

# ***Shoreline Event & Activity Manual***

*The Living by Water Project* National Office  
Release 3.0 integrated web version, April 2003

Adapted for BC, Alberta, Saskatchewan and Manitoba  
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## Preface

In early 2000 *The Living by Water Project* team published our first issue of *Shoreline Talk*, a newsletter devoted to stories about groups who are celebrating and restoring shorelines. We wanted to encourage other groups to take the plunge and plan and carry out events and activities of their own. We also wanted to promote Shoreline Celebration and Restoration Month, which we had scheduled for September 2000 as a millennium initiative.

Since that time, groups have shared with us many ideas for events and activities to help promote the importance of shorelines in their communities. This manual is a legacy of this dialogue. It has been developed to share some of the success stories that we have learned of, and ideas that have evolved over the last two years. We hope it will inspire and motivate you and your group to initiate events and activities any time of the year, participate in them, and to celebrate shorelines and their beauty - ribbons of blue and green, with the value of gold.

Conservation and restoration work takes the efforts of many people, both staff and volunteers; celebration events are one means of acknowledging their work.

*“There can be no purpose more inspiring than to begin the age of restoration, reweaving the wondrous diversity of life that still surrounds us.”*

E.O. Wilson, *The Diversity of Life*

## Acknowledgments

Our sincere thanks to many groups who have shared information about their events and activities with us, to the Canada Millennium Partnership Program and the Friends of the Environment Foundation who helped fund a major part of our Shoreline Celebration & Restoration Month year 2000 initiative, and to Fisheries and Oceans Canada who helped fund the printing of this manual for the Provinces of Alberta, Saskatchewan and Manitoba. Thanks to all those involved in the production of this manual: Natalie Affolter, Sandy Henderson, Simone Palmer, Tara Schmidt, Laurisa Gallant and Tania Mund. And, as always, a special thanks to the Federation of British Columbia Naturalists for acting as our umbrella sponsor organization.

Sarah Kipp and Clive Callaway  
Project Co-Founders and lead authors  
*The Living by Water Project*

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**Initiate....Participate....Celebrate!**

# INITIATE....

# PARTICIPATE....

# CELEBRATE!

## Introduction

### Purpose

Are you a Scout or Guide leader, a teacher, a member of a conservation or stewardship group or other community-based organization? Are you looking for fun and interactive ways to encourage shoreline stewardship? If you are, this guide is for you!

As part of Canada's Millennium Celebrations *The Living by Water Project* developed the idea of a "Shoreline Celebration and Restoration Month" (SCRM). This was originally scheduled for the month of September. As a result of the interest generated by SCRM 2000, we were inspired to share the excitement of celebrating and restoring shorelines with you, through a guide that helps you create or organize your own shoreline related event - any time of the year!

By raising awareness about the importance of shorelines, you can help take care of a resource that is valuable to your entire community. **PLUS** by using this manual to plan a shoreline related event or activity, your group can benefit by:

- Raising awareness about your group.
- Inspiring community members to contribute, or get involved.
- Increasing group membership through increased outreach opportunities.
- Getting a higher return on your limited resources - more "bang for your buck".
- Creating networking opportunities.
- Developing new community partnerships.
- Helping you avoid "re-inventing the wheel".
- Receiving media coverage and publicity.
- Providing recognition to your members, participants and sponsors.

Make a splash in your community by learning how to develop unique partnerships that encourage artists, scientists, community stewards and others to work together in creating exciting shoreline initiatives.

This guide provides you with practical tips and ideas on how to organize a shoreline-related event or activity. Feel free to modify and adapt each idea to create a unique event that is perfect for you - and please let us know of your results!

### Celebrating and Restoring Shorelines

The narrow strips of land located along ocean waters, estuaries, streams, rivers, lakes, springs, canals, reservoirs, ponds, marshes and wetlands are known as riparian areas. Riparian ecosystems represent a multitude of interconnections among land, water, air, plants and animals. Shoreline areas are transition zones - the vital edges where land

and water meet to create unique and often highly productive ecosystems. These areas are special for many reasons.

***Natural shorelines are critical in protecting:***

- Air and water quality
- Biodiversity and wildlife habitat
- Our quality of life
- Our cultural and spiritual heritage

***They are also important for:***

- Protecting municipal water supplies
- Flood control
- Erosion prevention

***Healthy natural shorelines are essential in maintaining industries such as:***

- Fisheries
- Agriculture
- Tourism and recreation
- Hydro-electric power generation

In their natural state, shorelines are one of the richest, most productive ecological zones on earth. They are a valuable resource, providing many economic, social and environmental benefits.

***Healthy natural shoreline ecosystems:***

- Provide habitat for many types of plants, including endangered species.
- Support fish spawning, rearing and feeding areas.
- Offer habitat and travel corridors for wildlife.
- Purify water by filtering out sediments and trapping pollutants, including fertilizer and some pesticide residues.
- Stabilize and protect banks from erosion through the presence of vegetation with dense root masses.
- Maintain stream flows, recharge groundwater and limit flooding by absorbing water through banks and shorelands.
- Are characterized by plants and animals that are native to the area.
- Have minimal clearing for trails and paths, which are kept narrow.
- Generally have buildings set back at least 30m from the water's edge.

***Healthy shorelines are also beautiful and fun places to spend time!***



**See Appendix 1 for “The Importance of Shorelands” information sheet. Feel free to photocopy and distribute this sheet at your events!**



*Did you know. . .the presence of many different types of insects along the water's edge is a sign of a healthy shoreline!*

# Events and Activities with a Shoreline Theme

Many individuals, community-based groups and regional and national organizations have already put significant efforts into raising awareness about shoreline related issues. Let's work together and help each other focus the attention of all Canadians on the important role that natural healthy shorelines play in our lives by:

- Educating people of all ages through interpretive displays, tours and promotional campaigns.
- Initiating festivals, plays, fairs, musical events, poetry and writing contests with a shoreline theme.
- Focussing on protecting and restoring both private and public shorelines.
- Encouraging community organizations, scientists and volunteers to work together in monitoring and evaluating shoreline health.

Check out the following section for examples of annual events in which you and your group can get involved.

## **Existing Annual Events**

Here are just a few examples of some events that take place now:

### **Great Canadian Shoreline Clean-Up - September**

Become part of a worldwide public awareness campaign! The Vancouver Aquarium Marine Science Centre's Community Outreach Team is coordinating crews of all ages to take part in the Great Canadian Shoreline Clean-Up. The Aquarium initiated this event in BC in 1997 as part of the annual International Coastal Clean-Up. The outreach team has now focussed some of their attention eastward to include Alberta, and is hoping to continue spreading east to make this a national event. If you would like to organize a clean-up of a local ocean beach, river, stream or lake shoreline, the Aquarium team will help you with permits and promotional material. In 2001 approximately 4700 Living by Water Shoreline Ambassador<sup>®</sup> Certificates were awarded to participants. For more information visit [www.vanaqua.org](http://www.vanaqua.org) or contact <[shorelinecleanup@vanaqua.org](mailto:shorelinecleanup@vanaqua.org)>, 1-877-427-2422

### **PITCH-IN Canada's Shoreline Clean-Up - Spring**

Participate in PITCH-IN's Shoreline Clean-Up during "PITCH-IN Canada Week" by registering your group to clean-up a river, stream, creek, lake or ocean shoreline. For dates and registration deadlines contact <[pitch-in@PITCH-IN.ca](mailto:pitch-in@PITCH-IN.ca)>, (604) 290-0498 or visit [www.pitch-in.ca](http://www.pitch-in.ca)

### **International Low Tide Day - May**

Join others around the world in celebrating the lowest tide of the year. LowTide is an annual inter-tidal festival, held on the Saturday in May with the lowest tide. Since 1995, individuals and community groups all over the world have been joining together to put on this international event of celebration and education. Each year communities gather to explore, enjoy and learn about their local intertidal environments. For more information on Low Tide Day and how to organize an event, visit [www.rore.org.uk](http://www.rore.org.uk) and




follow the links to their LowTide Guide. To chat with the organizers of a very successful annual LowTide event in BC, contact the Marine Ecology Station at <info@mareco.org>, (250) 655-1555 or visit [www.mareco.org/events/lowtide2001.asp](http://www.mareco.org/events/lowtide2001.asp)

### **Canadian Environment Week - June**

This is a national event devoted to issues and activities that focus on the conservation, protection and restoration of our environment. Scheduled for early June each year, the event coincides with World Environment Day, celebrated on June 5, which was proclaimed by the United Nations in 1972. Environment Canada invites you to celebrate our national Environment Week and post your event or activity online at their community action board. Visit [www.ec.gc.ca/eco/eweek\\_e.htm](http://www.ec.gc.ca/eco/eweek_e.htm) or go to [www.ec.gc.ca](http://www.ec.gc.ca) and follow the links to the current environment week page.

