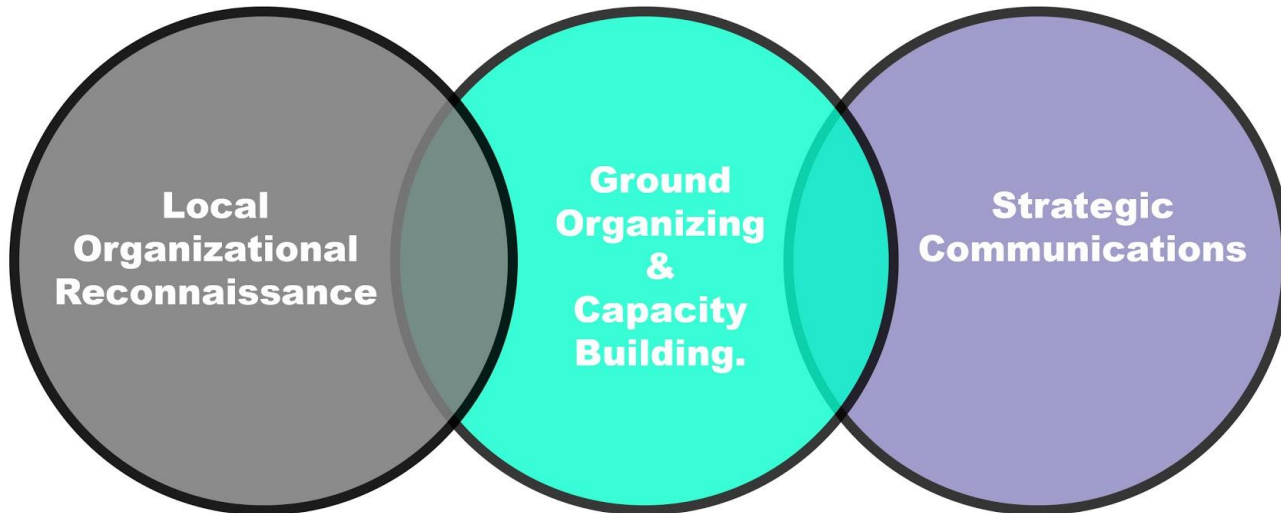


*If we organize and advance a public engagement initiative on the need to advance freshwater protection in key geographic areas, **then** robust regulations for the Water Sustainability Act will ensue **because** local voices across the province will be united and engaged in the decisions impacting their home waters and the government of BC wants to follow through on their commitments and govern for the best of all British Columbians.*

Opportunities for Success

1. Locally Driven

Three opportunities to address capacity challenges identified:



Opportunities for Success

Opportunity # 1

- **Strategic Communications:** provide strategic communications support linking regional issues to the provincial *Water Sustainability Act* issues, regionally specific literature and messaging guides, message testing for digital and ground engagement.

Opportunity # 2

- **Local Organizational Recognizance:** Strengthening relationships in key areas where our networks are not currently strong, identifying community leaders and organizations taking a lead on local water challenges, introducing campaign and opportunities for coordination.

Opportunity # 3

- **Organizing / Capacity building:** offer hands-on support, resources and tools to enable groups to advance the knowledge, and resources they need to engage their communities effectively.

Opportunities for Success

2. Key Geographic Areas

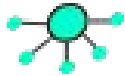
In an effort to maximize our opportunities for implementation over the next two years, we have identified 4 key geographic areas across the province where we believe we can have the biggest impact. We will start building capacity or continue with local groups and organizations on the ground.

We have identified 3 criteria an area must meet in order for us to begin organizing on the ground.

- **Challenge:** Critical local water challenge currently impacting the community.
- **Political:** Established water champions with the political will to see the WSA implemented; political instability in a riding due to a tight margin of victory; or a key decision maker ie: cabinet members riding.
- **Capacity:** Well established network (ie. groups) already developed in a region, or the potential for capacity growth to be rolled out through reconnaissance.

