



2021 Annual Report

Addressing Climate Change Through Engagement

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Coquitlam River
Watershed Roundtable



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Our Mission

To preserve and enhance the health of the Coquitlam River Watershed through collaboration, education and advisory action.

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Executive Summary

Acknowledgements

We wish to thank the cities of Coquitlam and Port Coquitlam, Metro Vancouver, Kwikwetlem First Nation, Vancity, Jack Cewe Construction Ltd. and the Government of Canada for their generous financial support in 2021. Our deepest gratitude to the cities of Coquitlam and Port Coquitlam, Kwikwetlem First Nation, Watershed Watch Salmon Society and Jack Cewe Construction Ltd. for their contributions of time and staff resources.

Core Committee

The Roundtable lost one of its founding members Norm Fletcher when he passed in November 2021. He will be dearly missed. New Core Committee members Cllr. Nancy McCurrach and Scott Walmsley from the City of Port Coquitlam joined as representatives and Cllr. Laura Dupont, also from the City of Port Coquitlam was welcomed back late in the year. Due to staff shortages from the COVID-19 pandemic, the Provincial seat remained empty in 2021.

Active committees for 2021 included the standing committees for Resilience and Capacity Building and Communications; Project Committees included Roundtable Meeting Planning, Water Use and Stormwater Management task groups.

Operations

The Roundtable continues to follow its [COVID-19 response](#) plan and adheres to Provincial mandates for gathering restrictions. Meetings continue to be held virtually and in-person activities, events and projects were conducted outdoors in accordance with COVID-19 safety protocols.

Projects and Public Outreach

The COVID-19 pandemic has created staffing shortages for industries world-wide. The Roundtable is pleased to report that it has been able to continue implementation of its *Lower Coquitlam River Watershed Plan*, albeit with some delays due to partner staff availability.

The Development Committee continues to work on its strategy to encourage low-impact development (LID) in the watershed. A paper which identifies the effects of urban development, LID techniques and related building codes, bylaws, policies and regulations that pertain to their implementation is currently in draft. UBC's Centre for Law and the Environment is currently assisting with the final section of the paper, which is expected to be released in the summer of 2022.

The Stormwater Committee is currently engaged in two strategies: a watershed-wide adaptive monitoring program for stormwater and public outreach to single family homeowners. The group facilitated presentations by all governments in the watershed that spoke to their stormwater management and monitoring programs, who each committed to provide regular updates and work toward information sharing and a coordinated monitoring program in the future. The committee also began a community-assisted installation of a demonstration rain garden in Lions Park, Port Coquitlam in an effort to educate the community and encourage implementation of rain gardens on private property. The rain garden filters stormwater from approximately 150 m² of impermeable surface and engaged 28 community participants for its planning and installation.

The Roundtable commissioned a report by the University of Victoria's Environmental Law Centre titled [Reducing Water Extraction and Increasing Environmental Flows in the Coquitlam River](#), which was reviewed by the Core Committee in January 2021. A Water Use committee is currently liaising with governments in the watershed to discuss how to best implement recommendations provided in the report.

Facilitated by our Engagement team, the Roundtable developed a three-fold strategy to address littering and dumping during Earth Week, which included:

1. Educating newcomers to the watershed via a [Waste Ban Webinar](#) for SUCCESS Immigration Services
2. Empowering individuals that are homeless or facing homelessness to participate in an incentivized litter clean-up, sponsored by the Downtown PoCo BIA
3. Engaging with students to create litter art from the pieces collected during the shoreline clean-up, which would speak to the ongoing problem of litter in the watershed.

The Earth Week program engaged with 84 individuals and removed approximately one cubic yard of waste from the watershed. On Rivers Day, our Engagement team partnered with the Web of Life, Chandos Construction and the Beaver Canoe Club to conduct an in-stream *and* streamside clean-up and successfully removed approximately 4 cubic yards of waste from the watershed.

Thanks to the Canada Summer Jobs program the Roundtable hired videographer Ethan Moore to help address mainstream cultural norms. Ethan produced a [Hidden Gems](#) video series that aimed to encourage community members to visit some of the lesser-known areas thereby emoting concern and promoting stewardship. Videos in the series were viewed a total of 4362 times during the year.

The Roundtable hosted two Community Roundtable Meetings/Webinars during the year. The webinars, [Building Resilience: Weathering the Stormwater](#) and [Fire Prevention in Urban Watersheds](#) were viewed by 113 and 131 people (recorded and live) respectively and received feedback from 19 and 12 respectively on which *Watershed Plan* strategies to prioritize for the coming months. The pre-show video, [Stormwater Management in the Coquitlam River Watershed](#), which featured inspirational examples of stormwater management in the community for the first webinar was viewed by 99 people outside of the webinar.

Meetings and Presentations

The Core Committee convened for five three-hour and one one-and-a-half hour meetings during the year, each member contributing their time in-kind, as with subcommittees and task groups. The Resilience and Capacity Building Committee met five times and the Communications Committee assembled quarterly. The Community Roundtable Meeting/Webinar planning group met fourteen times, while the Development Project and Water Use committees convened once each, and Stormwater Management committee assembled fourteen times. Finally, the Financial Trustee Task Force groups met once to reconcile annual expenditures for year-end reporting.

One delegation presentation was given to the City of Coquitlam as a core funder and three community presentations were made to community groups, SUCCESS Immigration Services (as part of our Waste Ban campaign), BCIT's Fish, Wildlife and Recreation program students and Code-Blue BC.

Social Media and Website

The Roundtable website was updated to feature the organization's growing video library. Website analytics show the average number of monthly website users to be 651 individuals, with a total of ____ annual users. Facebook likes have increased from 814 at the start of the year to 868 at the end, Twitter followers have grown from 829 to 882 and Instagram from 432 to 592. YouTube video views have increased from 982 in 2020 to 2543 in 2021.

Communications

An annual Backgrounder was published in Spring and bi-annual Implementation Updates were distributed in Spring and late Summer. E-news is published on a quarterly basis. These publications had an open rate of between 33%-40%. Subscribers did however fluctuate and eventually decrease from 272 to 271. Efforts made late in the year to increase subscribers by boosting posts promoting the newsletter appear to be effective and should be continued moving forward.