### **Oceans Day - June**

Oceans Day was first declared in 1992 during the Earth Summit in Rio de Janeiro and became known as World Oceans Day. More than a celebration of the oceans, it's a day about learning how the oceans give us life, and doing our best to restore and maintain their health. The purpose of Oceans Day is to raise awareness about the role oceans play in our daily lives, even for those who live far from coastlines. What we do inland makes a difference to the ocean's health. For more information on Oceans Day and to find out what events are being coordinated by Fisheries and Oceans Canada visit [www.pac.dfo-mpo.gc.ca/oceans/Outreach/oceantalk/default\\_e.htm](http://www.pac.dfo-mpo.gc.ca/oceans/Outreach/oceantalk/default_e.htm)

 *Did you know . . . oceans regulate the world's climate and provide more oxygen than the rain forests!*

*Over 60% of the world's population lives within 100 kilometres of a coastline. Despite the importance of oceans to every living being on the planet, they are often taken for granted.*


### **Shoreline Celebration and Restoration Month - September**

This event was originally designated for September 2000 & 2001 by *The Living by Water Project* regional offices in BC and Alberta. As a result of the initial success of SCRM 2000, we were inspired to invite communities across Canada to celebrate their local shorelines. Although many planned activities were primarily focussed during the month of September, for the convenience of cottage communities and groups who disband for the summer, we encourage activities be held any time of the year.

Register with us! We will help you promote your event and network with other organizations by posting your information on our web site and in our regional **Shoreline Talk** newsletters. Contact your regional *Living by Water Project* office, or register on-line at [www.livingbywater.ca](http://www.livingbywater.ca).


### **BC Rivers Day - September**

Join community stewardship and conservation groups in celebrating BC's rivers. Visit the Outdoor Recreation Council of BC's web site at [www.orcbc.ca](http://www.orcbc.ca) to register your BC River Day event or to check for events happening in your area.

 *Did you know . . . the BC Outdoor Recreation Council estimates that over 40,000 people in 50 communities across BC celebrated BC Rivers Day in 2001. Let's keep the momentum going!*

**Special Note:** The first Canadian Rivers Day has been announced, starting the second Sunday in June 2003!

## **Examples of Shoreline Related Events and Activities**

 *The Living by Water Project* started in the West, but is quickly gaining momentum in the Central and Eastern regions of the country. With your feedback, we can incorporate activities taking place in communities across Canada in future updates of this guide!

### **Discovery Tours - Shorelines of the Fraser**

In conjunction with *The Living by Water Project*, Anne Murray and Rosemary Taylor compiled a "Discover the Fraser" brochure in the summer of 2000. The brochure includes a series of self-guided tours along the Fraser River system, from its headwaters to the sea. Create your own shoreline discovery tour (see Page 10); for info, contact Anne Murray at <amurray@axionet.com>, (604) 943-4460.

### **Fraser 2000 Spirit of the Salmon Swim**

Accompanied by a team traveling by raft, kayak and canoe, environmental marathon swimmer Fin Donnelly completed a 1,400 km swim down the Fraser River to raise awareness of local stewardship initiatives and the challenges faced in maintaining the health of the Fraser. Upon arrival in Vancouver on BC Rivers Day 2000, the flotilla presented thousands of "Rivershed Resolutions" to the Provincial Minister of Environment, demonstrating the commitment made by people along the Fraser to a sustainable environment. Check out the Rivershed Society of BC web site at [www.rivershed.bc.ca](http://www.rivershed.bc.ca) or contact <fin@rivershed.com>, (604) 941-5937.

### **St. Norbert Immersion School's Welcome Home Barbeque**

At their welcome home barbeque for the students of St. Norbert Immersion School in Winnipeg, Manitoba, staff of the Living Prairie Museum offered the students and parents an interpretive tour of the shoreline of the LaSalle River behind the school. They discussed the need to maintain the "river bottom forest" ecosystem. They also built bird houses and had a speaker come out from the Manitoba Wildlife Rehabilitation Organization. It was a great day and everyone had a lot of fun! Contact Fiona Odlum <fodlum@winnipeg.ca>, (204) 986-2701.

### **Students in Action**

The Adventure Tourism and Outdoor Recreation students at Lakeland College (Alberta) have found a fun way to get the word out about shoreline issues and run a student managed business at the same time! Students conduct a series of "Snow Goose" canoe tours along the shorelines of Vermilion Provincial Park. The canoeists stop to look at shoreline vegetation and interpret the aquatic environment as they paddle towards their final destination, the gathering place of 1500-2000 migrating snow geese.

To help encourage shoreline stewardship, the students hand out *Living by Water Project* materials to their guests. Contact Sheri Heller, <sheri.heller@lakelandc.ab.ca>.

### **Whistler Canoe and Scavenger Hunt**

In celebration of BC Rivers Day, paddlers were given a map, then sent out in search of informative signs set up at special habitat features along the River of Golden Dreams. They were asked to mark the map locations and answer skill testing questions to enter a draw for prizes. The festivities included a shoreline BBQ, face painting, live music and displays. The use of canoes and paddleboats was donated by the Whistler Outdoor Experience Company. Contact the Whistler Fisheries Stewardship Group, <fish@whistler.ca>, (604) 935-8322.

### **Prince Albert National Park's "Explore the Shore" Days**

Participants hiked and explored the shore of Waskesui Lake – Kingfisher Beach and Redwing Bay. They were involved in activities about wind (speed, direction and effects), waves (swash, effects, and energy), snails and clams, decomposition, bulrushes and cattails, and backshore puddles (habitat and organisms). They learned about the importance of the shoreline and how all things work together in a healthy environment. Contact Friends of Prince Albert National Park, Joani MacKay at (306) 663-5213.

### **Kananaskis Country Big Spawn Bull Trout Hike**

This fishy event in 2000 was a great success! From August to Thanksgiving, over 1400 people came to the shores of Lower Kananaskis Lake to take part in the popular public hikes given by park interpreters and a bull trout biologist. Visitors and students alike enjoyed this opportunity to see and ask questions about bull trout, as well as to witness the success of the bull trout conservation program. Thanks to park staff efforts, the number of returning spawning adults has risen from 60 in 1992 to 1300. The year 2000 was the final year for the hike. Staff continue to run amphitheatre programs on various topics including waterfowl and amphibians. Contact Claudette Landry, <Claudette.Landry@gov.ab.ca>, (403) 591-6319.

 *Did you know . . . Alberta has only 800 lakes with fish, but 350,000 anglers, or 437 anglers per lake (Alberta Sustainable Resource Development 2000)*

### **Port Hardy Shoreline Celebration and Restoration Month Kick Off**

Participants enjoyed an interpretive beach walk, local artwork, displays and refreshments. A touch-tank full of colourful ocean creatures made a special impact on kids. After an announcement from Fisheries Renewal BC awarding several new grants to the community, Sarah Kipp and Clive Callaway, co-founders of *The Living by Water Project* were formally presented with a declaration from the Mayor and Council proclaiming September 2000 as *Shoreline Celebration and Restoration Month*. The *Living by Water* slide show presentation, *Celebrating Shorelines*, finished off the event.

### **Riverbank Discovery Centre's 1<sup>st</sup> Birthday Party**

Brandon Riverbank Inc. (a non-profit organization committed to protecting and enhancing the Assiniboine River) in Brandon, Manitoba planned this event to celebrate the "birthday" of the Riverbank Discovery Centre. The center was completed in June of

1999 and is home to the Brandon Regional Tourism Centre which is run by Brandon Tourism and Ducks Unlimited. The event included a barbeque (complete with a birthday cake), hay rides, tours, a video on river enhancement, self-guided tour brochures, magic and musical entertainment, door prizes and a balloon release. They hope to have many more similar open houses and special events in the future. Contact Lois Crawley at (204) 729-2183.

### **Survival of Chestermere Lake**

The focus of this weekend conference was to educate residents on the status of Chestermere Lake and how they can assist in improving water quality. The Alberta Minister of the Environment, Halvor Johnson and MLA Carol Haley were guest speakers. As a result of this conference, a number of proposed changes were announced including the diversion of one of the main sources of polluted water coming into the lake, the creation of a wetland as a filter for stormwater runoff, and the hiring of additional staff to enforce provincial regulations. The event was organized by the Chestermere Lake Water Quality Committee. For more information contact Heather Davies, <daviesh@chestermere.com>, (403) 272-6361.

