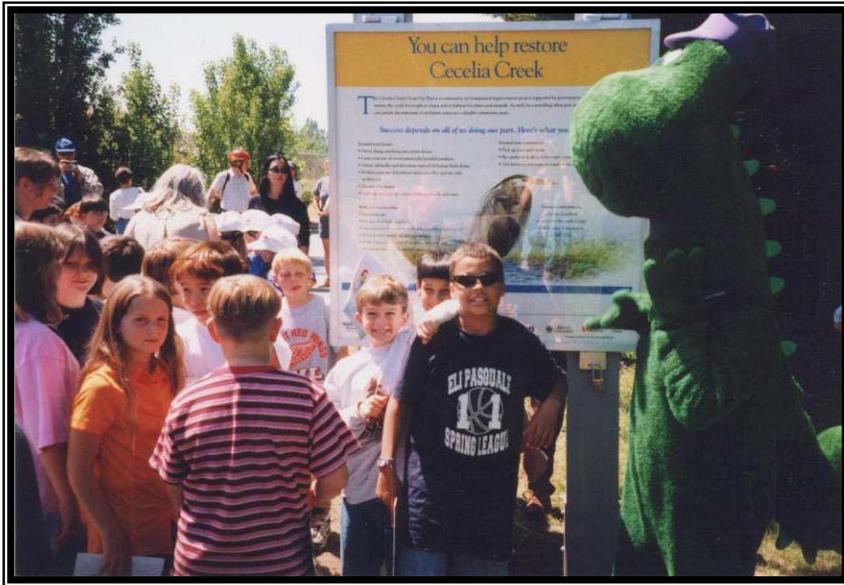


# Community Based Environmental Action in Victoria British Columbia, Canada

Cecelia Creek

Rock Bay



*Began in 1998*

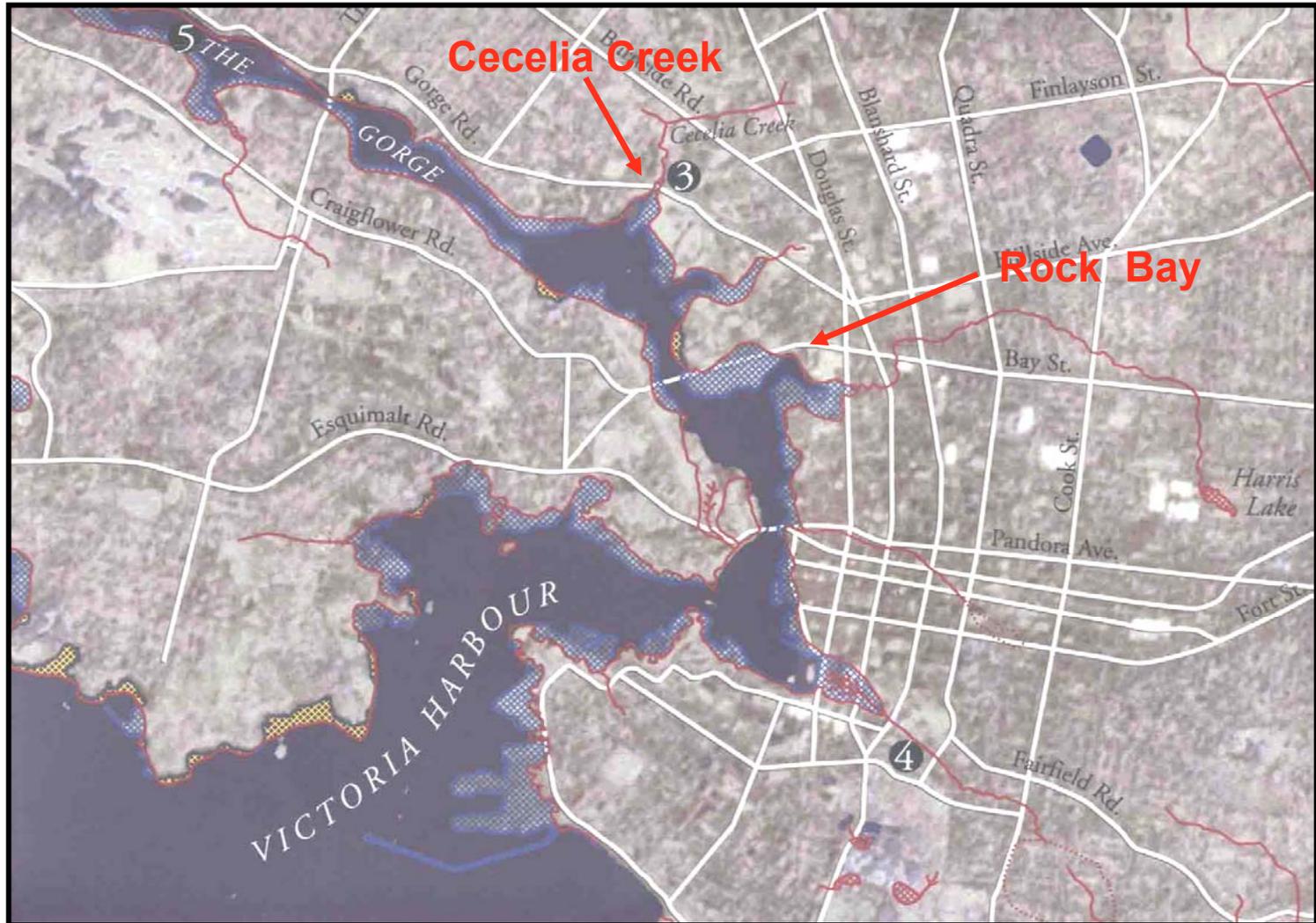


*Began in 2001*

# PRESENTATION OVERVIEW

- History of Cecelia Creek
- History of Rock Bay
- Barriers
- Overcoming Barriers
- Student Participation
- Community Events

# VICTORIA'S URBAN WATERWAY

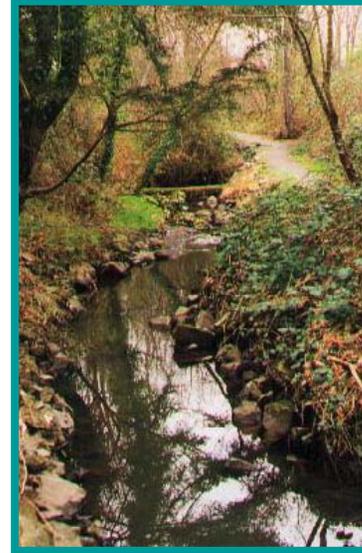


# CECELIA CREEK

Before



After



# CECELIA CREEK WATERSHED

- Spans 2 municipalities
- 360 hectares
- Drainage basin fully developed
- Natural drainage system piped to facilitate stormwater drainage
- Only open portion is through Cecelia Ravine Park



Swan Lake

Carey

Blanshard  
Yernon

Saanich

Victoria

East Byrnside

Tecella Creek

Selkirk Waterway

Gorge

Dotras

Blanshard

Pinlayson

Quadra

Cook

Maplewood

