



**COLUMBIA BASIN  
FISH & WILDLIFE  
COMPENSATION  
PROGRAM**



**CBFWCP PUBLIC OPINION SURVEY  
RESULTS**

**PREPARED BY**  
BC Hydro Corporate Research

**FOR**  
Columbia Basin Fish & Wildlife Compensation Program

Summer 2000

**IN PARTNERSHIP WITH**



# **Columbia Basin Fish and Wildlife Compensation Program Evaluation**

**Summer 2000**

Prepared for:  
CBFWCP Steering Committee

Prepared by:  
BC Hydro Corporate Research

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## **EXECUTIVE OVERVIEW**

There is some clear and consistent direction for the Columbia Basin program from this public opinion research consisting of telephone interviews with over 300 Columbia Basin residents and 50 stakeholders in July 2000.

This overview highlights key findings, their implications and recommendations in each of the main areas.

### **Awareness**

Awareness of the Columbia Basin Fish and Wildlife Compensation Program (CBFWCP) among the Columbia Basin general public has jumped significantly since the last poll in November 1997. Currently, 61 percent of residents report being aware of the program --- a 20-point increase in awareness in the past two and a half years, signaling that communication efforts are paying off.

Not surprisingly, awareness is significantly higher among stakeholders (94%), however awareness levels differ between the stakeholders groups. Outdoor/conservation groups and provincial government or ministry representatives tend to be more aware of the program than media or municipal/regional government representatives.

Residents and stakeholders typically hear about the program through newspaper or colleagues and friends.

### **Understanding**

Given that the program is only five years old and that understanding must follow on the heels of awareness, it is not surprising that the public's understanding of the program is weaker. Reflecting this, only about one-half of those aware of the program can recall something about the main goal, and fewer link the goal to hydroelectric impacts, recall specific activities or name the sponsors. Geographically, East Kootenay residents are less knowledgeable about the program than Trail-Nakusp, Revelstoke-Golden or Valemount citizens.

Compared to the general public, stakeholder understanding of the program appears to be much higher --- a testament to the effectiveness of current communication efforts given that stakeholders are the program's primary target audience.

## **Interest in program**

Strong support exists among residents (80%) and stakeholders (90%) for the CBFWC Program, confirming the need on the public agenda for such an initiative.

*Interest in program information?* The majority of Columbia Basin residents (67%) and stakeholders want to be kept up-to-date (88%) about the program. For residents, this desire for information is independent of where they live, who their electricity supplier is, or whether they're involved in an environmental or outdoors club.

*Interest in program participation?* Stakeholders and outdoor/environmental club members appear to have more of an appetite for participating in project activities than the general public.

## **Communication**

*What do residents and stakeholders want to learn about?* Fish. Beyond that, the communication needs differ between the general public and stakeholders. The public wants an overview, they want to know about “all aspects,” including objectives, future plans and budget allocation. Stakeholders want more details about funding/ sponsorship, before and after results, and environmental issues.

*What is the preferred way for residents and stakeholders to learn about the program?* For residents and stakeholders, “mail to home” prevails over other means by a fairly wide margin. Community newspapers and newsletters fall into second and third place respectively, with e-mail in a distant fourth spot for residents. In contrast, stakeholders' second preference is e-mail, by far.

Generally, it's important to note that newspaper dominates as a main source of information for both residents and stakeholders. This finding reinforces that newspaper is an effective communication vehicle. From readership levels uncovered in this study, the most commonly read community newspapers are listed in the final report.

*How often would residents and stakeholders like to receive information?* Similar to the Peace Program, the majority of residents are equally divided between once every three months and once every six months. On average, both stakeholders and residents would like to receive information every four months.

## Report card: program assessment by stakeholders and the general public

Overall, stakeholders are able to provide a more positive assessment of the program than residents. Program employees should be applauded for this result. As the primary target audience, stakeholders are the most knowledgeable, the most involved and therefore, the most likely to critique.

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### Report card summary

	Favourable towards program <sup>1</sup>	Effectiveness of program <sup>2</sup>	Communication performance, written and verbal <sup>3</sup>	Satisfaction with amount of information received <sup>4</sup>
	Percentage(%)	Percentage (%)	Average score (out of 10)	Percentage (%)
Columbia Basin Stakeholders 2000	92	71	5.8	71
Columbia Basin Gen. Public 2000	62	53	4.8	37
Peace-Williston Gen. Public 1998	63	46	3.8	30

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1 Percent of respondents who report "very favourable" or "somewhat favourable" (Q11a)

2 Percent of respondents who report "very effective" or "somewhat effective" (Q15a)

3 Mean score where "1" means very poor and "10" means excellent (Q16b)

4 Percent of respondents who report "very satisfied" or "somewhat satisfied" (Q20)

### Support for name change

After being informed about the confusion that often arises between the Columbia Basin Fish and Wildlife Program and other initiatives with similar names, six in ten residents and stakeholders support a name change. However, the balance of the populace are primarily opposed to it because they claim it's "a waste of money" and "the current name is well-known."

Given this lukewarm support, growing awareness of the current program name, and weaker understanding, it may be more appropriate to focus time and dollars on increasing understanding of the program among residents to reduce confusion, rather than changing the program name.

## **Relationship between awareness of program and attitude towards sponsors**

There is some evidence to suggest, both stated and derived, that there is a positive relationship between awareness of the program and favourability towards the sponsors, BC Hydro and MELP:

- those aware of the program are significantly more likely to be favourable towards BC Hydro than those who are not;
- those aware of the program tend to be more likely to be favourable towards MELP;
- when asked directly, about three in ten residents say their general attitude towards BC Hydro and MELP is “more favourable” as a result of their [sponsor] participation in the program; and,
- stakeholders tend to be more favourable towards the sponsors than the general public.

This finding suggests that this program may contribute to garnering public support for BC Hydro and MELP.

## **Public application process and Project Handbook for stakeholders**

Stakeholders were asked specifically about the public application process for funding and the Project Handbook. Awareness is high, and stakeholders praise both initiatives.

*Public application process.* About three in four stakeholders are aware of the public application process for funding. Notably, conservation/outdoor groups and government ministry representatives are more aware of this process than media or mayors, councilors and regional district representatives.

Of the stakeholders who experienced the application process, the sentiment was mainly positive, reporting that the “application process was fair/good/simple or an important part of the program.” However there is always room for improvement, a few stakeholders mentioned an “undesirable length of time between application and approval dates.”

*Project Handbook.* Two in three stakeholders are aware of the project handbook. Again, this awareness is lower among mayors, councilors and regional district representatives.

The handbook receives top marks. Almost all stakeholders who had read the handbook in the past twelve months found it to be informative.

## Recommendations

Support for the program is not an issue. Columbia Basin residents are in favour of a program that sustains and enhances fish and wildlife populations in the region they live in. The challenge lies in continuing to increase awareness, understanding and perceived effectiveness of the program's activities and progress. Outlined below are recommendations, based on the findings uncovered in this study, to assist the Columbia Basin Fish and Wildlife Compensation Program steering committee in its communication efforts:

<b>Recommendations</b>		
<b>Finding</b>	<b>Implication</b>	<b>Recommendation</b>
<ul style="list-style-type: none"> <li>• Increased program awareness among the general public and high awareness among stakeholders</li> <li>• Primary source of awareness is newspaper and word-of-mouth</li> </ul>	Communication efforts are working	<ul style="list-style-type: none"> <li>• Continue the good work --- news stories, Program Update and Program Handbook, etc.</li> </ul>
<ul style="list-style-type: none"> <li>• Outdoor/conservation groups more aware of program than media or municipal/regional gov't rep.</li> </ul>	Some key communication gatekeepers to the public report not having information	<ul style="list-style-type: none"> <li>• Personalize communication (with names) for city council members</li> <li>• Attend AKBM (BCH has booth)</li> <li>• Accompany, or send CBFWC program with, BCH when they do annual city council visits</li> <li>• Ensure database is up-to-date</li> <li>• Make contact with key media once per month, if possible</li> </ul>
<ul style="list-style-type: none"> <li>• Understanding among residents is weak</li> <li>• Majority of residents want to learn more</li> <li>• Four in ten residents are dissatisfied with current amount of information being received</li> <li>• They'd like to receive information every four months</li> <li>• Residents want general overview</li> <li>• Depletion of fish stocks is top fish &amp; wildlife issue</li> <li>• Newspapers read most often in each community are identified in this report</li> </ul>	Missed opportunity, interested audience not receiving information	<ul style="list-style-type: none"> <li>• Prepare a newspaper ad or supplement for key community newspapers. The ad should include program goal, sponsors, examples of 'fish' activities specific to local area, and a means to get more information (i.e., Project Handbook, Program Update, web site address)</li> <li>• Refer to report for newspapers to target in each community</li> </ul>

<ul style="list-style-type: none"> <li>• Stakeholder understanding is higher, they're more satisfied with the amount of information they receive</li> <li>• Municipal/regional gov't are the least satisfied with amount of information received among stakeholders</li> <li>• Stakeholders would like information every four months</li> <li>• They want comprehensive materials rather than general information</li> </ul>		<ul style="list-style-type: none"> <li>• Continue to send comprehensive materials to stakeholders --- fish stories, funding information and before &amp; after results will catch their attention</li> <li>• Send information to stakeholders every four months, via e-mail. For those without e-mail, mail to home.</li> </ul>
<ul style="list-style-type: none"> <li>• Stakeholders most interested in being involved in project activity</li> </ul>		<ul style="list-style-type: none"> <li>• Continue to target stakeholders with opportunities to participate rather than the general public</li> </ul>
<ul style="list-style-type: none"> <li>• 2 in 4 residents (53%) rate the program as effective</li> <li>• Almost 3 in 4 stakeholders (71%) rate the program as being effective</li> <li>• By about a 2 to 1 margin, those living in the East Kootenays are more likely to say they "don't know"</li> </ul>	<p>Those people knowledgeable about the program tend to give it a high rating</p>	<ul style="list-style-type: none"> <li>• Increase knowledge base among general public, especially among those in the East Kootenays.</li> </ul>
<ul style="list-style-type: none"> <li>• Favourability towards sponsors is higher among those aware of the program than those not aware</li> <li>• Favourability towards sponsors is higher among stakeholders</li> </ul>	<p>Link appears to exist between program awareness and favourability towards sponsors</p>	<ul style="list-style-type: none"> <li>• Increase awareness via means mentioned above</li> <li>• Explore ways to increase awareness of BC Hydro and BC government joint sponsorship, i.e, place sponsor names on signs where work is underway, on newsletter in prominent location with words "sponsored by"</li> </ul>
<ul style="list-style-type: none"> <li>• 6 in 10 individuals support name change given confusion; 2 in ten oppose; 2 don't know</li> <li>• strong support from stakeholders (47%)</li> </ul>	<p>Significant costs for name change; high and growing awareness of program name; perhaps, increased confusion with name change</p>	<ul style="list-style-type: none"> <li>• Given the increased program awareness, weak understanding among residents and moderate support, it may be more appropriate to spend dollars on educating the public re: goals, activities, etc. to mitigate confusion</li> </ul>

<ul style="list-style-type: none"> <li>• Awareness of project handbook and application process is fairly high</li> <li>• Most are satisfied with application process</li> <li>• <i>Project Handbook</i> receives top marks --- most who had read it found it to be informative</li> </ul>	<p>Current communication efforts are successful</p>	<ul style="list-style-type: none"> <li>• Continue to promote via handbook, e-mail, <i>Program Update</i>, and newspaper</li> <li>• Continue with detailed, comprehensive materials for stakeholders --- fish stories, funding information and 'before and after' results will catch their attention.</li> </ul>
<p><b>Other recommendations based on your experience and knowledge given the findings . . .</b></p>		

# 1. INTRODUCTION

## 1.1 Background and research objectives

The Columbia Basin Fish and Wildlife Compensation (CBFWC) Program, a joint initiative between BC Hydro and the BC government, addresses fish and wildlife populations impacted by hydroelectric developments along the Columbia River. The program's target audience includes Columbia Basin Watershed residents and stakeholders.

The coordinators of this program commissioned research to achieve the following objectives:

- measure awareness, overall impression and satisfaction with the program among Watershed residents;
- assess the public's knowledge of sponsors;
- evaluate public support for the program;
- assess importance of the program;
- assess interest, and desired involvement, in the program;
- evaluate program on key performance measures;
- assess satisfaction with current communication efforts and best methods for delivery (including frequency and quantity);
- evaluate support for name change; and,
- assess relationship between Compensation Program and public's attitude towards BC Hydro and MELP.

Additional objectives for stakeholders include assessing awareness and satisfaction with, the current application process for funding, and measuring awareness and informativeness of the Project Handbook.

The questionnaire was developed by Corporate Research, in full consultation with the CBFWC Program steering committee, to meet the research objectives.

## 1.2 Methodology

*Residential telephone survey.* A total of 318 telephone interviews were conducted with a random sample of adult British Columbians in the Columbia Basin Watershed area from July 6 to July 13, 2000. The sample frame consists of the complete database of published residential telephone numbers in the BC Tel province-wide system. This database is updated daily, and therefore, includes new listings and exchanges.

To ensure a representative sample of Watershed residents, the computer aided telephone interviewing (CATI) system randomly selected households to be reached. Within each selected household, interviews were conducted with the person who had the last birthday, minimizing any inherent response bias. A rigorous callback appointment system for households and selected individuals also ensured response bias was kept to a minimum.

A similar telephone survey was conducted with Peace-Williston residents about the Peace-Williston Compensation Program in November 1998, comparisons will be made throughout the report.

The table below outlines the characteristics of the sample of Watershed residents by region, and age. Notably, disproportionate sampling was employed to increase the sample size in the Fernie-Elkford, Cranbrook-Invermere, Revelstoke-Golden, and Valemount areas and to decrease the sample size in the Trail/Nakusp area. This sampling allows for statistical comparisons between the five areas. If the sampling was not employed, comparisons could not be made with any confidence. The ‘total’ percentage was calculated by weighting each area proportionate to its true population. With respect to age, the distribution closely reflects the true characteristics of the population.

RESIDENTIAL SURVEY: SAMPLE CHARACTERISTICS			
	Actual population distribution*	Sample distribution	
Watershed region	Percent	Percentage	Actual number
Fernie/Elkford	9	20	65
Cranbrook/Invermere	29	20	65
Trail-Nakusp	51	21	68
Revelstoke-Golden	10	19	60
Valemount	1	19	60
<b>Age</b>			
18 to 34	18	21	66
35 to 54	54	53	167
55 and over	29	27	85
<b>TOTAL</b>	<b>100</b>	<b>100</b>	<b>318</b>

To facilitate a deeper understanding of the results, analysis of these subgroups will be discussed in the final report.

**Accuracy of results.** The research will produce results that are accurate and projectable to the Watershed population within the following ranges:

Incidence level	Total sample n=318 +/- ___percentage points
50%	5.5
30% or 70%	5.0
10% or 90%	3.3
5% or 95%	2.4

The maximum margin of error for the total sample size of 318 is  $\pm 5.5\%$ , 19 times out of 20. This is based on a 50/50 split to any given question. In other words, a reported finding of 50 percent would fall between 44.5 percent and 55.5 percent in the universe most (95%) of the time. As the level of consensus on a question increases, the margin of error decreases. For example, for a total sample size of 318, if 21% of residents report BC Hydro as a CBFWCP sponsor or partner, one can say with 95 percent certainty that this number is within  $\pm 4.5\%$  percentage points of what it would have been had the entire adult Watershed area population been polled.