### **Fall Fair Day**

FEESA, an Environmental Education Society, with the cooperation and support of TransAlta Utilities, held a Fall Fair Day at Wabamun Lake's TransAlta Day Park. The day was promoted as an old time harvest celebration focussing on the local lake and agricultural communities. Although it was cold and very wet, diehard folks braved the weather and enjoyed the hospitality of TransAlta, FEESA, and the park staff. There were plenty of enjoyable activities, including wagon rides, a petting farm, crafts, entertainment and free food! There were also displays on land reclamation presented by TransAlta. For more information contact <info@feesa.ab.ca>, (780) 421-1497 or visit [www.feesa.ab.ca](http://www.feesa.ab.ca)

### **“Stream to Sea: Leaving a Legacy” Celebration**

Three hundred people came out to enjoy the sun and fun at the Family Shoreline Celebration on September 23, 2000 in Nanaimo. A sampling of the day's events and activities included a beach clean-up, an on-site art show, children's arts and crafts tent, local entertainment such as a Coast Salish dance group, interactive activities lead by Fisheries and Oceans Canada (DFO) and other stewardship groups, and the opportunity to try out the DFO “Shorekeepers” beach monitoring program. Since it was also BC Rivers Day, local experts held presentations on shorebirds, local streams, and native plants; there were displays on shoreline conservation and stewardship and a field trip to salvage native plants from threatened sites; and, native vegetation was planted along community shores and uplands. The event was hosted by the Nanaimo Field Naturalists, Fisheries and Oceans Canada, and the Mid Island Stewardship Trust. Contact Christy Wilson at <wilsonch@pac.dfo-mpo.gc.ca>, (250) 756-7369.

### **Celebrating Shorelines - A *Living by Water Project* Travelling Roadshow**

We took our show on the road! As part of Shoreline Celebration and Restoration Month, the project co-founders, Clive Callaway and Sarah Kipp, travelled to 19 BC and Alberta communities during the summer and fall of 2000 to give a slide show presentation

about the importance and value of healthy, natural shorelines. Ask us about our script and slide show package available for interested groups to borrow. Contact *The Living by Water Project* BC/Yukon Office, <shorelines@jetstream.net>, (250) 832-7405.

 *Did you know . . . The Living by Water Project's aim is to restore and protect 3,000 km of shoreline across Canada by 2005. Join us in our efforts!*

## Other Event and Activity Ideas

Looking for simple ideas on ways groups and individuals can celebrate and restore shorelines? The following section is divided into short events and activities that can be completed in a matter of hours, and events and activities that may take a day, weekend or a longer period of time to organize and complete. Feel free to make your own modifications.

### Ideas for Short Events and Activities (1-2 hours)


- Hold a running race along your favourite shoreline; for example, a “Salmon Run” to celebrate the journey of the salmon.
- Plan an activity or event linking upstream and downstream communities.
- Hold a Ribbon Joining Ceremony (see Page 10) between:
  - Communities within a watershed,
  - Provinces and territories, or
  - Canada and the US.
- Organize a shoreline discovery walk, bike or boat ride on your favourite shoreline or take a trip to one - contact your local naturalist club.
- Host a storytelling evening with dancing and drumming - discover what your local shoreline means to your First Nations neighbours.
- Ask an old-timer - ask seniors in your community to participate in a storytelling event.
- Organize a parade or procession.
- Hold a costume making party - create a cast of shoreline characters.
- Put on a community play with a shoreline theme.
- Take a school class on a field trip to a shoreline - learn about the water, plants and wildlife you find there.
- Take a picture of a sunrise or sunset at your favourite shoreline.
- Hold an underwater cleanup - involve your local scuba divers.
- Send out a shoreline report card - organize kids to grade your local waterfront industry, businesses and parks.
- Organize a shoreline scavenger hunt.
- Set up a shoreline viewing tank - work with a science centre or educational institution to introduce people to local water creatures (contact your local interpretive centre, aquarium or science centre).
- Plan an archaeological tour - visit shorelines of the past with your local archaeological society or museum (contact your local archaeological society).
- Visit a shoreline industry - learn the importance of your shoreline to your

community's economy.

- Hold a shoreline BBQ or Native pit cook or organize a Shoreline Food Workshop - identify and cook with foods that come from our waters and shorelines.
- Test your local water quality or perform a "Secchi Dip in" to test your water clarity.
- Go bird watching along the shore - take your binoculars.
- Hold a casting competition on the shoreline of your favourite fishing spot.
- Complete a Shoreline Action Checklist to protect a shoreline - available at [www.livingbywater.ca](http://www.livingbywater.ca) for both shoreline residents and visitors.

## **Ideas for Day, Weekend or Month-Long Events and Activities**

- Host a shoreline health and awareness forum or conference (you could contact your local college or university for help).
- Issue a Shoreline Action Challenge to your community (see Page 10, Initiate a Shoreline Action Challenge) and launch the Shoreline Ambassador Program
- Put on a festival celebrating shorelines or bring a shoreline theme to your local Fall Fair.
- Build a floating art exhibit or sculpture.
- Host an information workshop about the shorelines within your watershed.
- Form a Watershed Stewardship group.
- Organize a plant salvage - rescue native plants from an area slated for development and re-plant them along a local shoreline (get permission and check plant suitability).
- Sponsor an art exhibit celebrating shorelines - ask for contributions from local professional and amateur artists (including young people!).
- Initiate a habitat restoration program.
- Form a shoreline youth theatre group.
- Organize a shoreline poetry or prose contest.
- Organize an arts and crafts workshop - make shoreline reed baskets, rubbed greeting cards etc.
- Organize or participate in a shoreline poster or art competition.
- Host a house and yard educational workshop - e.g. give tips on composting and making your own environment-friendly cleaning products.
- Restore a shoreline or plan a community-based restoration project.
- Place a conservation covenant on your sensitive shoreline areas.
- Coordinate or promote an adopt-a-shoreline program.
- Create an educational shoreline display - throw in a quiz and a prize.
- Build a historical shoreline walk (contact your local museum or historical society).
- Initiate a Waterfront Awards Program.
- Have your municipality declare September or one specific day as Shoreline Celebration and Restoration Month.

 *Did you know . . . with the help of the City of Kelowna, BC and a volunteer consultant, Rutland Senior Secondary Environmental Science class planted some 500 trees along Mill Creek in September 2000.*

## **Five Fun Ideas for Hosting a Great Event!**

### **Hold a Ribbon Joining Ceremony**

To kick off your shoreline activities, how about holding a short ceremony celebrating shorelines as our “Ribbons of Life”? This can be an independent event or a symbolic element to complement your other festivities.

Instead of cutting a ribbon to mark a commemorative event, sew two or more ribbons together in a Ribbon Joining Ceremony. Supply several long ribbons or banners, each representing a different aspect of your shoreline, various local streams or bodies of water, or different cultural or economic groups who depend on your shoreline. Ask your participants to grab hold along each ribbon and have them walk or dance around the site to make their ribbons flow. Gather your various ribbon trains and symbolically sew the ends together to make one long “Ribbon of Life”.

Make it fun! Ask children, seniors and elders to join in. Have some musical accompaniment or enlist local talent to compose some special tunes. Hand out souvenirs to all who participated. Encourage participants to make a commitment to help protect, conserve and restore shorelines. This can also be an excellent photo opportunity for the local press; be sure to let them know well enough in advance.


 **See Appendix 2 “Ribbon Joining Ceremony” information sheet**

### **Create a Shoreline Discovery Tour**

Plan and map out a discovery tour along your favourite shoreline. Pick a topic or theme for your tour e.g. heritage, biodiversity, natural history, culture and so on. Does your shoreline serve as a natural boundary e.g. political, geographical, biological or cultural? Identify the value of shorelines as corridors for plants and wildlife, explore the concept of these “ribbons of life” being an opportunity for a continuous green corridor in your city and other urban areas.

Go with at least one experienced guide who can inspire a sense of excitement and wonder; or take a more interdisciplinary approach and go with several guides with a range of experience. Use local expertise and be creative: ask an artist to explore the colours, shapes, and symbolism of your shoreline, or a native elder to reveal its medicinal, food and spiritual values. Invite a representative of a local shoreline industry to talk about the economic importance of your community’s shoreline.

Tour on foot, bicycle, boat or car! Pick an appropriate mode of transport depending on your shoreline and your expected audience. Urban shoreline dwellers - dig out your rollerblades! And don’t forget about the little ones ... have a special tour or walk!

 *Did you know . . . Manitoba has 101,590 square kilometres of fresh water.*

### **Issue a Shoreline Action Challenge**

Instigate on-the-ground change in your community! The staff at *The Living by Water Project* are challenging all Canadians to help care for Canada’s shorelines. You can

take part by challenging your community members - friends, neighbours and colleagues - to help protect and restore your local shorelines and keep your water clean. Distribute our free Shoreline Action Checklists through your outreach initiatives, or create your own list of actions which individuals can take to help keep shorelines healthy.