# INTRODUCTORY FORUM



# STAKEHOLDER PARTICIPATION

- *Cecelia Creek Clean-up Committee (CCCUC)* made up of partners from private, public and non-profit sectors.
- Business representation on sub-committees.
- Wide range of technical expertise and access to resources.

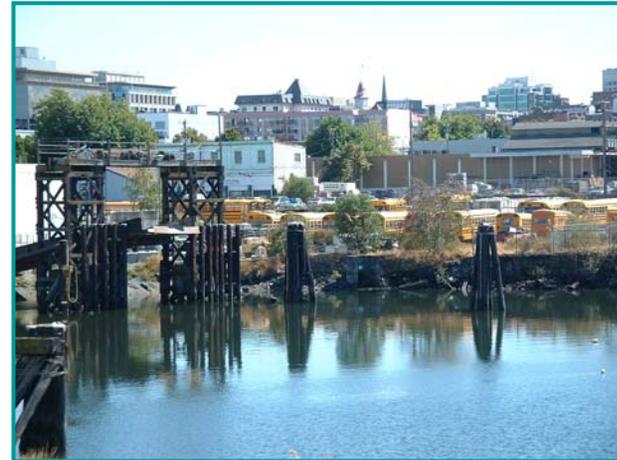
# PERFORMANCE TARGETS

1. Improving water quality - reducing fecal & chemical contamination
2. Improving creek habitat
3. Enhancing aesthetics & education & recreation potential
4. Community, government & businesses working together
5. Long-term community stewardship

# ROCK BAY



Urban runoff



Industrial Presence



Marine Habitat



Contaminated Bay

# ROCK BAY WATERSHED

- 434 hectares
- Covers 23% of the City of Victoria
- Drainage basin fully developed
- Natural drainage system piped to facilitate stormwater drainage
- Seabed and shoreline contaminated from a former coal gasification plant and other historical industries.

