

THE STEWARDSHIP SERIES

Landowner Contact Guide

FOR
BRITISH
COLUMBIA



**Landowner
Contact Guide
for British Columbia**

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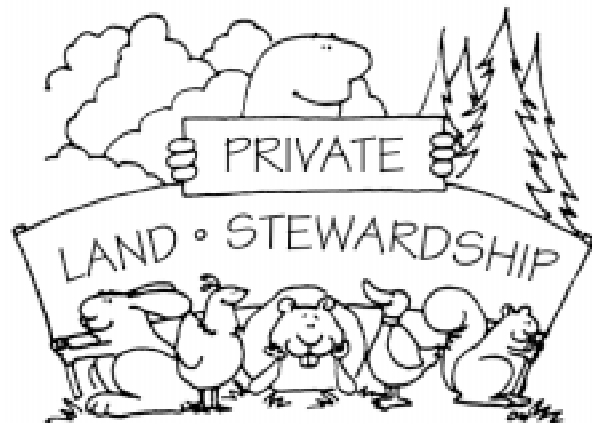
Preface

Private land stewardship is about the voluntary conservation of natural resources, wildlife and fish habitat by landowners and concerned citizens. This Guide is for individuals and community groups interested in promoting stewardship with private landowners. It describes a systematic approach designed to provide landowners with information about ecological values and stewardship practices. Instead of being told what's best for their land, owners are asked "how can we help you" maintain the natural features on the land?

Landowner contact is the best way to promote private land stewardship. Helping people care voluntarily for the land is essential to any conservation strategy for the entire landscape. British Columbia's unique biological diversity, wildlife and fish populations cannot be protected solely through the formation of public parks. Voluntary stewardship is essential to the protection of sensitive ecosystems on privately owned land—and is also more economical and effective than management by government regulation and enforcement.

The key to success with landowner contact is building a relationship based on respect, understanding, and trust. Most landowners appreciate the effort made to inform them about the ecological values of their property—whether or not they opt to participate in a program. They must be respected for their actions, whatever they decide.

The *Landowner Contact Guide* is based on the principles and methods developed by the Natural Heritage League in Ontario. Dr. Stewart Hilts and his colleagues of the League deserve much recognition for their achievements in promoting private land stewardship. We are grateful for their encouragement and willingness to share the results of their work.



*The real substance of
conservation lies not in the
physical projects of
government, but in the mental
processes of its citizens.*

ALDO LEOPOLD, FATHER OF THE LAND ETHIC

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I. The Five Ws of Landowner Contact

1 WHAT IS LANDOWNER CONTACT? ■

Landowner contact is about building bridges between private property owners and the conservation community. A representative from a community group first writes, then phones the landowner and asks to visit their property, offering to provide information on wildlife or fish habitat. During the visit the two have a conversation about what is important to the landowner and what is valuable in terms of ecology.

This open, proactive, personal approach is easy to follow and encourages dialogue on issues of common concern. The resulting exchange can help landowners learn more about ecological values and, at the same time, increase the conservation community's awareness and understanding of barriers to sustainable management practices.

2 WHY LANDOWNER CONTACT? ■

Helping people manage and protect the natural environment is a welcome and rewarding activity. Most landowners want to do the right thing for their property but often lack technical knowhow and/or financial resources. Outreach and education programs build partnerships between conservationists and landowners and can encourage political support for other habitat conservation activities. The fact that landowners even harbour negative attitudes toward land conservation initiatives and regulations is in itself sufficient proof of the need for a landowner contact program.



3 WHO SHOULD UNDERTAKE A LANDOWNER CONTACT PROGRAM? ■

While groups may turn to government for technical and legislative support, actual landowner contact is best undertaken by members of the local community. Local groups are more flexible, can adapt more readily to landowner needs, and are better able to pursue long-term cooperation and monitoring with landowners. Unlike government agencies, community groups are not responsible for land-use policies and issues relating to the regulation of private lands and can discuss these concerns with landowners, without prejudice.

4 WHERE IS LANDOWNER CONTACT USED? ■

A landowner contact program is best directed to the conservation of environmentally sensitive lands, threatened habitats, or endangered species. Conservation of existing natural areas is always a priority since it's much easier and more cost efficient to protect undeveloped land than try to restore its natural values at a later date.

5 WHEN IS LANDOWNER CONTACT USED? ■

A landowner contact program best serves to:

- Create awareness of ecological values and promote a land ethic
- Distribute information on ecology and stewardship options
- Provide technical assistance and “how-to” information to landowners
- Determine landowner attitudes and barriers to conservation measures
- Inventory, restore, or rehabilitate degraded habitats
- Negotiate legal agreements for long-term habitat protection
- Foster a sense of shared community responsibility
- Gain public support for habitat conservation initiatives

The purpose is not to tell people what to do on their land, but help and encourage them to achieve conservation objectives they set.

TERRI DAME,
COWICHAN COMMUNITY LAND TRUST SOCIETY

II. Private land Stewardship programs

FOR THE RECORD

The Wetland Habitat Program contacted 3,781 landowners in Ontario over a three-year period. The majority (87%) of landowners were receptive to the landowner contact approach. Most of these landowners were conservation-minded. Sixty-one percent of landowners interviewed had a positive conservation attitude; 31% were neutral, sympathetic or doubtful; and 8% had a negative conservation attitude.

from: Wetland Habitat Agreement Report, 1990–93

1 LEADING CANADIAN PROGRAMS

Landowner contact is used to promote private land stewardship in several regions of Canada. Two programs in particular deserve recognition for their ground-breaking work and commitment to sharing their knowledge and experience.

A. NATURAL HERITAGE LEAGUE, ONTARIO

The Natural Heritage League was initiated under the direction of Dr. Stewart Hiltz and colleagues at the University of Guelph. Their involvement with landowner contact began in 1984 with the Carolinian Canada Project and led to the development and publication of the *Natural Heritage League Landowner Contact Training Program* in 1991. Known affectionately as “the bible” on landowner contact, it has been used extensively in Ontario and other parts of Canada.

To date, the Wetland Habitat Agreement (1990–94) has been the most ambitious landowner-contact program undertaken by the League. Its primary goal was to educate and support private landowners regarding the conservation of their land, and to inform them



of how to obtain tax benefits under the new Conservation Land Tax Reduction Program. By 1994, 17,000 hectares of wetlands had been protected under voluntary, verbal stewardship agreements. In these agreements, sealed with a handshake, landowners committed to protecting the natural heritage of their property and advising the League of any threats to the habitat or change of ownership (O'Grady et al. 1994). In recognition of their commitment, they received a Natural Heritage Stewardship Award in the form of a small plaque.

The most important point to remember is that a prerequisite to protecting much of our privately owned heritage is establishing a cooperative working arrangement with owners, by developing suitable protection programs that account for both the interests of the agencies, and the interests of the landowners themselves.

NATURAL HERITAGE LEAGUE
LANDOWNER CONTACT TRAINING MANUAL
STEWART HILTS ET AL. 1991

B. ISLAND NATURE TRUST, PRINCE EDWARD ISLAND

On Prince Edward Island, the Island Nature Trust started its landowner contact program in 1985. Landowner involvement in conservation is essential because 88 percent of this province is privately owned. In addition to their private land stewardship activities, the Trust has acquired 900 hectares of land and secured several restrictive covenants.

Much of the Trust's success is due to its own innovation and to ongoing partnerships with other groups. The Trust was one of the first to produce a handbook for landowners, outlining the various conservation options available to them. It was also quick to recognize the importance of such incentives as personal pride, peer pressure, public recognition, and tax breaks on property and income (Waddell 1996). Among the services it offered were site visits and help in preparing property management plans.

Today the Trust continues to be a national leader in developing innovative tools for public education and participation. Workshops for teachers and community leaders, a lecture series, awards ceremonies, signage, and numerous natural history publications are just a few ways it maintains a strong connection with the community and private landowners across the island.

2 BRITISH COLUMBIA'S STEWARDSHIP PROGRAMS ■

Although only six percent of B.C.'s land base is privately owned, this land is concentrated in the fertile and temperate valleys and includes some of the most biologically important and diverse areas of the province. In the Okanagan, southern Vancouver Island, and the Lower Mainland, where our most endangered ecosystems are located, a large percentage of critical habitat is on private land. The ecological fate of that habitat depends upon the voluntary stewardship of landowners (Sandborn 1996).

Landowner contact and private land stewardship are a comparatively new approach to land conservation in British Columbia. Increasingly these tools are being incorporated in conservation strategies to protect biological diversity on a watershed basis.

Many of B.C.'s landowner contact programs started in the early 1990s. The Greenfields Project in Delta was initiated to address the conflict between farmers and migrating waterfowl that overwinter in the Fraser River delta, feeding off local fields. A year later, the Comox Valley Waterfowl Management project began working with local farmers to address similar issues relating to Trumpeter swans.

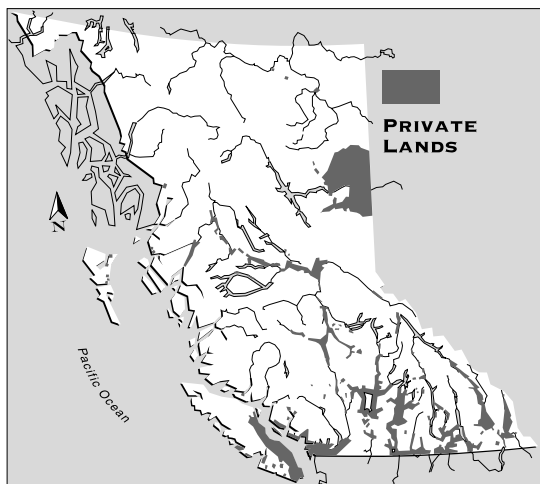
Both projects succeeded for several reasons. First, they were administered by Ducks Unlimited (Canada) which has a long history of working cooperatively with private landowners. Second, financial incentives were available through the Canadian Wildlife Service because of the international significance of these areas to migratory birds. And third, they made communication with landowners an essential part of their strategy and increased public awareness of the importance of farmland to habitat conservation. Today both projects are being continued by local groups—the Delta Farmland & Wildlife Trust on the Fraser delta and the Wildlife Legacy Trust in Comox.

In 1993, the Cowichan-Chemainus Stewardship Project started as a pilot project with funding from the Pacific Estuary Conservation Program. After the most environmentally sensitive areas had been identified, 70 landowners were contacted and offered information and assistance regarding stewardship of their property. Half of them subsequently made a verbal commitment to retain their property's natural features and were provided with management plans to help them meet their objectives. Later that same year, the Cowichan Community Land Trust Society was formed and today continues to work with private landowners in the region.

The South Okanagan-Similkameen Stewardship Program was initiated in 1994 by The Nature Trust of British Columbia to inform landowners of threatened habitat and endangered animal and plant species, and their conservation. The area's hot, dry shrub-grassland and associated wetland habitat make it one of the four most endangered ecosystems in Canada as urban growth and agricultural development continue to take their toll. As well as a free visit from a professional biologist, the contact program offers to prepare a conservation plan tailored to meet landowner conservation goals.

Other landowner contact programs are also under way. Land for Nature, an initiative of the Federation of British Columbia Naturalists, operates one in the Fraser Valley, targeting three areas under threat—Pepin and Fishtrap Creeks in Abbotsford and the Ryder Lake area in Chilliwack. The Central Valley Naturalists and the Chilliwack Field Naturalists will eventually continue this work on the critical habitat of major private properties.

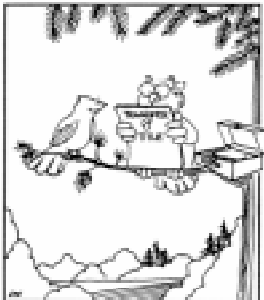
The Turtle Island Earth Stewards Society (TIES), based in Salmon Arm, is currently involved in the monitoring of a valuable waterfront site at Gardom Lake in the Shuswap region. The property, formerly the



Example

T'KUMLUPS MARBLES AND THE INTERIOR WETLANDS PROGRAM

In August 1994, Ducks Unlimited Canada and the Kamloops Indian Band, under the auspices of the Interior Wetlands Program, completed an agreement that would supply water to an old sewage pond and a small marsh on the west side of the Yellowhead highway in Kamloops. Both marshes were drying out. The sewage pond was no longer in use and the second marsh had been significantly influenced by highway development and chronic drought. As a result of the agreement, initiated by the band, 7.2 hectares were set aside for wildlife and the community, with nesting structures and floating islands added to increase productivity and wildlife values. Up to 80 ducklings may be produced on these marshes in one season.



Twin Island Resort, was placed in trust with TIES after being converted to seven bare-land lots with a shared common foreshore—a sound conservation covenant model for others to follow.

The last several years have seen many other private stewardship initiatives instituted across British Columbia. The Interior Wetland Program has encouraged landowners and resource managers to incorporate wildlife habitat concerns into their land-use practices and management plans for the interior basin. The Salmon River Watershed Roundtable (Salmon Arm) and the Salmon River Watershed Partnership (Langley) have contacted the community and local agencies through stream and agricultural stewardship demonstration projects. Streamkeeper groups throughout the province have approached private landowners about maintaining salmon habitat.

Many groups were inspired to participate in private stewardship activities as a result of attending the *Revisiting the Land Ethic, Caring for the Land* conference in March 1994. Speakers from across Canada talked about their experiences working with landowners, reiterating that most landowners want “to do the right thing” but often need help finding information on stewardship options and partnership opportunities. All agreed that stewardship programs should be community based and self-sustaining and must always respect the rights and interests of the owner (Layard and Delbrouck 1994).

The Stewardship Pledge Program was launched at the conference with the goal of encouraging the voluntary protection of biodiversity on British Columbia’s private land. Wildlife Habitat Canada, in partnership with federal and provincial government agencies, funded this three-year initiative to promote the value of private stewardship to landowners and conservation organizations. A Voluntary Private Land Stewardship Committee, comprised of non-government groups, made recommendations on how the Pledge might support community-based stewardship activities. This *Landowner Contact Guide* as well as *Stewardship Options for Private Landowners*, published in the fall of 1996, are just two examples of the types of resources subsequently produced.

III. Starting a landowner contact program

Landowner contact is an ongoing process. Success comes from building a positive, long-term relationship with landowners. Owners may only need basic information at first, but this could change over time. As their knowledge and commitment increase, they may eventually decide to protect their property in perpetuity, using stewardship options such as conservation covenants or land donations.

1 BASIC PRINCIPLES

There is no magic formula for convincing private landowners to become good stewards. But, by adhering to a few basic principles, you increase your success at building positive rapport and a long-term relationship with them (Hilts 1994).

A. RESPECT LANDOWNERS

A major factor in program success is maintaining respect for landowner opinions and interests. Respect is the first step in the establishment of a trusting relationship. Most landowners are concerned about the health of their land.

Dealing with different personalities is perhaps the biggest challenge for most contact personnel. Some landowners will have little sympathy for your views, but should still be treated with courtesy and respect. Nothing is gained by trying to force an opinion on a landowner—although you're likely to lose any future chance of discussing conservation issues!

They may not be able to identify every bird, or name every wildflower, but they still know more about their property than anybody else

TOM SLATER,
DUCKS UNLIMITED CANADA

Example

HIGHLAND SECONDARY ADOPTS BROOKLYN CREEK

In 1995, members of Comox's Highland Secondary School Environmental Club adopted Brooklyn Creek. That summer the Club did water quality monitoring with the Baynes Sound Stewardship Initiative and the Comox Valley Watershed Assembly, using landowner contact to recruit new volunteers and to raise awareness of the problems associated with the disposal of yard clippings in the creek.

B. BE PATIENT AND LISTEN

When first approaching the private landowner, find out what they know about their land—as well as what they want to know. Start with the things that interest them most. Don't spend all your time talking about fish when their primary interest is butterflies. And don't expect immediate results—the adoption of new ideas takes time,

Also strive to practise "active" listening, taking note of both the intellectual and the emotional content of statements made by the landowner. And try to foster a non-threatening atmosphere in which owners are encouraged to explore their point of view, not defend it.