*Stakeholder telephone survey.* A total of 50 telephone interviews were conducted with a random sample of stakeholders in the Columbia Basin Watershed area from July 19 to July 25, 2000. The sample frame consisted of an updated list of stakeholders provided by the coordinators of the Columbia Basin Fish and Wildlife Compensation Program.

STAKEHOLDER SURVEY: SAMPLE CHARACTERISTICS		
Stakeholder group	#	%
Outdoor/conservation groups	21	42
Government ministry representatives	10	20
Mayors/councillors/district regional reps	13	26
Media	6	12
<b>TOTAL</b>	<b>50</b>	<b>100</b>

**Accuracy of results.** The maximum margin of error for the total sample size of 50 is +- 13%, 19 times out of 20. This is based on a 50/50 split to any given question. While there is no reason to consider these findings to be atypical of the stakeholder population, given the margin of error, these findings should be considered directional rather than conclusive.

Telephone interviewing for the residential and stakeholders survey was conducted during the afternoons and evenings by Campbell Goodell Traynor Consultants Limited in Vancouver.

## **2.0 DETAILED RESULTS**

The results are presented here in a full, written report outlining key findings and implications. The questionnaire and computer tables are appended.

### **2.1 Environmental issues**

In an effort to take the public pulse on environmental issues of the day in the Columbia Basin, respondents were asked to identify the most important environmental issue facing their area of the province, and then asked to identify the most important fish or wildlife issue. While stakeholders were asked these questions, the general public survey will provide the best barometer reading of current environmental issues.

#### **2.1.1 Most important environmental issues**

Columbia Basin residents' top environmental issues are water pollution and clearcutting/deforestation. On an unaided basis, two in ten residents (19%) single out water pollution/water quality as an environmental issue of great importance. Forestry issues including clearcutting/deforestation (16%) and forestry/logging (12%) dominate the minds of three in ten residents. Combined, these issues capture the environmental concerns of nearly one-half of all Watershed residents.

A second tier of concerns on the public's environmental agenda include preservation of wildlife/fish habitat (7%) and pollution. Specifically, pollution concerns mentioned include air pollution (5%), mining pollution (2%), industrial pollution (1%) and car pollution (2%).

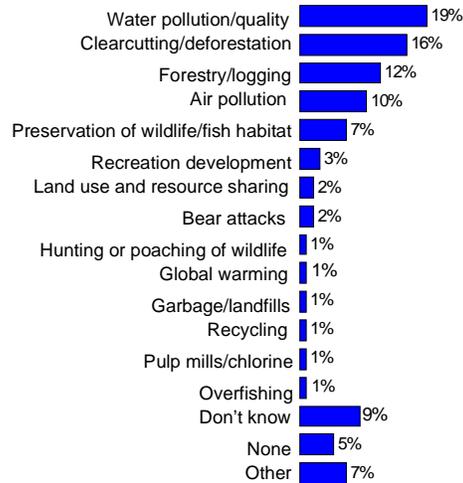
Less than five percent of respondents are concerned about recreational development (3%), land use and share of resources (2%), bear attacks (2%), hunting/poaching (1%), global warming (1%), garbage/landfills (1%), recycling (1%), pulpmills/chlorine (1%), or overfishing (1%).

Notably, two in ten residents can't think of an environmental issue (14%) or have no concerns (5%).

### Most important environmental issue

- Columbia Basin residents -

n=318



*“To begin, what do you consider to be the most important environmental issue or concern facing your area of the province?”*

With respect to demographic subgroups, the level of concern around water pollution and water quality varies with age and education. Residents with a university or post-graduate education (36%) are significantly more likely to be concerned about water pollution/water quality than their counterparts with less formal education (15%). As well, concern about this issue tends to step up with age. By a two to one margin, older residents (24%) are more likely to select water pollution as the most important environmental issue than younger residents (12%).

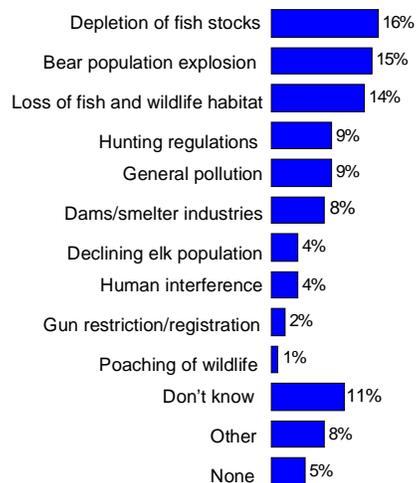
## 2.1.2 Most important fish or wildlife issues

When asked, unaided, to identify an important fish and wildlife concern, depletion of fish stocks (16%) tops the list, edging out bear population explosion (15%) and fish and wildlife habitat loss (14%). A second tier of issues includes hunting regulations (9%), general pollution (9%), and dams/smelter industries (8%). Less than five percent of respondents mention declining elk population (4%), human interference (4%), gun restriction/registration (2%), and poaching of wildlife (1%). The balance of residents don't know (11%) or don't think there are any fish or wildlife issues (5%).

### Most important fish or wildlife issue

- among Columbia Basin residents -

n=318



\*Due to multiple mentions total exceeds 100 percent

When preparing communications, it may be useful to consider specific stories around the top issues mentioned above. No significant differences emerge between the five Columbia Basin areas.

## **2.2 Program awareness**

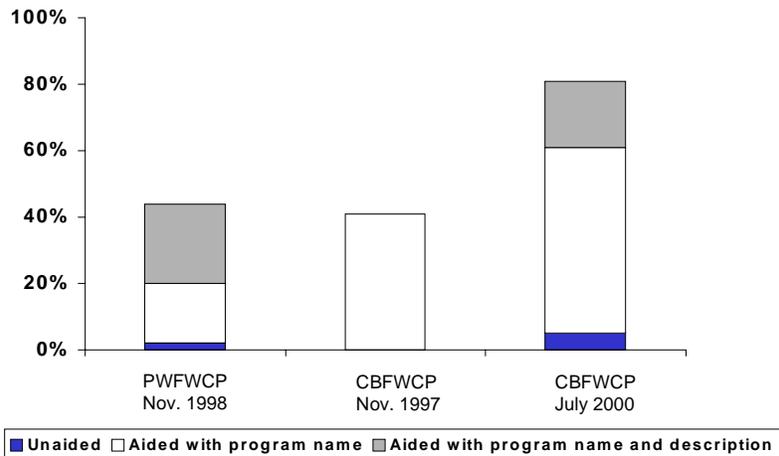
### **2.2.1 Awareness of program among residents**

Awareness of the Columbia Basin Fish and Wildlife Compensation Program (CBFWCP) among Columbia Basin Watershed residents has jumped significantly since November 1997. Currently, 61 percent of residents report being aware of the program --- a 20-point increase in awareness in the past two and a half years, signaling that communication efforts are paying off. In this years' poll, the balance of individuals (39%) were given a program description and then asked if they were familiar. With this additional prompt, awareness of the CBFWCP bumps up another 20-points to 81 percent.

Given the comparisons available, Peace-Williston Fish and Wildlife Compensation Program (PFWWCP) in November 1998 and CBFWCP in November 1997, it would appear that the Program is doing an excellent job of increasing Program awareness (see graph on next page). This is an important milestone, since awareness is the first step on the ladder towards action or involvement and appears to be linked to a more positive attitude towards the sponsors.

Awareness of the program among residents in the five different areas --- Fernie/Elkford (52%), Cranbrook/Invermere (57%), Trail/Nakusp (65%), Revelstoke-Golden (66%), Valemount (55%) --- is quite similar. However, residents of the Trail and Revelstoke areas tend to be slightly more familiar, perhaps because more fish and wildlife compensation activities take place within or closer to these communities.

## Awareness of CBFWC Program - Among residents -

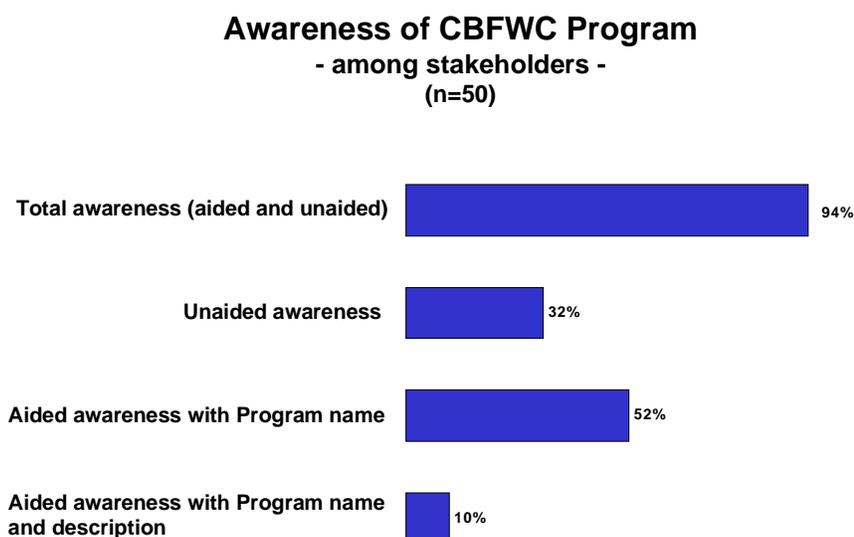


Unaided: Are you aware of any environmental initiatives ...? (Q2)+ What are these ...? (Q3)  
 Aided with Program name: *Have you ever heard of the X Program?* (Q4)\*  
 Aided with Program name and description: *The X Program was introduced to conserve and enhance fish and wildlife populations ... Does this program sound familiar to you now?* (Q5)

\*Only aided with program name question asked for CBFWCP in November 1997

## 2.2.2 Awareness of program among stakeholders

Unaided, about three in ten stakeholders (32%) named the Columbia Basin Fish and Wildlife Compensation program when asked to identify environmental initiatives regarding fish and wildlife conservation. After a prompt with the program name, a further five in ten stakeholders (52%) reported familiarity with the program. With the program name and description, all but three of the remaining stakeholders indicated they had heard of the program (10%). That said, in total, a solid majority of stakeholders (94%) are aware of the CBFWC program.



Stakeholders from outdoor/conservation groups and provincial government ministry representatives tend to be more aware of the CBFWCP than media or municipal/regional government representatives. All of the outdoor/conservation groups representatives interviews had heard about the program. On the other hand, two of the three stakeholders reporting to have never heard of the program were from the media category (six media stakeholders interviewed). If these latter two stakeholder groups are considered to be important, perhaps personalized communications could be considered (i.e., contact with media once per month as requested and/or personalized mail to city councils).

## 2.2.3 Source of awareness

The majority of Watershed residents and stakeholders learned about the program through newspapers and word-of-mouth, regardless of the community they live in. To a far lesser extent, residents also mention tv, radio and newsletters.

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## How did you hear about the Columbia Basin Fish and Wildlife Compensation Program?

(Among those aware – top 10 ways)

	WATERSHED GENERAL POPULATION n=258 Percentage	STAKEHOLDERS n=47 Percentage
Newspaper	49	32
Word of mouth (friends/relatives)	24	34
Television	16	6
Radio	15	4
Telephone survey	12	11
Newsletter	10	21
At interest group meeting	-	17
Other wildlife organizations	-	13
Flyers/mail	-	9
City council	-	9

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## **2.3 Program understanding**

Residents and stakeholders aware of the CBFWC program were asked to identify main goals, activities, and sponsors in an effort to assess their program knowledge or understanding. Do informed residents have a cursory understanding, or a much deeper understanding of the Program?

### **2.3.1 Understanding of main goals**

Similar to the Peace-Williston Fish and Wildlife Compensation Program, about one-half of watershed residents aware of the CBFWCP are able to list a main goal (46%). While some of these Columbia Basin residents are quite specific and accurate about the goal, linking program activities to hydroelectric development impacts (18%), the other goals are more general in nature. No significant differences emerge between the five areas.

The other half of Columbia Basin residents are unable to think of a main goal (54%).

Not surprisingly, stakeholders tend to be more knowledgeable about program goals with 40 percent answering “fish and wildlife populations impacted by hydroelectric developments” and only 19 percent unable to recall the program’s main purpose.

## From what you know, what are the main goals of the program?

(Among those who mentioned or heard of CBFWCP)\*

Target group ►	PEACE-WILLISTON FWC PROGRAM (Nov. 1998)	COLUMBIA BASIN FWC PROGRAM (JULY 2000)	COLUMBIA BASIN FWC PROGRAM (JULY 2000)
	WATERSHED GENERAL POPULATION	WATERSHED GENERAL POPULATION	STAKEHOLDERS
	n=61	n=189	n=50
	Percentage (%)	Percentage (%)	Percentage (%)
Don't know/can't think of any	52	54	19
Address fish and wildlife pop. Impacted by h/e developments	40	18	40
Fish and wildlife enhancement	-	12	14
Conservation of wildlife	-	7	10
Compensation	6	5	7
Increase fish stocks	-	4	5
Protection of endangered species	-	4	2
Promote awareness/public education	-	3	10
Stimulate economy/money into resources	-	-	12
Environmental research	-	-	7
Maintain water levels	12	-	-
Other	5	8	12

\* Due to multiple responses, total may not add up to 100 percent.

### 2.3.2 Familiarity with specific activities

Only 29 percent of residents aware of the program are able to recount any specific program activities. However, informed residents mention most often the restoration of lakes/reservoirs for fish or wildlife habitat --- this finding even more pronounced among stakeholders.

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<b>Specific activities</b>		
<b>(Among those aware of CBFWCP)*</b>		
	CB WATERSHED GENERAL	STAKEHOLDERS
	POPULATION	
	n=258	n=47
	Percentage (%)	Percentage (%)
Don't know/can't think of any	71**	26
Restoring health of lake/reservoirs for fish	10	26
Enhancing habitat for fish and willdlife	9	32
Projects to help species at risk	6	15
Funding	4	15
Major wolverine study/research	-	5
Badger research	-	6

\*Listed activities reported by at least five percent of population  
 \*\*81 percent of watershed residents in Peace-Williston study

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People living in the Trail-Nakusp (33%), Revelstoke-Golden (35%), Valemount (38%) communities tend to be more knowledgeable of program activities.

Again, stakeholders are more knowledgeable, with about three in every four (74%) being able to recall a specific activity.

### 2.3.3 Main sponsors of the program

Those residents aware of the Columbia Basin Fish and Wildlife Compensation Program were asked to name the main partners or sponsors involved in the program. The majority (72%) can not recall a sponsor --- a finding strikingly similar to the PWFCP result (78%).

BC Hydro (21%) is the sponsor registering the highest level of awareness among citizens in the Columbia Basin. In a distant second is the BC Government (8%), followed by the Ministry of Environment, Lands and Parks (6%). Awareness of the partnership between BC Hydro and the BC Government/MELP on this initiative is flat (0%).

