



Vision:

The Seymour River Watershed is full of Salmonids, supporting resilient populations forever.

Mission:

To enhance salmon and steelhead populations and encourage sustainable management of fisheries in the Seymour River.

Our mission is to educate our community about the value of the Seymour River and the *salmonids* it supports as a resource for everyone living in our community.

Strategic Objectives:

1. To operate a **first-class hatchery** that bolsters resilient salmonid populations.
2. To **maximize habitat** available to Salmonids.
3. To **foster knowledge** of Salmonids and their connections to habitat. To enhance the profile of the SSS and Salmonid stewardship in the community.
4. To **create strong community partnerships** and collaborations to facilitate effective stewardship and management of the Seymour River Watershed.



Strategic Objective 1

To operate a first-class hatchery that bolsters resilient salmonid populations.

Strategies:

1. Maintain hatchery equipment in good working order.
 - a. Maintain an updated Capital Plan to replace equipment as needed
 - b. Apply for funding grants to fulfill the needs identified in the Capital Plan
2. Continually research new methods and best practices. Implement new best practices in a timely manner.
 - a. Be early adopters of new technologies as they become available.
3. Collaborate with hatcheries, academics, and other groups to share results and information.
 - a. Work with the academic community on programs such as the “Ocean Tracking Network” to study the ocean survivability of our smolts
 - b. Work with BCIT students in the watershed
4. Ensure staff and volunteers have up-to-date training to ensure the hatchery programs are well executed.
 - a. Create a staff development resource budget
 - b. Develop a new method of capturing adults in the hatchery pool that eliminates the requirement for SCUBA

Key Performance Indicators:

1. Mortality rates at the various stages of production.
2. Overall return rates.
3. Amount spent on repairs and maintenance and new equipment.
4. The number of meetings/classes/conferences attended by staff in the areas of aquaculture, ecology, and related disciplines.



Strategic Objective 2

To maximize habitat available to Salmonids.

Underlying strategies

The area to be enhanced includes the estuary to headwaters of the Seymour River.

1. Maintain existing habitats; both natural and previously enhanced
 - Partner with BCIT for habitat restoration
 - Collaborate with stakeholders including Metro Vancouver, DFO, SN, TWN, DNV, CN rail, MOTI
2. Identify new habitat for enhancement; both previously damaged and potential new areas
 - Conduct surveys to identify possible enhancement areas
3. Populate underutilized habitat with salmonids; both above and below the Seymour River dam
 - Release fed fry into habitat projects within the watershed.
4. Prioritize habitat for wild Salmonids
5. Incorporate the protection of salmonids from predators in all enhancement projects
6. Integrate enhancement and salmonid monitoring programs

Key Performance Indicators

1. Percentage of previously enhanced habitat that is functioning as intended
2. Area of new enhanced habitat
3. Salmonid Capacity of enhanced habitat from site-specific research
4. Salmonid use of available capacity



Strategic Objective 3

**To foster knowledge of Salmonids and their connections to habitat.
To enhance the profile of the SSS and Salmonid stewardship in the community.**

Underlying strategies

1. Engage young people in the school system through Gently Down the Seymour and Gently Up the Seymour
2. Host and participate in events to raise the profile of the SSS and educate the general public
 - a. Organize annual Family Fishing Day at Rice Lake and determine ways to leverage this event to raise the profile of the SSS
 - b. Participate in the COHO Festival as an exhibitor
 - c. Organize annual Rivers Day event on the Seymour
 - d. Participate in Blueridge Days
 - e. Organize and host annual Seymour Hatchery Open House
3. Foster links to corporations and businesses
 - a. Create an emotional connection with select businesses on the North Shore through increased communication and engagement at the Hatchery
4. Connect and engage with Elders/Seniors in the community
 - a. Guest speaker at North Shore Elder College Society
 - b. Participate in events at North Shore Neighbourhood House
 - c. Connect with Silver Harbour Seniors Centre

Key Performance Indicators

1. Gently Down the Seymour statistics
2. Number of Events attended within a calendar year
3. Number of members signed up per year
4. Value of donations per year
5. Number of guest visitations to hatchery per year



Strategic Objective 4

To create strong community partnerships and collaborations to facilitate effective stewardship and management of the Seymour River Watershed.

Underlying Strategies:

1. Engage and inspire youth and adults to raise the awareness of the Seymour River Watershed
 - a. Increase the number of students who participate in Gently Down the Seymour (when feasible)
 - b. In light of the pandemic, create new opportunities for engaging students in Gently Down the Seymour program
 - c. Increase the number of people who engage with our exhibits at various community events
 - d. Increase the number of members of the Society
2. Participate in community events to communicate our objectives and successes
 - a. Identify events in the community where we can partner with businesses or organizations to increase our profile and public awareness of our mission
3. Collaborate with all levels of government, partners and the community to keep informed of each other's challenges and achievements

Key Performance Indicators:

1. Participation in events: Hatchery Open House, river and stream clean up, Blueridge Days, Neptune Open House, Family Fishing Days, O.W.L.
2. Number of volunteers, number of volunteer hours, number of volunteer opportunities
3. Proactive interactions with First Nations, Pacific Salmon Foundation, Habitat Conservation Trust Foundation, North Vancouver District Fire, and the scientific community