C. PROVIDE INFORMATION

The main purpose of landowner contact is to provide owners with information on the ecological values of their property and practical methods of integrating human and wildlife needs. This might take the form of a plant identification key, information on wildlife behaviour and fish habitat, or summaries of land management or stewardship options. No contact person can be expected to answer all questions. But you should know where to find the information.

Try to address the landowner's interest level with specific materials, and avoid inundating them with piles of brochures, or giving them reading assignments. The majority of landowners are looking for "how to" information, not a speech on why it's important to protect. Most technical information is not easily accessed by the general public, so your help finding resources will be valued.

*More elements of natural diversity
are destroyed through ignorance
than through malice.*

PHILLIP M. HOOSE



D. BUILD COMMUNITY SUPPORT

Community support for private land stewardship is just as critical as making landowner contact. Often a landowner's decision to participate in a program is based on what family, friends and neighbours think. Societal norms and peer pressure have a strong influence on human behavior. Nobody wants to look stupid by engaging in an activity that has no value to the community.

There are several ways to build community support. Recognition, publicity, and public involvement are valuable in portraying private stewardship as an important community contribution. Landowners who participate in stewardship are often its most impassioned supporters and can do more for promoting it than a boxful of publications.

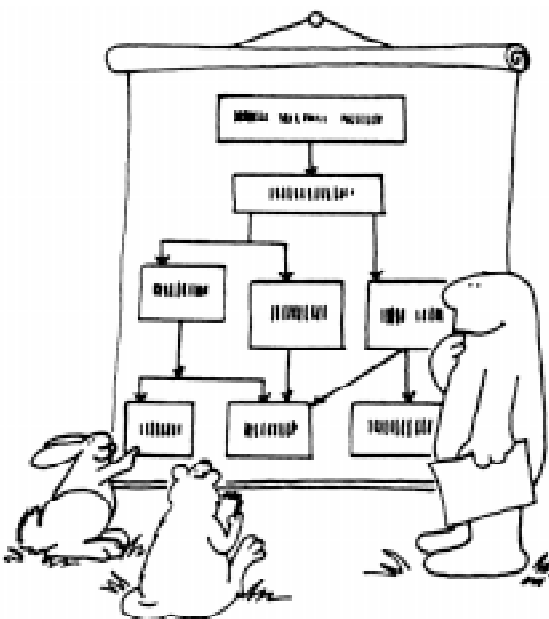
E. MAINTAIN TRUST AND CREDIBILITY

Your best asset is a good reputation. Word of mouth is the most important advertisement for your landowner contact program. Build trust by keeping your promises—your efforts will not go unnoticed. Landowners have a long memory for sincere effort (and unfulfilled commitments).

Credibility is essential. It can open many doors. This extends beyond your contact with landowners to local businesses, funding agencies and the political arena. Once destroyed, credibility is difficult, if not impossible, to regain.

2 DEVELOPING A PLAN

Setting priorities and planning your activities are the first steps in a landowner contact program. Once these are clarified, you can develop your program message and schedule how you will achieve your objectives.



A. SETTING PRIORITIES

Set priorities based on available resources. The two most common constraints are time and money. Often programs have to be selective in deciding the location and number of landowners to contact.

Priorities are usually established on the basis of geographic area, natural features, and/or type of landowner. For example, all landowners who live within the boundaries of a particular watershed or ecoregion might be targeted; or owners with natural features like streams and wetlands on their property; or a particular type of owner, such as an agricultural producer or cottagers.

Be considerate of landowner work schedules. Agricultural producers and ranchers are bound to be busy during planting and harvest. Cottagers and recreational clubs also tend to operate on a seasonal basis and are not generally available in the fall and winter months. Some landowners—foreign owners, administrators of properties held in trust, estates, corporations, and development companies—are difficult to contact and may take extra time and effort to track down.

Today many corporate landowners, particularly forestry companies, are increasingly interested in private stewardship options. Community groups can provide them with wildlife management expertise and enhance their corporate profile through publicity. Responsible land management improves employee morale and creates recreational opportunities. And large tracts of land can be protected with few agreements—a bonus for the community groups as well. Many corporate partners are also amenable to sponsoring community events (Power 1996).

Sometimes you have to be very selective in your choice of landowner contact target, particularly in areas that are heavily populated. It's simply unrealistic to try to reach every landowner. In these instances, passive contact through the mass media or direct mailings is one way of reaching your audience. Newspaper advertisements or flyers are another (and are also very cost efficient). These methods lack the personal touch, however, and are usually unsuccessful when the public is not already familiar with your program and its goals. They work best when community leaders and other role models become associated with the program and promote its virtues in the media.

PRIORITY AREAS FOR LANDOWNER CONTACT

Environmentally sensitive areas

Habitats with rare or endangered species

Areas with high biological diversity

Large properties that represent an extensive block of habitat

Properties with considerable aesthetic value

Properties that form critical wildlife corridors or greenways

Properties bordering riparian areas

CHECKLIST FOR SETTING PRIORITIES

How many landowners can you realistically contact without being overwhelmed?

How much time and what resources do you have?

What constraints and limitations does your organization have?

Can you deliver on everything you're promising landowners?

Who will landowners contact when your program is over?

from: Hilts et al. 1991



Example

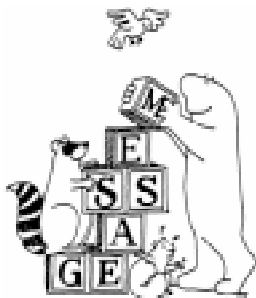
THE FRASER LOWLANDS PRIVATE LAND STEWARDSHIP PROGRAM

"The Private Land Stewardship program of Land for Nature encourages landowners to appreciate the important ecological values of their land and practise good private stewardship of our natural heritage. We offer advice and support to landowners interested in pursuing conservation activities to maintain or enhance the wildlife and habitat values of their property.

Land for Nature's qualified staff would be happy to help you learn more about the ecological and wildlife values on your property. To arrange for a walk with a wildlife or plant specialist on your property, or for more information about conservation options, please don't hesitate to call us!"

*from: Natural Areas of the
Lower Fraser River
Lowlands*

*Land for Nature, Federation
of B.C. Naturalists*



B. THE MESSAGE

What is the message you want to convey to landowners? Its contents will be determined by several factors, but mainly by: who you are, why you are contacting landowners, and what you have to offer. Make it as clear, consistent and simple as possible. And ensure that your group and/or sponsoring agency are in agreement with what you intend to say.

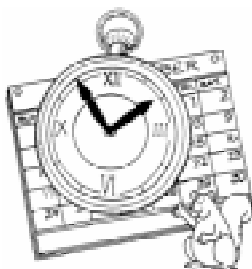
Landowners need to know what you want of them and the type of services you're offering. Usually you're asking them to protect natural features on their property. And the service being offered is information on how to maintain and enhance or restore habitat through specific management practices. Try to be even more specific about your needs—your program, for example, is encouraging landowners to maintain a buffer of vegetation along a stream to create a wildlife corridor and protect salmon spawning sites. If a financial investment is required, advise them how costs can be shared with your program or other agencies.

C. SCHEDULING THE PROGRAM

It takes time to get a contact program under way. Elsewhere in this book, we suggest that full-time contact personnel can probably manage about three site visits a day over three days a week, at most, without experiencing burnout. This works out to about 200 visits annually when you consider the administrative duties a contact person is also responsible for, not to mention all the minor delays and problems that routinely plague any community-oriented initiative.

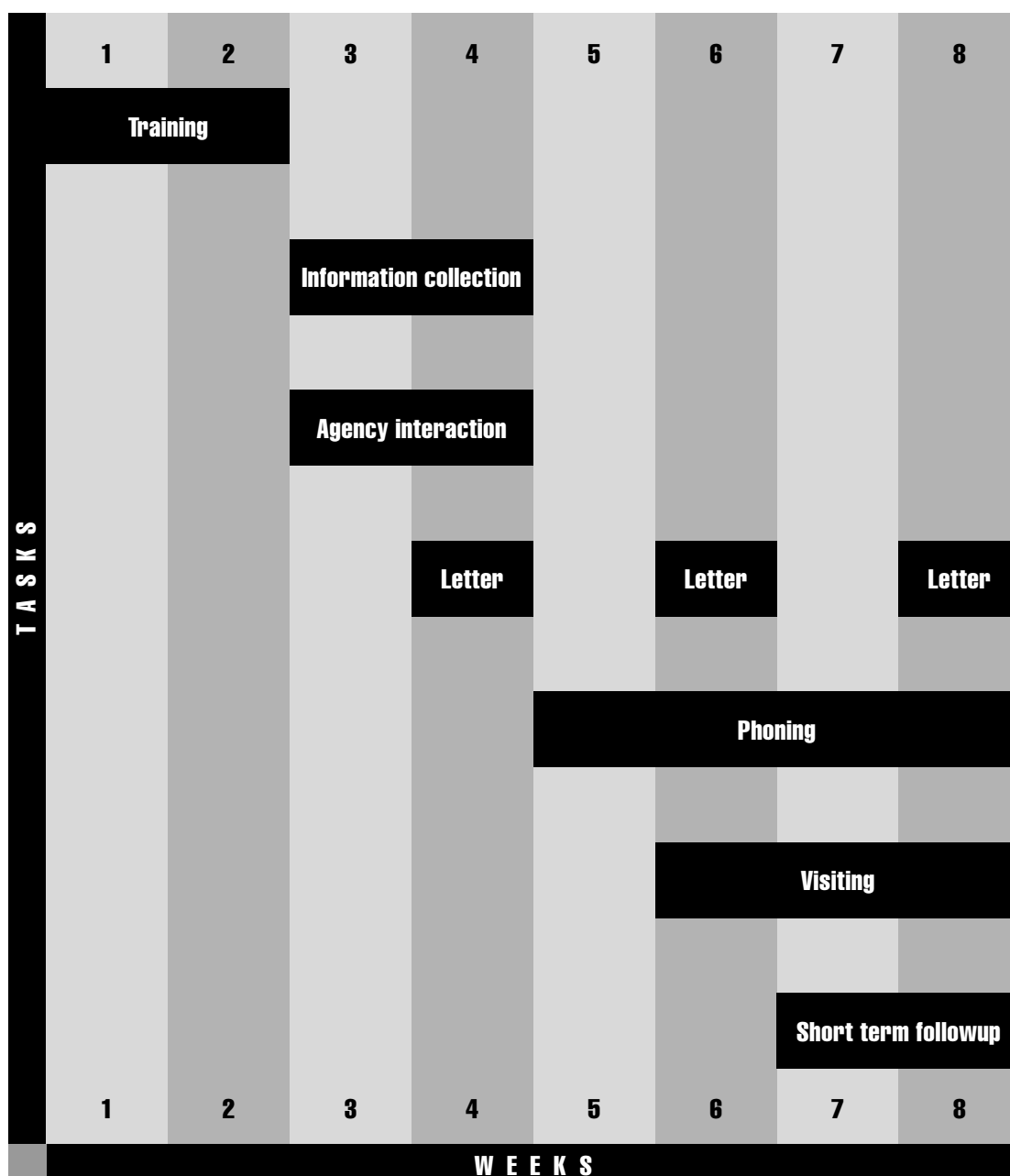
At program startup, contact staff have to be trained and all preliminary site research completed before site visits can begin. Here's how you might schedule those first few months:

- Weeks one and two: initial staff training
- Weeks three to five: site research and coordination with other agencies
- Weeks six to eight: data base and letter preparation, phoning



As these figures suggest, new contact personnel can expect to be two months or more in the office before they make their first site visit. Towards the end of their second month, they should start sending introductory letters to targeted landowners. And a week later they can begin telephoning the landowners to arrange an appointment.

Once the preliminary training and research period is over, the sending of introductory letters, arrangement and conduct of site visits, and short-term followup will overlap, averaging out at about three visits per day, as discussed above. The flowchart on this page, adapted from one contained in the *Natural Heritage Landowner Contact Training Manual* (Hilts et al. 1991), shows how these activities might be scheduled.



from: Hilts et al. 1991

3 PROGRAM ESSENTIALS

TASKS FOR THE LANDOWNER CONTACT PERSON

Keep up to date on stewardship options for landowners

Listen to landowners' concerns

Respond to landowners' queries

Provide technical information to landowners

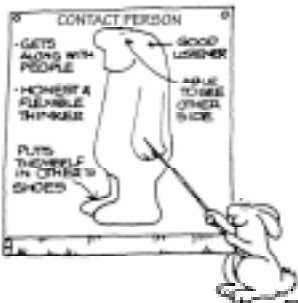
Serve as a referral service for other conservation agencies/programs

Assist with negotiating legal agreements such as conservation covenants

Get involved in arranging land management advice

Prepare management plans

Compile information on landowners for future followup



Landowner contact programs have three essential elements:

- Contact personnel
- Project administration demands
- A fundraising strategy

Contact personnel are responsible for building rapport with landowners and for coordinating activities with government agencies and other conservation groups. They also handle most program administration, including the daily paper trail. Fundraising, through either grant applications, donations, or marketing, is sometimes handled by a separate person, depending on the size of the program and its estimated lifespan.

Volunteers and members of the board also play a central role in fundraising initiatives.

A. CONTACT PERSONNEL

Contact personnel act as the primary liaison between landowners and your group. Their main task is to provide and exchange information with these owners and others interested in the program. Choosing the right person is essential. Not only do they represent your project, they also set the tone for all future cooperative activities with landowners and other groups.

A contact person's attitude is the key to their success (and, coincidentally, the main reason for failure). Not all of us are suited to this type of work.

Those who have specific skills, including a friendly, positive disposition and endless patience (a good sense of humour also helps).

Personnel should also have a general knowledge of ecology, natural science, land management and other related fields. The opportunity to learn about some of the natural features on their property is probably the main reason most landowners agree to a personal visit.

Many program activities—surveys, inventories, fundraising, or on-the-ground projects, etc.—will appeal to volunteers. Some, like experienced naturalists, make excellent contact personnel. Obviously, anyone involved in landowner contact should be well versed in all aspects of your program and have a good understanding of both your group's message and the sensitivities of dealing with private landowners. If they're not already naturalists, a general knowledge of ecology is also desirable.

Volunteers can make a significant contribution to landowner contact programs when training is provided and their efforts are well coordinated.

Often an enthusiastic volunteer will "adopt" a landowner and maintain the relationship long after the program is completed.

If you intend to use volunteers, be clear in what you want them to do—even to the extent of writing a job description. Give them some solid, basic training on program philosophy, contact methods and landowner sensitivities, employing an experienced trainer for the purpose and providing print materials for background reading and later reference. Then follow up, every few months, with another training or information session. Many volunteers are motivated by the opportunity to learn and may well be drawn to your program for this reason. Touch base with them periodically to ensure that they're happy with what they're doing and are still feeling challenged. And don't forget to say thank you—on a regular basis—for their contribution.

Before you choose your contact representatives, it's a good idea to determine exactly what tasks you want them to undertake. Are they going to serve primarily as a conduit of information? Or are they going to actively negotiate legal agreements? Obviously, some roles require a stronger professional background than others.

B. PROGRAM ADMINISTRATION

The administrative tasks of preparing written material, recording information and creating a database are always worthwhile—if a bit tedious and time consuming. All you need is one request for a report or a mailout to appreciate their worth.

A business plan which details your goals, objectives, activities and budget can be very useful for staff, volunteers and board members. In particular, it provides continuity as new staff members and volunteers come on board. Sample funding proposals and a clearly enunciated funding strategy are also useful as references. In the case of all three documents, staff and the board of directors should be involved in their development.

