

FRIENDS OF THE TAY WATERSHED (FoTW) STRATEGIC ACTION PLAN

Action Item 1: The FoTW will build and maintain the Association (Team: Shannon, Carol, Taro, Colin)	
Tasks/Activities	Description
Marketing Plan and Communications Strategy to include:	
○ Media relations plan (N)	Plan designed to enhance the profile of the organization
○ Regular newsletters (E)	To keep members well informed
○ Website enhancement (E)	To keep members and interested public well informed
○ Facebook presence (N)	To enhance the profile for younger demographic
○ Marketing of existing 'brand' (N)	To increase the profile of the organization
Knowledge based strategy needed to:	
○ Ensure accurate, complete corporate records and legislative reporting (N)	To ensure transparency and ongoing accountability
○ Enhanced knowledge of stakeholders ~ stakeholders map (N)	To update list of stakeholders and relationships
○ Establish potential membership list / grow membership (N)	To develop list of residents in key areas of the watershed to improve targeting of membership solicitation
○ Increase volunteer resources (N)	Since we are a volunteer driven organization, the volunteer list needs to be expanded to avoid burn-out of key people.
Grant solicitation ~ as required (E)	Grant solicitation is based on very specific project requirements.
Respond to issues ~ as required (E)	Executive committee as required

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Action Item 2: The FoTW will provide education and public awareness to focus on the Tay watershed and its issues. (Team: Karen, Annie, Gil)	
Tasks/Activities	Description
Watershed Discovery (E) To be hosted at EcoTay Education Centre on October 4th	This is our annual event to “show-case” the FoTW and to bring together environmental exhibitors, speakers, enviro-entertainment and residents in the watershed.
Perspective on Water Series (E) Need to get additional guest speakers lined up for 2009-2010.	This has been a very successful lecture series, brining together speakers with a public profile on water-related issues.
Participation–Festivals / Lake AGM- Media kit campaign—one kit for various events. Lake Assoc newsletters; Include Facebook and Twitter. Add shoreline cleanup and pitch in and Earth Day to list <ul style="list-style-type: none"> • Algonquin Sustainability Fair (E) April • Historica (E) April • Maplefest (E) April • Art of Being Green (E) July • 175th Anniversary of Tay Canal - throughout 2009 • Lake Links (E) • 2 Lake AGM’s (E) (more AGM’s suggested) • Other (N) 	The FoTW participates in a variety of workshops and festivals. This project is aimed at putting together a kit to take to events and a list of volunteers to staff them.
Shoreline Naturalization (E)	This project was designed to provide a visible demonstration of the environmental benefits to the naturalization of shorelines in Last Duel Park (a local park on the Tay River in Perth). The project has been successfully completed as the result of the collaboration with local student and environmental groups.
Children’s Water Festival (E)	The FoTW will be funding the participation of local public school children at the educational water festival in this area.
Tabloid revision (E)	This project is to update and revise our very popular environmental publication, aimed at educating residents about watershed issues.

School presentations & materials (E)	Knowledgeable individuals will be sought to volunteer their time on this file.
Media contact Multimedia approach:	Radio—Lake 88 and Jack FM, Youtube, Twitter. Funny and witty small-ad public service announcements in EMC; short spots on radio, such as sound of songbird or water rushing with voiceover saying something like, If it weren't for the FOTW, you might not be hearing that sound.
Student Bursary Program (N)	To come
Climate change awareness (N)	Link with Mississippi Valley Conservation and MV Field Naturalists
Use Lake Association newsletters (AN)	Project designed to make use of lake association newsletters in watershed to promote mutually beneficial actions.
Participate in shore-line clean-up and pitch-in activities, Earth Day, Canada Rivers Day (AN) Others (N) Produce video using Susan Code's book on Tay River Rogers Cable—Tay video broadcast Bookmarks/fridge magnets Wendy waterdrop (new icon from Tay tabloid)—use in public service announcements in newspaper; cross link to aid branding of FOTW	Further organization required.

