

SSIWPA Outreach Plan 2018-19

Adopted February 23, 2018

Subject to approval of SSIWPA's budget by funding agencies.

Date	#	Event or item	Detail	Approx. Cost
Mar 22	1	World Water Day March 22	Display booth at Islands Trust Freshwater Forum (Cowichan, TBA)- Design and printing.	\$300
April 21/22	2	Earth Day	Display booth and verbal announcement - use booth in format from item 1	\$0
May-June	3	Field Trip	tour meaningful watershed area, build relationships, cross-cultural communication (Maxwell?), optional	\$0
Feb, June, Sept, Dec	4	Quarterly mailout	Send package quarterly to FN contacts- News (Watermark), IWM Project reports, media release materials related to SSIWPA projects, invitation to events. Design and printing (\$400 per mailing).	\$1,600
May	5	Presentation: Water Budget Final Results	Golder Assoc., Min. ENV, Min. FLNR, SSIWPA, public? Space rental, ad design, ad costs (DW).	\$1,500
May-June	5b	Presentation: Ag Water Demand Model (2017)	Interpret the findings to SSIWPA and the agricultural community (Min. Ag., Min. FLNR) (Sylvia or Pat, Stephanie Tam?). Part of a regular SSIWPA meeting - need larger venue, exch ad.	\$500
May with Golder final?	5c	Presentation: Groundwater "Well"ness Workshop	Short presentation about Wells Inventory and GW Monitoring rationale and goals on SSI. Include bit of well owner education. Kickoff the field survey. FLNR, IT Space rental and publicity.	\$1,000
April 4-6	6a	Conference: Salish Sea Ecosystem Conference (Seattle) http://www.wvu.edu/salishseaconference/	Islands Trust presence already confirmed. Trust staff may present about SSIWPA. Brochure with infographic &/or other materials could be shared by Trust representatives. Design and printing.	\$300
May 29- Jun 1	6b	Conference: Canadian Water Resources Association https://conference.cwra.org/ (Victoria)	Staff give SSIWPA project presentation no cost, use same materials as 6a	\$0
Jun-July	6c	Presentation: CEWG Conservation Technology Assessment Report		\$500
tba	6d	Seminar: POLIS half day land use planning workshop about watersheds (replaces Watersheds 2018!)	Some SSIWPA member agency staff may yet participate, but not an outreach opportunity for SSIWPA per se. use same materials as 6a	\$0
Sep 15	7	Fall Fair Display Booth	<ul style="list-style-type: none"> project highlights (plan, results) agency brochures, forms and info public input by questionnaire or survey Cost: Updates to display booth since April.	\$500

			Booth space rental.	
Oct 13	8	Rainwater Tour	successful yearly event Publicity (design, printing, signs, maps, ads).	\$800
monthly		Watermark monthly SSIWPA newsletter	Announcements, links, readings, state of lake summary, press releases about SSIWPA coordinated projects, ecosystem and watershed info in the news.	\$0
ongoing		Invite public educators to share posters or short demos about water resource learning with their students.	Showcase youth water learning at SSIWPA events & attract all ages to events. At existing agreed events only.	\$0
ongoing		Document Library	Re-configure, complete - some for internal SSIWPA, some for public domain free up to 15GB Google Drive	\$0

Total expenses - \$7,000

Community Events and Communications Budget - \$8,000

ongoing	Website	Maintenance of current site ~ \$3600/y	\$3,600
one time	Website	Site Design Upgrade. Improve visuals and user-friendliness.	\$3,000

Website - \$6,000 (or \$3,600 for annual maintenance only)

Unspent coordination - \$7,105.99 available.