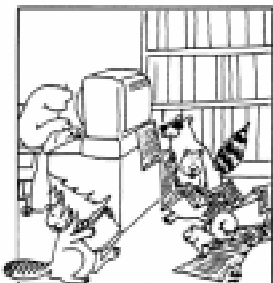
Your computerized contact database should include the names and addresses of your membership, target landowners, and any other groups and agencies with an interest in your program. This invariably takes time to set up, but as we've already mentioned, it pays off with every mailout you make. Most computer word processing packages have a mail merge function that personalizes letters and prepares envelope labels.

One other office essential is the appointment calendar. This item keeps your hectic worklife organized and is a necessity for scheduling visits. Calendars also serve as reminders of special events and workshops.

Finally, two types of forms are also commonly used in the actual recording of landowner information:

Activity Record is similar to the calendar in that it records date of contact and followup requirements

Site Visit Summary, the most detailed record, describes the landowner, the site and the personal visit in detail



Blank samples of both forms are located in the appendices section at the back of this *Guide*. You may also decide to develop a site profile and a landowner site map of the area you're targeting. These are created from the information you gather during the pre-visit research phase.

"TO DO" LIST

Description (message) of program

Business plan

Fundraising strategy or funding proposal

Contact database

Calendar of appointments

Site profile
(for landowners)

Landowner Site Map
(for your own use)

Activity Record

Site Visit Summary
(completed for each landowner)

C. FUNDRAISING

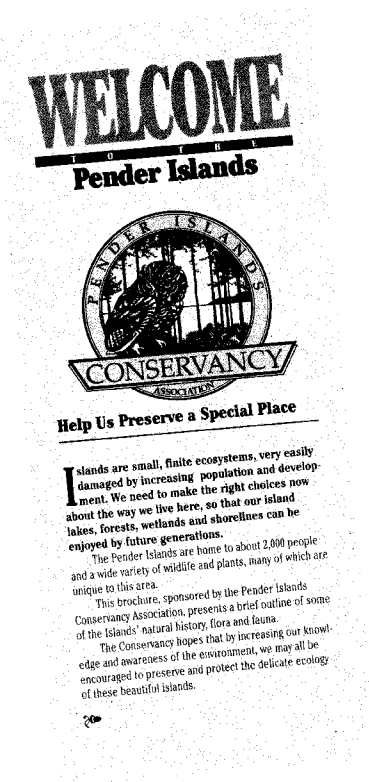
To ensure that your program is sustainable, some fundraising will almost certainly be required. This could mean putting proposals together, or raising money through events and private donations. Anybody can participate in fundraising, but staff members and the board of directors usually take a leading role, aided by volunteers.

Fundraising is a necessity if you propose to operate your program with permanent staff. Volunteers can do the job, but are usually unable to commit to the time required. Hiring one person to make the contacts with landowners and handle program administration is well worth the cost. Other operational costs might include travel, postage, office supplies, information materials, signs, and capital expenditures such as a computer.

Start by developing a complete and accurate picture of your situation. Assess your group's needs, strengths and weaknesses. Also, consider your contacts, community profile, volunteers' skills, area of interest, policy, budget, and resources. Then try to match your group's abilities to specific funding sources and techniques. Use various fundraising methods to attract as large and diverse a potential source of contributors as possible.

A brochure about your group and the program is central to any fundraising campaign. Copies of annual reports and your business plan can also serve as a backgrounder for potential funders. Regardless of their purpose, all documents you develop should be concise and good-looking with enough information to create a positive first impression and encourage the funder to learn more. Donors often have many questions, so make it as easy and pleasant as possible for them to review your group's project on paper (Young & Wyman 1995).

The most common method of fundraising for stewardship programs is to apply for grants from government or major conservation agencies. Writing proposals for specific funding programs takes some skill and is time consuming. Also, while it's a great way to get your project off the ground, the funds are usually available for a limited period. Short-term funding is not very conducive to maintaining a long-term landowner contact program.



Tip

FUNDING SOURCES FOR STEWARDSHIP PROGRAMS

Action 21 Community Funding Program:
Environment Canada,
Pacific and Yukon Region
Suite 700
1200 West 73rd Avenue
Vancouver, B.C. V6P 6H9

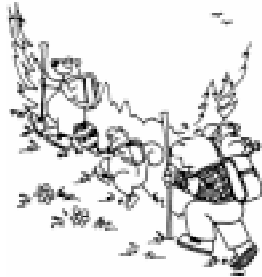
Habitat Conservation Trust Fund, BC Ministry of Environment, Lands & Parks
780 Blanshard Street
Victoria, B.C. V8V 1X4

Urban Salmon Habitat Program, Fisheries Branch, BC Ministry of Environment, Lands & Parks
2nd Floor
780 Blanshard Street
Victoria, B.C. V8V 1X4

Partners in Progress, BC Ministry of Agriculture, Fisheries and Food
808 Douglas Street
Victoria, B.C. V8W 2Z7

Public Conservation Assistance Fund, Wildlife Branch, BC Ministry of Environment, Lands & Parks, Legislative Buildings
Victoria, B.C. V8V 1X4

Wildlife Habitat Canada
Suite 200
7 Hinton Avenue North
Ottawa, Ontario K1Y 4P1



When writing a proposal make sure you understand what the funders require and the limitations of the dollars available. The funding agency may have specific requirements, so you may decide to adjust your plans in order to obtain their financial support. In the proposal budget include all your in-kind contributions, especially volunteer time, and contributions from any other supporters.

Try not to become dependent on sole-source government funding. Eighty percent of all donations to nonprofit organizations come from individuals. Community events raise money and also increase public awareness. The fundraiser's most important duty is to mobilize volunteers who will actually do the fundraising work (Young & Wyman 1995). Try to involve as many people with as broad a diversity of knowledge, skills and contacts as possible. The last thing you want to do is burn out your most dedicated volunteers.

Fundraising does not end with a donation. Always thank your donors and, whenever possible, give them public recognition for their donation—many funders depend, like your group, on public support for financial security. Also, keep your sponsors informed about your program activities through newsletters or special bulletins. Most people are not impressed if they only hear from you when you want money.

FUNDRAISING "HOW-TO" BOOKS

Canadian Directory to Foundations. Rose van Rotterdam. Canadian Centre for Philanthropy. 11th Edition, Toronto, 1995.

The Directory of Corporate Giving in Canada. Rainforest Publications Inc. Vancouver, B.C.

Fundraising Essentials for Land Trusts. Land Trust Alliance InfoPak Series. Washington, DC. 1996.

Fundraising for Non-Profit Groups: How to get money from corporations, foundations, and government. Joyce Young and Ken Wyman. Self-Counsel Press, Business Series. 4th Edition, Vancouver, B.C. 1995.

Fund Raising for Stability: Strategies for Community Fund Raising. Robert Doyle and Catharine deLeeuw. Social Planning Council of Metropolitan Toronto. Toronto, Ontario.

The Grass Roots Fundraising Book: How to Raise Money in Your Community. Joan Flanagan. Fitzhenry & Whiteside. Markham, Ontario.

Successful Fundraising: A Complete Handbook for Volunteers and Professionals. Joan Flanagan. Fitzhenry & Whiteside. Markham, Ontario.

IV. Before the visit

Preparation prior to contact makes the actual landowner contact process more productive and fulfilling for both parties. Begin by collecting information and maps on the biophysical environment. Next, decide which landowners are located in your focus area and research other conservation activities and programs already under way. This will take some time, but is well worth the effort. After you've collected all your background information, send an introductory letter preparing the landowner for the next important pre-contact step—the telephone call.

Groups often underestimate the time required to complete the pre-contact phase. The rule of thumb is to allocate three days preparation time for every day of actual contact work. Collecting information on local ecology alone can sometimes occupy a person for weeks. Volunteers might be able to help here.

1 COLLECTING INFORMATION

Since the main task of contact personnel is to provide information and act as a referral service, it's essential that their pre-contact research be thorough. Some of the most important types of information to collect are:

- Biophysical resources
- Maps and air photos
- Landowner information
- Other conservation activities/programs

A. BIOPHYSICAL RESOURCES

Information on the biophysical environment is the foundation of your landowner contact program. It helps you decide where to focus your efforts and is the main topic of interest to landowners. Environmentally-sensitive land inventories have already been conducted in many parts of British Columbia. But if your geographic area isn't one of them, you'll have to research this information elsewhere.

Try checking first with government agencies and the larger conservation organizations or naturalist clubs. They usually have the most recent information and are already important allies of your cause.



BIOLOGICAL REFERENCES

The Birds of British Columbia. Volume 1, 2 & 3. R. Wayne Campbell, Neil K. Dawe, Ian McTaggart-Cowan, John M. Cooper, Gary W. Kaiser, Michael C.E. McNall. Royal British Columbia Museum. Victoria, B.C. 1990 & 1997.

Biodiversity in British Columbia: Our Changing Environment. Lee E. Harding and Emily McCullum (eds). Environment Canada, Canadian Wildlife Service, Ministry of Supply and Services. 1994. (available from UBC Press, Vancouver, B.C.)

Invasive Plants of Natural Habitats in Canada. D.J. White, E. Haber and C. Keddy. North American Wetlands Conservation Council (Canada). Ottawa, Ontario. 1993.

British Columbia, A Natural History. Richard and Sydney Cannings. Greystone Books, Douglas & McIntyre. Vancouver, B.C. 1996.

All field guides published by: Lone Pine Publishing; National Geographic Society; Audubon Society; and Roger Tory Peterson

Increasing the landowner's actual knowledge of their natural area appears to be a strong means of increasing personal commitment.

HILTS AND MITCHELL 1994

To speak knowledgeably about ecology, you must be familiar with ecological concepts and able to identify the common plant and animal species found in your region. Nobody expects you to be a walking encyclopedia, but you should have a basic understanding of natural history.

Take time to research the rare, threatened or endangered species in your area and the type of habitat most critical to their survival. Rare species and unique natural features are a source of curiosity for many landowners and can instill owners with a sense of pride when they occur on their property. Be aware of habitat requirements for common plant and animal species—the Red Admiral caterpillar, for example, feeds on stinging nettles. Find out what fish species spawn in local streams and when they are most susceptible to disturbance. Or research the presence of migratory birds and their migratory route. All of us, including landowners, like and use “trivia” of this sort to impress our friends and family.

Alien species, problem wildlife and invasive plants are also popular subjects with many landowners. So try to learn something about deterrence methods and integrated pest management. Again, you don't have to become an expert, just know where to turn for more information when questions of this sort crop up.

THE SITE PROFILE

Collecting biophysical information is also valuable for creating a Site Profile for private landowners. The site profile is a description of the natural features found within a specific geographic area. It names resident plants and animals and explains why the area has ecological value. Site profiles vary in size from a page to elaborate multi-page documents, depending on the time, energy and funding resources at your disposal. They are always popular with landowners.

Obviously, the contents of a profile are dictated by the size of your focus area and the amount of information available. Start by introducing the area's most significant natural features. Describe habitat and community types, and give examples of unique or native species found in the area. Include interesting or historical facts. Artwork—a sketch of an indigenous species or a scene of the area—breaks up the text and adds information.

Avoid negative or potentially negative comments in your profile description. Under no circumstances embellish the facts. Statements like “poorly managed cattle are destroying fish spawning streams” will quickly alienate some landowners. Your purpose is not to make a political statement, but to spark curiosity and interest in the natural history of a property.

The Ryder Lake Uplands

The Ryder Lake area is an ecologically important region in the province. Located along the western slopes of the Cascade Mountains, the Ryder Lake Uplands are separated from the Chilliwack River and the Fraser River Valleys by steep escarpments. The area provides some of the northernmost habitat for many species restricted to the western portion of the Cascade range.

Comprising approximately 11,000 acres, the Ryder lake Uplands are a rolling bench left after glacial ice melt 10,000 to 12,000 years ago. Small portions of the area consist of shallow soils on glacial till, but the majority of the area consists of deep, organic soils built up from windblown particles and organic deposits.

The Ryder Lake Uplands was once an old-growth forest. Land conversion and forest fires on the benchland area early in the century led to the formation of a unique rural farming community. A large portion of the Uplands is still Crown forest land. The gently rolling mixed forest, rich agricultural lands, wetlands, and fast-flowing streams provide diverse habitats. The diversity of these habitats is reflected in the wide variety of plant and animal species present.

Over 15 rare and endangered species associated with forest, farmland, wetlands, and streams are found in the Ryder Lake Uplands. An additional 55 “conservation” species have restricted distributions or use habitats that are becoming rare. Species such as the Western Screech-Owl and Trowbridge’s Shrew are found in forested areas, while others such as the Mountain Beaver, Pacific Giant Salamander, and Tailed Frog are found in or along watercourses. The Bald Eagle and Great Blue Heron hunt for fish in wetlands. Farm fields provide important foraging habitat for the Western Screech-Owl and Rough-legged Hawk. Rare plants like the Phantom Orchid and Tall Bugbane make up a small part of the vegetation community in the area.

Maintaining the rich natural heritage of the Ryder Lake Uplands, including rare and endangered species, will require the interest and cooperation of landowners and residents. Local residents can play a significant role by practising good land stewardship activities including: maintaining streamside trees and vegetation, dead and decaying trees (“wildlife” trees) and downed woody debris; minimizing impervious surfaces and controlling runoff; avoiding the introduction of pollutants into air and water; and supporting restoration and enhancement work. By being good stewards, residents can do their part to preserve one of the most diverse areas of the province.

from: Land for Nature



B. MAPS AND AERIAL PHOTOS

Maps and aerial photos are useful in pinpointing natural areas, waterways, buildings, roads, property lines and other important features of a property. Once you've identified the focus of your landowner contact program, you can assemble the kinds of maps you need.

Check with the municipal planning department first to see if any environmentally sensitive area (ESA) or stream mapping has already been done. This could save you a lot of work and ensure that your efforts are directed toward the most critical areas. Federal or provincial wildlife and/or fisheries departments may also have done some mapping in the target area.

Cadastral (property assessment) maps, available from your municipal government or the BC Assessment Authority, are useful for identifying property lines. But, since they're only maintained for tax purposes, they're not a precise representation of relative property sizes and boundaries. Topographical maps, by comparison, are much more precise. Once you've identified the properties you plan to target, go to the Land Titles Office for the names of the landowners (in some cases mailboxes are a good source of names as well!).

Aerial photographs provide the only 'true picture' of a site and can also give you some historical information, depending on the year they were taken. Every air photo has a unique number made up of two parts—the roll (flight) number and the frame (photo) number. The photos are shot so that each frame overlaps the previous frame by at least 60%. This allows you to obtain a three-dimensional image when you view two consecutive photos together through a stereoscope. Air photos help you identify existing natural features such as streams, ditches, and woodlots and are often of interest to landowners.



LANDOWNER SITE MAP

The information you obtain from your map search can be used to create your own Landowner Site Map. A map of this type usually illustrates the natural and human features of your target area, as well as the ownership patterns, and is probably your most valuable resource as a contact person. Since it's mainly for your own use, it doesn't have to be fancy. A simple hand-drawn rendering on a base map will do if you have no computer cartography skills or software.

The best kind of base map for this exercise should have a scale of between 1:10,000 and 1:20,000. In British Columbia TRIM (Terrain Resource Information Management) maps are a popular choice, although not all areas of the province are yet available in this format. TRIM representational maps are available for around \$5.00—or \$600 per map sheet in digital format. If you opt for digital, make sure you obtain the positional TRIM maps.

When you're combining information off different maps, look for distinguishing features to help establish the correct relationship among natural and human boundaries (e.g., roads, railroads, rivers, shorelines). Use different types of lines (e.g., dashes, dots, solid), or colours to delineate property and natural area boundaries. Colour coding is also an effective way to illustrate public ownership, stewardship agreements, or conservation-minded owners. It provides a clear visual representation of site status and allows you to see gaps in protection and areas that need of further action.