Our Shoreline Action Checklists come in two targeted formats: one for shoreline residents and one for shoreline visitors. They are also available online at [www.livingbywater.ca](http://www.livingbywater.ca). The checklists contain easy actions that can be carried out in the home, along the shoreline, and on the water. Individuals who have submitted a checklist will receive a Shoreline Ambassador® certificate in recognition of their commitment.

Use this initiative to unify and motivate your own group! Make a special presentation at one of your regular group meetings and ask your volunteers and staff to complete a Shoreline Action Checklist. You can make a joint commitment as a group to strengthen or focus your mission, goals or mandate. You can also have members complete an individual action checklist reflecting their own personal commitment. You can even use the program as an evaluation or reward program. Shoreline Ambassador® certificates hanging in your office and in the homes or offices of your volunteers will serve as a reminder of the good work you are all doing!

Tips for issuing Shoreline Action Checklists:

- Ask participants to focus on a specific shoreline. For most citizens, this would be a local shoreline within their own watershed whose health they affect in the various lifestyle choices that they make as consumers, business owners, industry workers, etc. For waterfront residents or cottage vacationers, it might be the shoreline immediately adjacent to their property.
- You might want to help motivate participants by explaining a few simple shoreline facts, using educational materials from your own group, government agencies or *The Living by Water Project*.
- Make participants feel comfortable: respect their knowledge and experience; avoid being pushy, blaming or judgmental; acknowledge that we are all on a path of learning to “do it right”!
- Be willing to field questions, and know where to refer people when you don’t know the answers.
- Ask participants to make a commitment that is realistic for them - one they are willing and able to follow through on.
- Be supportive - no matter how big or small the commitment, congratulate participants on their initiative and assist them as much as possible to help them achieve their goal(s).

 **See Appendix 3 for sample “Shoreline Action Checklists” (available from your regional *Living by Water Project* office)**

### **Document/Map a Shoreline**

One of the best ways to learn about shorelines is to go out and visit one! Spend some time and record the diversity of life and the dynamic processes that take place along your shoreline. This can be an intensive long term process involving local stewardship



groups and experts in a science-based approach, or it can simply be a fun event to help you get acquainted with the diversity of life that awaits you there. Activities can range from developing a community visioning and shoreline mapping project (where you create a record of baseline information about your shoreline and track changes over time), to creating a simple scrapbook of shoreline memories for you and others to enjoy.

### Visit Checklist

- ✓ Check with any owners for permission to access the shoreline.
- ✓ If surveying from water, make sure you are well prepared and have followed the appropriate safety precautions.

#### Some things you may need:

- ✓ Sun screen, hat, and insect repellent
- ✓ Food and drinking water
- ✓ First aid kit
- ✓ Binoculars
- ✓ Camera and/or video camera
- ✓ Tape recorder
- ✓ Paper, pencils and clipboards
- ✓ Thermometer
- ✓ Secchi disk (for measurements of water clarity and temperature)
- ✓ Tape measure (for measuring shoreline width and length)
- ✓ Plant press made with cardboard, newspaper and string (if doing a plant inventory)

Collect information about your shoreline by creating a sketch map, taking photographs, and/or documenting the sounds, smells, colours, and the wildlife and human use of the area. Depending on the length of shoreline you are surveying, you may want to assign different sections of the shoreline to different individuals or groups.

Be creative! If you are surveying a small area, you may want to survey particular features that might only be found along your shoreline; for example certain sounds, smells, colours and so on. You may want to go out at various times of the year to see the changes that take place along the shore. You can note such things as the presence and absence of certain wildlife and the changing processes of the shoreline landscape throughout the seasons.

If participants are feeling inspired after completing these exercises, add a little flair! Ask them to express their feelings and thoughts on what they have just experienced through poetry, sketches, songs, and photographs. You can map out the different personal and cultural meanings that certain shoreline landscape features and their inhabitants have for your participants. Make the activity a powerful and creative way of seeing and envisioning your shoreline landscape.

☞ **If you are looking for a great mapping activity, a sample workshop outline, handout and grid map are provided in Appendix 4. Visit [www.commonground.org.uk](http://www.commonground.org.uk) for some inspiration.**

**If you are interested in starting a science-based community shoreline mapping project visit [www.shim.bc.ca](http://www.shim.bc.ca) for the latest on mapping techniques, or for more information contact Brad Mason, <[masonb@pac.dfo-mpo.gc.ca](mailto:masonb@pac.dfo-mpo.gc.ca)>, (604) 666-7015 or Rob Knight, <[rob.knight@axion.net](mailto:rob.knight@axion.net)>, (604) 582-5317.**

For more information about community shoreline mapping projects currently underway in BC, contact Kathy Campbell at the Discovery Coast Greenways Land Trust, <[kathycam@mars.ark.com](mailto:kathycam@mars.ark.com)>, (250) 287-4423; Don Chamberlain with the Comox Valley Project Watershed Society, <[d.chamberlain@home.com](mailto:d.chamberlain@home.com)>, (250) 339-1619; or Caffyn Kelley with the Trout Lake Community Mapping Project <[caffyn@saltspring.com](mailto:caffyn@saltspring.com)>, (250) 537-2227.

### **Restore a Shoreline**

An excellent way of building community spirit while working to create healthier shorelines is to plan a restoration event to replant native species. Depending on your site conditions and the goals you set for your project, the planning and actual work could be conducted over a period of a few weeks, months, or even years - it is up to you!

There are many things to consider when planning a shoreline planting activity. Most importantly, you will want to consult, and perhaps even enlist the help of, your local Fisheries and Oceans representative and/or provincial environment agency representative. They can provide you with the appropriate information, permits and permission for any work below the high water mark.

Regardless of how simple or complex your restoration activity will be, here are some points to consider.

#### *Does the site need improvement?*

Perform a site inventory to see if the section of shoreline you have selected needs improvement, and what types of improvements are required. To start this process you can develop a report card to help you and your group identify signs of good or ill-health along your shoreline. The report card serves as a wonderful learning/teaching tool, especially for kids. Your report card could take into account things like the diversity of plants and wildlife, diversity of habitat, water quality, erosion, human impacts etc. We recommend that you work as much as possible with a local expert and/or your local government community stewardship representative.

#### *What are the problem areas?*

Using your observations and research you may have conducted, identify those areas that require action. You may want to set up a Shoreline Watch Team to monitor changes to the shoreline over a specified period of time, or ask your local experts for technical information they might have about a particular section of shoreline.

You will want to identify possible causes of degradation to the site and determine potential habitat shortcomings (e.g. Is the water polluted or too warm owing to a lack of overhanging vegetation? Does wildlife have adequate shelter?). You can then identify the problems you are willing to tackle.

#### *What solutions can be envisioned?*

You will want to choose a project which is appropriate for the area. Form a vision of how to restore the area by brainstorming possible solutions. You may also want to do some research to find out what kinds of vegetation, wildlife and food webs once existed on your shoreline. This may mean consulting with experts to discover appropriate strategies and solutions.

#### *Who will be involved?*

Whether you see this activity as a self-contained group project, or envision enlisting the help of as many willing volunteers as possible, you will want your community to get involved at some level:

- Try to drum up community support and let people know of your plans. You may develop partnerships with other groups and organizations and individual community members with a similar interest. Ask local businesses such as nurseries to donate supplies, services or provide discounts. Work with your local media to get extra exposure, raise awareness and attract more volunteers.
- Make sure that property owners adjacent to your restoration site are aware of your plans and consider inviting them to get involved!
- Always remember to obtain the proper permission from relevant agencies or landowners before beginning a project. Check with your municipality, provincial and federal environment ministries about regulations that apply to your project. (See section “Permits and Permission” Page 27).

#### *What is your shoreline action plan?*

Once you have prioritized your objectives, you can develop your restoration plan to determine:

- How will you carry out your restoration work?
- Who will be involved?
- What sort of supplies will you need?
- What sort of indigenous plants or trees are available through your local nursery or recoverable from a local development site?

 **Check out Appendix 5 for a list of native plant nurseries and other resources.**


Keep a record of your work throughout your project. Take “before”, “during”, and “after” photos of the restoration process. Minimize damage to your site by posting weatherproof signs informing passers-by of your objectives.

#### *What are your plans for follow up?*

After implementing your plan, you will want to check regularly to ensure that the site is in good condition and that plants are receiving sufficient moisture, shade or sunlight. Keep a visual and written record of site progress and provide opportunities to share this information with others.

Remember to celebrate your achievements! Hold a gathering for the community to recognize everyone's effort. Invite the media and acknowledge your supporters.