**Hillside-Quadra**

**Oaklands**

**North Jubilee**

**Burnside Gorge**

**Fernwood**

**North Park**

**Rock Bay**

**Downtown**

**Rockland**



# PARTNERS



Members of the BGCA  
Environment Committee

- ✓ Burnside Gorge  
Community Association
- ✓ City of Victoria
- ✓ Capital Regional District
- ✓ Provincial Ministry of  
Water Land and Air  
Protection
- ✓ Vein of Life Watershed  
Society

# OBJECTIVES

1. Improving water quality by significantly reducing fecal and chemical contamination of the creek;
2. Improving the marine habitat;
3. Enhancing the aesthetics and the recreation and education potential of the bay;
4. Have the community, government and business working together;
5. Establish long-term community stewardship for the bay and harbour environment by educating business operators, residents, and children within the

# LEARNING FROM OUR BARRIERS

Education  Understanding

Participation  Ownership

Shared  
Achievable Goals  Action &  
Implementation

# EDUCATION AND AWARENESS

A Healthy Neighbourhood is a Healthy Waterway

- Education in Schools

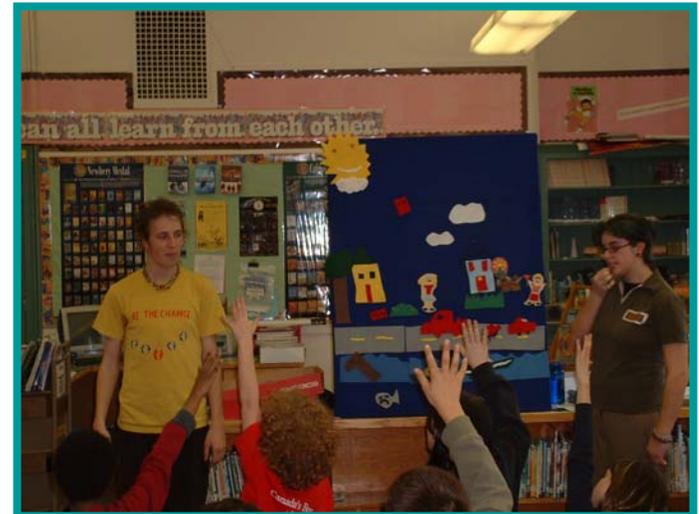
*Community and schools working together*