In-kind Contributions

In-kind contributions were valued at \$19,566 including 707 hours of time and \$700 of venue and skilled trades donations.

Financials

The Roundtable received \$128,781 and carried over \$35,434 from 2020 for a total of \$164,215 available funds for the year. Cash expenditures totaled \$99,422. When combined with in-kind contributions of \$19,566, the organization's operating costs totaled \$118,988. Funds were largely attributed to operational costs, the greatest of which was to maintain the Roundtable Coordinator.

Year in Review

Much like the previous year, 2021 was one for the books with continued challenges presented by the COVID-19 pandemic and extreme examples of climate change. We are once again proud to say that the Roundtable was able to adapt and took the challenges as an opportunity to increase community engagement on strategies that aim to reduce the effects of climate change. The increase in outreach is exhibited by the metrics for our virtual platforms, which have all shown excellent growth: average monthly website use is up 15% compared to 2020, social media growth 210% from the previous year and YouTube by 158%.

In-kind contributions were comparable, albeit slightly higher than the previous year. With the uncertainty funding agreement renewals and of continued funding due to COVID, fiscal expenditures were conservative. In December, Kwikwetlem First Nation committed to doubling its annual contribution for the next five years; the City of Coquitlam also agreed to renew its funding agreement for five years and the City of Port Coquitlam for one year.

Moving Forward

In 2021, funding agreements with the City of Port Coquitlam and Metro Vancouver's Greater Vancouver Water District will be up for renewal. The Roundtable will seek renewed funding agreements with those partners and continue to pursue alternate sources to ensure a balanced budget. With a clear direction

provided by community Roundtable members, the CRWR will continue to advance its Lower Coquitlam River Watershed Plan as capacity allows.

The Roundtable would like to express its deepest gratitude to all partners, volunteers and contributors for their ongoing support through these challenging times. We look forward to continued partnerships for years to come.

Acknowledgements

We wish to thank the following organizations for their generous financial support in 2021:



Our deepest gratitude to the following partners for their contributions of time, staff resources and venue and refreshment supplies:

- City of Coquitlam
- City of Port Coquitlam
- Watershed Watch Salmon Society
- Jack Cewe Construction Ltd.

Core Committee Sectors and Representatives

The Core Committee comprises a team of 19 sector representatives from 12 diverse sectors, all of whom contribute their time in-kind to attend Core Committee and Community Roundtable meetings, sit on standing and project committees and attend outreach events. Without their dedication and collaborative efforts, the Roundtable would not be what it is today. Each member sits on the Core Committee for 18-24 month terms, although many continue on for years beyond their tenure. We wish to thank our Core Committee members for their generous contributions of time in 2021.

Scott Ducharme
*Fisheries and Oceans
 Canada*



Federal Government

Dave Dunkley
*Greater Vancouver
 Water District*



Regional Government

Cllr. Steve Kim
City of Coquitlam



Local Government

Caresse Selk
City of Coquitlam



Local Government

Cllr. Nancy McCurrach
City of Port Coquitlam



Local Government

Scott Walmsley
City of Port Coquitlam



Local Government

Cllr. George Chaffee
Kwikwetlem First Nation



First Nations Government

Craig Orr
Kwikwetlem First Nation



First Nations Government

Cam Hiebert
BC Hydro



Utilities

Geoff Nagle
Morguard



Real Estate Development

Sophie Mullen
*Lehigh Hanson
Materials Ltd.*



Industrial

Kirsten Wilson
Jack Cewe



Industrial

Marvin Rosenau
*BC Institute of
Technology*




Education

Eve Gauthier
*Tri-City Green
Council*




Stewardship

Norm Fletcher
*Port Coquitlam &
District Hunting
and Fishing Club*



Stewardship

Tony Matahija
*North Fraser Salmon
Assistance Project*



Stewardship

Sherry Carroll
ArtsConnect



Arts & Culture

Susan Devlin
Vancity



Community

Note: For 2021 the Provincial Government seat remained vacant and is not represented here

Roundtable Representatives

The following representatives are not members of the Core Committee but provide vital services to the Roundtable. The Financial Trustee and Engagement Coordinator contribute a large portion of their time in-kind to attend meetings and participate in sub-committees.



Financial Trustee

Shayla Walker
*Watershed Watch
Salmon Society*



Engagement Coordinator

Melissa Chaun
*Coquitlam River
Watershed Roundtable*



Roundtable Coordinator

Sharee Dubowits
*Coquitlam River
Watershed Roundtable*

Late in the year, the Core Committee lost one of its founding members, Norm Fletcher, when he passed away in November. The Roundtable remembers Norm for his incredible contributions to the watershed and community; he will be dearly missed. City of Port Coquitlam designate Cllr. Nancy McCurrach and staff representative Scott Walmsley joined as new members, and Cllr. Laura Dupont, also from the city of Port Coquitlam was welcomed back late in the year. Due to staff shortages during the COVID-19 pandemic, the Roundtable was unable to secure a Provincial Government representative and the seat remained vacant throughout 2021.

Subcommittees

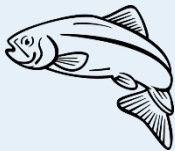


Resilience and Capacity Building Committee

Cllr. Steve Kim, Cllr. Nancy McCurrach, Caresse Selk, Shayla Walker, Kirsten Wilson

Communications Committee

Shayla Walker, Melissa Chaun, Shannon Wagner, Scott Walmsley

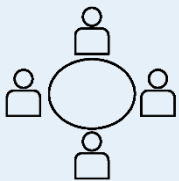


Habitat Committee

Tony Matahlija, Scott Ducharme

Development Project Committee

Melissa Chaun, Geoff Nagle, Lilian Kan



Roundtable Meeting Planning Committees

Eve Gauthier, Susan Devlin, Cllr. Nancy McCurrach, Sophie Mullen, Mitch Mivehchi

Stormwater Management Committee

Scott Walmsley, Eve Gauthier, Glen Joe



Water Use Committee

Cllr. Nancy McCurrach, Jim Allard, Margaret Birch

Financial Trustee Task Force

Shayla Walker, Jace Harrison



Operations

COVID-19 Response

The Roundtable continues to follow its [COVID-19 response](#) plan and adheres to Provincial mandates for gathering restrictions. Core Committee, subcommittee and Community Roundtable meetings continue to be held virtually when possible. Any events or projects that require in-person activities are held outdoors, observe physical distancing and personal protective equipment such as masks and gloves when appropriate. While Watershed Plan projects continue to be prioritized by the Community Roundtable, activities are modified to observe COVID-19 safety protocols.