REFERENCES AND MAP SOURCES

Maps B.C.: wholesale and mail-order for the Mapping Branch of the Provincial government; sell a variety of maps including cadastral, TRIM maps and aerial photographs. Contact: by tel: (250) 387-1441, fax: (250) 387-3022, or on the Internet at: <http://www.env.gov.bc.ca/gdbc>

Crown Publications Inc.: distributes federal topographic maps for British Columbia. Contact: 521 Fort Street, Victoria, B.C. V8W 1E7 by tel: (250) 386-4636

National Air Photo Library, Dept. of National Defence: maintains federal aerial photographs of British Columbia and all of Canada. Contact: 615 Booth Street, Ottawa, Ontario K1A 0E9

Other sources:
University map or geography libraries
Field offices of BC Environment or BC Forests
Yellow Pages of your local telephone book, under "Maps"

An excellent reference on mapping techniques is the publication, *Giving the Land a Voice: Mapping our Home Place*, edited by Sheila Harrington (1995). Copies are available from Salt Spring Island Community Services at 268 Fulford-Ganges Road, Salt Spring Island, B.C. V8K 2K6



GLOSSARY OF MAP TERMS

Aerial photographs – photos taken from a plane on a specific flight path. Scale varies depending on aircraft's altitude and focal length of camera lens. Typical air photos are at a scale of 1:10,000 to 1:25,000.

Base maps (1:500 to 1:20,000) – used as an accurate base for the addition of other thematic information. Good examples include topographic, planimetric or TRIM maps.

Biogeoclimatic zones – ecological classification system that incorporates climate, soils and vegetation.

Biophysical habitat maps – identify habitat for animal species with relatively homogeneous physical features and biological capability.

Bioregional maps – provide descriptions of natural features and biophysical habitats in relation to historical and human interactions with the land.

Cadastral maps – show property boundaries, subdivisions of district lots, and surveyed rights-of-way (road, highway, rail and power). Usually available at a scale of 1:2,500 or 1:5,000.

Climate-related maps – include Climatic Capability for Agriculture, Freeze Free Period, Climatic Moisture Deficit/Surplus, May to September Precipitation, and Growing Degree Days.

Canada Land Inventory (CLI) maps – classify lands according to their inherent productive capability in each of five sectors: agriculture, forestry, recreation, ungulates and waterfowl. Seven-class rating system used, ranging from very high capability (Class 1) to no capability (Class 7). Limiting factors or landscape features indicated with subscripts. Typical scale is 1:250,000.

Ecological classification system – used by British Columbia. System units range from ecoprovinces, to ecoregions, to ecosections.

Environmentally Sensitive Area (ESA) maps – show sites or ecosystems identified as significant fish and wildlife habitat based on such factors as aesthetics, uniqueness, natural flora, etc.

Map scale – expressed as a ratio, one map unit to many ground units. e.g. on a 1:100,000 map, one cm represents 100,000 cm or one km on the ground. Large-scale maps (1:2500 and 1:5000) show details of small areas. Medium scale maps range from 1:10,000 to 1:20,000 (imperial scale of 1":2650'). Small-scale maps (1:100,000 or higher) show large areas.

Planimetric maps – show water features, spot heights and all human features (e.g. roads, powerlines and buildings). Are prepared from air photographs.

Soil maps – provide information on parent material, soil drainage, texture, slope, associated vegetation and other related data.

Soil Survey Reports – contain detailed information on the soil resources of an area, including soil texture, stoniness, drainage, depth, classification, and chemical and other physical characteristics.

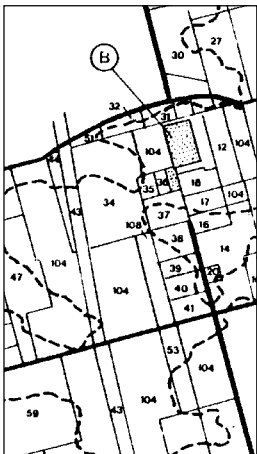
Terrain maps – provide information about the characteristics and distribution of surface materials, landforms and geological processes.

Thematic maps – illustrate specific themes or sets of information such as native territories.

Topographic maps – show the shape of the land through contour lines which connect all points at the same elevation above sea level.

TRIM maps (Terrain Resource Information Management) – show contours, forest cover, roads, lakes, streams and houses at a scale of 1:20,000. Produced by the BC Ministry of Environment in hard copy and digital formats.

Vegetation maps – provide information on plant ecology and vegetation distribution as determined by soil, climate and landscape features.



C. LANDOWNER INFORMATION

Example

MONITORING SWAN BEHAVIOR IN THE COMOX VALLEY

On Vancouver Island, the Comox Valley Waterfowl Management Program (CVWM) has been monitoring swan behavior for more than six years. The project consists of a cover cropping and scare program. Research has focused on techniques to move the swans off grass fields and onto cover crops where economic losses are less severe. Evidence suggests that scare tactics are a useful tool in swan management. One of the successes of the CVWM project has been to increase awareness of the impact of large numbers of overwintering swans on the agricultural community. It has also demonstrated how wildlife agencies and the agricultural community can work together to find solutions.

Tip

SOURCING LANDOWNER INFORMATION

Lawyers and real estate agents have computer access to landowner information that's often more timely than municipal hall records.

Before you can initiate landowner contact, you must collect the names, addresses and phone numbers of all property owners within the targeted area. This process can be time consuming, so check first to see if lists are available from government agencies or other groups. Some names may already have been compiled in a previous project.

Landowners can be identified by referring to cadastral maps located at municipal hall or the BC Assessment Authority office. If you require assistance, arrange an appointment with a staff member. If your site is large, expect to spend several hours (sometimes days) collecting landowner information. If only a few new names and addresses are needed, ask for help from municipal staff.

Each property on a cadastral map is identified by a 'rob number'. By superimposing known natural area boundaries on the map, you get a clear picture of what properties fall within a particular natural area. Once you've identified your target area, you can obtain the owners' names and addresses from an index based on rob numbers. Purchase copies of these maps, if possible, since you will likely want to refer to them more than once. Your map may contain reference to numbered companies with addresses that include a post office box number. The names and addresses of the principals of these companies can be obtained for a fee from the Land Title Office, BC Ministry of the Attorney General.

Do not expect all landowner information to be completely up-to-date. Some updating may be required, particularly in urban areas where property ownership changes quite often. Where information gaps persist, you can fill in the blanks when you interview the landowner or by talking with neighbours and other landowners in the area.

D. OTHER ACTIVITIES AND PROGRAMS

Contact personnel build bridges not only with landowners, but with staff from various government agencies and other conservation organizations. It's a good idea to keep conservation agencies informed of your program from the outset. These people can provide insight into other ongoing conservation activities and programs. Open communication also facilitates partnerships and inter-agency cooperation, and prevents duplication. Most importantly, staff at agencies and large organizations—especially field staff—are an excellent source of technical information and can also provide letters of support for your funding applications. (A listing of government and conservation organizations is provided in Section X.)

Start by identifying a contact person in each agency or organization. This individual can introduce you to other staff members or groups, if necessary. Be mindful of the importance of creating a positive impression and respect the busy schedules of these people.

Tip

QUESTIONS FOR AGENCY STAFF

What information do you have on ecologically significant areas? wetlands? etc.

Are copies of these reports available?

Has your office ever run any programs in this area?

What, if any, historical issues should I be aware of?

Do you know of other conservation programs in this area?

Is anyone in your office familiar with the landowners in this area?

Do you provide funding for this type of initiative?

Can you suggest other organizations that might fund this project?

Would you like to review the Site Profile I've prepared?

Is there anything else I should know?



Make inquiries about background information on ecological or environmental issues you are addressing, such as wildlife trees, wetlands, or stream restoration. Ask about available publications as well as agency programs and services. If you are unfamiliar with government mandates, try to clarify agency jurisdictional boundaries. Federal, provincial, regional, and municipal governments all have different concerns relating to private land conservation.

Finally, agency personnel can probably give you some interesting and useful information about various landowners. If possible, have staff members review your list of targeted landowners before sending out your introductory letter. This gives them a chance to identify landowners who've already been contacted under separate programs and to pinpoint landowner "hotspots" that may require delicate handling.

2 THE INTRODUCTORY LETTER

The introductory letter is your first contact with the landowner, so it has to be informative and respectful. It should explain, in clear and simple terms, who you are, why you are writing to them, and what services you have to offer. Tell them why their property is important, and ask if you might visit.

Your goal is to communicate effectively, so pay attention to wording and overall tone of the letter. Keep it brief, direct and interesting to read, and strive to convey a tone of professionalism and competence. Avoid technical and complex scientific terminology. You can always determine what level of technical detail is most appropriate once you've had a chance to visit the landowner.

The letter prepares the landowner for your next point of contact—the phone call. You should make that call one to two weeks after you've sent your letter (we'll be discussing the telephone call in detail in the next section).

Send targeted landowners a brochure on your program or a site profile. This gives them a better idea of what you're up to and can serve as a ready topic of conversation when you make your initial contact phone call. Avoid sending any other attachments.

You may need more than one type of letter to address landowners—one to those whom you plan to visit, and a second to those who live in the area but haven't been selected for a personal visit. For those you don't intend to visit personally, consider designing a separate information package. Provide some details about your program, its purpose and goals, and invite the recipient to contact you for more information. This approach is particularly suited to estate properties, lands held in trust, foreign and corporate owners, and public utility owners. Some of them might well be interested in joining your efforts.

Address your letter to the registered owner of the property. Where more than one owner is listed, name them jointly. If a company or organization is listed as the owner, address the most appropriate

Tip

MEDIA COVERAGE INCREASES RESPONSE

Try to get some positive media exposure of your program *before* you send out your letters. This could dramatically increase positive response to the program and improve your credibility.

CHECKLIST FOR THE INTRODUCTORY LETTER

- Who do you represent?
- What is the history of your organization/program?
- What are the objectives of your landowner contact program?
- Why were they selected to receive a letter?
- What do you want them to do?
- What are you going to do next and when?

from: Hilts et al. 1991

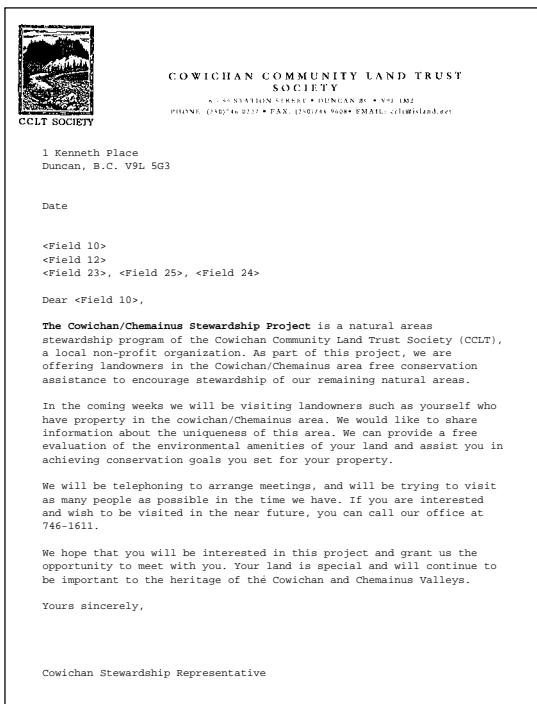
person—the CEO, for example, or possibly the Public Relations Director. When in doubt about the marital status of a female owner, address her as “Ms.” And drop the title and salutation altogether if you’re not sure whether the owner is male or female. Only as a last resort should you ever send out a letter addressed to “The Landowner.”

The last paragraph serves an important function. It allows you to ask those with unlisted numbers to give you a call. And it also lets owners know that you have limited time and may be unable to schedule a visit this year. While you fully intend to visit everyone you write to, invariably someone’s phone number is unlisted, another’s is always busy, no one’s ever at home at the third—or you simply run out of budget for the year.

Mail your letter two weeks before you intend to visit the landowner. Assuming it arrives in the first week, you have the second week to phone and schedule an appointment. The whole contact process—letter, telephone call and site visit—should take no more than a month to complete.

Of course, the number of letters you send at one time will depend on the number of personal visits you can reasonably expect to complete over a specified period of time. Assuming you’ve prepared all your background information and intend to work full time on landowner contact, three visits per day, three days per week, is the recommended limit (Hilts et al. 1991). Always leave some time between appointments for record keeping and travel, and to keep fresh and alert.

If letters are returned, find out if the property has been acquired by a new owner by checking with the municipal office and/or asking neighbours. Failing this, you might have to stop by the house unannounced, or mail drop program information.



from: Cowichan Community Land Trust Society

3 PHONING THE LANDOWNER



Tip

WHY PEOPLE SAY NO TO A SITE VISIT

Don't want to be told what to do on their land

Had a bad experience with an another group

Already feel persecuted by taxes, paperwork and regulations

Think they will have to give up either money or rights

Are worried about what their neighbours will think

Are worried about trespassers

Believe all environmentalists are arrogant, tree-hugging urbanites

Are suffering personal or economic hardship

Don't like to be involved in public programs

WHEN TO PHONE A STRANGER

You should never phone a stranger during mealtimes—12:00 p.m. to 1:00 p.m. and 5:00 p.m. to 7:00 p.m. Or before 9:00 a.m. in the morning.

Evenings are generally the best time to call—but never after 9:00 p.m.

Weekends are usually good too—but not Sundays.

Resort to a mealtime or Sunday call only if you're completely buffaloed—and be prepared to initiate the conversation with a brief apology. Never, if humanly possible, leave a message on an answering machine.

The telephone call allows you—finally—to introduce yourself to the landowner. Your main purpose is to arrange a visit at a later date—an awkward task since you're essentially inviting yourself to visit someone else's home. Sometimes it's a good idea to emphasize that all information from the visit will be treated as confidential.

Ask for the registered owner of the property right at the outset of your conversation. Then explain who you are and why you're calling. Mention that you're a member of a local nonprofit group and perhaps take a moment to elaborate on the organization's purpose and objectives.

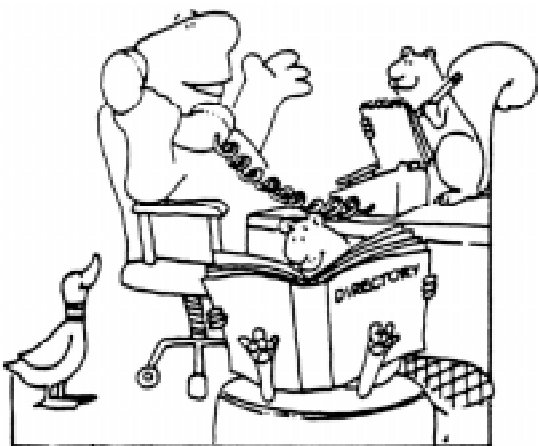
Be patient and considerate. Explain your business in a friendly, but professional manner. And try to facilitate a two-way conversation rather than doing all the talking yourself. Active listening will help you learn more about the landowner and prepare you for any issues or questions that arise. Be diplomatic—first impressions are always the most important.

It is common to field a few questions during the call. Most owners will want some clarification of what your project is about. Some will raise contentious issues, possibly to test you—be prepared to respond in a calm and truthful manner. Try to keep your call short. You'll have plenty of time to talk during your site visit.

Some people are hesitant to get involved in anything new or to participate in public programs, and you may have to call on your skills of persuasion. Point out the advantages of knowing more about their property, the impact of conservation measures on local wildlife. Then accept defeat gracefully if they say no.

Never argue with a landowner. There's nothing wrong with debating issues as long as it's done in a cordial manner. But if the landowner gets upset, your priority is to ease tension. Without being patronizing, you can let the owner know you understand. If he or she becomes abusive, politely end the conversation as soon as you can. As much as possible, you want to leave the door open for their future participation.

Arrange site visits during the normal working day, if you can. This leaves evenings and weekends reserved for people who cannot meet at any other time. Once you're in agreement about the day, take the initiative and suggest a two-hour period that fits with your schedule. To save driving time, cluster appointments so that you have a few in the same area on the same day.