- Best management Practices

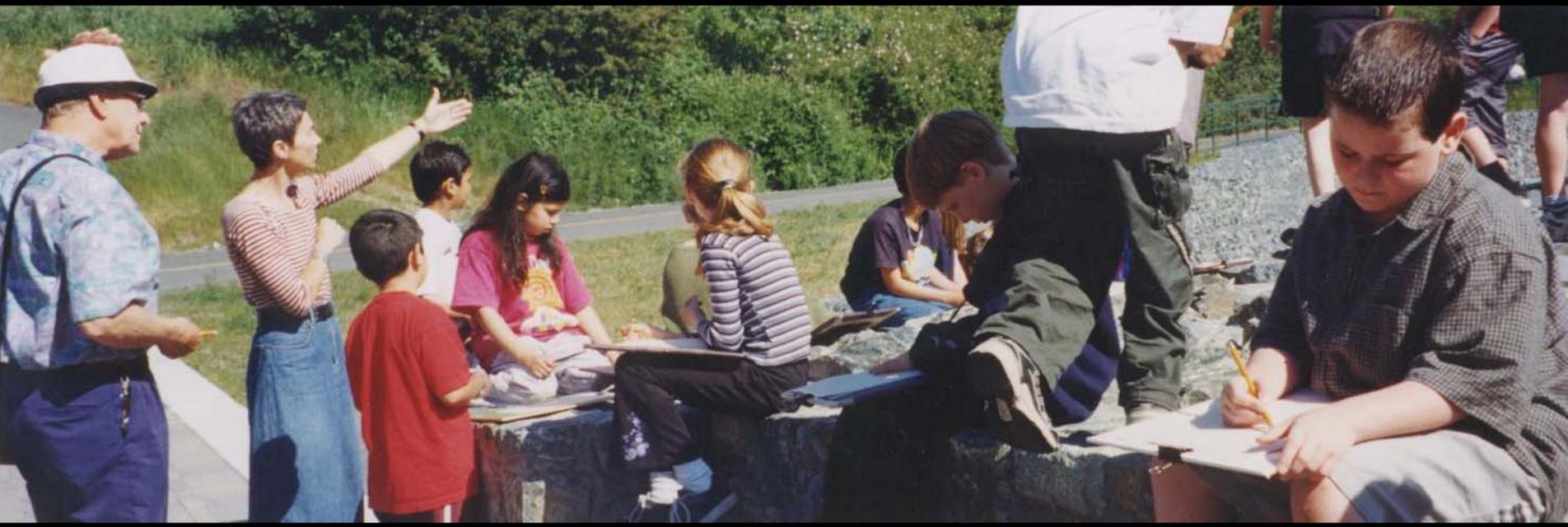
*Education for local businesses*

- Residential Pledge Program

*Education for local residents*



# COMMUNITY AND SCHOOLS



Students had regular field trips and recorded their observations of pollution and concerns in a journal.

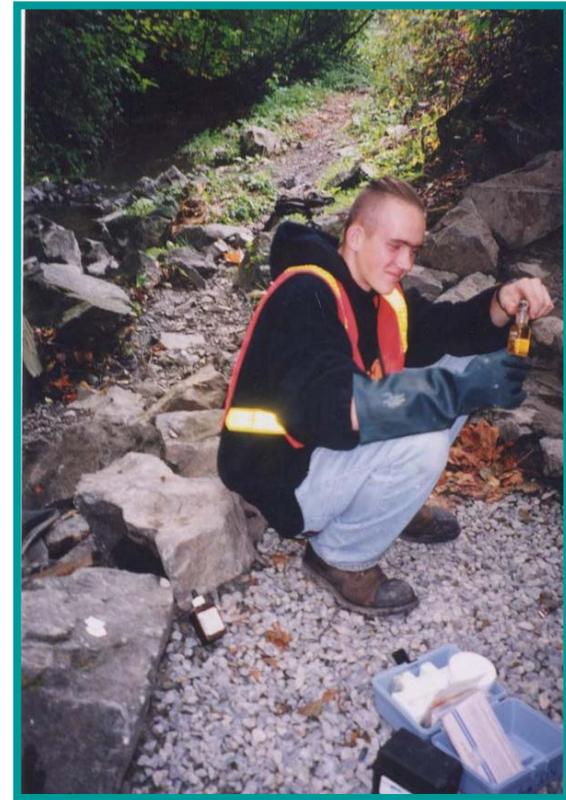
# STUDENT PARTICIPATION



- ✓ College Students
- ✓ High School
- ✓ Elementary Students



# STUDENT PARTICIPATION



# STUDENT PARTICIPATION

## Watershed Model Presentations

- Students work on building a watershed model.
- Presented to the public during community events
- Presented the watershed model to City Council



# STUDENT PARTICIPATION

## Watershed Model Presentations



# STUDENT PARTICIPATION

## Environment Youth Team



# EDUCATION IN SCHOOLS

- Slide show on marine environment
- Interactive watershed model
- Compare and contrast using an interactive felt display.
- Fish Stenciling



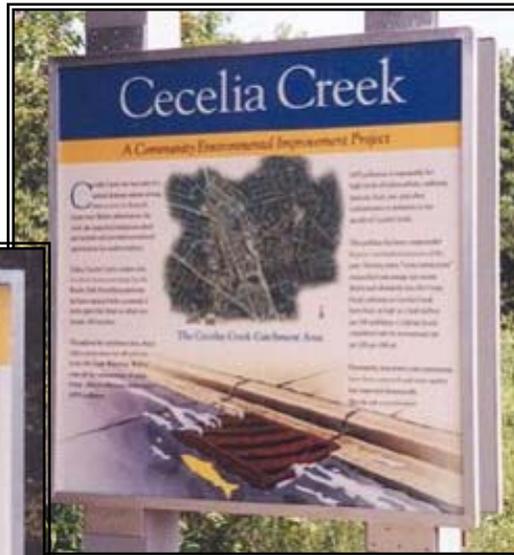
# EDUCATION IN SCHOOLS

- High school students are allowed to add their own component to the education in schools
- High School students teaching elementary students.