#### Main partners or sponsors

- Among those aware -

	PEACE WILLISTON FWC PROGRAM Nov. 1998		COLUMBIA BASIN FWC PROGRAM July 2000	
	WATERSHED GENERAL POPULATION n=134 Percentage (%)	WATERSHED GENERAL POPULATION N=258 Percentage (%)	STAKEHOLDERS n=47 Percentage (%)	
No/can't think of any/don't know	78	72	19	
BC Hydro	16	21	51	
BC Government	-	8	15	
MELP	4	6	19	
Columbia Basin Trust	-	4	26	
West Kootenay Power	-	3	6	
BC Hydro and MELP	2	-	9	
BC Fisheries	1	2	-	
Ministry of Forests	-	2	-	
US Government	-	2	-	
Hunting and fishing groups	1	1	9	
Department of Fisheries/Oceans	1	1	-	

Residents in Revelstoke-Golden (27%,4%), Valemount (26%,4%), and Trail-Nakusp (24%, 9%) are more likely to name BC Hydro or MELP than those individuals living in Cranbrook-Invermere (17%,2%) or Fernie-Elkford (13%,0%).

Perhaps not surprisingly, stakeholders are more cognizant of the sponsors or partners --- but awareness of the partnership is still low (9%). Over half mention BC Hydro (51%) and the balance report Columbia Basin Trust (26%), MELP (19%) and BC Government (15%). A smaller percentage of participants name other agencies/organizations.

### 2.3.4 Summary of understanding by community

Among the three diagnostic questions used to assess knowledge of the Columbia Basin Fish and Wildlife Compensation Program, it appears that residents in Trail-Nakusp, Revelstoke-Golden, Valemount area are generally more knowledgeable of the program. This finding is most apparent when residents are asked to name a specific activity or a sponsor.

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#### Summary of understanding of CBFWCP by community area

(Among those aware in each community)

	Total (%)	Fernie- Elkford (%)	Cranbrook- Invermere (%)	Trail-Nakusp (%)	Revelstoke- Golden (%)	Valemount (%)
Identify a main goal*	46	47	41	48	46	54
Name specific** activit(ies)	29	22	22	33	35	38
Name BC Hydro as sponsor**	21	13	17	24	27	26
Name MELP**	6	-	2	9	4	4

\* Caution: Base size for each community for this question is approximately 40.

\*\* Caution: Base size for each community for this question is approximately 50.

### 2.3.5 Summary of understanding by stakeholder group

Not only is awareness of the program higher among outdoor groups and the provincial government, it seems that those aware tend to also have a better understanding of the program than media or municipal/regional governments.

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#### Summary of understanding of CBFWCP by stakeholder group (Among those aware)

	Total (%)	Outdoor/ Conservation groups (%)	Media (%)	Municipal/ Regional gov't (%)	Prov. Gov't/ Ministries (%)
Identify a main goal	n=42 81	n=21* 90	n=4* 50	n=8* 62	n=9* 89
Name specific activit(ies)	n=47 74	n=21* 76	n=4* 100	n=12* 66	n=10* 70
Name BC Hydro as sponsor	51	67	25	33	50
Name MELP	19	29	25	-	20

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\*Interpret with caution due to small base sizes

## 2.4 Public support for program

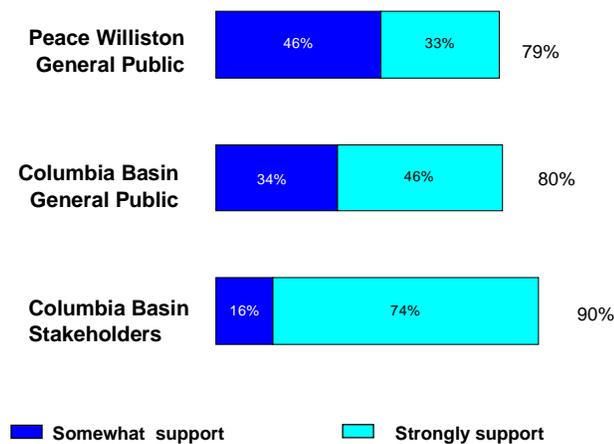
### 2.4.1 Support for the Program

Strong support for the CBFWCP exists among residents (80%) and stakeholders (90%), confirming the need on the public agenda for such a program. Support is strongest in the Revelstoke-Golden area (95%) and tapers off slightly as one moves to Valemount (85%), Fernie-Elkord (85%) and Cranbrook-Invermere (82%). Compared to the Revelstoke-Golden area, support for the Program drops significantly to 75 percent in the Trail-Nakusp area.

Demographically, support is strongest among 18 to 34 year olds (88%) indicating that this program is aligned with the values and priorities of the younger generation. Support declines among those residents 35 to 54 (80%) and those residents 55 and older (74%). Support transcends gender and education levels.

Notably, support is significantly higher among BC Hydro customers (86%) than residents served by other electricity suppliers in the West Kootenays (71%).

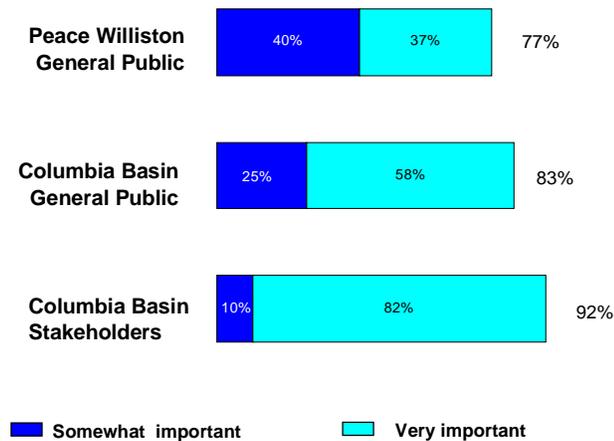
#### Do you support or oppose the creation of this fish and wildlife compensation program? - percent saying “somewhat support” or “strongly support” -



## 2.4.2 Importance of program

Echoing the previous findings, it comes as no surprise that a solid majority of Columbia Basin residents (83%) and stakeholders (92%) feel the program is important to the region they live in.

### How important is the program to your region? - percent saying “somewhat important” or “very important” -



## 2.5 Interest in Program

The committee is grappling with the question of whether to target Columbia Basin stakeholders only or residents as well. This section will compare and contrast the public and stakeholders interest in being kept informed and in being involved in project activity.

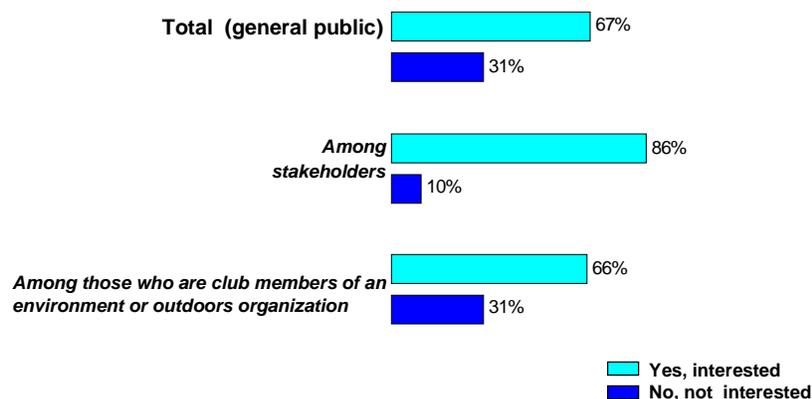
### 2.5.1 Interest in hearing about the CBFWC Program

Encouragingly, two in every three Columbia Basin residents are interested in learning more about the CBFWC Program (67%). The Program has a keen, interested audience.

The public's desire for information is independent of their community, involvement in environment or outdoor club, electricity supplier, age, gender and education. Notably, those who hold unfavourable views towards the program are more interested in receiving information (86%) than anyone, indicating that lack of information may be contributing to their negative assessment.

Not surprisingly, interest in being kept up-to-date is higher among stakeholders (88%).

#### Interest in being kept up-to-date or in learning more about CBFWCP



## 2.5.2 Interest in learning about opportunities for participation

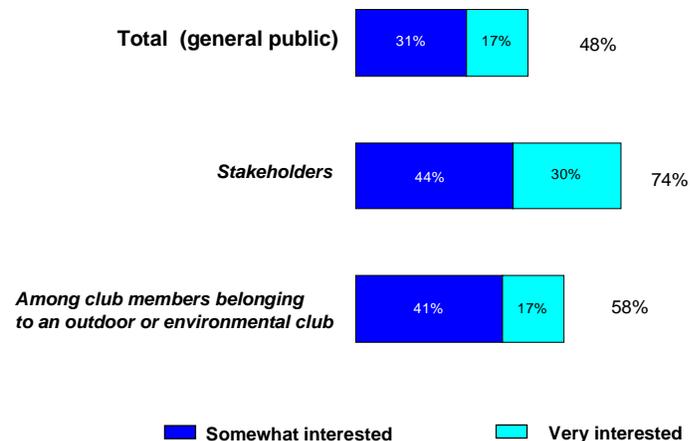
### 2.5.2.1 Fish and wildlife field trip

Close to one-half of residents living in the Columbia Basin express an interest in hearing more about how they could participate in a fish and wildlife field trip sponsored by the CBFWC Program (48%). However, interest is soft with only 17 percent answering ‘very interested.’ Not surprisingly, a higher percentage of stakeholders report an interest (30% very interested; 44% somewhat interested).

Among the general public, those individuals reporting to be ‘very interested’ are spread fairly evenly across the five community areas.

### Interest in receiving information about assisting with fish and wildlife field trip

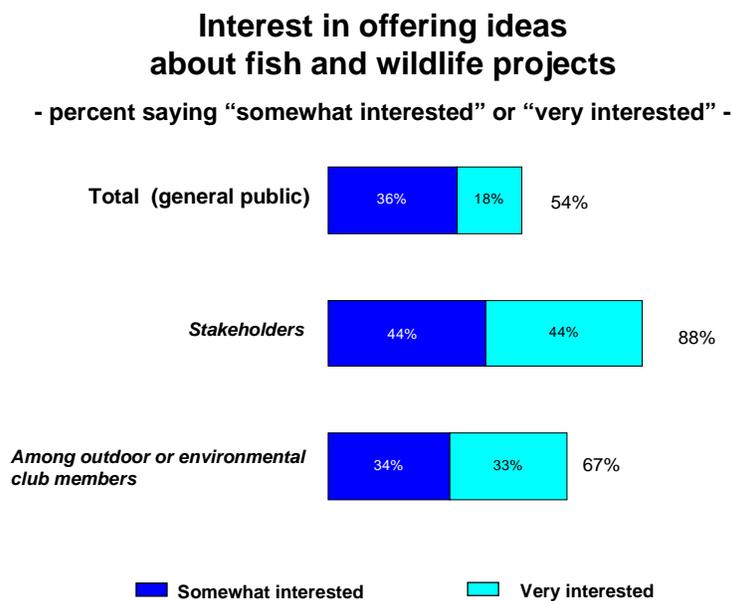
- percent saying “somewhat interested” or “very interested” -



### 2.5.2.2 Offering suggestions or ideas about fish and wildlife projects

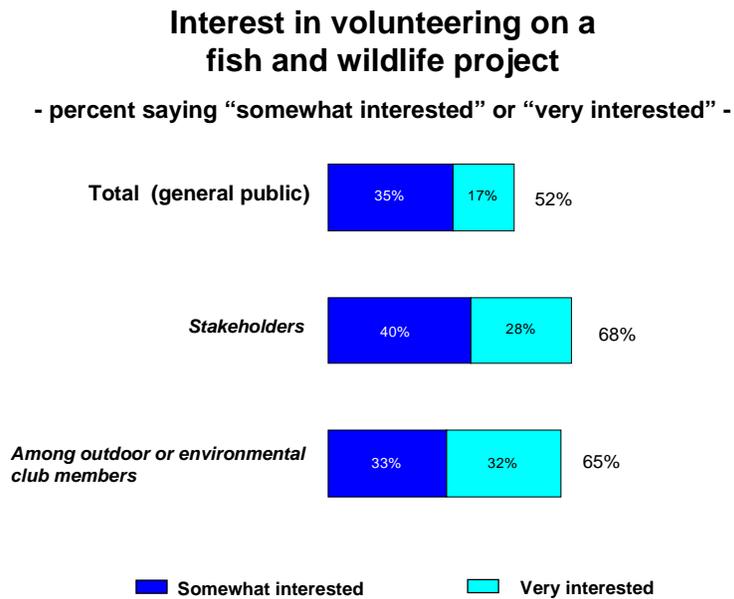
Again stakeholders appear to be the most interested in sharing ideas or offering suggestions (44% very satisfied; 44% somewhat satisfied), but again, residents do show some softer interest (36% somewhat satisfied; 18% very satisfied). It appears that opportunities to contribute ideas would be welcome from both stakeholders and residents.

Again, interest does not seem to vary with the communities people live in.



### 2.5.2.3 Volunteering on a fish and wildlife projects

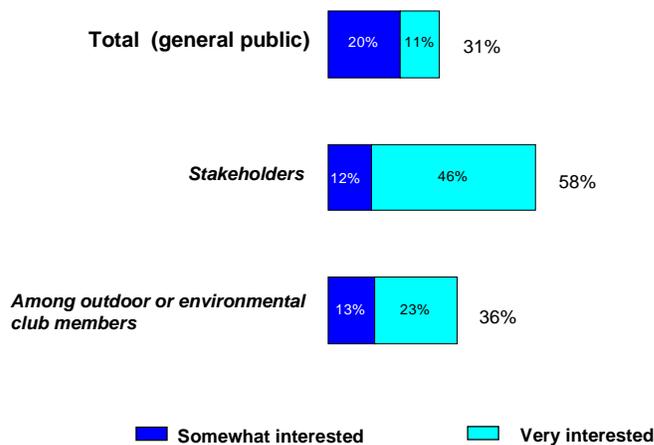
Again, about one-half of residents say they would like information on how to volunteer on a CBFWCP project. The gap between general public and stakeholder interest seems to narrow slightly when it comes to ongoing volunteer activity on a fish and wildlife project.



### 2.5.2.4 Submitting a proposal for fish and/or wildlife project funding

Somewhat expectantly, stakeholders express strong interest in receiving information about how to obtain funding (46% 'very interested') for fish and/or wildlife projects. Consequently, these individuals should continue to be targeted with this key information.