V. The personal site visit

Tip

MOST LANDOWNERS ENJOY A "WALK-ABOUT"

"Walk-about" is the term commonly given to walking a site with the owner during which you point out plant or animal species, valuable habitats and other signs of wildlife. If you don't have specialized knowledge of these subjects, arrange for a biologist or naturalist to visit the site with you (Be sure to let the landowner know of the arrangement ahead of time). After the walk-about, present the owner with a plant or animal species list, or suggest some things they should watch for. Getting landowners involved in monitoring wildlife can bring them more in touch with their land. It can also increase their understanding of nature and hopefully their commitment to habitat protection.



1 PREPARING FOR THE VISIT

The main purpose of a site visit is to exchange information with the landowner. Essentially you want to open lines of communication between the owner and the organization you represent. This visit gives the landowner an opportunity to obtain information on private stewardship options and allows you to learn more about the owner's attitudes and beliefs. Since landowner contact is a continuous process, what doesn't get accomplished on this visit can be done later.

Dress appropriately for the occasion. Neat, clean, conservative wear is generally wise. If you're visiting a corporate owner in downtown Vancouver or Victoria, business attire is probably best. If you plan to walk the property with the landowner, dress for the weather and the terrain in rain jacket, boots, hat and jeans.

Always give yourself enough time to get to your destination. Arriving out of breath and flustered can leave you—and the landowner—feeling anxious. Landowner contact is supposed to fun!

CHECKLIST FOR A SITE VISIT

- Landowner's address, telephone number and directions to the house
- Day pack with insect repellent, hat, sunglasses, camera, film, binoculars, water or juice
- Hiking boots or rubber boots
- Field guides (plant and animal)
- Clipboard with notepad
- Site Profile
- Landowner Site Map
- Aerial photos
- Record forms (Activity Record and Site Visit Summary)
- Business card
- Other educational materials: brochure on your group, stewardship options booklet, information and pamphlets on ecology or other wildlife and fish-related topics

2 INFORMATION EXCHANGE DURING THE VISIT



ACTIVE LISTENING

Active listening—listening to both the feeling and the meaning of what the speaker is saying—can help you get a better understanding of a landowner’s perspective. How do you become an active listener?

Listen for the total meaning of the message, underlying feelings, and attitude

Be aware of hesitation, inflection, points stressed, loudness, clarity, mumbling, facial expression, body posture, hand and eye movement, and breathing

Leave the way open for the person to say what is really on their mind

Risk seeing the world from their point of view

Respond to feelings as well as to the content of the message

Express your own feelings as honestly as possible

Do not pass judgment, either favorable or critical

Do not try too hard to convince somebody of something

Do not defend or retaliate against offensive statements; it only encourages more of the same

Avoid giving personal advice because it may seem that you are trying to change the person

from: Hilts et al. 1991

The sharing of information can nurture positive values toward nature and motivate people to take personal responsibility and action for conservation. Remember, your visit with the landowner is a two-way conversation, not an interview. There’s no advantage in controlling the dialogue. Simply make your points and allow the landowner to make his or hers.

Begin your conversation with something other than private land stewardship. Talk about the unusual weather, the size of the corn, the new car in the driveway, or the burned-out barn across the road. This period of introduction can help put the two of you at ease with each other.

Once you’re both feeling comfortable, get down to business. Reiterate why you’re there and what you have to offer.

Clarify the confidentiality of your conversation and site notes right away. Be honest about the fact that some information will be retained in your records, reiterating that no details will be released without the owner having first given permission. Reassure them that only staff and board members otherwise have access to the information.

Now try to establish what really interests the landowner. Discussions of this type often centre around a property’s natural features and its plant and animal life. You might find yourself making suggestions, for example, about how to attract some kinds of wildlife or reduce wildlife conflicts. Whatever you do, avoid critiquing the owner’s land management practices.

Being able to read a situation quickly and change your approach to fit the circumstances is a vital skill in this line of work. Try to monitor the conversation by watching for signs of impatience in the owner’s voice and body language. If necessary, depart from the discussion at hand to talk about other things. These conversational “sidetrips” often lead to what’s really on the owner’s mind. Some owners simply need to vent their concerns about particular issues. Take time to listen. Once they’ve said their piece, they’re more likely to give you a better hearing.

A. LANDOWNER INFORMATION

Landowners are a great source of information about the local character of an area. Knowledge of political, economic or other local pressures can greatly improve your understanding of what is going on in a site—as can your understanding of the landowner’s values, concerns and fears.

Start from the individual’s interest—eventually the curious will look at all sides.

PARTICIPANT, STEWARDSHIP ’94 CONFERENCE

EXAMPLES OF QUESTIONS ASKED DURING LANDOWNER CONTACT

POLITICAL QUESTIONS

How did you get information on my property?

Is this another government program wasting taxpayers' money?

Are you going to tell me what I can or can't do with my land?

You want me to preserve those birds for you. Why don't you help me pay the taxes?

Are you with some left-wing, extremist environmental group?

TECHNICAL QUESTIONS

What do you mean my swamp is a recharge area?

Can you help me get rid of my mildew problems?

Is there anything besides fences, that I can use to keep deer out of my yard?

How do I stop the soil erosion from going into the river?

Your literature says that antelope brush is rare, but they are all over this area?

PROGRAM QUESTIONS

Do I have to sign anything to be part of your stewardship program?

Will your program be around in two years from now?

Do you allow public access?

What type of tax advantage is there if I were interested in donating some of my property?

Are you implying that I haven't been taking good care of my property in the past?

PHILOSOPHICAL QUESTIONS

I don't understand what you mean by private stewardship.

I don't see how a bunch of snakes and mosquitoes can be considered important.

What good is an endangered species anyway?

Don't you think that I should be able to do anything I want with this land since I am the one that bought it?

Over thirty thousand people starve to death every day on this planet. Don't you think we have a responsibility to clear and drain as much good land for agriculture as possible?

PERSONALITY OR UNRELATED QUESTIONS

What do you city people know about farming anyway?

Why would I want bats on my property, they carry rabies.

You are just the person I want to see. Can you help me to get my property assessment lowered?

Was it your group that got the park that is taking away logging jobs?

How do you feel about the local mayor?



from: Hilts et al. 1991

Tip

ANSWERING OWNER QUERIES

When landowners request information you do not have, you can:

Give the owner the name and phone number of an appropriate person to contact at an agency

Contact the person or agency on the owner's behalf

Ask the agency to contact the owner

Obtain the information yourself, then pass it on to the owner

If you're unsure of the right person to contact, research alternatives thoroughly before you make any referrals!

Owners are more familiar than anyone else with the nature of their land and have an inherent understanding of its unique features. They can also identify with accuracy where disturbances have occurred, and whether they are ongoing. Looking at an air photo with the owner can greatly facilitate your understanding and interpretation.

You'll want to learn more about the landowner's approximate age, occupation, years of ownership, and interest level in habitat conservation during your visit. How many children are in the family and do they hope to inherit the property some day? Does the landowner have any strong biases for or against particular organizations/agencies? This information helps you build an accurate profile of the individual and makes future contacts with the owner more meaningful and productive.

Don't bring a questionnaire form with you, or make extensive notes during your visit. If you want to know something, ask informally. Then record your information on the Site Visit Summary Form after you leave, while the details of the visit are still fresh in your mind.

B. BIOLOGICAL INFORMATION

Ask the landowner if there is anything in particular they want to know. Perhaps they've often wondered about the name of a specific bird or plant and are thrilled to finally get the information. Now elaborate on some of the site's most important features. Most owners want to learn more about their property and take considerable pride in discovering they own something special.

One of your biggest challenges is to persuade the landowner to look at the site from an ecological viewpoint. While today's TV wildlife shows have a large following, many of us still don't appreciate the value of the natural features in our own backyards. Your information can make all the difference, helping owners first to see what they've got and then to conserve it.

How much information you give an owner—at least to begin with—depends on the purpose of your contact and the owner's current level of knowledge. If you are simply discussing natural features, make sure the owner has a good site description. If you want them to consider legal agreements, provide details on the stewardship options available.

You can never hope to prepare yourself for everything that comes up in conversation. If you can't answer a question, say so. Never try to bluff. Instead, tell the owner you'll find the answer, then include it in your follow-up letter.



C. STEWARDSHIP OPTIONS

Example

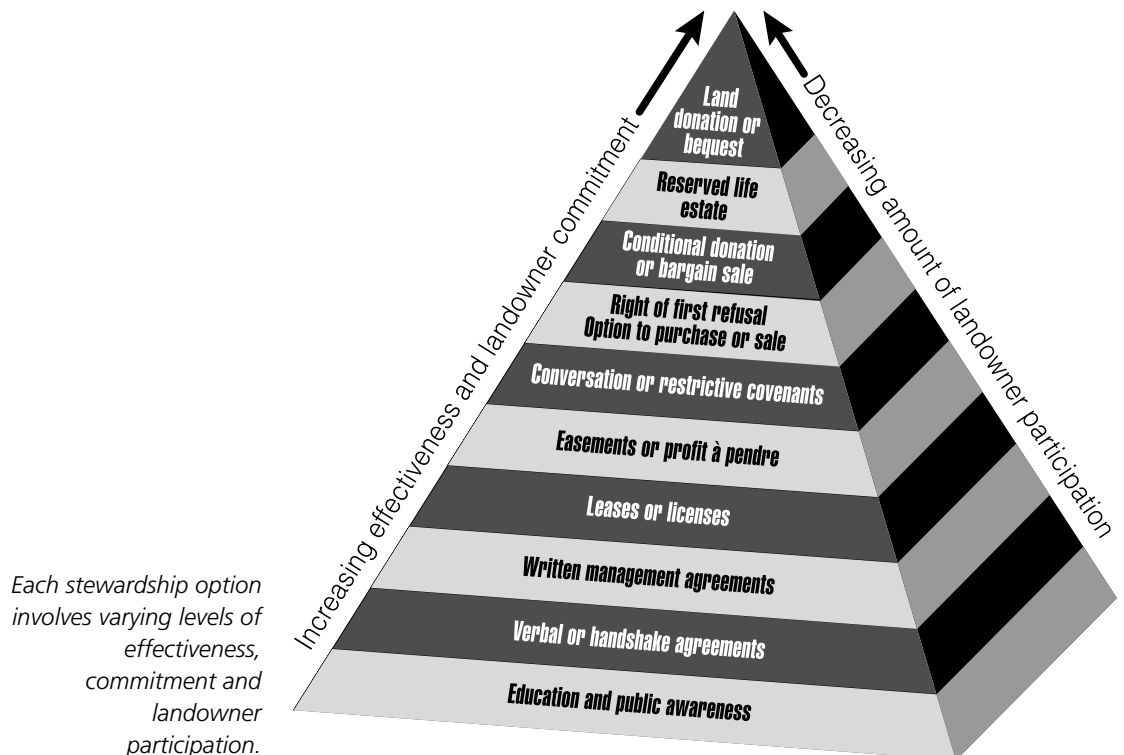
80 ACRES OF VALUABLE HABITAT DONATED

In June 1996, Art Wainwright, a long-time resident of Cawston in the South Okanagan, donated more than 80 acres of threatened riverine habitat to The Nature Trust of British Columbia. Mr. Wainwright owned the property for more than 50 years and, through his stewardship, has preserved one of the few remaining tracts of an increasingly rare habitat.

Located along the Similkameen River, the property features a large stand of mature Cottonwood trees and supports a rich diversity of plants and animals. The Nature Trust plans to maintain this valuable habitat in its natural state.

Providing landowners with information on how to protect natural features on their property is a very tangible way of building a long-term relationship. Most people are not aware of the scope of practical and legal options available to them. Some long-term protection measures may even have implications for tax relief. You'll probably find that this task becomes as much an educational experience for you as for the landowner.

Among the publications that owners will be interested in obtaining is *Stewardship Options for Private Landowners in British Columbia*, developed and published by the BC Ministry of Environment in 1996 under the Stewardship Pledge Program. It describes practical tips and legal agreements currently available to B.C. property owners interested in conserving their land. *Stewardship Options* is the latest in the *Stewardship Series*, jointly produced by provincial and federal agencies over the past five years. A full listing of all *Stewardship* titles and where they might be obtained is provided on the next page.



THE STEWARDSHIP SERIES

Community GreenWays: Linking Communities to Country, and People to Nature

BC Ministry of Environment, Lands and Parks
300 – 1005 Broad Street
Victoria, B.C. VOW 2A1
1-800-387-9853

Community Stewardship: A Guide to Establishing Your Own Group

Fraser River Management Council
Suite 2970 – 700 West Georgia Street
Vancouver, B.C. V7Y 1B6
(604) 660-1177

Landowner Contact Guide for British Columbia

BC Ministry of Environment, Lands and Parks
300 – 1005 Broad Street
Victoria, B.C. VOW 2A1
Phone: (250) 387-9369 or toll free: 1-800-387-9853

Naturescape British Columbia: Caring for Wildlife Habitat at Home

BC Ministry of Environment, Lands and Parks
300 – 1005 Broad Street
Victoria, B.C. VOW 2A1
Phone: (250) 387-9369 or toll free: 1-800-387-9853

Stewardship '94

BC Ministry of Environment, Lands and Parks
300 -1005 Broad Street
Victoria, B.C. VOW 2A1
Phone: (250) 387-9369 or toll free: 1-800-387-9853

Stewardship of Waterways and Wetlands: A Guide for Agriculture

Communications Branch, Fisheries and Oceans Canada
555 West Hastings Street
Vancouver, B.C. V6B 5G3
Phone: (604) 666-3545

Stewardship Options for Private Landowners

BC Ministry of Environment, Lands and Parks
300 – 1005 Broad Street
Victoria, B.C. VOW 2A1
Phone: (250) 387-9369 or toll free: 1-800-387-9853

Stream Stewardship: A Guide for Planners and Developers

Communications Branch, Fisheries and Oceans Canada
555 West Hastings Street
Vancouver, B.C. V6B 5G3
Phone: (604) 666-3545

The Streamkeepers Handbook: A Practical Guide to Stream and Wetland Care

750 Orwell Street
North Vancouver, B.C. V7J 2G3
Phone: (604) 986-5059

Water Stewardship: A Guide for Teachers, Students and Community Groups

BC Ministry of Environment, Lands and Parks
300 – 1005 Broad Street
Victoria, B.C. VOW 2A1
Phone: (250) 387-9369 or toll free: 1-800-387-9853

The Wetlandkeepers Handbook: A Practical Guide to Wetlands Care

BC Wildlife Federation
303 – 19292 60th Avenue
Surrey, B.C. V3S 8E5
Phone: (604) 533-2293

3 VISIT FOLLOWUP

Example

SMALL LAKES WATER CONSERVATION

Several small lakes in the Kamloops area were created during the early 1900s to enable water storage for irrigation purposes. In recent years these lakes have been stocked with Rainbow Trout and have become popular recreational fishing destinations—contributing to the social and economic welfare of the local community. Unfortunately, they are highly susceptible to summer and winter fish kills as a result of reductions in dissolved oxygen levels due to water withdrawal during the irrigation period. In 1994, the Small Lakes Conservation study sought to determine the feasibility of alternatives to lake withdrawal on 14 separate lakes. Several landowners and/or water license holders were approached at this time to discuss options to alter existing irrigation systems and, as a result of study findings, another project to develop alternatives at six lakes was mounted.

Short term followup generally consists of a simple thank-you letter incorporating responses to any questions you were unable to answer during your site visit. Background information and/or brochures you collected before contact will probably be useful to include at this time.

Keep the letter to less than a page, and mail it within a month of your visit. Review the main comments and ideas discussed during the visit and include information about upcoming events such as workshops or field trips. As well as saying thank you, the letter reinforces the positive experience of the visit and paves the way for further cooperative efforts.