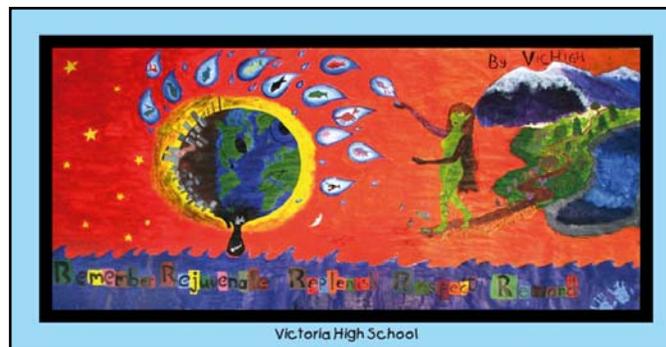
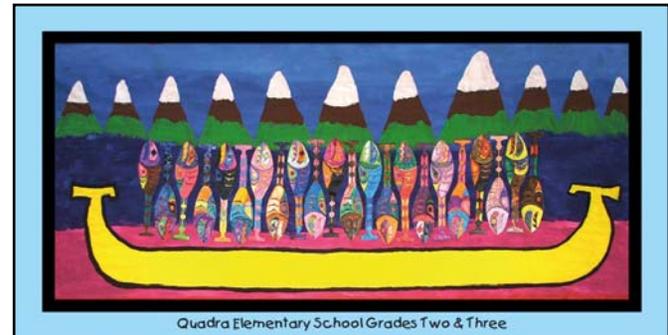
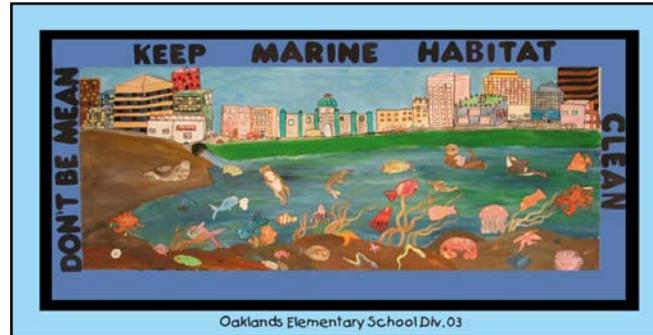
# PUBLIC EDUCATION

Interpretive sign and information pamphlet



# PUBLIC EDUCATION

## Pamphlets and School Murals

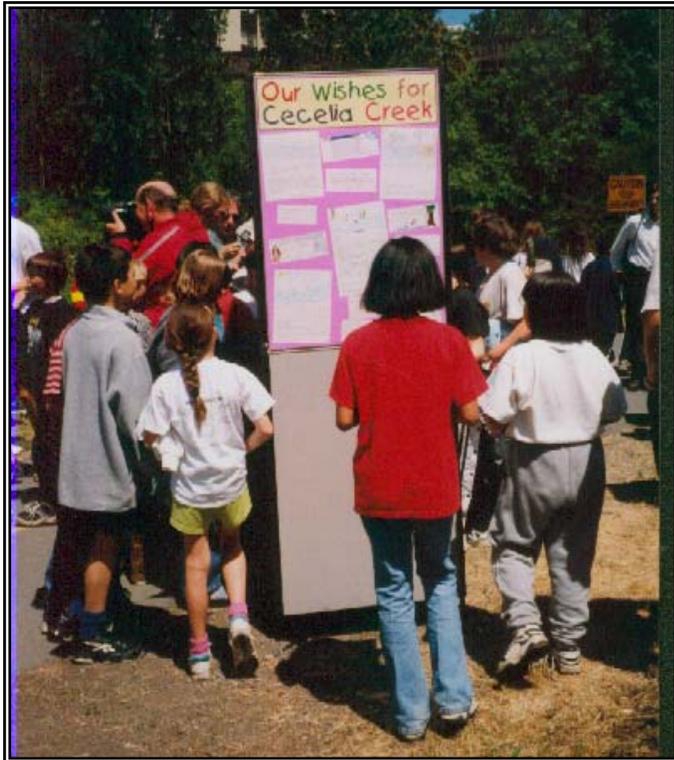


# COMMUNITY EVENTS

- Victoria High School Environment Club hosted an Enviro-Fair.
- Included a presentation of the Rock Bay Watershed Model