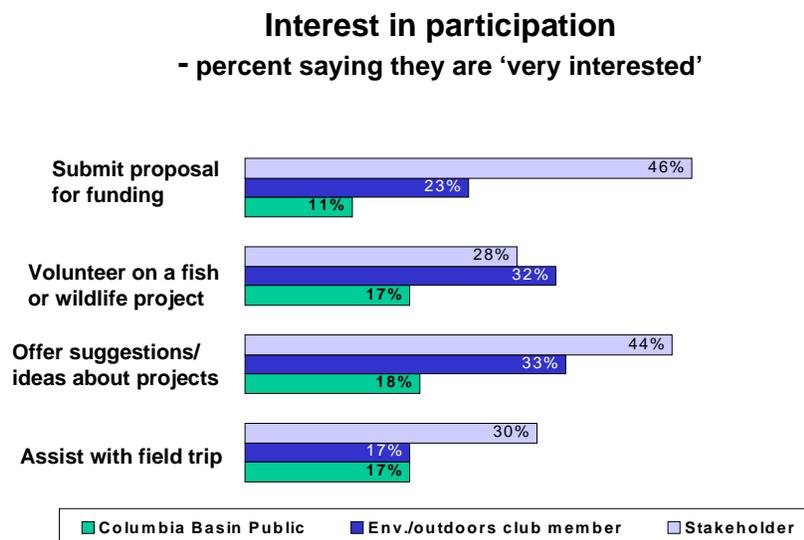
**Interest in submitting a proposal for fish and/or wildlife project funding**  
- percent saying "somewhat interested" or "very interested" -



### 2.5.2.5 Summary of interest in project activity

As just discussed, participants in the general public survey and stakeholder survey were asked to assess their interest in receiving information about how to participate in the activities listed in the graph below.

A deeper analysis of those who are ‘very interested’ is likely the best predictor of ‘true’ interest in participation. Stakeholders, especially those in outdoor and conservation groups, show strong interest in providing input on projects (44% very interested) and on submitting proposals for funding (46% very interested).



Interest among the general public is softer, but, interest exists. With the exception of submitting a proposal, close to two in ten Columbia Basin residents appear to ‘very interested’ in all activities. Residents who belong to environment or outdoor clubs are more likely to want to participate in these activities. It follows that piggybacking on stakeholder communications vehicles would be an appropriate way to target these club members (i.e. inserts in stakeholder newsletters, presentations at meetings).

### **2.5.2.6 Current participation**

*Participation in outdoor activities.* Respondents were asked if they were currently an active participant in any outdoor activities related to the environment, i.e., such as hunting, fishing, trapping, or hiking. About one-half (54%) of Watershed residents participate in outdoor activities; the other half don't.

*Membership in outdoor or environmental clubs.* Similar to the earlier finding that about two in ten residents are “very interested” in participating in some of the CBFWC project activities, a similar percentage of Watershed residents (20%) report being members of organizations related to the outdoors or environment. Consequently, two different measures, one based on intention and one based on past behaviour, suggest that about 20 percent of the general public has an interest in participating in environmental activities, similar to what the CBFWC Program offers.

Notably, since about only one in five residents belong to these types of clubs, communication efforts aimed solely at these types of formal organizations will reach a small proportion of residents overall. And the general public want information just as much as individuals who belong to these types of organizations.

### **2.5.2.7 Conclusion: who does the program target?**

Based on the findings above, it would appear that both the general public and stakeholders in the Columbia Basin wants to be kept up-to-date. However, stakeholders and environmental or outdoor club members are more interested in becoming involved in project activities than the public at large.

What's the best use of the program's time and effort? Focusing on stakeholders and environmental or outdoor clubs seems most logical --- providing them with detailed information about program activities and how they can get involved. The program's Project Handbook and Project Update meet this need so the program's communication activities are on target for these groups. However, residents wanting information, but perhaps not as much involvement or interest, need to be accommodated --- perhaps, brief updates via ads in newspapers or brochures may be the answer.

So perhaps the question is not "Who should we target?" but "How do we communicate to the general public?" and "How do we communicate to the stakeholders?" given their different interests and motivations. The following section helps answer these questions.

## **2.6 Communication: what to say, how often, preferred medium?**

This section examines the general public and stakeholders communication needs with respect to the Columbia Basin Fish and Wildlife Compensation Program: what do they want to hear about?, how often?, and what are the preferred communication vehicle(s)?

### **2.6.1 What do they want to hear about?**

Residents and stakeholders who want to be kept up-to-date were asked, unprompted, to identify aspects of the program they would like to know more about. The top information request for residents (19%) *and* stakeholders (14%) is fish and wildlife enhancement. Beyond that, the needs of the groups differ somewhat. While residents want more general information on all aspects of the program (16%) and ‘how money is spent?’ (11%), the stakeholders are looking specifically for sponsorship/funding opportunities (12%), the *Program Update* (12%) information about environmental issues (12%), and before and after results (9%).

Trail-Nakusp residents are more similar to stakeholders on this front than residents from other geographic areas. Across communities, residents from Trail-Nakusp are much less likely to ask about “all aspects” of the program (7%) than Fernie-Elkford (26%), Cranbrook-Invermere (23%), Revelstoke-Golden (27%), or Valemount ( 32%) residents. Instead, Trail-Nakusp community members want specifics about budget allocation and before and after results, along with the fish enhancement/conservation stories.

Perhaps not surprisingly, club members of outdoor and environmental groups are also more interested in the more detailed information around budget and results than non-members.

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### What would you like to know about?

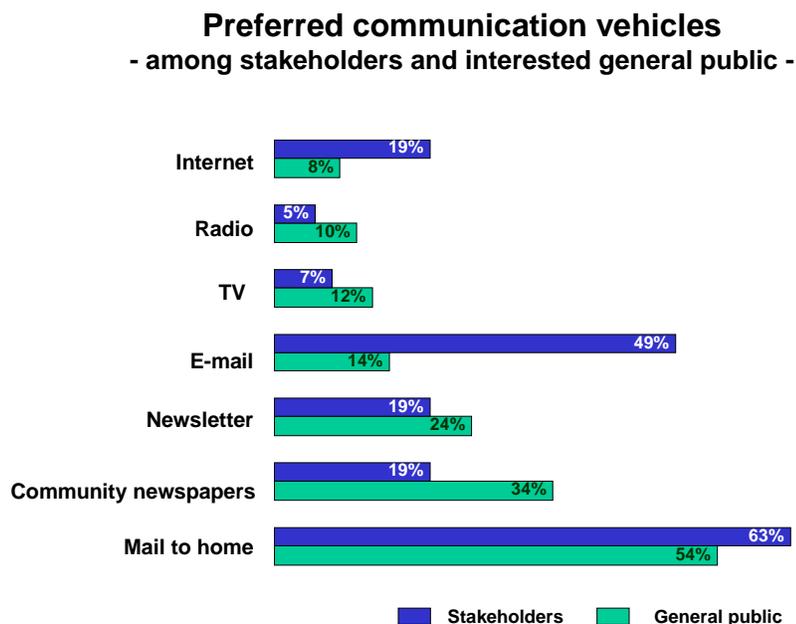
(Among those who are interested in receiving information)

	WATERSHED GENERAL POPULATION	STAKEHOLDERS
	n=214	N=43
	Percentage	Percentage
Fish and wildlife enhancement	19	14
Conservation of fish	16	7
All aspects	16	7
How they spend their money	11	-
Future plans/long term objectives	9	5
Funding/sponsorship	8	12
Don't know	8	12
Programs in the local areas	8	1
Before and after results	7	9
General overview	6	9
Environmental issues, in general	6	12
Current <i>Program Update</i>	3	12
No/none/nothing	3	14

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## 2.6.2 Preferred way to learn about CBFWC Program

When interested residents and stakeholders are asked, unprompted, for the most preferred way to receive information, “mail to home” tops the list for both groups (54% and 63%). It’s important to note the second option for each group as well: e-mail for stakeholders; community newspaper for residents.



For stakeholders, “mail to home” is top (63%), especially among outdoor and conservation groups, but e-mail comfortably holds second spot (49%). Newsletter (19%), community newspapers (19%) and internet (19%) are mentioned less often as preferred ways to receive information. Other mediums such as fax (9%) television (7%), radio (5%), presentations (5%), direct contact (5%), and booklet are even further down the list of preferences.

Behind “mail to home” (54%), residents list community newspaper (34%) more often than newsletter (24%), e-mail (14%), television (12%), radio (10%) or Internet (8%) as preferred ways to receive information.

### 2.6.3 Preferred frequency of communication

When asked to consider how often they would like to receive information, a solid majority of residents (67%) and stakeholders (72%) select once every three months or once every six months. The results are strikingly similar --- on average, both groups would like to receive some type of communication once every four months (mean = 4.6 months).

Notably, the media representatives would like to be contacted more often than other stakeholders. Four out of the five media contacts surveyed selected once every month and the fifth respondent selected once every three months.

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#### How often would you like to be updated on the program?

(Among those who are interested in receiving information)

	WATERSHED GENERAL POPULATION	STAKEHOLDERS
	n=214	n=43
	Percentage	Percentage
Once a month	13	16
Once every two months	7	2
Once every three months	34	35
Once every six months	33	37
Once a year	10	9
Other/depends	3	-
Mean in months	4.6	4.6

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#### **2.6.4 Preferred way to offer feedback**

Respondents were asked to identify the most preferred way to offer feedback to the program. Close to one in four residents prefer to provide feedback by mail (26%), mail-back surveys (24%) or e-mail/internet (23%). To a lesser degree, residents mention 1-800 number (14%), phone surveys (8%), and annual meetings (8%). Sixteen percent are unsure.

For stakeholders, e-mail easily takes top spot (44%) followed by mail (30%), forum (16%), 1-800 number (14%) and mail-back survey (12%).

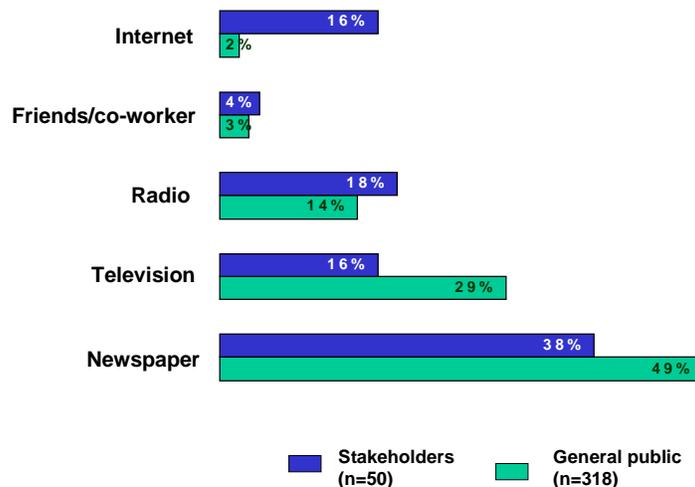
### 2.6.5 Media habits

Respondents were asked to name their main source of information. Newspaper is in top spot for both residents (49%) and stakeholders (38%), further reinforcing that newspaper is an effective medium for communicating the CBFWC Program message.

Television and radio follows at least 20 percentage points behind newspaper for both residents and stakeholders.

Notably, the Internet measures at 16 percent for stakeholders but barely registers as a main source of information for the general public in the Columbia Basin (2%). It follows that residents, especially, will need to be ‘pushed’ to the Internet site via internet addresses on ads, brochures, *Project Update*, *Project Handbook*, etc.

**Main source of news and information**  
- all respondents -



### 2.6.5.1 Newspaper readership

Participants were asked to name the newspaper they read most often. Outlined in the table below are the newspapers read most frequently by residents in each of the five Columbia Basin community areas.

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**What newspaper do you read most often?**  
- among all residents -

<b>Community</b> (sample size)	<b>Newspaper read most often</b>	<b>Percentage of residents who read this newspaper</b>
<b>FERNIE-ELKFORD</b> (n=65)	Fernie Free Press	35
	Elk Valley Miner	18
<b>CRANBROOK- INVERMERE</b> (n=65)	Cranbrook Daily Townsman	42
	Kootenay Advertiser	14
	Valley Echo	12
<b>TRAIL-NAKUSP</b> (n=68)	Trail Daily Times	16
	Nelson Daily News	15
	Creston Valley Advance	12
	Castlegar Citizen	7
<b>REVELSTOKE- GOLDEN</b> (n=60)	Revelstoke Times Review	47
	Revelstoke Unique	13
	Vancouver Province	10
<b>VALEMOUNT</b> (n=60)	Valley Sentinel	70

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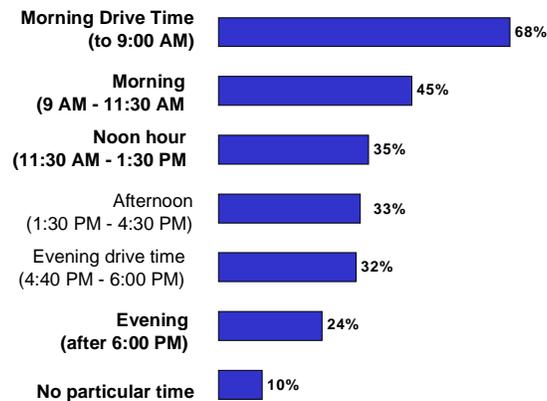
This information provides a deeper insight into local readership behaviour and as a result, ads, newspaper inserts and stories can be targeted accordingly.

### 2.6.5.2 Radio listening

Of those who report listening to the radio, a solid majority listen during the morning drive time (68%). If radio advertising or messaging is used, this time would clearly provide the most reach. As the day continues, the proportion of radio listeners drop off.

Which radio station do respondents listen to? All respondents were asked to name one radio station they tuned to the most often in the past week. CBC has a comfortable lead, with one in every three Columbia Basin residents tuning in to this station in the past week (31%). A smaller percentage report listening to KBS Radio (13%), CHEK (6%), CKKR (6%), CKCR (5%), BKR Radio (3%) or CFEK (1%).

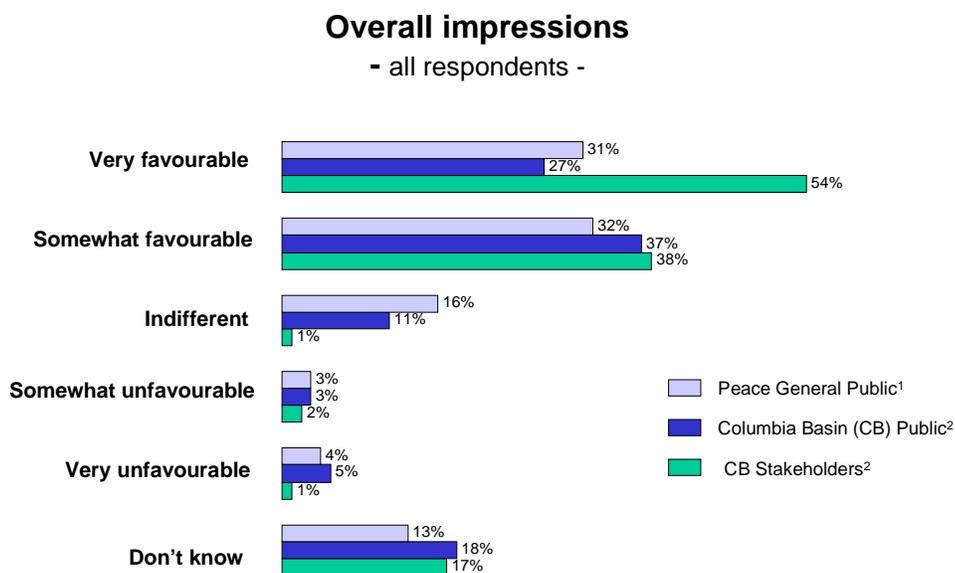
#### What hours do you usually listen to the radio? - among all residents who listen to the radio - (n=205)



## 2.7 Report card: program assessment by the public and stakeholders

### 2.7.1 Overall impression of compensation program

Just as Columbia Basin (CB) residents and stakeholders were asked to rate their general attitude towards the Columbia Basin Fish and Wildlife Compensation Program (CBFWCP), Peace-Williston residents answered the same question for the Peace-Williston Compensation Program in November 1998. Results are quite similar between the two programs.



