

3 Year Strategic Plan

from

April 2015 to March 2018

While this Plan reflects all the issues we would like to focused on, at present, and in the foreseeable future, much of our board's time and attention must be devoted to a single pressing issue - prevent further dumping of contaminated soil in our watershed. In doing so, we help protect the quality of our water, now, and in the future.

Please read this plan, and help where you can. It's about preserving the quality of life we all enjoy in, and around Shawnigan Lake.

"In witness thereof, observe the existing Shawnigan Community. The people hereabouts have not despoiled the land, polluted the water or butchered the forest, as men have done in many other places. They have jealously guarded their joint estate by a silent pact among themselves, a sort of unofficial constitution, all the stronger because it is voluntary."

Bruce Hutchison as quoted in
GREEN BRANCHES AND FALLEN LEAVES
by Alice L. Gibson

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1.0 PLANNING OVERVIEW AND LIMITATIONS

The Shawnigan Residents Association (SRA) is a community-based organization striving to represent the interests of residents in current and emerging issues that impact the quality of life in and around Shawnigan Lake.

This strategic plan was prepared by the Shawnigan Residents Association's Board of Directors. The intent of the plan is to provide direction and structure to the board and the association's activities over the next three years. While this plan reflects the areas of interest and priority to the board, we recognized that in some cases issues are shared with other organizations who we work closely with throughout the year. In other cases, due to the lack of resources and/or expertise, we are currently unable to devote the necessary attention to actively pursue the stated actions. Regardless we have chosen to include them due to their importance, and in the hope others may read and express interest in supporting us towards their achievement.

The plan includes five main goals and supporting actions.

This plan will be reviewed on an annual bases (each April) to insure relevance to the issues at hand and membership priorities.

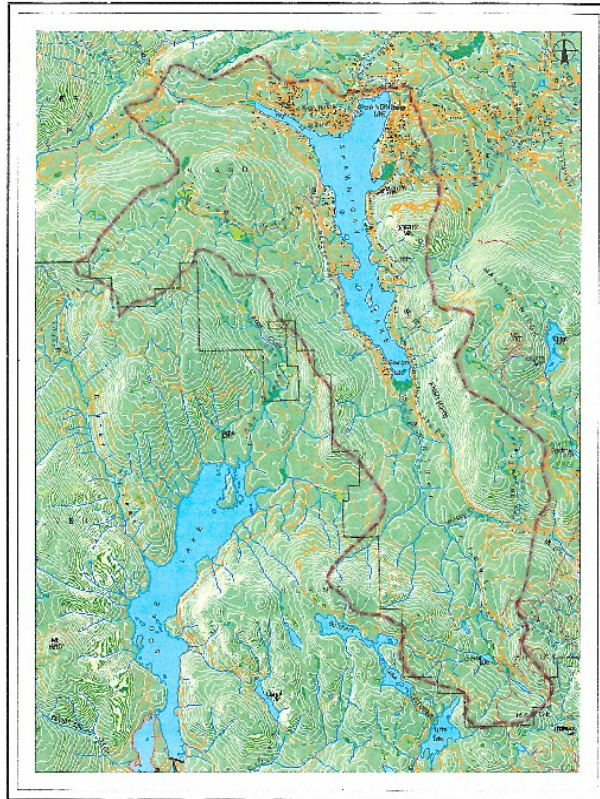
2.0 STRATEGIC CONTEXT

In order to clarify its role and purpose, the board has provided some definition and description of the following items:

- . Geographic Boundaries
- . Stakeholders
- . Driving Issues
- . Guiding Principles

2.1 GEOGRAPHIC BOUNDARY:-

The geographic boundary that describes the Association's area of interest is the Shawnigan Community (known as Area B under the CVRD).



THE SOUTH PART OF ELECTORAL AREA B WHERE MOST OF THE SHAWNIGAN POPULATION LIVES. THE LAKE'S WATERSHED BOUNDARIES ARE SHOWN IN MAGENTA.

2.2 STAKEHOLDERS

The Shawnigan Residents Association represents the following stakeholders:

- Individuals/families who live, work, own businesses or property in Area B.
- Individuals/families who rely on the lake and watershed for drinking water.
- Individuals/families who identify with, and/or have an emotional attachment to Shawnigan Lake and/or the watershed (e.g. recreational visitors).