*Material adapted from the South Okanagan Similkameen Stewardship Program's brochure "Living in Nature: The Value of Riparian Habitat and How to Care for It" and the Canadian Wildlife Federation's booklet "Give Wildlife an Edge: Protect our Shorelines".*

 *Did you know . . . small, well-shaded streams can supply up to 75 percent of the food base for an entire river system, from the headwaters to an ocean estuary.*

## **Recognizing Your Participants and Volunteers**

We all like to receive recognition for positive actions. Everyone who cares for shorelines, and works in some way to help keep them healthy, is a Shoreline Ambassador. Use our Shoreline Ambassador Program to reward citizens and volunteers of all ages as well as businesses and groups who take part in an activity that benefits the health of your local shorelines. You can also reward individuals who make a commitment to clean up, restore, conserve or protect a shoreline. We can provide your group with Shoreline Ambassador® certificates, Caring for Shorelines decals and other support materials.

By using incentives provided through the Shoreline Ambassador® Program, you can help motivate your neighbouring shoreline businesses, residents or community groups to become involved in shoreline stewardship by encouraging them to make a voluntary commitment to learn about the value of healthy, natural shorelines or to undertake shoreline restoration activities. For example, you could ask them to identify all the impacts they have on shorelines and ask them to commit to reduce or even eliminate any negative impacts.

Supporting products and promotional materials associated with the Shoreline Ambassador Program include:

- Shoreline Ambassador Program Manual with tips and ideas for initiating the program.
- Shoreline Ambassador® Certificates.
- Caring for Shorelines Decals.
- Shoreline Ambassador Fridge Magnets.
- Shoreline Action Checklists (Shoreline Resident or Shoreline Visitor).
- Ribbon of Life Bookmarks.
- Ribbon of Life Quiz and Activity Sheets for children.
- ....and more!

 **See Appendix 6 to order the Shoreline Ambassador Program Manual and other *Living by Water Project* materials**

# Resources Required to Host a Shoreline-Related Event or Activity

## Community Support

If you are reading this manual, **you** are an extra-valuable resource to your community. By taking the initiative to protect, conserve, restore, promote and/or celebrate healthy shorelines, or to just help clean them up, you provide a great service to your community. This benefits EVERYONE!...including industry, businesses, and citizens from your community and surrounding area, and government agencies whose mandate involves shoreline habitat, or the natural resources they produce.

Your efforts can result in:

- A healthier community for people, plants and wildlife.
- Enhanced quality of life and tourism appeal.
- Ecological, recreational, spiritual and economic spin-offs and benefits.
- Increased pride in your community.
- Opportunities for people to show their commitment to the environment.

Involving local community groups and businesses will make your event or activity more appealing, as well as strengthen your credibility in the community. You may also find an extended source of volunteers to assist you in holding your event.

## **Involving Your Local Community Organizations**

Local community groups such as naturalist clubs, scouts, guides and seniors' clubs can be a valuable source of assistance and expertise. For instance, if you wish to focus on providing labour assistance for restoration work (planting willow cuttings etc.), you may wish to partner with local youth groups. (See Case Study Page 31 for an example of a *Living by Water Project* initiative piloted by Girl Guides of Canada.)

You may want to look for creative input and inspiration by turning to the arts community, or join forces with local scientists to monitor a shoreline. (See Case Study Page 32 for examples of unique partnerships between art, science and stewardship groups.)

Possible organizations to partner with include:

- Researchers and science centres
- Park boards
- Municipalities and regional districts
- Government agencies
- 4-H Clubs
- Young Naturalist clubs
- Boys and Girls Clubs of Canada, Girl Guides of Canada and Scouts Canada
- School environment clubs
- Church groups
- Chambers of Commerce
- Ratepayers' and cottagers' associations
- Local and national television and radio
- Land conservation groups and land trusts
- Other conservation and stewardship organizations
- Tourism and other business associations

- Artists, art groups and galleries
- Theatre groups
- Museums, zoos and aquaria
- Sport and outdoor clubs
- Fish and Game clubs
- Landscapers and garden centres
- Marinas, sailing and canoe clubs

### **Involving Your Local Businesses**

Involvement of local businesses and your Chamber of Commerce will strengthen the community support base for your initiative. Discount coupons or free give-aways are ways that businesses can become involved. Emphasize the benefits to the business when providing a coupon. For example, mention potential increased sales, increased visibility of their name or logo, and promotion and publicity they may receive by having their name linked to a positive community initiative such as yours!

Some examples of possible discount coupons include:

- Coupons for native plants (local native plant nurseries).
- Coupons for septic pumping (local septic services).
- Coupons for water treatment systems (local plumbers or water specialists).
- Coupons for environmentally-friendly products (bulk product stores, health food stores, hardware stores, and grocery stores).
- Coupons for innovative new products (e.g. low flush toilets and showerheads).

### **Using Local Resources**

There are probably many highly trained people living in your community who could act as valuable resource people. Senior citizens and First Nations elders can sometimes offer you a wealth of experience and expertise. You could ask them for information on traditional and modern approaches to conservation and stewardship, for ideas on special ways to honour and celebrate shorelines, and to share their knowledge of local history through storytelling.

Children and young adults are often attracted to hands-on projects and activities. They bring with them energy, fresh ideas and a willingness to learn. For example, Young Naturalists, Guides and Scouts may be willing volunteers in search of a meaningful project.

### **Building Your Network - Creating a Team**

- Draw on your local resources - look to unusual partnerships; you may be pleasantly surprised! For example, ask an elder to educate local school children on the historical importance of a local shoreline. Contact a local stewardship or conservation group to teach the kids about the ecology of the shoreline. Have the kids develop a skit combining the two stories.
- Draw strength from multi-disciplinary partnerships: link the arts and sciences with your community.
- Create win-win situations; partner up with media and the business community for an ad promoting your initiative sponsored by a local merchant(s).
- Decide what you want to achieve - set some objectives.
- Decide on who you want to involve, and who you need to involve - build a network.
- Reach out to people who haven't heard! Remember: events geared toward

people of all ages, societal and cultural backgrounds will help reach a much broader audience.

## **Financial and In-kind Support**

Be creative in accessing financial support and use it wisely. Leave no stone unturned! Whether offering cash or in-kind support - everyone is a potential sponsor.

### **Sponsors**

You can find sponsors for your event in many sectors of your community. If you are an established group or organization, you may have previous sponsors whose support you would like to request.

Sponsors can include:

- Groups in your community concerned with the health of your lake, creek, ocean front etc. (e.g. fish and game clubs, environmental organizations and stewardship groups).
- Businesses with environment-friendly recreation interests or products (e.g. tourism).
- Local native plant nurseries.
- Your educational community (e.g. colleges, schools, interested teachers).
- Realtors, appraisers, financial institutions and other businesses in the community.
- Municipal governments (including regional districts).
- First Nations governments, agencies and organizations.
- Federal agencies (e.g. Fisheries and Oceans Canada).
- Provincial agencies (e.g. your provincial environment ministry).
- Private foundations.

Sponsors can help provide awareness of your event, funds, in-kind contributions (e.g. education, training and public service announcements), promotion, advice and links to other sponsors. When approaching sponsors, be clear about what you are requesting and be sure to identify the potential benefits of their involvement.

 **See Appendix 7 for a list of agencies and organizations you may wish to contact for information, advice and assistance.**


### **Fundraising**

Many organizations, businesses and agencies which you approach for contributions (either financial or in-kind) will ask that you put your request in writing. Whether your proposal is a one page letter or a many page brief in response to an official call for proposals, you will want to develop your proposal-writing skills. If your organization is inexperienced with proposal writing, ask a local group with this experience to comment on a draft of your proposal. You can also consult fundraising books such as *Fundraising for Non-Profit Groups: How to get money from corporations, foundations, and government* written by Joyce Young and Ken Wyman. Self-Counsel Press, Business Series, 4<sup>th</sup> Edition, Vancouver, B.C. 1995. You can check out [www.self-counsel.com](http://www.self-counsel.com) for a list of additional resources.

 **See Appendix 8 for a list of potential sponsors you may wish to approach.**

### Fundraising Tips

- Look for donations within your own organization - your members may feel more committed to the event and will in turn have an increased sense of ownership.
- Clarify the results you want and what you need in order to achieve them.
- Identify and emphasize benefits to your community, as well as benefits to the funder you are approaching.
- Possible funding sources include government agencies, foundations, corporations, and local businesses.
- Consider linking up with other groups and using joint funds. This will allow you to multiply your results and hopefully save you time, energy, and money. For example, arrange for your local arts group to focus on shorelines as an event and join forces!