*"What is your overall impression of the Peace-Williston<sup>1</sup>/Columbia Basin<sup>2</sup> Fish and Wildlife Compensation Program. Would you say it is ...?"*

Six in ten CB residents (64%) are favourable towards the Columbia Basin Fish and Wildlife Program while a much smaller percentage are critical (8%) --- a similar finding recorded in the Peace-Williston poll. Close to three in ten (29%) residents are either indifferent or don't know. This last group presents an opportunity for the program communicators to inform and convert a significant segment of the population who are presently uncommitted in their views.

Across communities, favourable ratings are higher in Revelstoke-Golden (75%) than Fernie-Elkford (60%), Cranbrook-Invermere (65%), Trail-Nakusp (62%), and Valemount (63%) .

Compared to residents, stakeholders are the most likely to applaud the program. Almost all stakeholders give the program a positive appraisal (92%) --- a testament to the hard work of program employees given that stakeholders tend to be the most knowledgeable, the most involved and therefore the most likely to critique.

***Drivers of favourable impressions*** Residential proponents of the program mention fish and wildlife enhancement (18%) as the main reason for feeling favourable towards it. Other top reasons include “increasing fish stocks” (11%), “doing a good job” (11%), and “protecting wildlife” (11%).

When stakeholders are asked why they’re favourable, one in every four reason “they’re doing a good job” (24%), “they’re spending their money effectively” (24%), or “they’re enhancing fish and wildlife habitats” (20%).

---

### Key drivers of favourable impressions

	Columbia Basin General Public	Columbia Basin FWCP Stakeholders
	Proponents (n=203)	Proponents (n=46)
	%	%
Enhancement of fish and wildlife habitats	18	20
Because they try to increase fish stocks	11	7
Because they are doing a good job	11	24
Because they protect wildlife	11	11
Because they're cleaning up the environ.	9	4
Because they're solving problems caused by the dam	7	-
Nothing is perfect, they can still improve	7	11
Because they're doing something	6	11
Somewhat skeptical about the program	6	9
Evidence of more fish	4	2
Because they know what is best for the environment	3	2
Because they spend their money effectively	3	24
Good to manage all the resources	1	2
Willingness of both partners to be involved	9	-
Don't know	7	2

Note: Percentages may add up to more than 100 due to multiple responses

***Drivers of unfavourable impressions.*** Detractors, and there are only a few, mention “not doing enough for fish” (25%), “spent too much money” (20%), and “they’re not listening to people” (18%) as primary reasons for holding negative views.

Only one stakeholder is negative towards the program --- complaining that the program “spent too much money.”

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**Key drivers of unfavourable impressions**

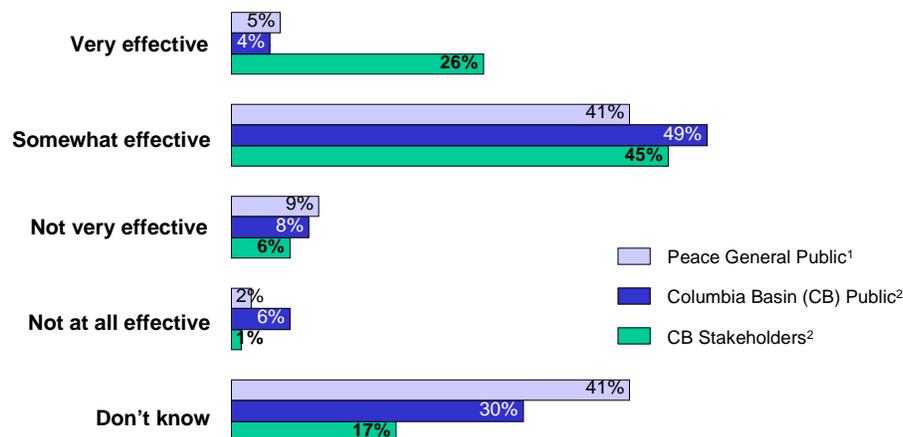
	Columbia Basin General Public	Columbia Basin FWCP Stakeholders
	Detractors (n=23)	Detractors (n=1)
	%	%
Not doing enough for the fish	25	-
Spent too much money	20	100
Because they are not listening	18	-
Lake level is way down	11	-
Not cleaning up their area	10	-
Don't know	10	-

Note: Percentages may add up to more than 100 due to multiple responses

## 2.7.2 Effectiveness of the program

Over one-half of those residents familiar with the CBFWC program (53%) consider it be ‘very’ or ‘somewhat effective.’ This doesn’t sound like a ringing endorsement, but it’s important to note that most of the other half are unsure. This high proportion of ‘don’t knows’ signals a need for more information in this area, and an opportunity to create program advocates. A small group (14%) are critical, claiming it’s not very effective. These results mirror the findings of the Peace-Williston poll of residents in November 1998.

### Perceived effectiveness of Compensation Program - of those aware -



*“How effective do you feel the program has been so far in its mandate of conserving and enhancing fish and wildlife populations that are affected by dam-related activities in the Peace-Williston<sup>1</sup>/Columbia Basin<sup>2</sup> ?  
Do you feel the program has been ...?”*

Notably, by about a 2 to 1 margin, residents in the Fernie-Elkord (47%) and Cranbrook-Inermere (37%) are more likely to reply ‘don’t know’ than those people living in Trail-Nakusp (25%), Revelstoke-Golden (25%) and Valemount (23%). Those who are more knowledgeable about the program, i.e, identify the main goal, are much more likely to consider the program to be ‘very effective’ (16%) than those who can’t name the main

goal (2%). Again, the more knowledgeable people are, the more likely they will be on side.

Stakeholders applaud the program --- 71 percent rate it as being “very effective” (26%) or “somewhat effective” (45%). This finding is another testament to the effectiveness of the program, given that stakeholders are the most knowledgeable about program objectives and activities. The balance of stakeholders are critical (7%) or don’t know (17%).

**Drivers of effectiveness.** For both the general public and stakeholder advocates, effectiveness is largely driven by perceptions of enhanced fish or wildlife habitat (21% and 27%) and the increase in fish in the area (13% and 15%). Both groups give the program the benefit of the doubt, 20 percent of the general public “don’t know” why they say it’s effective and 18 percent of stakeholders say it’s effective even “though not enough is being done.”

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**Why do you say the program has been very or somewhat effective?\***

	Columbia Basin General Public	Columbia Basin FWCP Stakeholders
	Proponents (n=138)	Proponents (n=33)
	Percentage (%)	Percentage (%)
Fish or wildlife habitat enhanced	21	27
Don't know/depends	20	6
Dams cause change/problems	15	
Fish stocks have increased	13	15
Still no fish	5	
Not enough funding	5	
Not enough being done	1	18
Not enough elapsed time for change	2	9
Did a good job so far	3	9
Inappropriate funding – wrong activities	3	6
People are being educated	-	6

\*Reasons mentioned by at least five percent of resident or stakeholder proponents

Note: Percentages may add up to more than 100 due to multiple responses

**Drivers of ineffectiveness.** Detractors among stakeholders and the Columbia Basin population believe that money is spent on wrong activities, and that more activity and results are needed.

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**Why do you say the program has been not at all or not very effective?\***

	Columbia Basin General Public	Columbia Basin FWCP Stakeholders
	Detractors (n=36)	Detractors (n=3)
	Percentage (%)	Percentage (%)
Inappropriate use of funding-wrong activities	18	33
More information needed	17	33
Nothing in my area has been done	16	-
Don't know	13	-
Not enough being done	13	-
Still no fish	13	-
Not enough funding	11	-
Need more results	-	67%

\*Reasons mentioned by at least ten percent of detractors

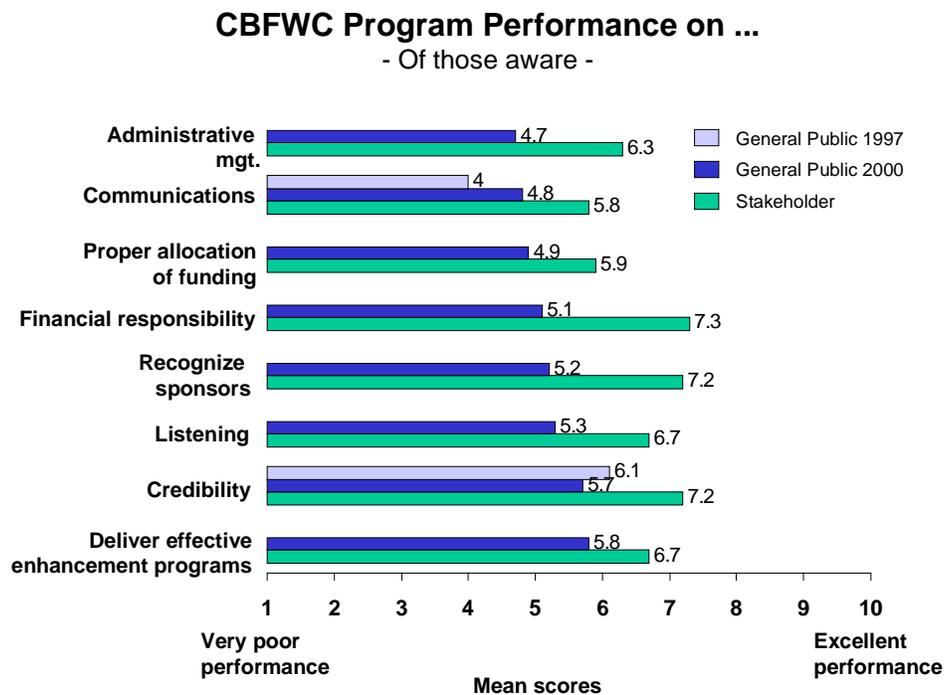
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Note: Percentages may add up to more than 100 due to multiple responses

### 2.7.3 Performance on key measures

Watershed residents were asked to assess the program on a battery of eight key performance measures using a scale from one to ten where 1 means ‘very poor performance’ and 10 means ‘excellent performance.’ Of those who are aware or familiar with the program, only about 50 percent could provide an informed evaluation on seven of the eight performance measures --- however, 74 percent of respondents could evaluate communication.

Overall, stakeholders give the program higher marks than residents on all measures. Again since stakeholders have been the primary target of the Program over the past few years, this is a good report card.



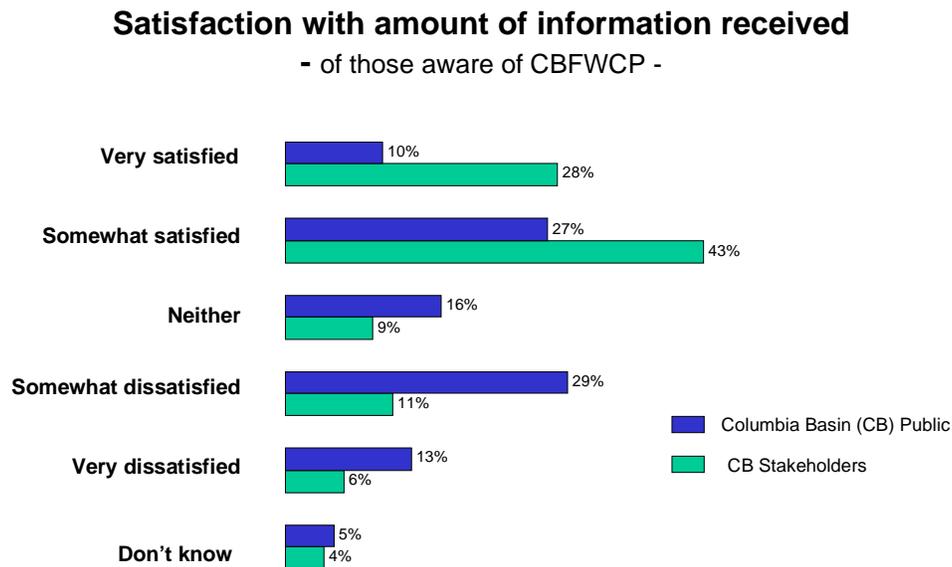
To provide context for the Columbia Basin general public ratings, the Peace-Williston performance scores fell between 3.77 (communication) and 5.45 (credibility).

Residents give the Program mediocre marks on communication, but this score has improved somewhat since the last reading in 1997. Regionally, residents in the Trail-

Nakusp (5.0), Valemount (5.1) and Revelstoke-Golden (5.73) areas score the program higher than those individuals living in Fernie-Elkford (3.84) or Cranbrook-Invermere (4.17) areas. This regional finding is not surprising given that during the first three years of the Program, no projects, and therefore no communication, occurred in the East Kootenay area.

## 2.7.4 Satisfaction with amount of information received

Respondents familiar with the program were asked to assess their satisfaction with the amount of information they have received from the Columbia Basin Fish and Wildlife Compensation Program. Overall, the Columbia Basin public is equally divided when it comes to assessing current communication efforts --- about four in ten residents (37%) are satisfied with the quantity of information received and another four in ten are dissatisfied (42%). The balance claim to be “neither satisfied nor dissatisfied” (16%) or they don’t know (5%).



Are there any differences regionally? Yes. Residents living in Fernie-Elkford are significantly less likely to say they are satisfied (16%) than Cranbrook-Invermere (39%), Trail-Nakusp (36%), Revelstoke-Golden (44%) and Valemount (45%) residents.

Stakeholders' appraisal of the amount of information they receive is much better. About seven in ten residents are satisfied (71%) while two in ten are critical. The balance are either neither satisfied nor dissatisfied (11%) or they don't know (4%). Of the four stakeholder categories, municipal and regional government seem to be the least satisfied with the amount of information they receive. Though time-consuming, an up-to-date and *personalized* stakeholder list is likely the key given that comprehensive materials are sent to stakeholders. However, overall, stakeholders appear to be pleased with the amount of information received.

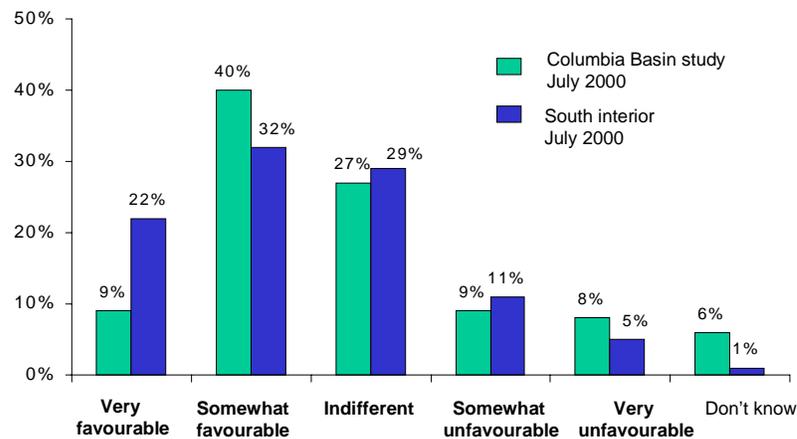
## 2.8 Program impact on attitudes towards sponsors

### 2.8.1 BC Hydro

Close to one-half of Columbia Basin residents are favourable towards BC Hydro (49%), the remainder are negative (17%), indifferent (27%) or they don't know (6%).