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Action Item 3: The FoTW will coordinate Water Protection Activities (Team: Chris, Jim, Doug, Matt)	
Tasks/Activities	Description
Stakeholders' Implementation (2010) (E) <ul style="list-style-type: none"> ○ Continue, but try for more accountability for gaps (E) 	This is the bi-annual project to bring together all of the stakeholders who took part in putting together the Tay River Watershed Management Plan, to review progress on the multi-year action plan. Because of the diversity of the groups represented, there is lots of organization and coordination required.
Liaison with Key Organizations on specific issues (e.g. RVCA, FOCA, A2A, OEN, CELA, Water Guardians, municipalities) (E)	Project to improve coordination with key environmental groups when issues arise.
Press for more meaningful analysis from data collections by RVCA and others (N)	This project is designed to ensure that the data that is being collected by various groups is available in a form that will be relevant to watershed residents.
Monitor Perth's expansion plans and infrastructure projects very carefully (E)	Project to ensure that the FoTW is fully aware of infrastructure projects that have environmental implications for the watershed and to provide advice to local planners where relevant.
Start Tay River Management Plan process (N)	Project to start a management plan for the Tay River component of the watershed. (Note that the watershed is comprised of 46 lakes, as well as numerous creeks and streams in addition to the Tay River proper.)
Lake Management Planning follow-up(E)	The FoTW participated as the lead organization on the very successful multi-year Lake Management Planning Program, which was designed to assist local lake associations to develop environmentally sustainable management plans for their lakes.
Respond to relevant postings on the Environmental Registry (E)	This project is to ensure that we know about and respond to relevant listings in a timely and appropriate manner.

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Action Item 4: The FoTW will collaborate on Studies	
Tasks/Activities	Description
Source Water Protection (E)	The FoTW is represented on the Provincial Source Water Protection Committee to develop legislation / regulations for municipal drinking water.
Benthic Invertebrate Studies (E)	This is an annual project in which we collaborate with the Rideau Valley Conservation Authority to hire a student to do research in this area.
Watershed Hotspot Mitigation including potential groundwater hotspots (N)	Project to develop information and action plans related to potential ground water contamination ~ e.g. land fill sites, scrap yards
Freshwater mussel study of Tay & Christie Lake (N)	The Friends of the Tay Watershed have received a grant from the Shell Environmental Fund to conduct a study of the species of freshwater mussels and native crayfish which inhabit the Tay River and Christie Lake. This study, which involves the creation of a new species database, was prompted by the appearance of zebra mussels in the study area. It will be carried out in August 2009.

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Action Item 5: The FoTW will celebrate the Tay River and Watershed (Team: Debra, David C, David T)	
Tasks/Activities	Description
Build on Tay 175th and other programs, including:	
○ Tay Canal 175th Anniversary (E)	This is a very successful project to celebrate this important anniversary in 2009. A complete list of activities can be found at www.tayriver.org/tay175/events.php
○ Swim again (N)	This project is designed to keep the dream alive of enabling people to swim in Stewart Park with confidence re water quality.
○ Rideau Trail Hike (N)	Collaborative hikes in the watershed
○ Voyageur Canoes (E)	Collaborate with the Rideau Round Table to provide the educational Voyageur Canoe program in our watershed.
○ First Nations Day on the Tay (N)	Program to collaborate with local first-nation's groups in the watershed
○ Fitness along the Tay (Running Goat & other fitness clubs) (N)	Promote sustainable fitness related activities in the watershed.
○ Concert on the Tay ~ support Women & Men of Tay concert (N)	Collaborate with local choirs to have annual events on the Tay
○ Polar Plunge (support & promotion) (N)	Collaborate with this annual activity in the Tay River.
○ Beverages Lock Event (N)	Collaborate in repeating this popular event.
○ Camping on Tay ~ identify camping sites (N)	Assist canoers / kayakers to find suitable camping sites.
New brochures (e.g. hiking trails) (N)	Add to the popular Canoe brochure with others on hiking, cycling, etc.
Identify Public access points to water (N)	Project to identify suitable areas for swimming and canoe launches.

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