 ***Did you know . . .** although it is not as large a tourist attraction as “Nessy” of Loch Ness, Scotland, or “Ogopogo” of Lake Okanagan, BC, Turtle Lake, SK hosts another large mysterious creature, known as the Turtle Lake Monster!*

### Volunteers

Volunteers can be the key to a successful event as well as provide support with fundraising, leadership, organization, management, and education.

#### **Three good reasons why you should involve volunteers!**

- To create an opportunity for individuals to learn new skills and meet new people.
- To empower individuals in your community to care for their shorelines.
- To help reduce some of your costs and provide some relief for any paid staff workload.

#### **Volunteers can help you in your cause by:**

- Advocating positive change in your community.
- Providing you with feedback, advice and constructive criticism.
- Bringing in fresh ideas, new insights and services.
- Carrying their enthusiasm and commitment back into the community.

#### **What do volunteers want from volunteering?**

- To participate in something that is important and meaningful.
- To take advantage of an opportunity for learning and developing new skills.
- To socialize and have fun.
- To be appreciated for their work.
- To give something to the community.



## Tips for a Successful Volunteer Project

### **Give volunteers adequate notice of when you will need them.**

- Give at least two weeks advance notice when contacting individuals directly and at least four weeks advance notice if publicizing through a newsletter.
- Before the event, distribute an info sheet with all the pertinent information including: date, time, location, work schedule, general instructions, first aid and contact information.

### **Be well organized! Maximize convenience and enjoyment for your volunteers.**

- Ensure the location is easy to find and well marked.
- Give clear instructions on what you would like done and how you would like it done.
- Make sure you have enough meaningful work for all the volunteers.
- Provide an opportunity (e.g. a sign-up sheet) where volunteers can select their own tasks.
- Consider volunteers' needs when assigning tasks; avoid physical overexertion.
- Treat volunteers with respect; prepare for and encourage their feedback.
- Appreciate volunteers' contributions and the sacrifices they may have made to help out.

### **Be well prepared.**

- Keep a head count of your volunteers; encourage them to use the "Buddy System".
- Designate a supervisor to be responsible for volunteers working on a particular duty, site or shift.
- Always have safety equipment, a first aid kit and trained individuals on hand.
- Have walkie talkies and/or cellular phones to provide quick communication.
- Have a central bulletin board and post any important information updates or jobs that need to be done.
- Provide name tags or other identifiers e.g. certain colour of shirt to easily locate volunteers.

### **Recognize your volunteers' accomplishments.**


- Thank your volunteers. You may wish to present them with a certificate, pin or other small gift - something that can serve both as a reward and as a memento.
- Tell the community about your volunteers' efforts. Thank them with an article in your newsletter or with a letter to the editor of your local paper.
- Inform volunteers of event results and up-date them about on-going activities.
- Provide an avenue for volunteer feedback.



**See Appendix 9 for an example of a volunteer evaluation form.**

*Adapted from King County Community Stewardship Event How-to Kit.*

## **Valuable Contacts**

 **There are a number of local resource organizations in your area which you may wish to contact when planning your event. The list in Appendix 7 will give you a head start on who to call for particular concerns.**

You can track down local phone numbers by looking in the blue pages of the phone book or calling the government toll-free numbers. Additionally, when planning an event you may need to contact the following for information regarding specific laws and permits:

- Your local RCMP detachment - for permits for activities involving larger crowds and other police regulations that might apply.
- Your local Fire Marshall or St. John's Ambulance - concerning restrictions and safety regulations that may apply to your venue, whether indoors or in an open public space.
- Your municipality - for information on any municipal bylaws that might apply.

 *Did you know . . . the UN has designated 2003 as the International Year of Freshwater.*

## **Supplementary Resources**

### ***Living by Water Project Programs and Materials***

We have developed a variety of resources to assist your group in hosting shoreline-related events. We offer you a wide range of products and services to help educate your community about the importance of caring for shorelines, and invite you to check out the following:

*Shoreline Action Checklists* - The Living by Water Project has issued a Shoreline Action Challenge to protect and restore 3,000 km of shorelines including river and stream sides across Canada by 2005. To participate in the challenge, children and adults are invited to make a commitment to help care for shorelines. You can order checklists or have people visit [www.livingbywater.ca](http://www.livingbywater.ca) to make their commitment on-line. Individuals who fill out a Shoreline Action checklist will receive a Shoreline Ambassador<sup>®</sup> certificate in recognition of their efforts.

*Shoreline Ambassador Program* - helps you reward the actions of children and adults who demonstrate interest and are committed to keeping shorelines healthy. Materials include Shoreline Ambassador<sup>®</sup> certificates, decals and fridge magnets. A program manual is available to guide you in implementing the program; it also lists fun ideas and sample scenarios for distributing materials at your events and activities. Shoreline Ambassador materials can be used to help you launch a new initiative, event or to supplement your current programs.

*Workshop-in-a-Box Program* - a transportable workshop to help you deliver practical information to shoreline residents. It includes support materials, videos and a Facilitator's Guide to help you present the principles of healthy shorelines, and uses a

case study approach to focus on local issues and create a peer support network in your community.

*Homesite Assessment Program* - trained assessors from your community visit shoreline residents on their properties to provide tips on how they could make their property more environment-friendly and help maintain a healthy shoreline. An assessor training workshop, field guide and program manual provide the support and information you require to implement the program.

*Ribbon of Life Children's Program* - in development; will include ready-made activities for hands-on learning! The program will provide exciting and innovative educational materials that will draw from science and the arts and will eventually include a handbook, CD-ROM and supporting web pages.

 **See Appendix 6 for order form to request a variety of handout materials from your regional *Living by Water Project* office.**


### **Other Sources**

We have found the following to be useful materials for planning a wide variety of events and activities for all ages:

- *Community Stewardship Event How-To-Kit*. King County Restoration Project, King County Water and Land Resources. 700 Fifth Ave, Suite 2200, Seattle, WA 98104. Tel 1-206-296-6519.
- *Backyard Habitat for Canada's Wildlife*. Canadian Wildlife Federation. Ottawa, Ont. 1996. 1-800-563-WILD.
- *Give Wildlife An Edge...Protect Our Shorelines*. Canadian Wildlife Federation. Ottawa, Ont. 1998. 1-800-563-WILD.
- *Water Celebration!: A Handbook*. The Watercourse, 201 Culbertson Hall, Montana State University, Bozeman, Montana 59717. 1-406-994-5392. Fax: 1-406-994-1919.

### *Websites:*

- Stewardship Centre: [www.stewardshipcentre.org](http://www.stewardshipcentre.org)
- North American Lake Management Society: [www.nalms.org](http://www.nalms.org)
- Green Communities: [www.gca.ca](http://www.gca.ca)
- Pacific Streamkeepers Federation: [www.pskf.ca](http://www.pskf.ca)
- Project Wet: [www.projectwet.org](http://www.projectwet.org)
- Common Ground: [www.commonground.org.uk](http://www.commonground.org.uk)
- River Ocean Research and Education: [www.rore.org.uk](http://www.rore.org.uk)
- Vancouver Aquarium Marine Science Centre: [www.vanaqua.org](http://www.vanaqua.org)
- Outdoor Recreation Council of BC: [www.orcbc.ca](http://www.orcbc.ca)
- Canadian Heritage Rivers System: [www.chrs.ca](http://www.chrs.ca)

 ***Did you know . . . Canada has a special Canadian Heritage Rivers System. Since 1984, 30 rivers, or sections of rivers, with a total length of more than 6,000 km, have been designated!***

# Considering Logistics

Good planning will save you time, make organizing your event easier and more pleasant, and make your event more enjoyable for your volunteers and participants. The following section deals with some simple things to consider.

## Careful Planning Saves the Day

Whether you are planning a small or large event or activity, it is usually best to start planning early. The results of a well organized event will more than compensate for the large initial investment of time and energy required.

Start organizing:

- Identify your target audience.
- Identify your goal for the event or activity you wish to host and select an appropriate activity that will help you achieve this goal.
- Set an appropriate date, time, and place.
- Try to schedule an outdoor event when the weather and insects allow for a pleasant outdoor experience! Also keep in mind the time commitments of your audience (e.g. school-related events are more appropriate in the spring or fall).
- Make a plan for optional activities (such as videos or a slide show) in the event of bad weather.
- Match the capacity of your venue with your expected crowd size.
- Compare your available resources with your required resources.
- Identify sources for tools, supplies, equipment and materials.
- Develop a budget.
- Identify and approach potential sponsors.
- Prepare an events checklist.
- Develop a time line.
- Develop a promotional or marketing plan.


**Special Tip:** In our experience many people either leave promotion too late or allocate too few resources. Unless you have a captive audience you need to give this component significant priority.