Projects and Public Outreach

The COVID-19 pandemic has created staffing shortages for industries world-wide. The Roundtable is pleased to report that it has been able to maintain implementation of its [Lower Coquitlam River Watershed Plan](#) strategies, however progress on some projects has slowed due to staffing availability of some of our partner organizations.

Development

Development is the top-rated pressure on the Coquitlam River Watershed and affects the highest number of components in the area. Our subcommittee was originally formed to address a *Development Incentives* strategy that proposed an incentives program for developers who choose to implement low-impact development (LID) techniques. Subcommittee members from the Urban Development Institute noted a lack of awareness of the effects of urban development, LID techniques that could help to alleviate these pressures and relevant bylaws and policies. The subcommittee adjusted the strategy to focus on education and engagement of developers, planners and end-users.

Low-Impact Development Engagement Project

With the assistance of a volunteer technical writer and various post-secondary institutions, the Roundtable is producing a report that will identify evidence-based impacts of urban development in the watershed. This paper will discuss low-impact development (LID) strategies that can help to alleviate this pressure and describe the associated maintenance practices. It will also identify the relevant Provincial building codes and local policies and bylaws that may either assist or inhibit the implementation of these features and provide recommendations to reduce barriers.

The information related to development impacts and LID techniques has been drafted and is in review by committee members from the Development sector. UBC's Centre for Law and the Environment has agreed to perform a review of local policies and bylaws that either facilitate or inhibit the implementation of LID approaches. The paper is expected to be published in summer 2022.

Once the report has been finalized, the findings will be presented to the development community at a virtual workshop.

Stormwater Management

Stormwater is another high-rated pressure in the watershed that is associated with the introduction of foreign or excess material into hydrologic systems due to surface water loading and runoff from the

built environment. Stressors to the watershed ecosystem may include toxins (from vehicles, pavement, roofs, etc.), fertilizers and refuse (plastics, etc.). These stressors can result in degraded water quality, altered hydrological dynamics, increased nutrient loading, and consequently, compromised human, aquatic/riparian species and habitat health.

Watershed-wide Adaptive Monitoring Program

A subcommittee is currently facilitating regular presentations by the cities of Coquitlam and Port Coquitlam and Kwikwetlem First Nation regarding their progress in developing an adaptive monitoring program for stormwater management. Once each government has completed their relevant integrated stormwater management plan and adaptive monitoring program, the goal is to coordinate monitoring schedules, techniques and adaptations to facilitate a watershed-wide monitoring program with consistent information-sharing sessions. These local governments met for the first time in March regarding stormwater management practices and have committed to regular updates.



Outreach to Single-Family Homeowners

This strategy aims to develop outreach materials to help single-family homeowners improve stormwater practices in the lower Coquitlam River watershed. Key actions include:

- Encouraging best practices in rainwater management, water quality and riparian areas
- Providing outreach awareness of stormwater problems caused by everyday actions
- Reducing stormwater impacts on the river system, riparian areas, salmon, cultural and spiritual values, human health and safety, and resources industries.

To accomplish this, the subcommittee began installation of a demonstration rain garden in Lions Park, Port Coquitlam. The project encouraged the participation of community members and provides how-to signage for installing a rain garden, including a link to an instructional video and a mural depicting how rain gardens work to filter stormwater. It also features two rain barrels that capture stormwater from disconnected downspouts on the adjacent building, which will be used to water the garden during the dry season. The project was generously supported by Vancity, the City of Port Coquitlam and Jack Cewe Construction Ltd. The city of Port Coquitlam will be using this as a pilot project to gauge feasibility for this type of green infrastructure elsewhere in the municipality.



The rain garden filters water from approximately 150 m² of impermeable surface. The installation events engaged and educated 28 community members about the purpose and procedures for creating a rain garden.

Water-Use

The Roundtable commissioned a report by the University of Victoria's Environmental Law Centre titled [*Reducing Water Extraction and Increasing Environmental Flows in the Coquitlam River*](#). The paper was released in November 2020 and reviewed by the Core Committee in January 2021, after which a subcommittee was formed to address the recommendations in the report. The recommendations included suggestions for reducing water use, regulating impermeable surfaces, determining environmental flow needs and creating a Water Sustainability Plan for the Lower Coquitlam River Watershed. The subcommittee met to discuss implementation of these recommendations and is currently liaising with local governments in the watershed to determine their plans for incorporating these counsels.

Anti-Littering and Dumping Engagement

During Earth Week the Roundtable launched its renewed anti-littering and dumping campaign. Typical litter clean-ups engage community members that are already aware of and active in solutions for the problem. This campaign took a three-fold approach to littering:

1. Educated newcomers to the watershed by hosting a [webinar for SUCCESS Immigration Services](#). During this event we gathered information on cultural perceptions of the littering problem, shared information about the impacts of litter, where the local litter "hot spots" are and how we can reduce our waste production.
2. Empowered people who are homeless or facing homelessness from Hope for Freedom, Raincity Housing and ACCESS Youth Outreach Services to get involved in an incentivized clean-up program, supported by the Downtown PoCo BIA.

- Engaged local students to use the litter collected from the clean-up program to create a litter art piece that spoke to the ongoing waste problem in the watershed.



During Earth week we engaged with 84 community members throughout the webinar, clean-ups and litter-art construction. Approximately one cubic yard of litter was removed from the shoreline.

The campaign was resumed on Rivers Day when the Roundtable teamed up with The Web of Life, Chandos Construction, the Beaver Canoe Club and community volunteers to conduct an in-stream AND streamside clean-up.