The onus is now on the owner to take further action—at the very least, after reading your letter they should know who to contact if they need anything else.



VI. Long-term responsibilities

Organizers often forget to incorporate long-term responsibilities in planning a landowner contact program. These tasks—record keeping, long-term followup, monitoring and evaluation—ensure continuing landowner and community support for the program and are essential to its success.

1 RECORD KEEPING

Record keeping ensures continuity in your relationship with participating landowners. Keeping records up to date may seem a monotonous task. But, as we've already mentioned elsewhere, it pays off when new personnel join the program. Timely information is also a must in the preparation of business plans, funding proposals and long-term program planning.

Central to record keeping is the issue of confidentiality—as we've also discussed earlier. Who will have access to the information collected during the landowner contact program? Program staff? Your Board of Directors? Selected personnel from government agencies? Staff from other conservation organizations? Whatever you decide, be sure to inform landowners of your policy before beginning your information gathering.

In fact, before talking to any landowners, try to approach a few funding agencies to determine what kinds of information they look for in funding submissions. Then fashion your site visit questions accordingly, asking the landowner for permission to pass on selective information (e.g. name, address and telephone number) to potential funders and other agencies.



Concerns for confidentiality can arise when a landowner flaunts local bylaws and intentionally damages the natural features of a property. How do you rectify the situation? The purpose of your program is to cultivate landowners, not report them for infractions. In breaking a confidence you can endanger your whole program. In the end, it's your call.

Three types of records are likely to contain information relating to the landowner—the Contact Database with the landowner's address, phone number, etc.; the Activity Record in which you keep track of all correspondence with landowners to ensure prompt follow-up action; and the Site Visit Summary, detailing your visit to the landowner's property. Except for the Contact Database which is best maintained by computer, these records can be handwritten and organized alphabetically or numerically in file folders.

FIELDS IN A CONTACT DATABASE

Salutation
(Mr./Mrs./Ms./Dr.)

First name

Last name

Spouse's name

Occupation

Employer

Home phone

Work phone

Fax number

Cellular phone

E-mail address

Street

City

Province

Postal code

Property size

Activity Record number/
code

Site Visit Summary record
number/code

Brief statement on the
ecology of the site

A. THE CONTACT DATABASE

Database information is collected during the pre-contact information gathering phase, usually from government agencies, other groups, and the telephone book. It's important to keep this information up to date—but not always easy, given the mobility of our population in Canada.

These days most word processing software packages have a database component that includes mail merge and label printing functions. Ideally, a database for a private stewardship program would contain several types of information (called fields) for different landowners (called records). The types of fields would vary, depending on how often and under what circumstances the database was to be used. The box on this page identifies some common database fields.

B. THE ACTIVITY RECORD

Keeping your word is essential to the success of your program—and the best way to ensure that you do is by noting promises as you make them. In the Activity Record you keep track of your day-to-day interaction with landowners over the extent of the contact program, noting times and dates for all letters, phone calls and visits, along with details of any assistance provided, when it was undertaken, and the result, etc. Essentially, this record-keeping device is a weekly planner and "to do" list for the contact person. Like a calendar, it keeps you organized and on time!



BENEFITS OF LONG-TERM FOLLOWUP

Reinforces landowner commitment to conservation

Consolidates the learning that has already taken place

Provides an avenue for continual feedback from landowners on their experiences with stewardship practices

Provides opportunities for continual involvement in conservation

Helps groups keep track of ownership and land-use changes

Can be an avenue for donations to your group



Consider categorizing landowners as either “conservation minded,” “undecided,” or “not interested.” This will help you determine priorities for long-term followup. Many “conservation minded” landowners are personally committed to conservation, but unwilling or unable to take firm action. Obviously these owners are potential allies in promoting conservation initiatives. Those who are clearly “not interested” are likely less susceptible to persuasion.

Describe the “flavour” of the site visit in the Narrative Account section of the summary. You can expand here on the issues, incidents, feelings, or activities that surfaced during the visit. Did the landowner express support for hunting, for example, or reveal an interest in some other subject or concern? Record anything you think will help you or future program personnel to better understand this landowner, the past history of the property, and what transpired during your visit.

Remember—always use your discretion when completing landowner records. Sometimes it’s inappropriate to record sensitive issues or remarks made to you in confidence. Put yourself in the owner’s shoes. What would you want a local group to write in their records?

2 LONG-TERM FOLLOWUP

Long-term followup refers to the ongoing process of maintaining contact with landowners and advising them of current and new conservation activities. In this way you secure and strengthen your relationship with program participants and give non-participants a further opportunity to become involved.

Landowners have different ongoing needs. Some want updated information about new programs, management techniques and available protection options. Others need just a bit of recognition or encouragement. Experience from several landowner contact programs has shown that once landowners become interested, they want to see the dialogue continue (Hilts & Mitchell 1994).

Often the extent of followup is determined by the landowner’s needs and what is happening in the broader context. For example, a change in government policy, new programs or tax incentives may spur a need for specific follow-up methods. Depending on what you are trying to achieve, followup can range from a simple phone call to several visits to negotiate a legal agreement. Also, consider opportunities to initiate followup with other organizations such as the local naturalist or rotary club.

Followup doesn’t have to be costly or time consuming. Most landowners only want a phone call once every two or three years, along with the option of being able to attend events or obtain new information. There is no need to involve every landowner in follow-up activities as long as they are all aware that the activity is going on. The publicity itself serves as a constant reminder (Hilts & Mitchell 1994).

3 EVALUATION

Tip

IDEAS FOR LONG-TERM FOLLOWUP

Phone the landowner to see how things are going

Send a letter or Christmas card, addressing the correspondence specifically to the landowner and, if possible, referring to their stewardship activities

Send landowners a copy of your group's newsletter or a complimentary copy of another conservation group's newsletter or magazine

Send new brochures or fact sheets on topics of interest to a particular landowner (i.e. information about wood duck boxes to owners interested in waterfowl)

Produce print materials specifically for landowners (e.g. calendar, annual reports, questionnaires)

Offer free one-year memberships to the local naturalist club

Host slide shows or workshops that focus on topics like stream restoration or other stewardship activities

Invite landowners to guided nature walks


Host a ceremony that congratulates landowners who've made a commitment to stewardship, inviting local dignitaries and the media

Develop new programs that offer landowners assistance in protecting wildlife habitat (e.g. management plans)

Evaluation is an essential element of any landowner contact program. It helps define the achievements and shortcomings of the work being done. It also reveals what group objectives have been met with the available resources and points out the most effective and cost-efficient means of achieving long-term group goals. You must be able to measure your success in order to identify if your program is succeeding and what aspects of the program are the most effective. Evaluation is also essential for future planning, priority setting and funding.

The single largest problem of program evaluation is finding an adequate evaluation formula. Questions constantly arise regarding which program criteria should be measured, how often and by what means. No cookbook formula exists. You choose what factors to monitor, depending on what you are trying to achieve in your program.

The best evaluations compare progress with some sort of baseline data. When you're starting your program, try to assess the situation as it then stands. Keep records of meetings, correspondence, newspaper articles, and editorials which can document a change of attitude over time. Evaluations are just as important for measuring program development as they are for measuring success. During the evaluation process, re-evaluate your program goals based on feedback from landowners.



South Okanagan-Similkameen
STEWARDSHIP
News

Volume 1 SEPTEMBER 1996

Hello!

Since the South Okanagan-Similkameen Stewardship Program (SOS Stewardship) was conceived in 1994, we have made many friends and been involved in several valuable projects. SOS Stewardship is helping private landowners protect and enhance natural areas on their land with support from The Nature Trust of British Columbia, BC Environment's Wildlife Program and Habitat Conservation Trust Fund, and the Okanagan Region Wildlife Heritage Fund Society.

We felt that a regular newsletter would be a good way to keep our new friends and committed stewards informed about Stewardship issues in our area.

Therefore, we would like to introduce **Stewardship News**; a newsletter that begins with this issue. We'll tell you about some of our projects, report on local stewardship events and offer a few ideas.

We'd like to hear from you too. We'd like to know what concerns **you** as a caretaker of the South Okanagan and Similkameen's natural heritage. We'd be happy to help with requests for information and address issues that you think are important. This newsletter is for you. We hope you enjoy it!

Stewardship Projects
... in the Works!

Within the framework of the South Okanagan Conservation Strategy (SOCS), SOS Stewardship has assisted landowners in projects such as:

- Fencing to protect sensitive dryland habitat
- Fencing to improve water quality, riparian habitat and livestock health by restricting livestock access to wetlands
- Enhancing riparian habitat along an oxbow
- Controlling weeds after a fire
- Reseeding a burned area with native plants
- Enhancing a marsh

SOS Stewardship is proud to announce the publication of our "**Living in Nature**" series of Fact Sheets on local topics of interest to landowners. Titles published in the summer of 1996 include:

- The Tiger Salamander
- Fire Ecology
- Logging on Private Land: A Landowners' Guide
- Tread Lightly on our Dry Grasslands

design by Cyberzen Thought Projects

For more information, write to: **SOS Stewardship**
c/o The Nature Trust of British Columbia
102-130 W. Nanaimo Ave., Penticton, B.C. V2A 1N3
or Phone: 604-492-2080

There are three main areas of measurement to consider in program evaluations:

- Biological/ecological indicators focus on habitat improvements
- Socio-cultural indicators measure changes in attitude and values
- Economic factors determine the cost efficiency of the program

In all three areas, try to identify factors that can be measured quantitatively. Numbers, percentages and factual data are particularly useful because they are objective. Opinions and feelings are also valuable, but may not provide the hard figures needed to demonstrate the program's funding worthiness.

The lists of indicators below were developed by community groups from across Canada (Filyk 1996). When evaluating your program, note how these factors change over time and how each contributes to achieve your conservation objectives.

ECOLOGICAL/ BIOLOGICAL INDICATORS

Amount of habitat

Wildlife population inventories

Biological indicators

Ecological restoration activities

Types of habitats

Comparison with non-stewardship habitat

Environmental parameters (i.e. water quality)

Change in biodiversity

Amount of ecological degradation

Prevalence of invasive/problem species

SOCIO-CULTURAL INDICATORS

Landowner participation

Public, government and industry support

Landowner attitudes toward conservation

Volunteer participation

Land-use modification (includes new techniques)

Number of community events held (public meetings, workshops etc.)

Number of and kind of people at community events

New regulations and policies

Medical coverage

Landowner demographics

ECONOMIC INDICATORS

In-kind contributions from landowners

Diversity of funding sources

Community fundraising activities

Contribution of volunteer time

Percentage of costs to administration

Need for fee-for-service consultants

Cost of materials compared with market value

Extent of in-house production of publications

VII. Community support

Example

TREE PLANTINGS IN LANGLEY

Co-op students from Kwantlen and Capilano College, operating under the guidance of the Langley Environmental Partners Society and the Township of Langley, began streamside tree plantings as a pilot project during the months of January to April, 1994. The college students organized plantings of approximately 30 properties, including Trinity Western University, Vancouver Game Farm, and various local landowners, with volunteer help from the Boy Scouts, Girl Guides, community groups, and schools. Native species such as Cottonwood, Willows, Cascara, Red-Osier Dogwood and Ninebark were among those planted. Funded by Tree Plan Canada, the project was continued over the next two years.

1 INCENTIVES

Community support for private stewardship is vital for instilling a sense of pride in landowners who participate in habitat conservation. There are many ways to harness support from the community. Incentives encourage local participation in conservation projects, while some form of recognition acknowledges the value of a landowner's voluntary commitment. By promoting contributions publicly, you increase public awareness of your program and attract more community involvement. Sustainable programs evolve through local participation and support in the form of volunteers, lobbyists and funders.

Incentives provide a motive for action. The two main types of incentives in landowner contact programs are technical and financial assistance.

Most landowners are interested in learning more about the technical side of conservation and, once they see the benefits of these techniques, are more likely to move towards long-term protection of the land (Sandborn 1996). Much technical information is still difficult to access and is seldom formatted for community group initiatives. Landowner contact provides an opportunity for land managers to obtain information and expert advice they need to fulfil their own goals.

Financial incentives permit conservation groups and private landowners to share the cost of stewardship practices. It's not unreasonable to share direct costs with landowners, especially where changes to their properties have had an impact on their finances. Incentives are always welcome because they represent concrete recognition of the social benefits being provided by private individuals. Most importantly, they reaffirm the importance of the landowner's participation in habitat conservation—an example of "putting your money where your mouth is."



TYPES OF INCENTIVES

Advisory or technical help with land management issues

Tax relief

Seed for cover crops

Trees and shrubs for hedges, riparian or wildlife corridors

Nest boxes

Cost sharing of construction materials such as fencing

Engineering expertise for water control projects

Management plans for individual property owners

Volunteer labour

Assistance with pest management

Incentives have their drawbacks, however. Totally funded stewardship initiatives raise landowner expectations and can set a precedent that may not be sustainable. Also, where some landowners are paid to perform certain tasks, is it fair that other owners do the same thing for free? Generally, when economic factors rather than altruism are the main basis for landowner involvement, the owner's commitment to conservation is likely weak.

If you decide to provide incentives under your program, make sure the contribution is based on cost sharing to help ensure a voluntary commitment. Reimbursement for direct capital costs is reasonable if the landowner makes in-kind contributions. Many landowners, for example, provide volunteer labour or the use of equipment when they receive incentives to support a program.

CONSERVATION Land Trust staff offering advice

PAT COPPARD

Natural biodiversity.

According to the Cowichan Community Land Trust Society, it's like the rivets that hold an airplane together.

"You can exist without a part of that system, but there comes a point when the system begins to suffer," says spokesperson Terri Dame.

Exactly when that point is reached is unknown.

But the best insurance is to protect biodiversity - the natural array of plant and animal species - wherever possible.

That's the goal of land trust staff who began visiting area landowners last week, offering advice on developing conservation plans that balance preserving ecological values with activities like building, agriculture or business.

Response to the project has been "positive," Dame said, adding horticulturalist Mark Turner and biologist Tessa Hilton and Brandon Fox hope to visit as many as 50 valley properties this year.

"People live in the Cowichan Valley because it's a beautiful place to live. Part of the reason is because of the natural surroundings.

"It's important for people who own lands to understand that and do everything they can to

ensure it's sustained."

With help from the Cowichan Valley Naturalists, land trust staff spent two months isolating ecologically significant areas, then contacting landowners by letter offering free support.

Parcels are prioritized for attention by size, the extent of

"People live in the Cowichan Valley because it's a beautiful place to live. Part of the reason is because of the natural surroundings."

Terri Dame

urbanization in the area, and ecological values - such as whether they serve as an overwintering area for birds or eagle-nesting site.

During a site visit, project staff walk the property with the owner, discussing how to farm or build with minimal impact on natural features like a salmon spawning stream or woods populated by nesting birds.

The society is also offering its services to developers who want to build in ecologically sensitive ways, Dame said, adding stewardship doesn't have to mean leaving land unchanged for future generations - just undamaged.

"In the Cowichan Valley, 80 to 90 per cent of the land is pri-

THE COWICHAN NEWS LEADER, February 28, 1996

13



Stewardship representatives Brandon Fox, Tessa Wilson and Mark Turner survey valley property.

vately owned," she said. "In terms of conservation, landowners are at the forefront."

Landowners seeking more permanent protection for their properties can enter into covenants with the society.

"The emphasis in all this is support for the landowner," Dame said. "Our purpose is not to tell people what to do with their land, but to help and encourage them to achieve conservation objectives they set."

The stewardship project is

funded by Environment Canada's Action 21 community funding program, Wildlife Habitat Canada, the Real Estate Foundation of B.C., Human Resources Development Canada, and through local sponsorship.

2 RECOGNITION

Tip

TWO POINTS TO REMEMBER

Two key points you should remember when developing recognition activities:

Always ask landowners if they are comfortable with public recognition. While some people are uncomfortable in the limelight, others appreciate the recognition and may even become role models or spokespeople for your program.