Being a subset of the South Interior region, it's perhaps not surprising that the Columbia Basin assessment of BC Hydro mirrors the July provincial quarterly tracking results from within the South Interior. Forty-nine percent of residents in the Columbia Basin region give BC Hydro a positive appraisal compared to a rating of 54 percent by South Interior residents.

**Favourability towards BC Hydro**  
- among all respondents -



Geographically, those people living in the Trail-Nakusp area are significantly less favourable towards BC Hydro (38%) than residents of Fernie/Elkford (58%), Cranbrook-Invermere (60%), Revelstoke-Golden (58%), or Valemount (67%).

BC Hydro customers are significantly more favourable towards BCH (59%) than non-BC Hydro customers 35%.

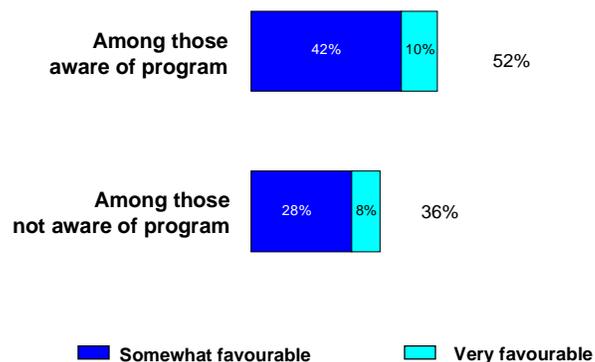
Stakeholders tend to rate Hydro more positively as well. Sixty four percent are favourable, 14 percent are unfavourable and the remainder are either indifferent (10%) or don't know (6%). However, it's interesting to note that none of the media representatives interviewed rank BC Hydro favourably.

Does the Columbia Basin Fish and Wildlife Compensation Program impact overall impression of the sponsors? While this question is difficult to answer, here are some survey results which can contribute to help answering this question.

*Derived link between CBFWC program and attitude towards BC Hydro.* Residents who are aware of the Columbia Basin Fish and Wildlife program (in q3 or q4) are significantly more likely to assess BC Hydro as favourable (52%) than those Columbia Basin residents who are not aware (36%). This finding is statistically significant.

### Favourability towards BC Hydro

- percent saying "somewhat favourable" or "very favourable" -

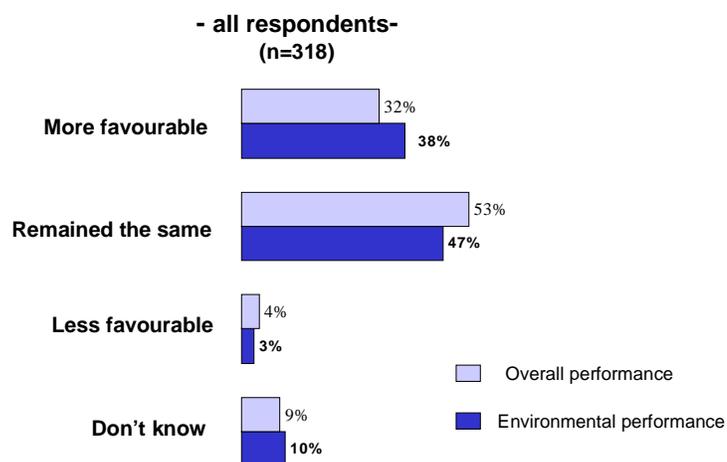


Though not statistically significant, those who can identify a main goal are more likely to be positive towards BC Hydro and less likely to be negative. Only 7 percent of those who identified a main goal rated BC negatively compared to 19 percent of those who were not knowledgeable enough to name the goal.

Attitudinally, those who have indifferent views towards the program tend to be significantly more unfavourable towards Hydro (38%) than those who are favourable towards the program (16%) or unfavourable (6%). Perhaps these individuals give the program the benefit of the doubt, but not BC Hydro.

***Stated link between CBFWC program and attitude towards BC Hydro.*** About one-third of residents state that their attitude towards BC Hydro’s performance, environmental and overall, is more positive as a result of the program. Of the remaining individuals, the majority claim that their view of BC Hydro’s performance hasn’t change.

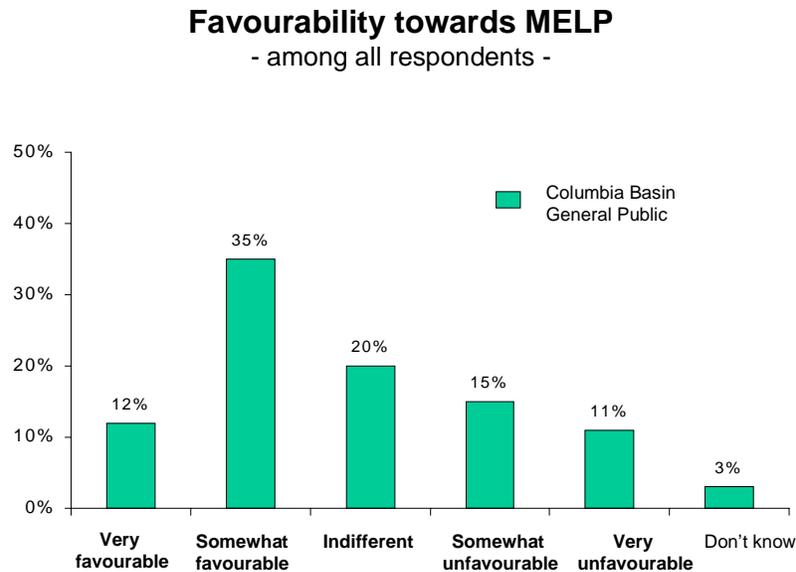
**Is your attitude towards BC Hydro’s performance more favourable due to BC Hydro’s participation in the Compensation Program?**



Folks from Trail-Nakusp and Fernie-Cranbrook are a bit more skeptical than their counterparts in Cranbrook-Invermere, Revelstoke-Golden, and Valemount. They are more likely to reply “remained the same” than “more favourable” on both measures.

## 2.8.2 Ministry of Environment, Lands and Parks (MELP)

Favourability ratings for MELP are slightly lower than those for BC Hydro. About one-half are positive (47%) with the balance split between critical (26%) and sitting on the fence (20%).



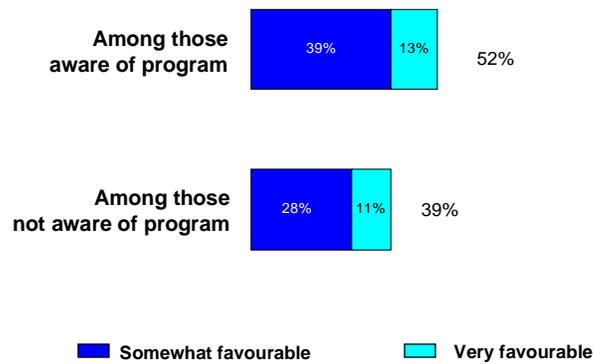
Regionally, positive sentiment towards MELP is much higher in Valemount (68%) than Revelstoke-Golden (50%), Cranbrook-Invermere (49%), Trail-Nakusp (46%) or Fernie-Elkford (43%).

Stakeholders rate MELP higher than the general public. Sixty percent are favourable towards BC Hydro while 18 percent are unfavourable, 12 percent are indifferent and 6 percent don't know.

*Derived link between CBFWC program and attitude towards MELP.* Similar to BC Hydro, those residents aware of the Columbia Basin Fish and Wildlife program (in q3 or q4) are more likely to assess MELP as favourable (52%) than Columbia Basin residents who are not aware (39%).

### Favourability towards MELP

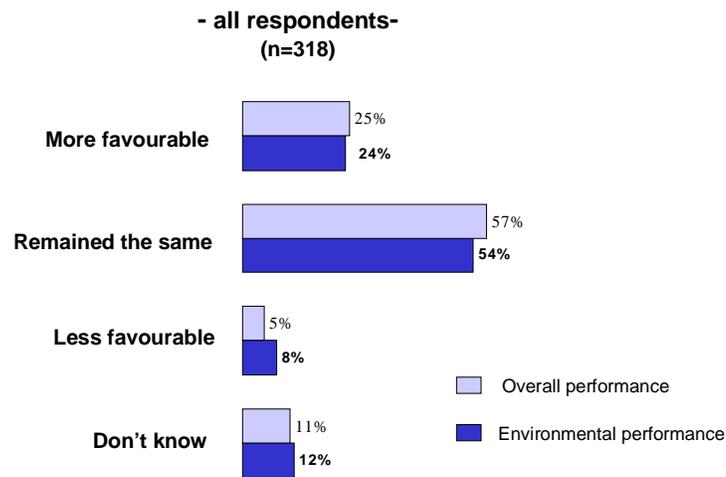
- percent saying “somewhat favourable” or “very favourable” -



However, of those who can identify a main goal of the program, 42 percent are unfavourable towards MELP. This comes as somewhat of a surprise given the above finding. Those who are very knowledgeable seem to be much more displeased with MELP (42%) than those who aren't as familiar with the program (24%).

*Stated link between CBFWC program and attitude towards MELP.* About one-quarter of residents indicate that their attitude towards MELP’s performance, environmental and overall, is more positive as a result of the program. Of the balance, the majority claim that their view of MELP’s performance has remained the same.

**Is your attitude towards MELP’s performance more favourable due to MELP’s participation in the Compensation Program?**



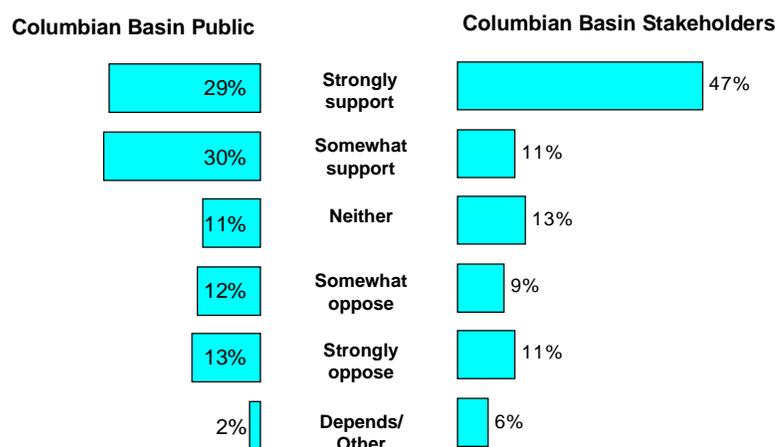
Revelsoke-Golden, and in contrast to the BC Hydro findings, Trail-Nakusp residents tend to be more likely to reply “more favourable” than Fernie-Elkford, Cranbrook-Invermere, and Valemount when asked about the impact of the program on their attitude towards MELP’s environmental and overall performance.

## 2.9 Name change

Of those Columbia Basin residents and stakeholders aware of the program, close to 60 percent support a change of name --- almost one-half (47%) of stakeholders “strongly support” the change. However, there is some resistance to the change --- approximately one in four residents and stakeholders oppose it and the rest are unsure.

### Would you support or oppose a name change?

- Of those aware of the program -

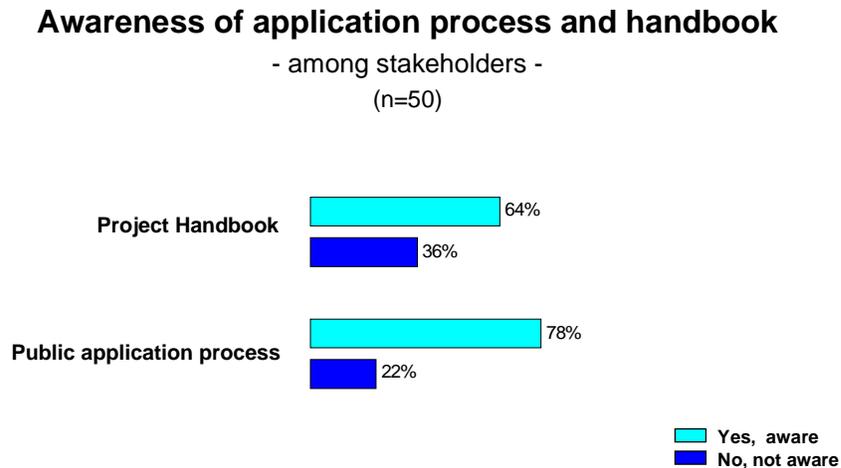


Those residents with less program knowledge tend to support the name change. For example, residents from Fernie-Elkford (80%) are strong supporters of a name change while less enthused individuals reside in Revelstoke-Golden (52%), Trail-Nakusp (58%). Younger residents (76%), likely with less history, are statistically much more likely to support it than those aged 35 to 54 (57%) or 55 and over (55%). No significant differences emerge with respect to gender or education.

In contrast, stakeholders who tend to be at the other end of the knowledge scale, support the change.

## 2.10 Stakeholder assessment: application process and handbook

Stakeholders were asked questions to assess awareness and satisfaction with the public application process and the Project Handbook. Awareness is fairly high and stakeholders praise both initiatives.



### 2.10.1 Public application process

About three in every four stakeholders (78%) are aware of the application process. Awareness tends to be highest amongst outdoor/conservation groups and provincial government/ministry representatives.

Ten of the twenty outdoor/conservation group representatives interviewed had applied for funding in the past 24 months --- about half had been accepted and about half had been rejected . When asked about the application process, most were satisfied (7 out of 10).

Comments from outdoor/conservation groups are as follows:

**Satisfied (n=7)**

- Application process is fair/good (Count=3)
- Undesirable length of time between application and approval dates(2)
- Applications treated with adequate concern/follow-up (1)
- Fiscal policy of low/moderate spending(1)
- Application process is simple/important part of program(2)

**Neither(n=1)**

- Rejection of more important projects over lesser ones (Count=1)

**Dissatisfied (n=2)**

- Process is too complicated (Count=1)
- Applications made were unsuccessful (1)

## **2.10.2 Project Handbook**

Survey participants were asked if they were aware of the 50-page Project Handbook that is distributed annually. Two in every three stakeholders are aware of it (64%). Municipal and regional government are less likely to be aware of the handbook than other stakeholder categories (outdoor/conservation groups, media and provincial government). Most stakeholders had learned about the book because they received it in the mail or a colleague or friend had recommended it.

About one-third of stakeholders interviewed (17 out of 50) had read or looked into the Program Handbook in the past twelve months. The handbook receives high marks --- over half of these individuals say the book is “very informative” (53%) and a further 35 percent rate it as “somewhat informative.” One individual (6%) claims that it’s not very informative because it “was too large.” Overall, the book received praise and the reasons are outlined below.