An incredible 30 participants endured a very soggy day to remove approximately four cubic yards of waste from the river and its riparian area. The waste collected was primarily from abandoned homeless camps and spurred discussions of adding the pressure of homelessness to the *Lower Coquitlam River Watershed Plan*. A portion of the litter collected was used by artists Dolores Altin and Elvira Monteverde to create a public litter art piece that will be displayed in Gates Park for 2022.

Mainstream Cultural Norms Outreach

This pressure is associated with a disconnection from or lack of understanding of the value of local ecosystem services provided to people by local natural resources. Stressors associated with mainstream cultural norms include increased apathy, decreased stewardship, lack of environmental awareness and knowledge, lack of respect for nature and decreased sense of value. Outreach programs were identified as the most effective strategy to alleviate this pressure.

Hidden Gems Video Series



Thanks to the Government of Canada's Canada Summer Jobs program, the Roundtable was able to hire a videographer to produce regular communications content for release on social media and to Telus Community Television's *Community Content* channel. Videographer Ethan Moore's main project was to create a video series, titled [*Hidden Gems of the Coquitlam River Watershed*](#), depicting some of the lesser-known spots to visit in the area. The goal of the project was to encourage people to visit, engage with and be stewards of the watershed.

The series has had excellent reach on our social media platforms:

Table 1. 2021 Views of the Hidden Gems video series

Video	YouTube Views	Facebook Views	Total Views
Hoy Creek	61	20	81
Westwood Wetlands	33	261	294
Fjords	33	65	98
Colony Farms	30	15	45
Upper Coquitlam River Park	66	4950	5016
The Oxbow Side Channels	258	36	294
Ridge Park	29	58	87
The Upper Watershed	305	352	657
Hidden Gems Sneak Peek	11	33	44
			6616

Community Roundtable Webinars

The Roundtable aims to host one to two Community Roundtable meetings each year, which are typically in-person events. Due to COVID-19 restrictions, meetings have been modified to a webinar format until further notice. The benefit of the online format is a huge reduction in cost, which allowed the Roundtable to host two webinars within their annual budget.

Building Resilience: Weathering the Stormwater



The Spring event tied into work by the stormwater subcommittee that year. Guest speakers Mitch Mivehchi (BMP Engineering) and Joanna Ashworth (SFU, North Shore Rain Garden Project) discussed what rain and stormwater are and how participants could help alleviate stormwater’s negative effects on the watershed. The event was well-attended by local representatives and community members, and the Roundtable received valuable feedback on how to prioritize *Watershed Plan* strategies in the coming months. Survey results (n=19) indicated that participants prioritized outreach on tree management, engagement with developers on implementing low-impact development techniques and outreach to single-family homeowners about stormwater, which was to take shape as a demonstration rain garden. A [recording of the webinar](#) was posted on our YouTube channel and Facebook page for subsequent viewing/input.

Table 2. 2021 Spring Community Roundtable Webinar Attendance and Views

Pre-registrations	Attended Live	YouTube Views	Facebook Views
88	60	29	28
Total Views		117	

The [full event report](#) is available on our website.

Stormwater Management in the Coquitlam River Watershed



For the Spring Community Roundtable Webinar event pre-show, the Roundtable put together a short video titled [Stormwater Management in the Coquitlam River Watershed](#) featuring community members and organizations that are working to reduce the effects of stormwater in an effort to inspire viewers to

do the same. The video was later released as a public outreach piece to further address mainstream cultural norms. The video is available on our YouTube, website and social media pages. In 2021 the video had 74 views on YouTube and 36 on Facebook for a total of 110 views throughout the year.

Fire Prevention in Urban Forests



Coming off a historic fire season, the Roundtable hosted a Community Roundtable webinar in the late Summer / early Fall to provide education about how to manage urban forests and community properties to help reduce the risk of wildfire in the watershed. Guest speakers Richard Boase (District of North Vancouver) and Cptn. Chad Evans (Port Coquitlam Fire Department) spoke to urban forest management techniques that mimic the natural structure of a forest, defined the urban-wildland interface and provided examples of how to reduce combustible material around the home. Presentations were engaging, event operations ran smoothly and valuable feedback was received to prioritize *Watershed Plan* activities. Attendance was slightly lower than previous events, however the recorded versions were well-viewed. Prioritization survey results (n=12) indicated a preference to focus on tree management, a natural space strategy for developers, low-impact development techniques and invasive species management. A [recording of the webinar](#) was posted on our YouTube channel and Facebook page for subsequent viewing/input.

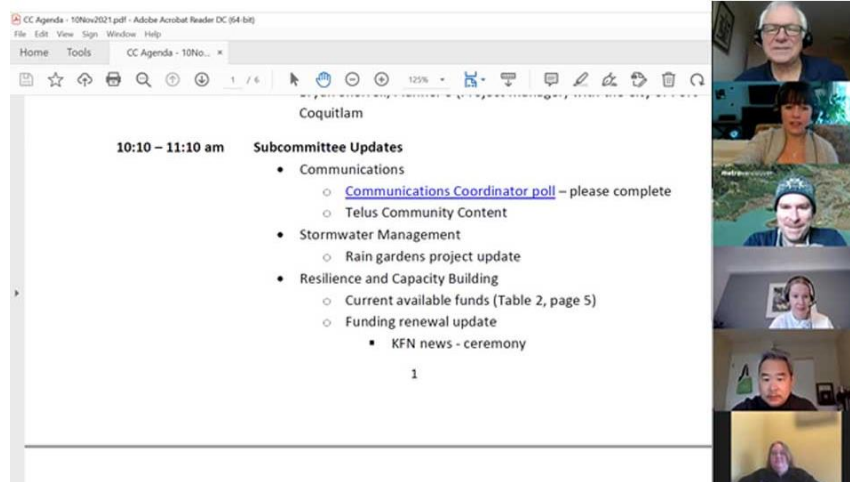
Pre-registrations	Attended Live	YouTube Views	Facebook Views
28	39	28	71
Total Views		138	

The [full event report](#) is available on our website.