Opportunities for Success

2. Key Geographic Areas



Next 6 months



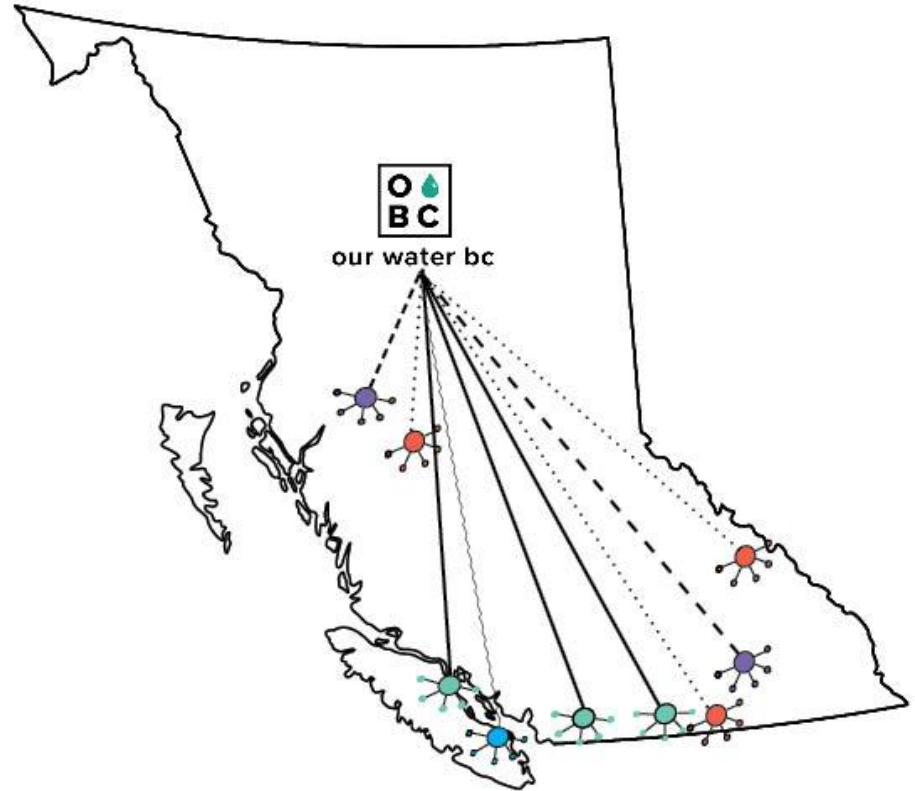
Reconnaissance Short Term



Reconnaissance Long Term



Maintain Relationships



Opportunities for Success

Key Geographic Areas

PRIORITY: Campaign Ready - next 6-months.

Key Geographic Area	Challenge	Strategic Value	Capacity
Comox Valley	Water Quality and Local Control	Critical ridings which have historically been significant during elections for all political parties	Actively engaged citizen base and existing organizing capacity amongst water groups already established on the ground
Lower Mainland (Coquitlam, Chilliwack, Maple Ridge, Mission)	Environmental Flows, Pricing, Water Quality, Flood control and habitat connectivity	Presence of key decision makers and well established community water roundtable and heart of water pricing review champions	Largest population in BC to engage, Engaged organizations working on water challenges

Opportunities for Success

Key Geographic Areas

Reconnaissance Short Term

Key Geographic Area	Challenge	Strategic Value	Capacity
Okanagan	Environmental Flows, Local Control, Ground Water	Opportunity for Okanagan Basin Water Board to advance implementation on key regulations.	Many small groups working on local issues, but reconnaissance will be required to identify leaders and interest in forming an organization committed to advancing overall accountability in the region.
North West	Environmental Flows, Local Control, Cumulative Effects (LNG, pipelines Site C, tankers, mining, forestry)	Presence of key decision makers and political champions. Main Minister responsible for critical implementation and connection to WSA issues on the ground.	Many engaged groups and organizations on the ground- particularly engaged on threats to wild salmon (e.g. oil tankers, oil-by-rail, mining, LNG). Substantial discussion is required with key groups and leaders in the region to identify how their campaigns and goals could be boosted through various aspects of WSA implementation (e.g. improved watershed governance to enhance local control)

Opportunities for Success

Key Geographic Areas

Reconnaissance Long Term

Key Geographic Area	Challenge	Strategic Value	Capacity
Nechako	Mining, logging, Environmental Flows	Well established and connected water roundtable with an opportunity to be leaders in local governance and decision making	Nechako Watershed Roundtable has strong voice and relationships in the area
Nicola	Drought, Lack of water supply/storage, resource development, agriculture	To be determined through Reconnaissance	Many small groups working on local issues, but reconnaissance will be required to identify leaders and interest in forming an organization committed to advancing overall accountability in the region.
Kootenays	Severe Flooding, Water Use, Mining, Environmental Flows	To be determined through Reconnaissance	Many small groups working on local issues, but reconnaissance will be required to identify leaders and interest in forming an organization committed to advancing overall accountability in the region.

Opportunities for Success

Key Geographic Areas

Campaign Connections: maintain strong connections and relationships

Key Geographic Area	Challenge	Strategic Value	Capacity
Cowichan	Local Control, Environmental Flows	Potential of Sustainable Funding Mechanism being put into a referendum during the municipal election. Could be essential for advancing local governance responsibilities	Well established water champions across the region

Provincial Engagement Activities



Local Engagement Activities



Team

Canadian Freshwater Alliance

- Lindsay Telfer -National Director: Provides overall strategic direction. Leads in grant and budget management, fundraising initiatives and evaluation oversight. (1 day / week)
- Coree Tull - National Organizing Director: Lead Our Water BC campaign implementation, strategic development and oversight, budgeting, fundraising activities and Government Relations. Supports events, communications and other project implementation needs. (2-4 days / week).
- Christine Mettler - Special Projects and Communications Lead. Supports campaign communications and digital media strategies. (1 day / week)

Our Water BC

- BC Organizer. Oversees regional program implementation and supporting local organizing. (4 days / week).
- BC Strategic Communications Lead: Develop and lead localized campaign communications, messaging and resources (4 days / week).

Budget

		Full - Capacity	Working Capacity
Summary			
Campaign Team	Full capacity includes 3.0 FTEs and 40k support to project partners in SGAs.	\$178,250.00	\$129,000.00
Strategic communications	Campaign messaging, materials, public opinion research.	\$70,125.00	\$29,000.00
Travel	To support staff and partner travel throughout region.	\$16,000.00	\$10,000.00
Events	Campaign events in SGAs	\$20,000.00	\$10,000.00
Administration	12.5% of campaign revenues	\$40,625.00	\$25,000.00
		\$325,000.00	\$203,000.00



Questions?