## Developing a Budget

Expenses will vary depending on your choice of event, but might include:

- Development and printing of handouts and promotional materials.
- Insurance and administrative fees.
- Organizational costs (e.g. phone, fax, labour, expenses etc.).
- Honorarium for guest speaker.
- Food and drinks.
- Decorations and entertainment costs.
- Venue, tent, equipment rental.

If you are hosting an event you may want to consider charging a fee to help cover costs. Another option is to hold a “pay what you can” event. Ask for donations to cover the cost of your event by passing around a hat.

 **Remember that many agencies may be able to assist with in-kind support, even though they cannot provide cash. Also, consider trading resources or labour with another community organization.**

Before distributing ANY promotional material:

- Confirm the availability of the facility for the day you are planning to hold the event or activity.
- Make sure you give instructions for what to do in case of bad weather - e.g. change of venue, cancellation etc.
- Remember to note time, place, location, directions and parking.

### Organizing Tips

- Re-confirm your bookings for the space or facilities.
- Remember to post clear directions and/or signage for the event.
- Remind volunteers and participants of items they should bring: e.g. water, food, utensils, footwear, clothing and any other useful items.
- If there are multiple activities, supply maps to organizers, presenters, and participants to indicate where other activities are taking place.
- Try to organize the event to be litter-less. You will set a good example for participants and your clean-up crew will thank you for it.
- Organize a contingency plan; arrange backups in case presenters or exhibitors are unable to participate.
- Use balloons, banners, and other decorations to make the celebration festive.
- Use radios or walkie-talkies to facilitate communications among organizers on the day of your event.
- Ask volunteers to arrive early and tour the facility or space together.
- Have food and drinks available for presenters.
- Keep an eye on presenters’ timing. Be sure that everyone keeps to the planned schedule.
- Make sure the cleanup is thorough and complete.
- Reward volunteers with a big THANK-YOU and a treat (if possible!).

 **Appendix 10 contains a more detailed outline of things to consider when planning an event.**

### Indoor/Outdoor Considerations

The season, weather conditions and the nature of the event itself may determine whether you hold your event indoors or outdoors. If you do plan to hold an outdoor event, remember to consider factors such as:

- Temperature - will it be too hot or cold for participants' liking?
- Weather - can you do this activity in the rain; what sort of alternative plans can be made?
- Conditions - what is the terrain like; will wheelchair users, children and the elderly be able to take part?
- Washroom facilities - are there a toilet and hand basin or bowl for washing hands?

## **Safety**

To ensure the safety of all participants and organizers you should have the following at your event:

- Access to a phone or a cell phone.
- Phone book and the appropriate emergency phone numbers.
- A basic first aid kit; this could include an adrenalin kit for allergic reactions to stings.

For large events you should have an individual present with basic First Aid training or have a First Aid Station. Be sure to inform volunteers and participants where these items are located. Provide signage where appropriate.

## **Insurance**

To protect your group or organization, check on your insurance coverage and whether it is adequate.

You may need to arrange:

- Transportation insurance, e.g. In the event of a car accident.
- Accident insurance, e.g. third party liability for sprained ankles.
- Errors and omissions insurance.

Your organization may instead choose to have participants sign transportation and accident waivers. Consult with your organization's insurance broker or lawyer.

## **Environment-Friendly Logistics**

Make sure you translate your environment-friendly principles into logistics for your event.

### **Use of paper:**

- Use recycled paper for handouts, brochures, forms and other items whenever possible.
- Print double-sided handouts wherever possible.
- Reduce, reuse and recycle workshop materials.

### **Minimizing waste:**

- Have participants bring their own reusable mugs or cups for beverages; bring along a few extras for people who forget.

- Avoid using styrofoam cups or other disposable items (plastic cutlery or coffee creamers).
- Bring receptacles for waste and recyclables.
- Ensure that all litter is removed after your event.
- Organize a car-pool to the site or arrange for mass transportation. A good example to follow is the Saanich Inlet Festival (see Case Study Page 32), which included transportation by shuttle bus to the day's events.

 *Did you know . . . at the year 2000 Great BC Beach Clean-Up in Nanaimo, volunteers collected over 900 cigarette butts in a single afternoon!*

## Shoreline Etiquette

### The Do's and Don'ts

We welcome any group or individual – regardless of expertise – to participate in shoreline celebration and restoration activities. We do, however, wish to ensure that the activities undertaken are appropriate and beneficial to each specific shoreline. We ask that anyone participating in a shoreline activity of any kind be aware of potential impacts.

#### **DO**

- ✓ Keep noise levels down to avoid disturbing wildlife or human neighbours.
- ✓ Confine your crowd to specific areas and walk carefully when visiting the site.
- ✓ Avoid trampling sensitive areas or spreading seeds of invasive plants.
- ✓ Leave the site as clean as, or cleaner than, you found it; leave natural sites as you found them.
- ✓ Conserve wild and natural shorelines that are populated with native plants and which provide good quality habitat for fish and wildlife.
- ✓ Keep shoreline buffer zones as areas of non-disturbance.
- ✓ Use appropriate environment-friendly techniques to stabilize eroded banks.
- ✓ Plant shoreline trees, shrubs and plants that are native to your area.
- ✓ Remember to water, weed and care for trees, shrubs, etc. planted for restoration projects.
- ✓ Properly eradicate non-native or invasive plant species.

#### **DON'T**

- ✗ Remove native plant species.
- ✗ Plant invasive species along shorelines.
- ✗ Import sand to create artificial beaches.
- ✗ Work on public or private property without all required permit(s) or without permission.

## **Permits and Permission**

The area below the high water mark, and in some cases shorelands themselves (also known as riparian areas), are regulated by a variety of federal, provincial and territorial agencies. Many municipalities also have special bylaws related to shoreland use. You will require permission and permits from one or several of these agencies or organizations. Also, if you are considering doing work that may affect First Nations lands, make sure you consult with the relevant organizations.

Please be aware of, and comply with, the laws and regulations that may apply to your shoreline activity, be it on private, crown or other public lands such as municipally-owned lands. In addition, be aware of private property rights. Any parcel of land can also have conservation covenants or easements associated with its management or use. These are often held by the Crown and may also name organizations such as approved non-profit groups.

*The Living by Water Project* only supports the presentation of a Shoreline Ambassador reward for activities that are undertaken in connection with the restoration, conservation or protection of shorelines, and after all relevant permissions have been obtained.

### **Helpful Tips**

#### **Before conducting activities on any shoreline property:**

- Obtain the consent and permission of the owner, leaseholder or tenant.
- Check if any conservation covenants or easements exist which may restrict your activities on the site. This is important as waterfront residents are sometimes not aware of covenants or easements on their own property! Ensure that you comply with all the conditions described in any such agreement.
- Check for any undeveloped public road allowances (these are often not obvious) and obtain the appropriate permits. A quick call to your municipal planning office should help obtain this information.
- Check whether the site falls within an Environmentally Sensitive Area (ESA) or equivalent designation, any special planning category designed to protect sensitive ecosystems; or if it is protected under other development restrictions e.g. related to heritage or archaeology.
- Ensure you are aware of and comply with any federal, provincial and territorial laws; municipal by-laws and other land use agreements.
- If you plan to carry out work below the high water line, contact your regional Environment/Natural Resource office and where relevant your local Fisheries and Oceans Canada office.

## **Promoting and Publicizing Your Event**

The purpose of promotion is to provide information, and a positive image, about your event to the public.



## **Posters and Flyers**

A simple poster advertising your event can be developed using word processing computer programs. To make your poster effective remember these key points:

- Use lettering that is big enough to be visible from a distance. Emphasize what it is that you are promoting, and its benefits. Be brief!
- Use colour, a catchy phrase or pictures to capture people's attention. Photocopying your poster onto coloured paper is an inexpensive option to add a splash of colour.
- Clearly state the date, time and place of the event, and your group's name.
- Clearly state how to contact your group for more information. Preferably, use an easy-to-remember name and phone number. Make sure you have voice mail or an answering machine. (The alternative is to use a poster with a tear off slip with a phone number; however, this can make your poster look somewhat dilapidated!)
- Display the logos or the name of sponsors and partner organizations.

### **Some suggestions on displaying your posters**

Aim for displaying your posters on notice boards throughout your community. The more that people see your posters, the more aware they will be of your program. Every poster displayed is an affirmation of your organization's involvement in the community. Remember to ask permission before using any bulletin boards in private spaces.

Possible locations to display posters include:

- Community centres
- Libraries
- Malls
- Laundromats
- Corner stores
- Coffee shops
- Tourism centres
- Campgrounds
- Restaurants
- Arenas
- Businesses sponsoring your event
- Schools
- Public beaches
- Boat launches
- Churches
- Universities and colleges

### **Some Helpful Tips**

- Put up your poster at least two weeks in advance.
- Don't crowd community billboards with your posters. One or two per space is adequate.
- On the day of your event, attach a highly visible "today" sign (neon colours are good) to your posters. This will remind people of your event.
- After your event, promptly remove all posters and either reuse or recycle them.