Meetings and Presentations

As a collaborative governance organization, meetings and presentations are a key component of the success of the Roundtable. Due to COVID-19, all meetings and presentations were held virtually via Zoom. Most members are growing more comfortable with this technology however, the virtual format does at times limit engagement within meetings since body language is poorly transmitted remotely. Fortunately, Zoom provides a phone-in option for those without access to computers, and the Roundtable continues to use online surveys as an effective method of gathering feedback. All members contributed their time in-kind.

Core Committee and Subcommittee Meetings



The Core Committee met for five two to three-hour meetings in the months of January, March, June, September and November and one additional one and a half hour meeting in June. These meetings discussed prioritizing Watershed Plan implementation strategies, funding agreement renewals, budgeting issues, project updates, outreach campaigns and issues of watershed health.

Subcommittee Meetings

Subcommittees include standing committees for resilience and capacity building, communications and habitat and ad hoc project committees for community roundtable meeting planning, development, stormwater management, water use and financial matters. Littering and dumping pressures were addressed with our Engagement Coordinator.

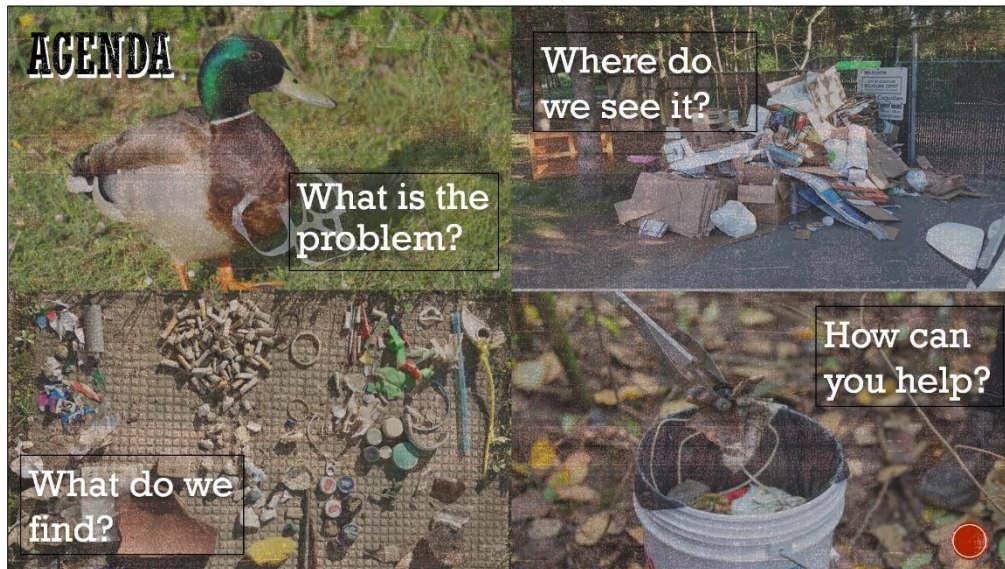
The Resilience and Capacity Building committee met five times to discuss funding agreement renewals and strategies for increasing Roundtable capacity, business plans, prioritizing strategies and budget drafts. The Communications committee met on a quarterly basis to discuss communications strategies and publications, social media and the Roundtable website. The Habitat committee typically convenes when issues arise concerning fish or wildlife habitat. We are happy to report that there were no incidents that required the committee to meet. The Community Roundtable Meeting Planning committee met fourteen times during the course of the year to plan the Spring and Summer/Fall events, shoot videos for pre-shows and execute the events. The committee is responsible for organizing guest speakers, venues, activities, refreshments, facilitators, communications (including photography, videography, promotions and social media), speeches and agendas. The Development project committee met once to discuss edits to the first part of the LID paper and is awaiting further progress by UBC's Centre for Law and the Environment department, who is assisting with writing the assessment of codes, regulations, policies and bylaws.

The Stormwater committee met eleven times during the year to work on two strategies: a watershed-wide adaptive management program and outreach to single family homeowners, which took shape as a demonstration rain garden in Lions Park, Port Coquitlam. The team was responsible for conducting research on adaptive monitoring programs in the Province, liaising with all governments in the watershed, facilitating a collaborative meeting with those parties and planning, designing and installing the rain garden.



The Water Use committee met once to review recommendations provided in a water flows report written by the University of Victoria Environmental Law Centre for the Roundtable and liaised with municipal governments via email to discuss implementation of these counsels. Finally, a Financial Trustee task force met twice to reconcile annual finances for reporting purposes.

Presentations



To help build capacity and engage in community outreach, the Roundtable gives delegation presentations to potential and existing funders and other organizations/groups. Due to COVID, these presentations were given virtually.

Two delegation presentations were given to core funders (the cities of Coquitlam and Port Coquitlam) to provide an update on the Roundtable's activity for the year. Three community presentations were made to SUCCESS Immigration Services, BCIT's Fish, Wildlife and Recreation Program and CodeBlue BC Community Volunteers. The first presentation was part of an outreach program about littering and dumping, the second was a general presentation to post-secondary students about the Roundtable and the third was to promote volunteer opportunities in the watershed.

Social Media and Website

The Coquitlam River Watershed Roundtable maintains a website at www.coquitlamriverwatershed.ca to provide details about watershed history, the Roundtable and Core Committee, event and media promotions and contacts. Over the year, the site was modified to feature the Roundtable’s growing library of videos, including virtual watershed tours and our Hidden Gems series

Website analytics show the average number of monthly website users to be 629 individuals, with a total of 7553 annual users. There is a typical decline in website use during the warmer summer months.