Keep recognition simple and modest. It is not the size or type of recognition that counts, but whether the appropriate persons are acknowledged for participating in good stewardship practices.

FORMS OF RECOGNITION

PERSONAL:

Letter from a public figure

Certificate

Personalized plaque

Aerial photograph of the landowner's property

PUBLIC:

Award presentation at a ceremony

Mailbox or road signs

Designation as a demonstration site

Feature article in a newspaper or magazine

Recognition is one way of thanking landowners for their participation and acknowledging their contribution to wildlife habitat. It also motivates owners to remain committed and attracts others to the cause. In fact, you can start a trend towards stewardship within a community once people realize that anyone can be a “good steward,” not just a dyed-in-the-wool environmentalist.

Most landowners like to have their contributions recognized, but these gestures are not viewed as a reward or major incentive. Altruism or personal satisfaction is the main reason most people engage in private stewardship.

Recognition is generally divided into two types—personal or public. Personal recognition often takes the form of a keepsake symbolic of your program—a small plaque or certificate, for example—and is presented to the landowner without an audience. Public recognition, by comparison, usually involves the mounting of a public ceremony attended by the community and the media. As well as recognizing landowner achievements, the ceremony informs the public of your program and promotes its benefits.

Road sign in Delta to inform the public of the Greenfields Project.



3 PROMOTION AND PUBLICITY



PROMOTIONS (COST ATTACHED)

- Brochures
- Newsletters
- Posters
- Project displays
- Videos
- Hats, t-shirts, mugs and pins (with logo)
- Newspaper advertisements
- Award ceremonies or presentations

PUBLICITY (NO COST)

- Newspaper stories
- Letters to the editor
- Letters to municipal councils
- Magazine articles
- Public service announcements
- Radio interviews
- Television documentaries



GETTING PUBLICITY

An excellent reference on how to get publicity is *Making the News: A Guide to using the Media*, written by Michael Ura. This booklet is available from the West Coast Environmental Law Research Foundation.

Promotion and publicity are two ways to inform the local community about your stewardship program. The main difference between the two is cost. Developing promotional materials or hosting events usually involves a cost. Publicity, on the other hand, is free except for the time you spend talking to reporters. Both are valuable, offering opportunities to communicate the results of your program to the public and encourage widespread community support.

The purpose of promotions is to present a favourable image in the public domain. Common promotional materials are of several types. Signs are very popular because they advertise the stewardship program. These can range from small yard or gatepost signs to billboards in areas of high-volume traffic. Brochures and displays at community events are also excellent promotional devices. Paid notices in newspapers are usually considered a luxury, but can be very effective in providing new information or advertising upcoming events.

Publicity is any form of unpaid promotion that creates celebrity through public exposure. It helps advertise your program at minimal or no cost and can also highlight the general value of private land stewardship. Most publicity is created through the media. The challenge is to attract attention to your program through newsworthy stories. This usually requires that you cultivate a relationship with journalists and provide them with material they can use. The main drawback of this approach is that you have no control over the final product.

Potentially newsworthy items from community groups can be meetings, campaigns or public events such as field trips and community projects. All top news stories are about people, so be prepared to put a human face to your material. Also, include background information on your program as well as a site profile and relevant biological information, etc. Talking to the media is like speaking to hundreds of landowners all at once, so be clear about your message. You don't want to give the wrong impression.

Stories that focus on participating landowners and volunteer efforts are perhaps the best form of media coverage. Consider using your most articulate and impassioned landowners as role models or spokespeople. They can provide "how to" advice to other landowners as a result of their own experience in the program and speak to the many values of private land conservation.



4 PUBLIC INVOLVEMENT

Tip

USE PEOPLE POWER!

The general public, in their capacity as board members, volunteers, or occasional site visitors, are an important source of new ideas, energy, and donations for your contact program. Most people are drawn to a public initiative when they already know something about it—whether as a biologist, a First Nations representative, a teacher, an avid gardener, or an elected member of the local municipal council. They bring their expert knowledge and skills with them, along with the names of other experts in the community. Together you form a growing, motivated force with a synergy capable of meeting and even surpassing your program goals—that's the power of public involvement.

TYPES OF PUBLIC INVOLVEMENT

Fundraising events

Memberships

Raffles

Donor recognition programs

Volunteer projects (i.e. cleanup or tree planting)

Adopt-a-landowner programs

Workshops

Slide presentations

Give some thought to avenues of public involvement as you develop your program. Everyone in the community should have an opportunity to participate in habitat conservation, whether or not they own ecologically significant lands. By involving the community you increase your opportunities for political support, donations and volunteers. This helps to sustain your program and also signals to landowners that habitat conservation is an important priority in today's world.

If you want the public to participate in selected stewardship activities, be sure that you have landowner permission first. And respect the landowner's privacy at all times. Most owners are justifiably sensitive about trespassers on their property and have concerns regarding personal liability in the case of accidents.

It takes some initiative to involve the public and secure their support for a private land program—but it can be done. Most groups sell memberships and engage in fundraising drives ranging from Saturday bake sales to car and travel raffles. Some conduct field trips and/or hold annual festivals. Some develop creative adopt-a-landowner programs. Whatever avenues you devise, it's public support that will carry your program—and lead to the evolution of a public land ethic which endorses long-term conservation of all natural habitat.

THE KINGFISHER ENVIRONMENTAL INTERPRETIVE CENTER

The objectives of the society are:

- To promote and develop environmental ethics and foster a sense of stewardship toward our environment.
- To be involved in enhancement and co-management activities with industry, government and the public in our approach to renewable resource industries such as fisheries and forestry.
- To provide facilities for education and research in matters relating to the sustained yield of our natural resource base.
- To manage projects that have an aim to increase public awareness.
- To network and co-operate with similar organizations world-wide in the enhancement and perpetuation of ecological solutions to an improved environment.
- To at all times be positive and proactive regarding environmental concerns and to be in harmony with and seek the co-operation of the community at large.

In the late 70's, Chinook salmon stocks were close to extinction on the Shuswap River. Local residents started a salmonid enhancement program in the Kingfisher area. Since 1981, the Kingfisher Environmental Interpretive Center Society (K.E.I.C.S.) has evolved from a community run hatchery to include a year round interpretive center incorporating recreation, wildlife and aquatic habitat. The management, operation and education is carried out by the dedication and commitment of community volunteers.

It is in the area of education that K.E.I.C.S. has excelled through public tours, school field trips and classroom salmonid incubation programs in 4 School Districts. In 1994 they received the Minister of the Environment's Award for Environmental Education in the province.



Looking at aquatic bugs

Local volunteers, from teens to the retirement set, lend their expertise and enthusiasm as natural history interpreters for tours and programs. This interior rainforest "living classroom" is on 6 hectares along the Shuswap River at Cooke Creek with a long term lease from the provincial government.

With their experimental floating hatchery and heath trays in their hatchery building, they have the capacity to rear 500,000 fry annually.



"Milt" or sperm being taken from a male chinook salmon.

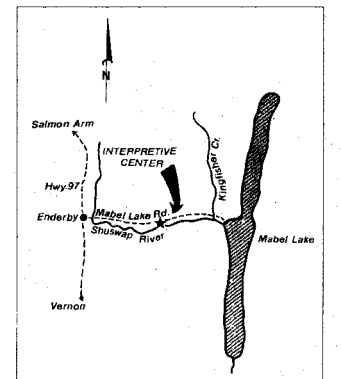
There are year round walking trails with self-guiding natural history trail pamphlets. There is a half size "kekuli" or subterranean Shuswap winter house and a traditional native smoke house or fish drying rack on the beach. The Society has developed the Center as a focal point for education, research and tourism.

Throughout the year, the center provides environmental education programs and activities that are available to the public. Individual and group tours can be arranged by contacting the Society at (604) 838-0004.

Some special events you may want to participate in include the annual Thanksgiving Day weekend Chinook egg take and the fry release in April-June.

NEW MEMBERS WELCOME!

The Kingfisher Environmental Interpretive Center is located 26 Km east of Enderby, B.C.



VII. A final word

We've just devoted more than fifty pages to a description of the nuts and bolts of a landowner contact program. One hundred, even fifty years ago—an eon in terms of the public mindset—the idea would have seemed preposterous. Most people, back in those days, thought of themselves as the owners of our earth with exclusive proprietary rights to its abundant, seemingly endless resources.

We've done a lot of changing since then—not without the occasional nudge from nature. And today we're finally beginning to replace the concept of ownership with that of co-existence. Co-existence implies balance, tolerance, sustainability—an acknowledgement that we are all contributors to the wellbeing of the environment and equally responsible for its conservation . . . if, for no other reason, than our own survival.

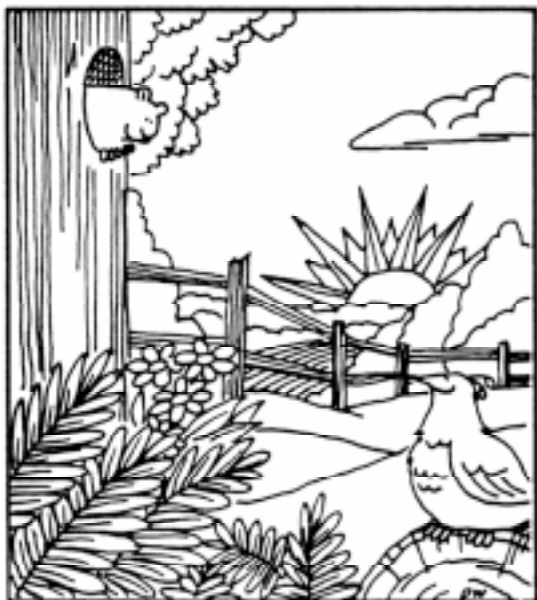
Out of this growing sense of responsibility has evolved the recent stewardship movement. We say "recent" in full knowledge that such great conservationists as Aldo Leopold were already practising and writing about private land stewardship early in this century—and that, long before him, the First Nations of North America had embraced a similar philosophy.

In stewardship lies the future of our natural environment—our future. As government budgets tighten, it's apparent that the public sector cannot alone shoulder the cost of managing our natural habitat. Our actions bear a major influence on its wellbeing and we all benefit from its values—is it not fitting that we also share in its protection?

Habitat conservation is not a casual table topic that we can debate and then ignore. Community-based initiatives like the landowner contact programs described in this Guide hold the promise of nurturing a public land ethic that would make conservation as normal a part of our existence as breathing. It is vitally important that we all participate. Good luck in your stewardship program endeavors!

*You cannot teach a land ethic—
people learn from being involved
with nature.*

ANONYMOUS



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1. GOVERNMENT AGENCIES

A. FEDERAL GOVERNMENT

For assistance in telephoning federal government offices, phone Reference Canada toll free at: 1-800-667-3355

Agriculture and Agri-Food Canada

Establishes national agriculture policy; carries out research programs in agricultural practices and products; and administers assistance programs to farmers

Coastal Area

Box 2527, 103-620 Royal Avenue
New Westminster, B.C. V3L 5A8
Phone: (604) 666-9283

Pacific Agricultural Research Centre

Box 1000, 6947 #7 Hwy
Agassiz, B.C. V0M 1A0
Phone: (604) 796-2221

Interior Area

1921 Kent Road
Kelowna, B.C. V1Y 7S6
Phone: (250) 861-6048

Kamloops Range Station

3015 Ord Road
Kamloops, B.C. V2B 8A9
Phone: (250) 554-5200

Summerland Research Station

Summerland, B.C. V0H 1Z0
Phone: (250) 494-7711

Environment Canada

Is responsible for the conservation and protection of environmental resources relating to air, land and water ecosystems. The Canadian Wildlife Service (CWS), an arm of the Department, handles wildlife issues of national or international importance.

224 West Esplanade
North Vancouver, B.C. V7M 3H7
Phone: (604) 666-6711
Library: (604) 666-5914
Website: <http://www.ec.gc.ca>

Pacific Environmental Science Centre

2645 Dollarton Highway
North Vancouver, B.C. V7H 1V2
Phone: (604) 924-2500

Pacific Wildlife Research Centre

(Canadian Wildlife Service)
RR1, 5421 Robertson Road
Delta, B.C. V4K 3N2
Phone: (604) 946-8546

Fisheries and Oceans Canada

Administers the Federal Fisheries Act; manages and regulates the fisheries; conserves fish stocks and habitat; manages indigenous shellfish; and operates salmon enhancement program in conjunction with the BC Ministry of Environment, Lands and Parks.

400-555 West Hastings Street
Vancouver B.C. V6B 5G3
Phone: (604) 666-3545
Website: <http://www.pac.dfo.ca/>

Pacific Biological Station

Hammond Bay Road
Nanaimo, B.C. V9R 5K6
Phone: (250) 756-7051

Institute of Ocean Sciences

P.O. Box 6000
9860 West Saanich Road
Sidney, B.C. V8L 4B2
Phone: (250) 363-6517

Natural Resources Canada

Develops national forestry policies in cooperation with provincial governments; develops federal energy policies; coordinates and promotes national policies on nonrenewable resources; surveys and maintains national data system on mineral resources.

Geological Survey of Canada

100 West Pender Street
Vancouver B.C. V6B 1R8
Phone: (604) 666-0271
Library: (604) 666-3812

Pacific Forestry Centre

506 West Burnside Road
Victoria, B.C. V8Z 1M5
Phone: (250) 363-0600

B. PROVINCIAL GOVERNMENT

For assistance in contacting Victoria offices, phone Enquiry BC at:
660-2421 (Lower Mainland)
or 1-800-663-7867

BC Ministry of Agriculture, Fisheries and Food

Licenses and regulates the aquaculture industry in conjunction with BC Environment; supports farming through technology transfer and education and marketing programs; and operates provincial marketing, regulatory and advisory boards.

808 Douglas Street
Victoria, B.C. V8W 2Z7
Phone: (250) 387-5121
Website: <http://www.agf.gov.bc.ca>

Resource Management Branch

PO Box 9120, Stn. Prov Govt
Victoria, B.C. V8W 9B4
Phone: (250) 356-1684
Website: <http://www.agf.gov.bc.ca>

Agricultural Land Commission/Forest Land Commission

133 – 4940 Canada Way
Burnaby, B.C. V5G 4K6
Phone: (604) 660-7000

Abbotsford Agricultural Centre

1767 Angus Campbell Road
Abbotsford, B.C. V3G 2M3
Phone: (604) 556-3010

BC Ministry of Environment, Lands and Parks

Administers any Crown land not considered "forest lands" (about one percent of the province's total land base), including provincial parks; regulates freshwater and manages freshwater fish populations and habitats; also regulates wildlife populations and habitat.

780 Blanshard Street
Victoria, B.C. V8V 1X4
Phone: (604)387-9717
Website: <http://www.env.gov.bc.ca/>

British Columbia Conservation Data Centre

Compiles and distributes information on rare and endangered animals, plants and ecosystems of British Columbia.
Phone: (250) 356-0928

The Habitat Conservation Trust Fund

Funds conservation projects.
Phone: (250) 387-9787

Project WILD

A cooperative environmental education program.
Phone: (250) 356-7111
Website: <http://www.for.gov.bc.ca>

Public Conservation Assistance Fund

Funds community-based conservation projects that maintain or enhance fish and wildlife and their habitat and increase public awareness of natural resources.
Wildlife Branch, BC Environment
Legislative Buildings
Victoria, B.C. V8V 1X4

Stewardship Publications

Phone: (250) 387-9369
or toll free: 1-800-387-9853

Urban Salmon Habitat Program

Funds community-based initiatives, including public education projects, to conserve and/or restore freshwater habitat for salmon; also partners with local government in conservation projects.
Phone: (250) 356-2353

Wildlife Trees Program

Identifies trees used by wildlife.
Phone: (250) 356-7719

Wildlife Watch Program

Provides bird checklists for wildlife viewing areas.
Phone: (250) 387-9767

BC Ministry of Forests

Administers the province's "forest lands," (most of B.C.'s land base) and has primary responsibility for determining forest sector policy; coordinates with MoELP in planning and regulating forest practices that affect water, wildlife and the environment.