# COMMUNITY EVENTS



- Sign unveiling
- Students displayed a wish list for Cecelia Creek



# COMMUNITY EVENTS

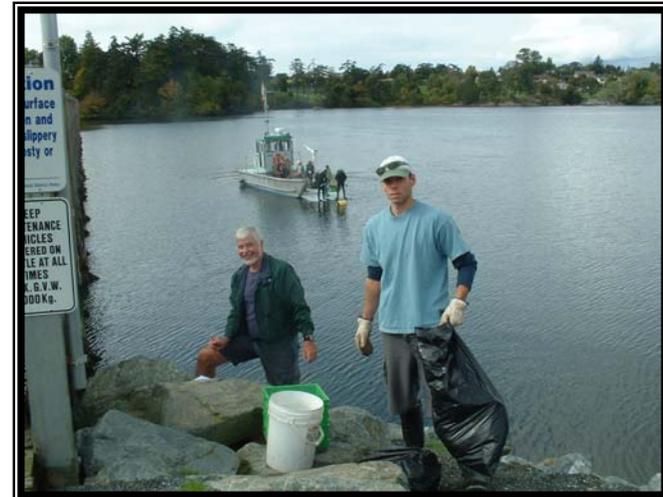
## Youth Groups

- Planting of vegetation in Cecelia Ravine Park
- Build Benches for pathways in the park



# COMMUNITY EVENTS

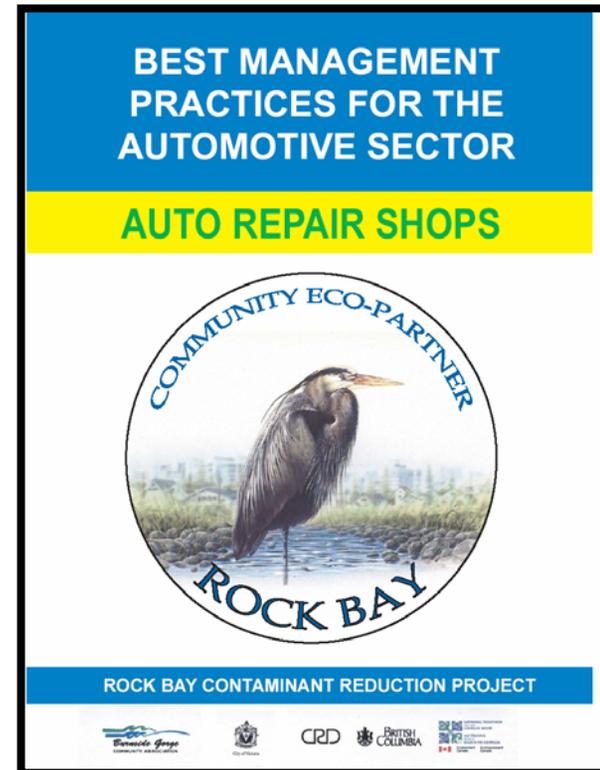
## Shoreline Cleanups



# BUSINESS PARTICIPATION

## Best Management Practices

- Are the Procedures and guidelines a business can follow to ensure their operations are efficient, comply with legal requirements and prevent pollution.



Stop pollution at the source!

# BUSINESS PARTICIPATION

## Best Management Practices



- Introduction to the watershed concept
  - Businesses are left with a BMP manual
- Follow up with an on site visit to walk through the self assessment
- Provided with a checklist of items
- Final review to ensure implementation and acceptance as a Community Eco-partner.