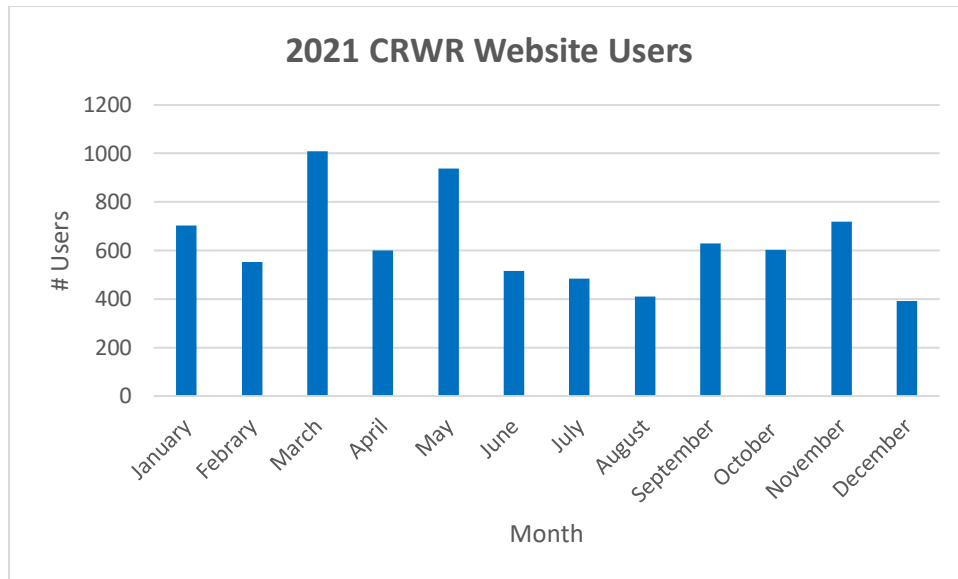


Figure 1. 2021 CRWR Website Users

The Roundtable also reaches community members via social media outlets Facebook, Twitter, Instagram and YouTube. Each is used to promote project and event information with the main goal to direct users to the Roundtable website. Facebook followers have increased from 814 at the start of the year to 861 at the end. Twitter followers have grown from 829 to 882 throughout the year and Instagram from 432 to 591, which made Instagram the platform with the largest growth in 2021.

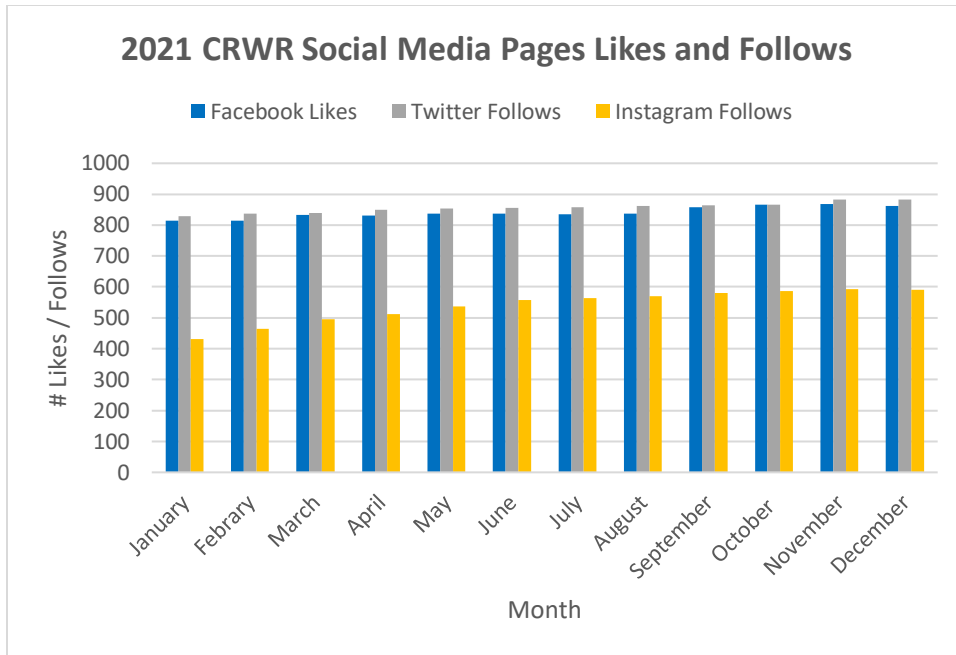


Figure 2. 2021 CRWR Social Media Pages Likes and Follows

Since COVID began the Roundtable has put a larger effort into producing virtual communications and the group’s YouTube page has received steady viewership. Videos received an average of 228 views per month.

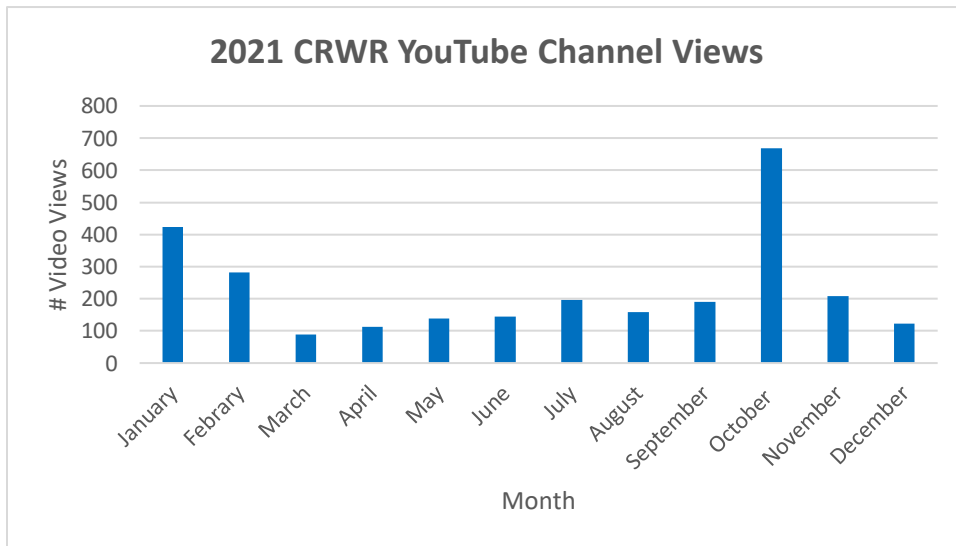


Figure 3. 2021 CRWR YouTube Views

2021 videos were viewed a total of 2734 times compared to 2020, which saw a total of 982 views.

Communications

Regular publications are sent to a list of subscribers throughout the year and promoted on social media. These communications are intended to keep the community apprised of the Roundtable’s activities and provide an avenue for open dialogue and feedback.

Backgrounder and Implementation Updates



Backgrounders are released annually each Spring and provide information about the Roundtable’s history, funders, mission, vision, values, the current composition of the Core Committee and the watershed. The 2021 issue was sent to 275 subscribers and opened by 34% of recipients.