595 Pandora Avenue
Victoria, B.C. V8W 3E7
Website: <http://mofwww.for.gov.bc.ca>

Forest Service, Public Affairs (Forest Practices Guidebooks)

Suite 300 – 1675 Douglas Street
Victoria, B.C. V8W 3E7
Phone: (604) 387-5255
or toll free: 1-800-565-4838

Resource Inventory Branch

P.O. Box 9516
Stn: Provincial Government
Victoria, B.C. V8W 9C2

Forest Practices Branch (includes silviculture)

P.O. Box 9518
Stn: Provincial Government
Victoria, B.C. V8W 9C2

Ministry of Municipal Affairs and Housing

Administers provincial grants to local governments for infrastructure and planning programs; provides financial assistance, support and advice to public libraries.

Growth Strategies Office

6th Floor, 800 Johnson Street
Victoria, B.C. V6V 1X4
Phone: (250) 387-5312
Website: <http://www.marh.gov.bc.ca/GROWTH/>

Islands Trust

A conservation land trust to protect the 470 islands lying in the Strait of Georgia and Howe Sound.
2nd Floor, 1627 Fort Street
Victoria, B.C. V8R 1H8
Phone: (250) 952-4182

Provincial Crown Corporations

BC Assessment Authority

1537 Hillside Ave.
Victoria, B.C. V8T 4Y2
Phone: (250) 595-6211

Forest Renewal BC

Funds programs in sustained forestry, environmental restoration, worker retraining, value-added enterprises, and forest-related community development as a means of restoring and enhancing the province's forest sector.

9th Floor, 727 Fisgard Street
Victoria, B.C. V8V 1X4
Phone: (250) 387-2500
Website: http://www.forest.renewal.bc.ca/forest_renewal/

Forest Practices Board

Authorized to make decisions regarding operational planning, forest practices, protection of forest resources, and compliance and enforcement on public forest and range lands and managed private forest lands; handles public complaints.
880 Douglas Street
Victoria B.C. V8V 1X4
Phone: (250) 387-7964
or toll free: 1-800-994-5899

2. NON-GOVERNMENT ORGANIZATIONS

A. NATIONAL ORGANIZATIONS

Bat Conservation Society of Canada

PO Box 56042, Airways Postal Outlet
Calgary, Alberta T2E 8K5
Phone: (403) 860-BATS

Canadian Nature Federation

Aims to preserve and protect Canada's wildlife and wilderness; publishes *Nature Canada* magazine.

Suite 520 – 1 Nicholas Street
Ottawa, Ontario K1N 7B7
Phone: (613) 562-3447
Or toll free: 1-800-267-4088

Canadian Parks and Wilderness Society

Dedicated to the establishment and good management of parks, wilderness and other places of natural significance.

B.C. Chapter
PO Box 33918, Station D
Vancouver, B.C. V6J 4L7

Ducks Unlimited Canada

Dedicated to the preservation, restoration, enhancement and management of waterfowl habitat in Canada; lead agency for the Interior Wetlands Program which encourages landowners and resource managers to incorporate wildlife habitat concerns in to their land-use practices.

954A Laval Crescent
Kamloops, B.C. V2C 5P5
Phone: (250) 374-8307
or W.R.P.S. Box 39530
White Rock, B.C. V4A 9P3
Phone: (604) 591-1104
Website: <http://www.ducks.ca>

Evergreen Foundation

Establishes natural areas in the urban environment with particular emphasis on school naturalization programs.

Suite 106 – 163 West Hastings Street
Vancouver, B.C. V6B 1H5
Phone: (604) 689-0766

The Nature Conservancy of Canada

Devoted to the preservation of ecologically and environmentally significant lands.

2nd Floor, 827 West Pender Street
Vancouver, B.C. V6C 3G8
Phone: (604) 684-1654

Rocky Mountain Elk Foundation

Aims to ensure the future of elk, other wildlife and their habitat through such initiatives as seeding elk habitat, conducting range improvements, and conducting studies.

Lyle R. Dorey
RMEF Canada Field Supervisor
PO Box 940
Rocky Mountain House, Alberta T0M 1T0
Phone toll free: 1-800-563-7633

Wildlife Habitat Canada

Protects and conserves Canada's wildlife habitat through enhancement projects, communications and education projects, research and graduate scholarship programs.

Suite 200 – 7 Hinton Avenue North
Ottawa, Ontario K1Y 4P1
Phone: (613) 722-2090

World Wildlife Fund

Works worldwide to protect endangered wildlife and wildlands

Suite 505 – 90 Eglinton Avenue East
Toronto, Ontario M4P 2Z7
Phone: (416) 489-8800
Or toll free: 1-800-26-Panda
Website: <http://uk.org/home.shtml>

B. PROVINCIAL AND LOCAL GROUPS

The British Columbia Conservation Foundation

206 – 17564 56A Avenue
Surrey, B.C. V3S 1G3
Phone: (604) 576-1433

B.C. Environmental Network

Facilitates communications among non-government organizations; publishes the *BC Environmental Report newsletter* and the *BC Environmental Directory*.

1672 East Tenth Avenue
Vancouver, B.C. V5N 1X5
Phone: (604) 879-2279

B.C. Wetlands Network

Facilitates communications among groups and individuals interested in conserving wetlands; has a regular newsletter.

PO Box 1441, Station A
Delta, B.C. V4M 3Y8
Phone: (604) 940-1540
Or toll free: 1-800-4 WETNET

British Columbia Federation of Agriculture

846 Broughton Street
Victoria, B.C. V8W 1E4
Phone: (250) 383-7171

BC Wildlife Federation

B.C.'s oldest and largest conservation organization, representing 147 clubs across the province with a collective membership of more than 30,000.

303 – 19292 60th Avenue
Surrey, B.C. V3S 8E5
Phone: (604) 533-2293

Central Okanagan Parks and Wildlife Trust

Established in 1991; deals mainly with large (more than 20 ha) holdings of low and mid-elevation grassland habitat.

PO Box 1233
Kelowna, B.C. V1Y 7V8

Coast Islands Conservancy

Acts as a land conservancy to preserve significant scenic, woodland, farming, historical and ecological sites on the coastal islands of B.C.

PO Box 3698
Courtenay, B.C. V9N 1B6

Comox Valley Project Watershed Society

Involved in watershed stewardship activities in the Comox Valley (over 30 conservation groups are located in the area).

Site 41, C-50
Fanny Bay, B.C. V0R 1W0
Phone: (250) 338-4182

Cowichan Community Land Trust Society

Established in 1995; acts to conserve, protect and enhance natural values on lands in the Cowichan Valley through landowner contact, public education, and liaison with other agencies.

6 – 55 Station Street
Duncan, B.C. V9L 1M2
Phone: (250) 746-0227

Delta Farmland and Wildlife Trust

Acts to promote, enhance and retain the agricultural land and wildlife habitat of the Fraser Delta; oversees the Greenfields Project which promotes use of winter cover crops in Delta.

Suite 205 – 4882 Delta Street
Delta, B.C. V4K 2T8
Phone: (604) 940-3392

Denman Island Conservancy

PO Box 60
Denman Island, B.C. V0R 1T0
Phone: (250) 335-0933

Discovery Coast Greenways Land Trust

158 Coronation Crescent
Campbell River, B.C. V9W 3T6
Phone: (250) 287-8565

Federation of BC Naturalists

Umbrella organization for some 50 naturalists clubs throughout B.C.

321 – 1367 West Broadway
Vancouver, B.C. V6H 4A9
Phone: (604) 737-3057

Galiano Conservancy Association

R.R. #1, Porlier Pass Road
Galiano Island, B.C. V0N 1P0
Phone: (250) 539-2020

Garry Oak Meadow Preservation Society

1252 Montrose Avenue
Victoria, B.C. V8T 2K4
Phone: (250) 386-4792

Habitat Acquisition Trust (HAT)

Established in 1996 to raise funds to protect locally significant habitats throughout southern Vancouver Island and the Gulf Islands.

PO Box 8552
Victoria, B.C. V8W 3S2
Phone: (250) 995-2248

Heartlands Conservancy

Site 24, C65
Gabriola Island, B.C. V0R 1X0
Phone: (250) 247-8127

Institute of Urban Ecology

Facilitates, coordinates, manages and plans environmental projects with an impact on Lower Mainland communities and families.

Douglas College
PO Box 2503
New Westminster, B.C. V3L 5B2
Phone: (604) 527-5224
Fax: (604) 527-5516

Land for Nature (Federation of BC Naturalists)

Established in 1990 to assist communities in identifying and protecting critical natural habitat near urban areas.

1009 – 207 West Hastings
Vancouver, B.C. V6B 1H7
Phone: (604) 878-0826
Website: <http://www.nq.com/land4nature>.

Linnea Farm Society

PO Box 98, Manson's Landing
Cortes Island, B.C. V0P 4K0
Phone: (250) 935-6413

Nanaimo and Area Land Stewards Society

2948 Hammond Bay Road
Nanaimo, B.C. V9T 1E2

The Nature Trust of British Columbia

Dedicated to conserving areas of ecological significance in B.C.; lead agency for South Okanagan Similkameen Stewardship Program which provides information on natural areas to landowners in the South Okanagan and lower Similkameen Valleys.

808 – 100 Park Royal South
West Vancouver, B.C. V7T 1A2
Phone: (604) 925-1128

Outdoor Recreation Council of British Columbia

334 – 1367 West Broadway
Vancouver, B.C. V6M 4A9
Phone: (604) 737-3058

Pacific Streamkeepers Federation

Committed to supporting over 150 community groups involved in stream and fish enhancement through B.C. and the Yukon.

750 Orwell Street
North Vancouver, B.C. V7J 2G3
Phone: (604) 986-5059

Pender Island Conservancy Association

Acts to preserve and protect the ecology of the Pender Islands through public education and other promotional initiatives (the islands are currently protected under the Islands Trust).

PO Box 52
Pender Island, B.C. V0N 2M0
Phone: (250) 629-9956

Quadra Island Conservancy & Stewardship Society

PO Box 202
Heriot Bay, B.C. V0P 1H0

Rosewall-Bonnel Land Trust Society

563 West Crescent
Qualicum Beach, B.C. V9K 1J2
Phone: (250) 752-6585

Salt Spring Island Conservancy

PO Box 551
Salt Spring Island, B.C. V0S 1C0
Phone: (250) 653-4632

Savary Island Land Trust

PO Box 141
Lund, B.C. V0N 2G0
Phone: (250) 483-4743

Soil and Water Conservation Society

Laurens vanVliet
6660 N.W. Marine Drive
Vancouver, B.C. V6T 1X2
Phone: (604) 224-4355
Fax: (604) 666-4994

Turtle Island Earth Stewards Society

Operates a community land trust for the Shuswap area; assists other land trusts; maintains a Bioregional Resource Library in Salmon Arm.

PO Box 3308
Salmon Arm, B.C. V1E 4S1
Phone: (250) 832-3993
Website: <http://www.landtrust.org/turtleisland>

West Coast Environmental Law Research Foundation

Experts on environmental law and conservation covenants; provide education and support to community groups through publication of print resources and maintenance of an informative website and newsletter.

1001 – 207 West Hastings Street
Vancouver, B.C. V6B 1H7
Phone: (604) 684-7378
Website: <http://vcn.bc.ca/wcell/>

WBT Wild Bird Trust of British Columbia

124 – 1489 Marine Drive
West Vancouver, B.C. V7T 1B8

C. MULTI-AGENCY CONSERVATION PROGRAMS**Canadian Coalition for Biodiversity**

An alliance of eight non-profit conservation organizations formed in 1994 in response to the need to sensitize and educate Canadians about biological diversity.

Contact:

Suite 620 – 1 Nicholas Street
Ottawa, Ontario K1N 7B7
Phone: (613) 241-4611

Committee on the Status of Endangered Wildlife in Canada

A committee of representatives from federal, provincial, and private agencies which assigns national status to species at risk in Canada.

Contact:

Ottawa, Ontario K1A 0H3
Phone: (819) 997-4991

Canadian Important Bird Areas Program

An initiative of Birdlife International that aims to identify and protect a worldwide network of sites necessary to ensure the long-term viability of naturally occurring bird populations.

Contact:

Canadian Nature Federation
Suite 520 – 1 Nicholas Street
Ottawa, Ontario K1N 7B7
Phone: (613) 562-3447
Or toll free: 1-800-267-4088

Fraser River Estuary Management Program

Facilitates coordination and recommends priorities for government and non-government groups working in the Fraser estuary.

Contact:

301 – 960 Quayside
New Westminster, B.C. V3M 6G2
Phone: (604) 525-1047
Fax: (604) 525-3005

Naturescape British Columbia

Program to encourage homeowners to care for wildlife habitat at home.

Contact:

Ministry of Environment, Lands and Parks
300 – 1005 Broad Street
Victoria, B.C. V8W 2A1
Phone: (250) 387-9369
Or toll free: 1-800-387-9853

North American Waterfowl Management Plan – Pacific Coast Joint Venture

An international program to coordinate efforts of government agencies and private organizations trying to protect and manage pacific coast wetlands and adjacent upland habitats.

Contact:

Pacific Joint Venture
5421 Robertson Road
Delta, B.C. V4K 3N2
Phone: (604) 940-4700

North American Wetlands Conservation Council (Canada)

Produces the *Sustaining Wetlands Issues Paper Series*, to make Canadians more aware of the importance of the wise use and conservation of wetland ecosystems and their natural resource values.

Contact:

Secretariat, NAWCC
Suite 200 – 1750 Courtwood Crescent
Ottawa, Ontario K2C 2B5

Recovery of Nationally Endangered Wildlife

Brings together all agencies, organizations and individuals to work on the recovery of wildlife at risk, particularly those terrestrial mammals, birds, reptiles, and amphibians designated as extirpated, endangered, or threatened.

Contact:

Canadian Wildlife Federation
2740 Queensview Drive
Toronto, Ontario K2B 1A2
Phone toll free: 1-800-563-9453

XI.

Appendix

1 BLANK FORMS ■

A. ACTIVITY RECORD

B. SITE VISIT SUMMARY

ACTIVITY RECORD

Contact rep: _____ of _____ Page # _____ of _____					
Landowner number, name, address and phone number	Intro letter mailed	Record of telephone conversation	Time & date of visit	Followup action required: Tasks? Done?	Thanks letter mailed

SITE VISIT SUMMARY

1. LANDOWNER(S):

Name:

Address:

Telephone number:

Fax number:

Cellular phone:

Email address:

2. CONTACT INFORMATION

Date introductory letter mailed:

Date of phone call:

Date of personal visit:

Date thank-you letter mailed:

Follow-up action requested:

3. PROPERTY INFORMATION

Location of property if different from above:

Legal description of property:

Total property size:

Description of natural areas or features:

Size of natural areas:

Main land use:

Other land use activities: Residential Agriculture Forestry Hunting Fishing Recreation Tourism

Other

Are the landowners planning any changes in land use?

Possible threats to natural areas:

4. LANDOWNER INFORMATION

Occupation:

Approximate age:

Family/marital status:

Did the owner express a positive or negative attitude toward a government agency?

Did the owner express a positive or negative attitude toward a nongovernment organization?

Did the owner express an interest in any stewardship options?

Is this landowner conservation minded or uninterested?

Narrative account (continue on back):

SITE VISIT SUMMARY

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Name:

Address:

Telephone number:

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Cellular phone:

Email address:

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WILDLIFE HABITAT
CANADA



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Canada
Canadian Wildlife
Service

Environment
Canada
Service canadien
de la faune



BRITISH
COLUMBIA

Ministry of Environment, Lands and Parks



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