# BUSINESS RECOGNITION

## COMMUNITY ECO-PARTNER

Businesses in the  
Rock Bay Watershed  
are making a difference by preventing  
pollution from reaching the inner harbour

Businesses Recognized This Month Are:

**VANCOUVER ISLAND BREWERY**  
**VICTORIA TRANSMISSION**  
**TIMES COLONIST**  
**SOAP EXCHANGE**  
**DENTEX**



Look for this decal which signifies a proven  
**Community Eco-Partner**

For more information about the Rock Bay Watershed  
Initiative call 388-5251 or visit: <http://members.shaw.ca/bgca>

## COMMUNITY ECO-PARTNERS

Businesses in the Rock Bay Watershed  
are making a difference by preventing pollution  
from reaching the inner harbour

Businesses Recognized This Month Are:

**JADE AUTO SERVICE / SPEED PRO SIGNS PLUS / SAGER'S FINE FURNITURE**  
**LAVENDER HILL DESIGNS / KABUKI KABS / EARTH AND FIRE POTTERY STUDIO**  
**PLEXI-KLASS / BREWIS ELECTRIC / STRAIGHT UP CYCLES**



Look for this decal which signifies a proven  
**Community Eco-Partner**

businesses previously recognised:

**EZ LUBE (Bay Street) / RESTART COMPUTER INC. / BATTERY DIRECT / DENTEX**  
**TIMES COLONIST / SOAP EXCHANGE / McGREGOR & THOMPSON HARDWARE Ltd.**  
**2% JAZZ ESPRESSO BAR / BEETLE AUTO SERVICE / STAMPERS / ISLAND OFFICE EQUIPMENT**  
**VANCOUVER ISLAND BREWERY / VICTORIA TRANSMISSION / MERIT ELECTRONICS**  
**DOWNTOWN AUTO / ALLISON PIANO / BUDGET CAR SALES (Douglas St) / ELLSWEAR**  
**VINTAGE HOT TUBS & HOME LEISURE / FASTENER FORCE ONE**

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## COMMUNITY ECO-PARTNERS

Businesses in the Rock Bay Watershed  
are making a difference by preventing pollution from reaching  
the inner harbour. Businesses recognised this month are:

**BOYD AUTOBODY & GLASS / ACKLANDS GRAINGER / PIXELART COMPUTERS**  
**HILLSIDE TROPICAL & MARINE AQUATICS / WATERMARK LITHOGRAPHY**  
**BLUE BIRD CABS / H&R BLOCK / VIRTUALLY PERFECT GOLF LEARNING CENTER**  
**ARK SOLAR / MURPHY WALL BEDS / VERVE FASHION INC. / ISLAND DISPLAYS**  
**THOMSON COMMUNICATIONS / JOHN ALFRED MANOR / SHARP'S A-V LTD.**  
**RUSS HAYS - THE BICYCLE SHOP / CRESCENT MOON FORGE & IRONWORKS**



Look for this decal which signifies a proven  
**Community Eco-Partner**

businesses previously recognised:

**LAVENDER HILL DESIGNS / KABUKI KABS / EARTH AND FIRE POTTERY STUDIO / DOWNTOWN AUTO / ALLISON PIANO**  
**BUDGET CAR SALES (Douglas St) / ELLSWEAR / VANCOUVER ISLAND BREWERY / VICTORIA TRANSMISSION / PLEXI-KLASS**  
**1st STOP AUTOMOTIVE / VINTAGE HOT TUBS & HOME LEISURE / FASTENER FORCE ONE / SAGER'S FINE FURNITURE**  
**SPEED PRO SIGNS PLUS / JADE AUTO SERVICE / STRAIGHT UP CYCLES / DENTEX / MERIT ELECTRONICS**  
**EZ LUBE (Bay Street) / RESTART COMPUTER INC. / BATTERY DIRECT / STAMPERS / ISLAND OFFICE EQUIPMENT Ltd.**  
**2% JAZZ ESPRESSO BAR / BEETLE AUTO SERVICE / TIMES COLONIST / SOAP EXCHANGE / BREWIS ELECTRIC**  
**THE BEAUTY STORE / GALAXY MOTORS / 3E TRAINING INCORPORATED / ACURA OF VICTORIA / ADVANCE AUTO**  
**PRO SHOP SOUND AND LIGHTING / SPEED & SOUND AUTO GROUP / TERRY'S TILE & WALLCOVERINGS**  
**ADVANCE COLLISION / COURTSIDE SPORTS / FAT CHOY FOOD MARKET / GREAT OCEAN ADVENTURES**  
**CANADIAN COLLEGE OF ACUPUNCTURE / ELLINGTON'S HOME DECOR / THREE POINT MOTORS LTD.**  
**PAYLESS GAS (Bay St) / REMCO SYSTEMS LTD. / McGREGOR & THOMPSON HARDWARE Ltd.**