Lower Coquitlam River Watershed Plan Implementation Updates are released bi-annually in the Spring and Summer of each year. Our Spring update was sent to 271 subscribers and was opened by 34% of recipients and, our Summer update was sent to 264 subscribers and was opened by 45% of recipients.

E-news



E-news is sent out on a quarterly basis in Spring, Summer, Fall and Winter to provide an update on the Roundtable’s activities and promote events and campaigns. Open rates for 2021 e-news editions ranged from 33% to 44%.

Table 3. 2021 CRWR E-news Subscribers and Open Rate

E-news Edition	# Subscribers	% Opened
Spring	272	33%
Summer	270	40%
Fall	263	37%
Winter	271	44%

In-kind Contributions

The Roundtable’s success relies heavily on the generous contributions of time, staff resources and venue, event and refreshment supplies. In-kind contributions were valued at an incredible **\$19,566** including **707 hours** of time.

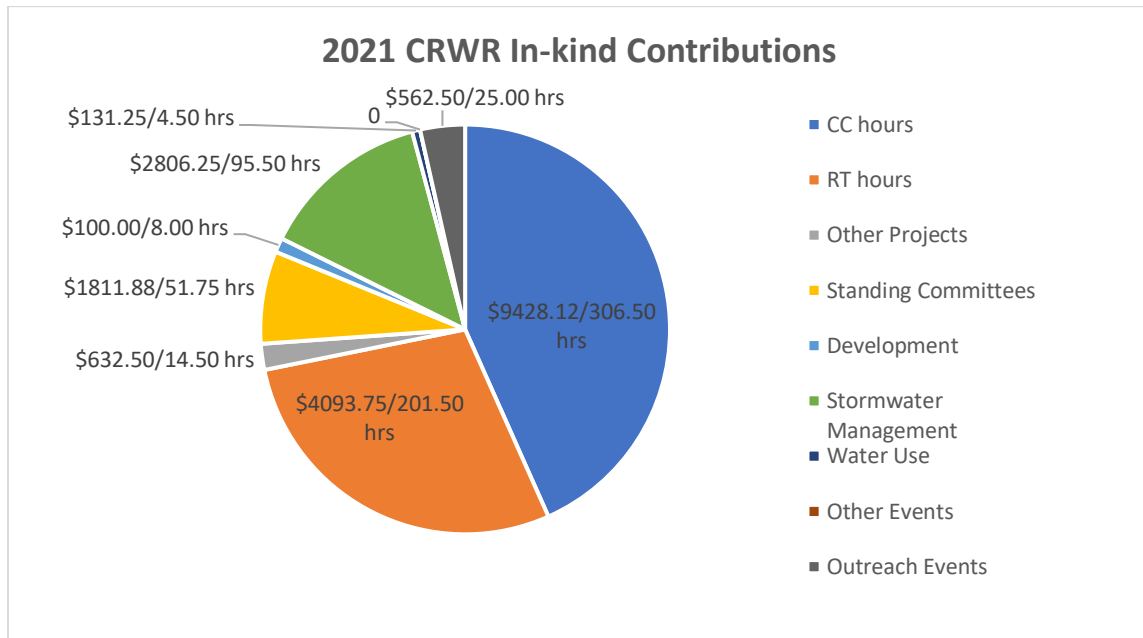


Figure 4. 2021 In-kind Contributions to the CRWR

Financials

Revenues

The Coquitlam River Watershed Roundtable currently operates on one of the smallest budgets of any Roundtable organization in British Columbia. Our Resilience and Capacity Building committee is currently working with funders to renew current funding agreements and seeking new partners so we can continue to advance our Lower Coquitlam River Watershed Plan with increased capacity.

In 2021, the Roundtable received \$128,781 and carried over \$35,434 from 2020 for a total of **\$164,215** available funds for the year.

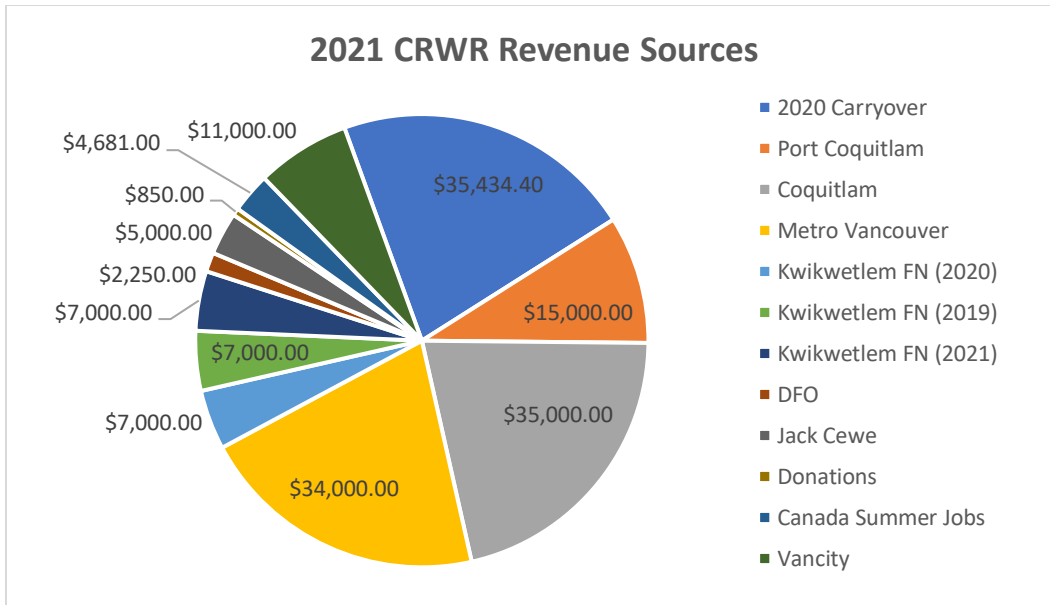


Figure 5. 2021 CRWR Revenue Sources

Expenditures

Core Committee and Roundtable meetings, public outreach, communications and Watershed Plan implementation projects are all organized by the Roundtable Coordinator, whose salary currently comprises the majority of Roundtable expenses, followed by administration fees, advertising and Roundtable meetings.