**Informative (n=15) because ...**

- Made aware of current projects (Count=8)

- Thorough explanation of criteria and conditions (5)
- Easily understood (2)
- Presented attractively (1)
- Done well (1)

Suggestions for improvement include using colour images, being brief, reporting before and after statistics and providing more details on funded projects.

### 3.0 Recommendations

Support for the program is not an issue. Columbia Basin residents are in favour of a program that sustains and enhances fish and wildlife populations in the region they live in. The challenge lies in continuing to increase awareness, understanding and perceived effectiveness of the program's activities and progress. Outlined below are recommendations, based on the findings uncovered in this study, to assist the Columbia Basin Fish and Wildlife Compensation Program steering committee in its communication efforts:

<b>Recommendations</b>		
<b>Finding</b>	<b>Implication</b>	<b>Recommendation</b>
<ul style="list-style-type: none"> <li>• Increased program awareness among the general public and high awareness among stakeholders</li> <li>• Primary source of awareness is newspaper and word-of-mouth</li> </ul>	Communication efforts are working	<ul style="list-style-type: none"> <li>• Continue the good work --- news stories, Program Update and Program Handbook, etc.</li> </ul>
<ul style="list-style-type: none"> <li>• Outdoor/conservation groups more aware of program than media or municipal/regional gov't rep.</li> </ul>	Some key communication gatekeepers to the public report not having information	<ul style="list-style-type: none"> <li>• Personalize communication (with names) for city council members</li> <li>• Attend AKBM (BCH has booth)</li> <li>• Accompany, or send CBFWC program with, BCH when they do annual city council visits</li> <li>• Ensure database is up-to-date</li> <li>• Make contact with key media once per month, if possible</li> </ul>
<ul style="list-style-type: none"> <li>• Understanding among residents is weak</li> <li>• Majority of residents want to learn more</li> <li>• Four in ten residents are dissatisfied with current amount of information being received</li> <li>• They'd like to receive information every four months</li> <li>• Residents want general overview</li> <li>• Depletion of fish stocks is top fish &amp; wildlife issue</li> <li>• Newspapers read most often in each community are identified in this report</li> </ul>	Missed opportunity, interested audience not receiving information	<ul style="list-style-type: none"> <li>• Prepare a newspaper ad or supplement for key community newspapers. The ad should include program goal, sponsors, examples of 'fish' activities specific to local area, and a means to get more information (i.e., Project Handbook, Program Update, web site address)</li> <li>• Refer to report for newspapers to target in each community</li> </ul>

<ul style="list-style-type: none"> <li>• Stakeholder understanding is higher, they're more satisfied with the amount of information they receive</li> <li>• Municipal/regional gov't are the least satisfied with amount of information received among stakeholders</li> <li>• Stakeholders would like information every four months</li> <li>• They want comprehensive materials rather than general information</li> </ul>		<ul style="list-style-type: none"> <li>• Continue to send comprehensive materials to stakeholders --- fish stories, funding information and before &amp; after results will catch their attention</li> <li>• Send information to stakeholders every four months, via e-mail. For those without e-mail, mail to home.</li> </ul>
<ul style="list-style-type: none"> <li>• Stakeholders most interested in being involved in project activity</li> </ul>		<ul style="list-style-type: none"> <li>• Continue to target stakeholders with opportunities to participate rather than the general public</li> </ul>
<ul style="list-style-type: none"> <li>• 2 in 4 residents (53%) rate the program as effective</li> <li>• Almost 3 in 4 stakeholders (71%) rate the program as being effective</li> <li>• By about a 2 to 1 margin, those living in the East Kootenays are more likely to say they "don't know"</li> </ul>	<p>Those people knowledgeable about the program tend to give it a high rating</p>	<ul style="list-style-type: none"> <li>• Increase knowledge base among general public, especially among those in the East Kootenays.</li> </ul>
<ul style="list-style-type: none"> <li>• Favourability towards sponsors is higher among those aware of the program than those not aware</li> <li>• Favourability towards sponsors is higher among stakeholders</li> </ul>	<p>Link appears to exist between program awareness and favourability towards sponsors</p>	<ul style="list-style-type: none"> <li>• Increase awareness via means mentioned above</li> <li>• Explore ways to increase awareness of BC Hydro and BC government joint sponsorship, i.e, place sponsor names on signs where work is underway, on newsletter in prominent location with words "sponsored by"</li> </ul>
<ul style="list-style-type: none"> <li>• 6 in 10 individuals support name change given confusion; 2 in ten oppose; 2 don't know</li> <li>• strong support from stakeholders (47%)</li> </ul>	<p>Significant costs for name change; high and growing awareness of program name; perhaps, increased confusion with name change</p>	<ul style="list-style-type: none"> <li>• Given the increased program awareness, weak understanding among residents and moderate support, it may be more appropriate to spend dollars on educating the public re: goals, activities, etc. to mitigate confusion</li> </ul>

<ul style="list-style-type: none"> <li>• Awareness of project handbook and application process is fairly high</li> <li>• Most are satisfied with application process</li> <li>• <i>Project Handbook</i> receives top marks --- most who had read it found it to be informative</li> </ul>	<p>Current communication efforts are successful</p>	<ul style="list-style-type: none"> <li>• Continue to promote via handbook, e-mail, <i>Program Update</i>, and newspaper</li> <li>• Continue with detailed, comprehensive materials for stakeholders --- fish stories, funding information and 'before and after' results will catch their attention.</li> </ul>
<p><b>Other recommendations based on your experience and knowledge given the findings . . .</b></p>		



# Questionnaire

## **Columbia Basin Fish and Wildlife Compensation Program**

### **Residential and Stakeholder survey**

Conducted by Campbell Goodell Traynor on behalf of BC Hydro

Project #: 1354

Good afternoon/evening, my name is \_\_\_\_\_ and I'm calling from Campbell Goodell Traynor, a professional research firm. Today/tonight we are conducting a survey about the environment in your region, particularly as it relates to fish and wildlife, and we would like to learn more about people's opinions and attitudes about it.

May I please speak with the person in your household who is 18 years or older and who had the most recent birthday?

IF NOT AVAILABLE, ARRANGE SUITABLE TIME FOR CALL-BACK. DO NOT INTERVIEW ANYONE ELSE IN HOUSEHOLD.

IF RESPONDENT SPEAKING, BEGIN SURVEY (SKIP TO QA)

IF RESPONDENT COMES TO PHONE, REINTRODUCE AND SAY:

ARRANGE CALL-BACK IF NECESSARY

#### **PERSUADERS**

- This is a legitimate scientific survey. We are not selling anything.
- This survey will take about ten minutes.
- If you would like to speak to my supervisor, you may call us toll-free at 1-877-5306184.
- I can't tell you the name of the sponsor of the survey right now, since it might affect the way you answer some of my questions. I would be happy to give you the name afterward, however.

- A. In order to check our sample, may I ask the name of the community you live in or closest to?

CHECK LIST AND IF R IS OUTSIDE SAMPLE AREA, SAY: As it turns out, you live outside the area we are sampling, so that will be my only question. Thank you for your time. Good bye.

---

**Awareness**

Q1a. To begin, what do you consider to be the most important environmental issue or concern facing your area of the province?

ONE RESPONSE ONLY

1. AIR POLLUTION / AIR QUALITY
2. CLEAR-CUTTING / DEFORRESTATION
3. LOSS OF FISH HABITAT
4. GARBAGE / LANDFILLS
5. RECYCLING
6. HUNTING OR POACHING OF WILDLIFE
7. INDUSTRIAL POLLUTION
8. PULP MILLS / CHLORINE
9. WATER POLLUTION/ WATER QUALITY
10. OVER-FISHING
11. NONE/NOTHING
12. OTHER (SPECIFY)
13. DON'T KNOW
14. REFUSED

Q1b. What do you consider to be the most important fish or wildlife issue facing your area of the province?

ONE RESPONSE ONLY

Q2. Are you aware of any environmental initiatives or programs, regarding fish or wildlife conservation, which are currently underway in your part of the province?

- |    |               |      |
|----|---------------|------|
| 1. | YES           |      |
| 2. | NO            |      |
| 3. | OTHER/DEPENDS | SKIP |
| 4. | DON'T KNOW    | TO   |
| 5. | REFUSED       | Q4   |

Q3. What are these initiatives or programs?

DO NOT READ  
THREE RESPONSES

1. COLUMBIA BASIN FISH AND WILDLIFE COMPENSATION PROGRAM ----- SKIP TO Q.6
2. COLUMBIA BASIN TRUST
3. COLUMBIA POWER CORPORATION
4. COLUMBIA KOOTENAY FISHERIES RENEWAL
5. COLUMBIA PARTNERSHIP
6. OTHER (SPECIFY)
7. DON'T KNOW/DEPENDS
8. REFUSED

Q4. Have you ever heard of the Columbia Basin Fish and Wildlife Compensation Program?

1. YES SKIP TO Q.6
2. NO
3. OTHER/DEPENDS
4. DON'T KNOW
5. REFUSED

Q5. The Columbia Basin Fish and Wildlife Compensation Program was introduced to conserve and enhance fish and wildlife populations that are affected by BC Hydro dam-related activities in the Columbia Basin. Does this program sound familiar to you now?

1. YES SKIP TO Q.7
  2. NO | SKIP TO
  3. OTHER/DEPENDS | PRE-AMBLE
  4. DON'T KNOW | BEFORE
  5. REFUSED | Q11A
-

Q6. From what you know, what is the main goal of the program?

DO NOT READ

1. ADDRESS FISH AND WILDLIFE POPULATIONS IMPACTED BY HYDROELECTRIC DEVELOPMENTS
2. OTHER (SPECIFY)
3. DON'T KNOW/DEPENDS
4. REFUSED

Q7. Can you name any specific activities of the Columbia Basin Fish and Wildlife Compensation Program? (What does it do?)

PROBE - DO NOT READ -  
FIVE RESPONSES

1. ENHANCING HABITAT FOR FISH AND WILDLIFE (GENERAL)
2. RESTORING THE HEALTH OF LAKE RESERVIORS FOR FISH (GENERAL)
3. PROJECTS TO HELP SPECIES AT RISK
4. OTHER (SPECIFY)
5. DON'T KNOW/CAN'T THINK OF ANY
6. REFUSED

Q8. Can you tell me the names of the main partners or sponsors involved in the Columbia Basin Fish and Wildlife Compensation Program?

PROBE - (Any others)  
FIVE RESPONSES

1. JOINT PARTNERSHIP PROGRAM BETWEEN BC HYDRO AND MINISTRY OF ENVIRONMENT, LANDS AND PARKS
  2. BC HYDRO (NOT MENTIONED AS A "JOINT" PARTNERSHIP WITH MINISTRY OF ENVIRONMENT, LANDS AND PARK)
  3. MINISTRY OF ENVIRONMENT, LANDS AND PARK (NOT MENTIONED AS A "JOINT" PARTNERSHIP WITH BC HYDRO)
  4. MINISTRY OF FISHERIES
  5. PARKS CANADA
  6. DEPARTMENT OF FISHERIES AND OCEANS
  7. BC GOVERNMENT
-

8. MINISTRY OF AGRICULTURE, FOOD AND FISHERIES  
(NOT MENTIONED AS A "JOINT" PARTNERSHIP WITH BC  
HYDRO

9. OTHER (SPECIFY)

10.	NO/CAN'T THINK OF ANY		SKIP
11.	REFUSED		TO Q10

Q9. Can you tell me the names of any other organizations, agencies or interest groups that are involved in the Columbia Basin Fish and Wildlife Compensation Program?

PROBE - (Any others?)  
DO NOT READ  
FIVE RESPONSES

1. BC HYDRO
2. MINISTRY OF ENVIRONMENT, LANDS PARK
3. MINISTRY OF FORESTS
4. MINISTRY OF AGRICULTURE, FOOD AND FISH
5. FOREST RENEWAL BC
6. FISHERIES RENEWAL BC
7. HABITAT CONSERVATION TRUST FUND
8. PARKS CANADA
9. COLUMBIA POWER CORPORATION
10. FOREST COMPANIES
11. FIRST NATIONS
12. COLUMBIA BASIN TRUST
13. FISH AND WILDLIFE CONSERVATION GROUPS (GENERAL)
14. OTHER (SPECIFY)
15. NO/CAN'T THINK OF ANY OTHERS
16. REFUSED

10. Have you been in contact with the Columbia Fish and Wildlife Program in any way in the past 24 months?

1. YES (ASK, "How have you been in contact?" \_\_\_\_\_).
  2. NO
-

## **Attitudes and Opinions**

READ TO ALL

(As just mentioned or as you may already know), the Columbia Basin Fish and Wildlife Compensation Program was introduced five years ago to conserve and enhance fish and wildlife populations that may have been affected by BC Hydro dam-related activities in the Columbia Basin. The program is a joint partnership with BC Hydro and the British Columbia government. The program also partners with conservation groups, business and other agencies. Some of the program's activities include lake restoration, fish and wildlife enhancement and research on species at risk in the region.

Q11a. What is your overall impression of the Columbia Basin Fish and Wildlife Compensation Program? Would you say it is very favourable, somewhat favourable, somewhat unfavourable, very unfavourable, or are you indifferent towards the program?

1. Very favourable
2. Somewhat favourable
3. Somewhat unfavourable
4. Very unfavourable
5. Indifferent

OTHER/DEPENDS  
DON'T KNOW/NO OPINION  
REFUSED

\*\*\* HAVE A REVERSAL OF THIS QUESTION (Q11A) ADMINSTERED TO  
A RANDOM HALF OF THE SAMPLE

Q11b. ASK IF Q11a EQ 1-4: Why do you say that?

PROBE (Are there any other reasons?)

---

Q12A. Would you say that you support or oppose the creation of the Columbia Basin Fish and Wildlife Compensation Program? Is that strongly/somewhat support or strongly/somewhat oppose?

1. Strongly support it
2. Somewhat support it
3. Somewhat oppose it
4. Strongly oppose it
  
5. OTHER/DEPENDS
6. DON'T KNOW
7. REFUSED

Q12B. ASK IF Q12A EQ 3 OR 4: Why do you oppose the program?

PROBE (Why do you say that?)

Q13. In your opinion, how important is the Columbia Basin Fish and Wildlife Compensation Program to the region you live in? Would you say it is...

RANDOM REVERSAL

1. Very important
2. Somewhat important
3. Not very important
4. Not at all important

END RANDOM

5. OTHER/DEPENDS
  6. DON'T KNOW
  7. REFUSED
-

14. I am going to read you a list of ways individuals have become involved in the Columbia Basin Fish and Wildlife Program in the past. Starting with [INSERT TYPE OF INVOLVEMENT], would you say you would be very interested, somewhat interested, not very interested or not at all interested in learning about how to participate in this activity.

- a. assisting with a fish and wildlife field trip
- b. offering suggestions or ideas about fish and wildlife projects
- c. volunteering on a fish and wildlife project (VERY AND SOMEWHAT INTERESTED: hypothetically, about how many hours per month would you be willing to volunteer: \_\_\_\_\_ hrs)
- d. submitting a proposal for funding of a fish and/or wildlife project

\*\*\* FOR THOSE PREVIOUSLY UNAWARE OF THE PROJECT (Q5 EQ 2-5), SKIP TO Q.21

Q15A. How effective do you feel the program has been so far in its mandate of conserving and enhancing fish and wildlife populations that are affected by dam-related activities in the Columbia Basin. Do you feel the program has been...