For more information about the Rock Bay Watershed  
Initiative call 388-5251 or visit: <http://members.shaw.ca/bgca/>

# RESIDENTIAL PLEDGE PROGRAM

**Provides residents with the knowledge of how changing a small aspect of your daily activities around the home, we can take a step towards improving the water quality of Rock Bay .**



# RESIDENTIAL PLEDGE PROGRAM

The pledge consists of the following categories:

*1) Cars and Roads*

*2) Lawn and Yard Care*

*3) In Your Neighbourhood*

*Children's Pledge*  
*(Pledge everything!)*

In the Neighbourhood  
 I will sweep my sidewalks, driveways and patios instead of using a hose.

Fertilising.  
Help my family with composting to make my own safe fertilizer for lawns, gardens and plants. 

Pets.  
 I will pick up my pet's waste and keep my pet on a leash near waterways.

Cars and Roads  
I will encourage my family to wash cars at a commercial carwash, or over gravel or grassy areas.  
When washing the car I will use biodegradable and phosphate free soap.

I will walk and bike more to help my family reduce the use of the car.



# RESIDENTIAL PLEDGE PROGRAM

- Volunteers do at home visits to meet with residents.
- Provide information and tips on what they can do.
- Participants receive a house plaque.



# RESIDENTIAL PLEDGE PROGRAM

Advertisements in local newspaper.

## Become A Community Eco-Partner

Improving our environment depends on careful decisions in our homes and a few simple changes in your daily routine can make a big difference.

**Tip #1:** Reduce the need for chemical fertilizers by using compost and mulch on your garden and lawn.

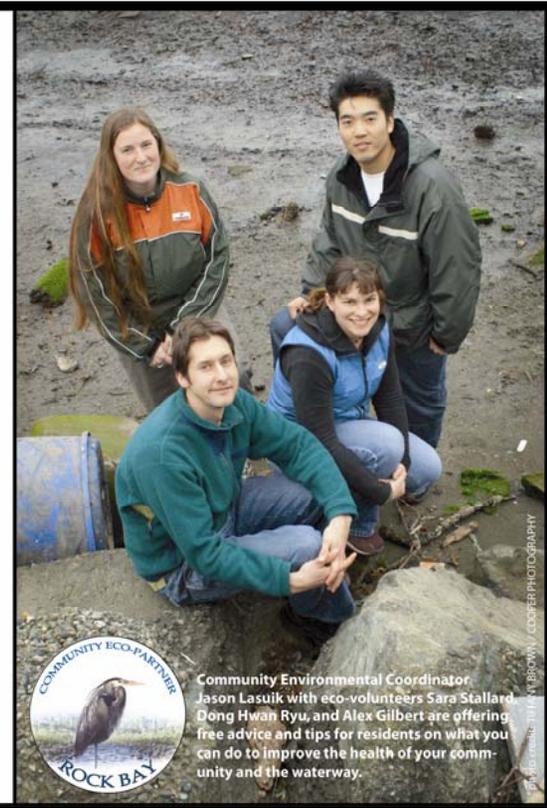
The Rock Bay Watershed includes the following neighborhoods in Victoria:

Hillside - Quadra	North Jubilee
Oaklands	Downtown
Fernwood	Burnside Gorge
North Park	Rockland

By taking the residential pledge you and your neighbours can make a difference by creating a healthier neighbourhood and waterway. Call the Burnside Gorge Community Association at 388-5251 for more information.



TIMES COLONIST



Community Environmental Coordinator Jason Lasuik with eco-volunteers Sara Stallard, Dong Hwan Ryu, and Alex Gilbert are offering free advice and tips for residents on what you can do to improve the health of your community and the waterway.

# COMMUNITY COMMITMENT

Obtaining and sustaining public support for areas that many communities have forgotten.



# COMMUNITY INVOLVEMENT

- ✓ Share the Vision
- ✓ Expands the resources
- ✓ Expands the ability to communicate to the public and develop community commitment