In 2021, the Roundtable’s cash expenditures totaled **\$99,422** (this does not include GST). When combined with in-kind contributions of \$19,566, the organization’s operating costs totaled **\$118,988**.

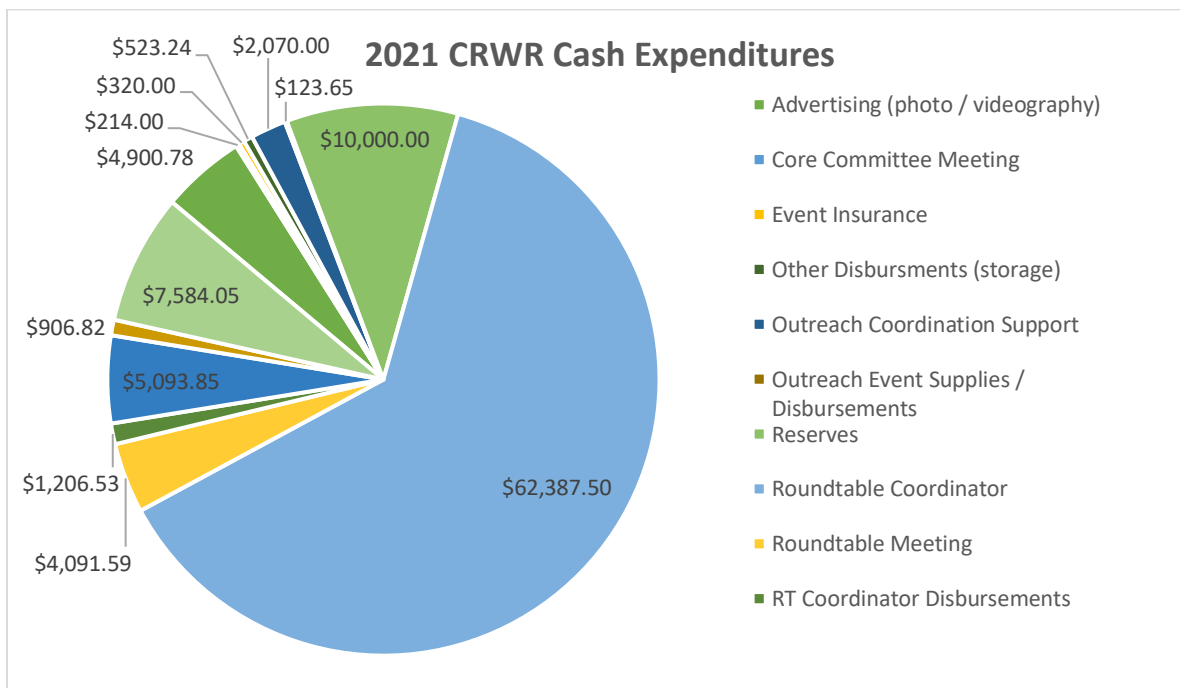


Figure 6. 2021 CRWR Cash Expenditures

Year in Review

The year 2021 was another for the books. Still amid the COVID-19 pandemic, facing challenges of staffing shortages and financial uncertainty, the watershed community also encountered drastic examples of climate change including droughts, “heat domes”, extreme fires and floods. The Roundtable took the opportunity to increase its engagement with the community and partners to facilitate responsible management of the watershed with the intent to reduce the effects of climate change:

- Community Roundtable meetings were prioritized to be held twice in the year
- A videographer was hired to increase media output
- Community engagement events focused on hands-on activities, when possible, to further encourage members to implement changes in their daily lives

The efficacy of our outreach is demonstrated by our virtual platform metrics. Website use has shown over 11% growth in monthly users with an average monthly usage of 629 users compared to 566 in 2020. The Roundtable’s social media presence was boosted with a commitment to post regularly on all three platforms (Facebook, Twitter and Instagram). Based on the growth of likes and follows for each platform, the Roundtable was able to engage 259 more people on social media compared to an increase of only 86 people in 2020, which is 201% growth. With the concentrated efforts on media communications, YouTube has demonstrated another excellent year of growth at 178% compared to the previous year.

Regularly scheduled communications (implementation reports, backgrounders and e-news) had an average open rate of 38.5%. This exceeds the average peer open rate of 37.7% as identified by Mailchimp. While the open rate of these publications is satisfactory, efforts could be made to increase the number of subscribers, which fluctuated and eventually decreased by a total of 1 subscriber over the year. Efforts made late in the year to boost one post each month encouraging viewers to sign up for the newsletter appear to correlate with a growth in subscribers; this strategy should be carried forward into subsequent years.

In-kind contributions were comparable to 2020 values, with a slight increased value of approximately \$1000. Given that in-person events remain limited due to COVID-19 restrictions, these values are well within the expected range.

The Roundtable spent \$99,422 of the \$128,781.00 contributed in 2021. An amount of \$35,434 was carried over from 2020, which is similar to the carryover from the previous year due to late municipal funding contributions in 2019. With the uncertainty of continued funding/agreement renewals due to COVID, fiscal expenditures were conservative, leaving a healthy carryover of \$64,793 from 2021 into 2020. In mid-December, The Roundtable received confirmation from Kwikwetlem First Nation that its annual contribution would double for the next five years. The City of Coquitlam also confirmed that its current funding agreement would be renewed for five years, and the City of Port Coquitlam has confirmed funding for 2022.

Moving Forward

In the coming year, funding agreements with the cities of Port Coquitlam and Metro Vancouver’s Greater Vancouver Water District will be up for renewal. The Roundtable intends to seek renewed

agreements for the years 2023-2026 with both partners. Alternate partner funders will also be pursued to ensure a balanced budget in the years to come.

With a clear direction provided by community Roundtable members, the CRWR will continue to advance its Lower Coquitlam River Watershed Plan as capacity allows. Strategies to address the pressures of development, vandalism/illegal activity, stormwater and invasive species have been prioritized for the start of 2022.

The Roundtable would like to express its deepest gratitude to all partners, volunteers and contributors for their ongoing support through this challenging time. We look forward to continued partnerships for years to come.