2.3 CHALLENGES AND OPPORTUNITIES

The following driving issues were identified as the key impetus to creating the Shawnigan Residents Association and defining its strategic direction:

- Effective **communication** on issues and activities within the community.
- Gathering places/spaces**, or vibrant town centre to help create a sense of community.
- The lake's **water quality** and the effect on it from development, land use practices and recreational activities.
- The **transition from a rural community** to a residential bedroom community of Victoria and Duncan, and the changing community support and lifestyle requirements.
- The **level of watershed** knowledge and how it impacts residents who are, or are not, waterfront owners.
- Planning, management and protection of the Shawnigan Lake **watershed** as a living and dynamic entity.
- Shawnigan Lake is governed by the CVRD. This **governance model** needs to be reviewed on a cost-benefit bases to determine if it is economically feasible for the Shawnigan area to become its own municipality, with the support of its residents.-



2.4 GUIDING PRINCIPLES

The Shawnigan Residents Association adopted the following Guiding Principles in its approach to the Strategic Plan development and its future implementation.

- Represent all issues in a **transparent, non-partisan manner** that foster open and respectful dialogue.
- Treat all stakeholders (internal and external) **fairly**, while recognizing the **diversity** of: members’ abilities; land and water use activities; ownership needs; economic viability, and the need for ecological sustainability.
- Deal with long-term population growth policies and development that is consistent with the need for **ecological sustainability**.
- **Work cooperatively** with other organizations who have similar goals and objectives.

STRATEGIC PLAN GOALS

The Shawnigan Residents Association has established five goals for our Shawnigan Lake Community and watershed. While the responsibility for many of the proposed actions will reside with local government, provincial and federal ministries, and regulatory agencies, it is the Association's role to encourage these entities to act. Critical to this is citizen involvement.

3.1 Goal 1 - Shawnigan Lake Community Governance

“To take a lead position in supporting governance that proactively and effectively manages our community and the watershed.”

Actions

- 3.1.1 Research **governance models** and choose/adapt one for Shawnigan Lake (i.e. Area B) and promote its adoption, implementation and funding.
 - *Being reviewed by the SRA Municipal Status Committee*
- 3.1.2 Monitor **proposed developments** through attendance at the Area Planning Commission to assess and communicate areas of concern...well before they appear to be at “a point of now return”.
 - *Being monitored by the SRA Government Liaison Committee*

- 3.1.3 Monitor and communicate issue effecting **taxation**, including, but not limited to: use of the “alternative approval process”; CVRD salaries; and “grants-in-ad”.
- *Being monitored by the SRA Government Liaison Committee*
- 3.1.4 Help address the issue associated with ownership of the **lake bottom**, and attempts to charge waterfront owners for having wharfs.
- *Under the CVRD and Parks Commission. SRA monitors and intervenes as needed.*
- 3.1.5 Address the ownership, zoning, and illegal (inappropriate) use of “**road-ends**” which border the lake.
- *Under the CVRD, MoTI and Parks Commission. SRA monitors and intervenes as needed*
- 3.1.6 Monitor **transportation issues** associated with (but not restricted to) commuting; park and rides; bus route and service; road conditions; and snow removal.
- *Under the CVRD. SRA monitors and intervenes as needed.*
- 3.1.7 Monitor **land ownership and usage issues** (including, but not restricted to) crown land; logging; farming; mining and other private sector business activities.
- *Under the CVRD. Considerable SRA resources currently devoted to the dumping of contaminated soil issue.*

3.2 Goal 2 - Water Quality

“Safeguard and improve the water quality in the lake and in the watershed”

Action

- 3.2.1 Promote and support **water monitoring** and reporting programs.
- *Co-operatively reviewed by the Basin Society, Ministry of Environment, CVRD and SRA Water Committee.*

- 3.2.2 Participate in the **BC Lakes Stewardship Society's** Lake Reporting Program.
 - *Under the SRA Water Committee*
- 3.2.3 Identify and undertake **stream management** and improvement actions.
 - *Under the Basin Society. SRA occasionally monitors and lends support as requested and available.*
- 3.2.4 Promote and educate the community on **septic field** management.
 - *Under VIHA, CVRD and the Basin Society. SRA occasionally monitors and lends support to the Basin Society as requested and available.*
- 3.2.5 Support initiatives that explore improved or alternative **waste management** options (e.g. composting or recycling gardening waste versus burning).
 - *Under CVRD. SRA occasionally monitors and intervenes as needed.*
- 3.2.6 Educate landowners on the **Riparian Area Regulations (RAR)** and riparian management best practices.
 - *Under MoE, CVRD and Basin Society. SRA occasionally monitors and lends support as needed.*
- 3.2.7 Promote and communicate best practices for **storm water** management.
 - *Under CVRD and MoTI. SRA monitors and intervenes as needed.*
- 3.2.8 Support efforts to reduce the effect of **Geese droppings** around the lake (e.g. culling or discouraging geese on the West Shawnigan Lake Park).
 - *Under VIHA and the CVRD. SRA monitors and intervenes as needed.*
- 3.2.9 Support policies and actions that conserve the native **fauna and flora** of the watershed.
 - *Co-operatively actioned by MoE, Basin Society and SRA Water Committee.*