RANDOM REVERSAL

1. Very effective
2. Somewhat effective
3. Not very effective
4. Not at all effective

END RANDOM

5. OTHER/DEPENDS
  6. DON'T KNOW
  7. REFUSED
-

Q15B. ASK IF Q15A EQ 1-4: Why do you say that?

DO NOT READ LIST  
FIVE RESPONSES

1. FISH STOCKS HAVE INCREASED
2. FISH OR WILDLIFE HABITAT HAS BEEN REVITALIZED/ENHANCED
3. NOT ENOUGH FUNDING
4. INAPPROPRIATE USE OF FUNDING - WRONG ACTIVITIES
5. NOT ENOUGH TIME HAS ELAPSED FOR CHANGE TO HAVE TAKEN PLACE
  
6. OTHER (SPECIFY)
7. DON'T KNOW/DEPENDS
8. REFUSED

Q16. For each of the following areas, please tell me how well you feel the Columbia Basin Fish and Wildlife Compensation Program is performing. Please use a scale of 1 to 10 where "1" means very poor and "10" means excellent. How do you feel the program is performing...

RANDOM

A. On credibility

\_\_\_\_ SCORE

97. OTHER/DEPENDS
98. DON'T KNOW
99. REFUSED

B. On communications, both written and verbal

C. On financial responsibility

D. On administrative management

E. On the proper allocation of funding to the various activities

F. On listening to individuals and stakeholder groups for their input

G. On delivering effective enhancement programs

H. On recognizing sponsors or partners

END RANDOM

---

17. Other regional programs begin with the words “Columbia” or “Columbia Basin” and as a result, individuals confuse the initiatives. For example, Columbia Basin Trust, Columbia Power Corporation, etc. Because of this confusion, the program is considering changing its name. Would you support or oppose a name change for the Columbia Basin Fish and Wildlife Compensation program? Would that be ‘somewhat’ or ‘strongly’.

1. Strongly support
2. Somewhat support
3. Neither support nor oppose
4. Somewhat oppose
5. Strongly oppose
  
6. DON'T KNOW

18. [ASK IF Q17 EQ 4 OR 5] Can you tell me why you oppose it?  
PROBE UNTIL UNPRODUCTIVE

### **Communications**

Q19. How have you learned about the Columbia Basin Fish and Wildlife Compensation Program and its activities?

DO NOT READ  
FIVE RESPONSES

1. WORD OF MOUTH (FRIENDS/RELATIVES)
  2. NEWSLETTER
  3. NEWSPAPERS
  4. AT INTEREST GROUP MEETINGS
  5. RADIO
  6. TELEVISION
  7. PROJECT HANDBOOK
  8. BC HYDRO
  9. MINISTRY OF ENVIRONMENT, LANDS AND PARKS (MELP)
  10. OTHER (SPECIFY)
  11. DON'T KNOW/DEPENDS
  12. REFUSED
-

Q20. How satisfied are you with the amount of information you are receiving about the Columbia Basin Fish and Wildlife Compensation Program? Would you say you are...

RANDOM REVERSAL

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied

END RANDOM

6. OTHER/DEPENDS
7. DON'T KNOW
8. REFUSED

Q21. Are you interested in being either kept up-to-date or in learning more about the Columbia Basin Fish and Wildlife Compensation Program?

- |    |               |        |
|----|---------------|--------|
| 1. | YES           |        |
| 2. | NO            |        |
| 3. | OTHER/DEPENDS | SKIP   |
| 4. | DON'T KNOW    | TO Q26 |
| 5. | REFUSED       |        |

Q22. How would you most prefer to receive information and learn about the compensation program and its activities?

PROBE (Any other ways?)

DO NOT READ

1. PRESENTATIONS BY BC HYDRO AND/OR MINISTRY OF ENVIRONMENT
2. PRESENTATIONS BY INTEREST GROUPS SUCH AS LOCAL CONSERVATION GROUPS
3. COMMUNITY PRESENTATIONS BY CBFWCP
4. COMMUNITY NEWSPAPER
5. RADIO
6. TELEVISION
7. NEWSLETTERS
8. OPEN HOUSES
9. MALL DISPLAYS
10. INTERNET
11. E-MAIL
12. MAIL TO HOME
12. OTHER (SPECIFY)
13. DON'T KNOW
14. REFUSED

Q23. And in what way would you most prefer to offer your thoughts and feedback to the program?

PROBE (Any others ways?)

1. IN FORUMS PRESENTED BY THE BC HYDRO OR MELP
  2. IN FORUMS PRESENTED BY LOCAL INTEREST GROUPS
  3. IN FORUMS PRESENTED BY COLUMBIA FISH AND WILDLIFE COMPENSATION PROGRAM
  4. 1-800 NUMBER OR BY PHONE
  5. MAIL-BACK SURVEYS
  5. E-MAIL/INTERNET
  6. BY MAIL
  7. OTHER (SPECIFY)
  8. DON'T KNOW/DEPENDS
  9. REFUSED
-

Q24. What aspects of the program would you like to know more about?

PROBE

Q25. And how often would you like to be updated on the program's happenings and progress on specific activities?

Random reversal

1. Once a month
2. Once every two months
3. Once every three months
4. Once every six months
5. Once a year

END RANDOM

6. OTHER/DEPENDS
7. DON'T KNOW
8. REFUSED

### **Media Habits**

Q26. What is your main source of news and information?

ONE RESPONSE

1. NEWSPAPER
  2. RADIO
  3. TV
  4. OTHER (SPECIFY)
  5. DON'T KNOW
  6. REFUSED
-

Q27. What, if any, newspaper do you personally read most often?

DO NOT READ --- ONE RESPONSE

1. TRAIL DAILY TIMES
  2. NELSON DAILY NEWS
  3. CRANBROOK DAILY TOWNSMAN
  4. KIMBERLEY DAILY BULLETIN
  5. CASTLEGAR SUN
  6. CASTLEGAR CITIZEN (NEW PAPER)
  7. KOOTENAY EXPRESS
  8. WEST KOOTENAY WEEKENDER
  9. PENNYWISE
  10. CRESTON VALLEY ADVANCE
  11. KOOTENAY ADVERTISER
  12. EAST KOOTENAY WEEKLY
  13. ELK VALLEY MINER
  14. FERNIE FREE PRESS
  15. VALLEY ECHO
  16. GOLDEN NEWS
  17. GOLDEN STAR
  18. REVELSTOKE TIMES REVIEW
  19. REVELSTOKE UNIQUE
  20. ARROW LAKES NEWS
  21. VALLEY VOICE
  22. VALLEY SENTINEL
  23. VANCOUVER SUN
  24. PROVINCE
  
  25. NONE/DEPENDS
  26. OTHER (SPECIFY - ONE LINE)
  27. REFUSED
-

Q28. In the past week, which one radio station did you tune to most often?

DO NOT READ

1. CBC (98.7 FM) (Nelson area)
2. BKR Radio (103.5 FM) (West Kootenay)
3. KBS Radio (88.0 AM) (West Kootenay to Creston)
4. CKEK (570 AM) (East Kootenay – Cranbrook area)
5. CKKR (104.7 FM) (East Kootenay – Cranbrook area)
6. CFEK (East Kootenay – Fernie area)
7. CKCR/CKGR/CKIR North/Northeast Kootenays -  
Revelstoke/Golden/Invermere
  
8. NONE - SKIP TO Q30
9. OTHER/DEPENDS
10. DON'T KNOW
11. REFUSED

Q29. During what hours do you usually listen to this station?

SIX RESPONSES

1. MORNING DRIVE TIME (TO 9:00AM)
  2. MORNING (9AM-11:30AM)
  3. NOON HOUR (11:30AM-1:30PM)
  4. AFTERNOON (1:30 PM-4:30PM)
  5. EVENING DRIVE TIME (4:30PM - 6:00PM)
  6. EVENING (AFTER 6:00 PM)
  
  7. OTHER/DEPENDS/NO PARTICULAR TIME
  8. DON'T KNOW
  9. REFUSED
-

**Attitudes towards partners or sponsors**

I am now going to ask you a few questions about the partners or sponsors of the Columbia Fish and Wildlife Compensation Program.

ROTATE Q30 AND Q31

30. Thinking about BC Hydro, would you say your general attitude towards BC Hydro is very favourable, somewhat favourable, somewhat unfavourable, very unfavourable or are you indifferent towards them?

1. Very favourable
2. Somewhat favourable
3. Somewhat unfavourable
4. Very unfavourable
5. Indifferent
6. DON'T KNOW
7. REFUSED

31. Thinking about the Ministry of Environment, Lands and Parks, would you say your general attitude towards this Ministry is very favourable, somewhat favourable, somewhat unfavourable, very unfavourable or are you indifferent towards them?

1. Very favourable
2. Somewhat favourable
3. Somewhat unfavourable
4. Very unfavourable
5. Indifferent
6. DON'T KNOW
7. REFUSED

ROTATE Q32 AND Q33 AS A SET WITH Q34 AND Q35

32. Since 1995, BC Hydro has (also) been involved in the Columbia-Basin Fish and Wildlife Compensation Program. Based on your own general impressions, would you say your attitude towards BC Hydro's environmental performance is more favourable as a result of BC Hydro's participation in this Program, less favourable or would you say it has remained the same.

---

1. More favourable
2. Less favourable
3. Remained the same
4. DON'T KNOW
5. REFUSED

33. Would you say your general attitude towards BC Hydro's performance overall is more favourable as a result of BC Hydro's participation in this Compensation Program, less favourable or would you say it has remained the same.

1. More favourable
2. Less favourable
3. Remained the same
4. DON'T KNOW
5. REFUSED

34. Since 1995, the Ministry of Environment, Lands and Park has (also) been involved in the Columbia-Basin Fish and Wildlife Compensation Program. Based on your own general impressions, would you say your attitude towards this ministry's environmental performance is more favourable as a result of their participation in this Program, less favourable or would you say it has remained the same.

1. More favourable
2. Less favourable
3. Remained the same
4. DON'T KNOW
5. REFUSED

35. Would you say your general attitude towards the Ministry of Environment, Lands and Park's performance overall is more favourable as a result of their participation in this Compensation Program, less favourable or would you say it has remained the same.

1. More favourable
  2. Less favourable
  3. Remained the same
  4. DON'T KNOW
  5. REFUSED
-

**STAKEHOLDERS ONLY (FOR GEN POP, SKIP TO PREAMBLE BEFORE Q47)**

36. The Columbia Basin Fish and Wildlife program coordinates and funds activities that help conserve and enhance fish and wildlife populations in the Columbia River Basin region. Individuals or members of organizations are invited to submit proposals for funding of fish and wildlife projects. Prior to this survey, were you aware of this public application process or not?

1. Yes
2. No SKIP TO Q41

37. Have you submitted an application for funding in the past 24 months?

1. Yes
2. No SKIP TO Q41

38. Was your application accepted or rejected?

1. Accepted
2. Rejected

39. Thinking about your own personal experience with the application process, would you say you were very satisfied, somewhat satisfied, neither satisfied nor dissatisfied, somewhat dissatisfied, or very dissatisfied with the process.

1. Very satisfied
2. Somewhat satisfied
3. Neither satisfied nor dissatisfied
4. Somewhat dissatisfied
5. Very dissatisfied
6. DON'T KNOW
7. REFUSED

40. Can you tell me why you say (INSERT RESPONSE FROM Q39)? PROBE UNTIL UNPRODUCTIVE

---

41. Every year, the Columbia Basin Fish and Wildlife program writes and distributes a 50-page Project Handbook. This handbook summarizes projects undertaken, and progress made over the past year. It also includes a project application form for funding with selection criteria. Prior to this survey, were you aware of this handbook?

1. Yes
2. No SKIP TO Q47

42. How did you hear about, or learn about, this handbook?

DO NOT READ

1. BC HYDRO
2. MELP
3. LOCAL INTEREST GROUP
4. COMMUNITY NEWSPAPER
5. WORD OF MOUTH (FRIENDS, COLLEAGUES,ETC)
6. OTHER (SPECIFY: )
7. DON'T KNOW
8. REFUSED

43. Have you read or looked into this Program handbook in the past 12 months or not?

1. Yes
2. No SKIP TO Q47

44. Thinking about this handbook, would you say it was very informative, somewhat informative, not very informative or not at all informative?

1. Very informative
2. Somewhat informative
3. Not very informative
4. Not at all informative
5. DON'T KNOW
6. REFUSED

45. Can you tell me why you say (INSERT RESPONSE FROM Q44)? PROBE UNTIL UNPRODUCTIVE

---



46. What, if anything, is missing from this Project Handbook?

### **Memberships & Demographics**

And lastly, a few questions to help us classify the data:

47. Are you currently an active participant in any outdoor activities related to the environment such as hiking, fishing, hunting or trapping? IF YES: What kind of activities are you involved in?

#### **SEVEN RESPONSES**

1. HIKING
2. FISHING
3. HUNTING
4. TRAPPING
5. GUIDING
6. WILDLIFE VIEWING
7. OTHER (SPECIFY)
8. NONE, DO NOT PARTICIPATE IN ANY OUTDOOR ACTIVITIES
9. DON'T KNOW
10. REFUSED

Q48. And are you a member of any clubs or organizations related to the environment or outdoors?

1. YES ASK: Which organizations do you belong to? (SPECIFY)
2. NO
3. OTHER/DEPENDS
4. DON'T KNOW
5. REFUSED

49. Who supplies electricity to your home, would that be BC Hydro, West Kootenay Power or the City of Nelson?

1. BC Hydro
  2. West Kootenay Power
  3. City of Nelson
  4. DON'T KNOW
  5. REFUSED
-

Q50. To which of the following age categories do you belong?

1. 18 - 24
2. 25 - 34
3. 35 - 44
4. 45 - 54
5. 55 - 64
6. 65 and over
  
7. OTHER/DEPENDS
8. DON'T KNOW
9. REFUSED

Q51. What is the highest level of education that you have completed?

READ

1. Some high school
2. Completed high school
3. College/Vocational/Technical
4. Some university
5. Completed university
6. Post Graduate university
  
7. OTHER/DEPENDS
8. DON'T KNOW
9. REFUSED

**FOR STAKEHOLDERS ONLY**

52. In the next few months, the Columbia Fish and Wildlife Compensation Program may be conducting focus groups with some of its stakeholders. Would you be interested in being called to ask to participate?

1. Yes (RECORD NAME, PHONE NUMBER)
2. No

53. May I ask what your postal code is?

RECORD POSTAL CODE

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IF NECESSARY.SAY:

The sponsor of this survey is the Columbia Basin Fish and Wildlife Compensation Program, which is a joint partnership between BC Hydro and the BC Government. If you would like to discuss the study, you may call Karen Newman collect at 604-623-4275.

Those are all my questions. Thank you very much for your time. Good bye.

RECORD GENDER

1. MALE
2. FEMALE

RECORD INTERVIEWER ID

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