## **Promotion**

The key to a successful event is promotion! When promoting your event or activity, remember to:

- Keep a list of contact names for all your local media (radio, television, newspapers).
- Contact your community and non-profit newsletters to post information regarding your event.
- Brainstorm for promotional ideas and stories which would capture interest.
- Identify a spokesperson.
- Develop a logo or special graphics to identify your event.
- Decide on your theme or message.
- Make yourself available for interviews.
- Create a photo opportunity.
- Issue a news release or media advisory launching your event.
- Schedule public service announcements.
- Encourage your co-sponsors to get involved.

## **Advertising**

Newspaper and radio advertising can be very effective in reaching the entire community, but have higher costs attached. Find a local business to sponsor advertising “info-bites” for you on the radio, TV or in the newspaper. The media outlet sells the advertising space, the local business receives visibility, and your message gets out. Everyone benefits!

## **Publicity**

Publicity helps promote your event or activity with minimal out-of-pocket costs. There are two primary ways to publicize your event or activity:

### **Work with the Media**

- Most publicity is created through the media, including newspapers, radio and television. The media provides an excellent means of delivering your message to your community and beyond.
- Submit a media advisory three or four days before your event (earlier if your newspaper is a weekly) indicating any photo opportunities. Phone the news room/reporter. Send out a press release the afternoon before, or morning, of your event and have a media kit available.



**See Appendix 11 for a sample media advisory and press release used by *The Living by Water Project*.**

- Submit items for “community calendars” and other public service announcement opportunities that are sponsored by newspapers, radio and cable television stations.
- Utilize local free publications such as newsletters.
- If relevant, a letter to the editor can sometimes raise the profile of your event. Make sure you take a positive approach and avoid associating your event with any controversial issues in your community.

## Work with Your Community Network

- Local or regional community organizations can help spread the word through newsletters and by word of mouth.
- Talk to your tourism centre about the possibility of including your event in their materials.
- Publicize on the Internet. Display the event information on your group's website and work with other organizations to create links between your websites.

 *Did you know . . . The Living by Water Project sent out more than 1,500 Shoreline Celebration and Restoration Month Info Kits to communities and organizations all across Western Canada.*

## Case Studies

This section contains some case studies of different events and activities that took place throughout British Columbia, Alberta and Saskatchewan. We have included a variety of activities and means of celebrating, restoring and conserving shorelines. Help us develop this section. We would love to hear about your shoreline-related initiatives! Please send us a brief description of your event/activity, problems encountered, successes, numbers in attendance, or ideas for future events and activities. You can post on-line at [www.livingbywater.ca](http://www.livingbywater.ca).

### Restoration of Pyramid Island

Event/Activity: Restoration of Pyramid Island, Jasper National Park  
Organization: Friends of Jasper National Park  
Objective: To raise funds and recruit new volunteers to restore native plant communities

Results: As part of a project working towards the restoration of the much loved Pyramid Island, the Friends of Jasper National Park invited the public to make a donation to have a tree planted in honour of an individual of their choosing. Those who made a donation received a tax receipt for him/herself and gift card to present to the "honoree". The response was enthusiastic! On Canada Day, hundreds of people turned out to help plant over 300 trees on Pyramid Island. "We were very pleased about the success of the event", says Friends' General Manager Susan Cesco. "People from all over the world helped us out and now they are excited about coming back to Jasper in the future to see how much the plants grew." The event was so successful that the Friends have decided to host a future tree planting event as part of their "Take A Hike" celebrations.

Contact: Friends of Jasper National Park - (780) 852-4767,  
<friends@incentre.net>.

## **Shoreline Clean-Up**

Activity/Event: Shoreline Clean-Up  
Organization: Girl Guides of Saskatchewan  
Objective: To pilot *The Living by Water Project's* Junior Shoreline Ambassador Program

Results: At their International Camp Tapestry 2000 at Fort Qu'Appelle, Sask, the Girl Guides successfully piloted the Shoreline Ambassador Program. The girls earned their titles as "Shoreline Ambassadors" by cleaning up a local shoreline and discussing the impacts that humans can have on lake ecosystems and shoreline environments. In addition to their clean up, the Guides recorded the sources of the garbage and spearheaded a letter writing campaign to companies informing them that their product packaging was found along a river edge. As part of this program, eighteen Girl Guides received Shoreline Ambassador<sup>®</sup> certificates.

Contact: Christine Silzer, Girl Guides of Canada - (306) 584-5398.

## **Month-Long Celebration of Earth Day**

Activity/Event: Celebration of Earth Day throughout the month of April  
Organization: North Okanagan Naturalists' Club  
Objective: To educate waterfront residents and help restore damaged shores

Results: The North Okanagan Naturalists' Club organized a number of successful restoration, enhancement and educational activities to celebrate Earth Day. Club volunteers planted a number of native shrubs and trees along Coldstream Creek to help protect against erosion. The naturalists also took part in the rehabilitation of grebe nesting areas at Mackay Lake Reservoir by transplanting a number of bulrushes and cattails. Additionally, club members visited shoreline residents on Okanagan, Kalamalka and Swan Lakes to talk to them about shoreline issues and to deliver an educational pamphlet on tips for waterfront living. According to Ginny Stewart of the North Okanagan Naturalists, the residents were very receptive to the club's efforts and expressed a great interest in learning more about what they could do to protect their waterfront "paradise".

Contact: North Okanagan Naturalists' Club

## **Low Tide International / Cowichan Critter Count**

Activity/Event: Low Tide International/Cowichan Critter Count  
Organization: Cowichan Community Land Trust and the Marine Ecology Station  
Objective: To celebrate the lowest tide of the year and raise awareness of shoreline issues

Results: The Cowichan Community Land Trust and the Marine Ecology Station

hold a number of annual events to celebrate the lowest tide of the year. One of the events is the Cowichan Critter Count, a survey of shoreline life taken at low and high tides. A group of scouts, families and other volunteers search through the tidal mud to find various forms of shoreline life. Naturalists are on hand to help identify and record the critters and plants found. Other activities have included beach clean-ups; one year, various volunteers working with the Cowichan Estuary Protection Society and several other conservation groups removed Barney, a dilapidated barge stranded on a local shoreline! In 2000, two tons of garbage and debris were removed from the shoreline and the seaside road. Also included in past Low Tide Days was a festival held on local Cowichan tribe and Theik Reserve land. In addition to a barbeque feast, visitors enjoyed displays on the importance of recycling, caring for shorelines, the food web, and received information on intertidal activities and marine ecology.

Contact: Marine Ecology Station - (250) 655-1555 or visit the Marine Ecology Station website at [www.mareco.org](http://www.mareco.org)

### **Saanich Inlet Celebration**

Activity/Event: "From Headwaters to Deep Waters: A Saanich Inlet Celebration"

Organizations: SeaChange Marine Conservation Society, the Saanich Inlet Protection Society and the Institute of Ocean Sciences

Objective: Celebration of Saanich Inlet by linking science, art and stewardship

Results: Local groups and organizations shared their research and work on the restoration and protection of Saanich Inlet. An estimated 250 members of the public attended the event at the Institute of Ocean Sciences in Sidney, in addition to the many people who visited the 11 other participating sites around the inlet (such as Goldstream Provincial Park, Bamberton Provincial Park, Centennial Park, and Tod-Gowland Park). Approximately 50 volunteers helped to make this event run smoothly and provided for an entertaining and informative day.


Some of the highlights of the day included:

- A number of scientific talks
- A talk by world renowned First Nations carver Charles Elliot
- Over 20 visual displays and posters hosted by local environmental groups, government agencies, and inlet-related community groups
- An art show of over 70 paintings and photographs by local artists, focussing on the water theme
- Local craftspeople displaying jewellery, carvings and other works
- A tour of the wetland construction and restoration work at Ten Ten Creek
- A tour of the stream restoration work along Hagan Creek
- and best of all ... free shuttle bus service among sites!

Contact: Misty MacDuffee, Institute of Ocean Sciences -Tel: (250) 363-6837  
Email: <[macduffeem@dfo-mpo.gc.ca](mailto:macduffeem@dfo-mpo.gc.ca)>.

# Conclusion

We hope that this manual has inspired you to celebrate your shorelines, and has assisted you in planning and organizing an event or activity that best suits your needs and those of your community. We wish you the best of luck in hosting a great shoreline event!

 **Please let us know what has helped, and what we can improve on by filling out the feedback form, Appendix 12.**

April 2003  
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