3.3 Goal 3 - Water Levels

“Ensure effective water level control”

Action

3.3.1 Promote and monitor the **North Shawnigan Creek** outflow clean out project.

- *Under CVRD and SRA Water Committee*

3.3.2 Work with the CVRD on the management of **the weir** to help balance conflicting interests (e.g. lake front owner preferences; water rights downstream; spawning fish; hold back to accommodate dryer summers).

- *Under the SRA Water Committee*

3.3.3 Provide **lake level gauges** (in meters above sea level) for public use...to be able to communicate in a common measurement tool with the CVRD, and others.

- *Under the SRA Water Committee*

3.4 Goal 4 - Recreational Use of Shawnigan Lake

“Ensure that recreation on and around the lake does not damage ecosystems and is neighbourly”

Action

3.4.1 Promote and communicate **recreational** best practices.

- *Co-operatively under the CVRD, RCMP and SRA Water Committee*

3.4.2 Lobby local governments for effective summer **police patrol** on and off the lake.

- *Under the SRA Water Committee*

3.4.3 Lobby for enforceable laws and controls for **safe boating** on the lake.

- *Under the SRA Water Committee*

3.4.4 Lobby the CVRD to pass and **enforce by-laws** around littering, speeding, excessive noise, wave action, pollution,

drunkenness... in relation to boating and boating activities on or near the water.

- *SRA monitors and intervenes as needed.*

3.4.5 Review and recommend **boat ramp** accesses (and related parking issues), to balance the increasing demand for people wanting to launch their boats and the effect it has on local residents.

- *Under the Parks Commission. SRA monitors and intervenes as needed.*

3.5 Goal 5 - Shawnigan Residents Association Organizational Performance

“Develop the Shawnigan Residents Association into an efficient, effective and relevant organization”.

Action

3.5.1 Develop a communications plan to **build awareness** and promote the Shawnigan Residents Association by:

- Regularly contributing articles to the Shawnigan Focus newspaper.
- Designing and producing a SRA Brochure.
- Maintaining and keep current a SRA website.
- Regularly maintaining membership lists and emailing SRA members to keep them informed.
- Issue Press Releases as required to inform media sources.
- Exercise appropriate marketing activities to increase awareness of SRA mandate.
- Use and maintain social media tools to support communications.
- Promote and organize events including fundraising as required to support SRA mandate.
- Recruit, manage, and deploy volunteers as required to support the above.

3.5.2 Develop a public participation strategy that **fosters community involvement** in the Shawnigan Residents Association strategic plan implementation by:

- Holding annual community input meetings and yearly AGM.

- Designing and implementing a major membership drive to increase SRA membership to 1000 current members by 2018.
- Advertise for help with specific action items that are currently unassigned to existing board members. Focus on finding “good fits” with qualified individuals
- Ensure all new members of the board or other volunteers understand their roles and accountabilities, *e.g. if you don't know...ask; if you offer to help..follow through; if you commit to a date...meet it; if something unforeseen happens...let us know.-*

- 3.5.3 Support **community groups** and organizations in their activities that are consistent with SRA values.
- 3.5.4 Produce a written **report annually**, documenting SRA's achievements and actions undertaken to achieve its goals.
- 3.5.5 Ensure our actions, behaviors and written material are **lawful, and in compliance** with Society Act and our bylaws.
- 3.5.6 **Partner with local groups** and schools to educate and promote the values of an ecologically sustainable watershed.
- 3.5.7 Regularly evaluate and update a rolling **3-year strategic plan**.
- 3.5.8 Develop and implement a **fundraising campaign** by:
- Applying for project specific funding grants.

The End

*Thank you for taking the time to read this document.
Now please get involved.*