



2002 Annual Report on Program Activities

2002 Original Project Objectives and Project Results

1. Petitcodiac River Restoration Campaign

- To raise **national public awareness** on the urgent need to save the Petitcodiac River.
- To have the Governments of New Brunswick and Canada begin (spring 2002), the promised project assessment to replace the **Petitcodiac causeway** with a partial bridge. This project should include physical openings of the gates to model the restoration.
- To prepare a contingency **legal challenge** and bring, subject to funding, legal action against the federal and/or provincial government should the federal Department of Fisheries and Oceans not follow through on its promise to restore fish passage at the Petitcodiac causeway.

2002 Project Results

- A series of events took place in 2002 that enabled our organisation to raise national public awareness on the urgency to save and restore the Petitcodiac River. This began with the February 2002 **charges announced by Environment Canada's** Enforcement Branch against the City of Moncton and the engineering consulting firm GEMTEC in relation to the Moncton landfill toxic leachate discharge case. These constituted the first such charges laid in Canada against an engineering firm and a senior civil servant, as well as the first such charges laid in Atlantic Canada against a municipality. The Petitcodiac Riverkeeper and the EBI initiated the investigation into this environmental case in the summer of 2000.
- Researched and submitted in March a detailed package for the first ever Canada's Top 10 Most Endangered River project, responding to an invitation from the program sponsor Earthwild International. **On June 22nd 2002, the Petitcodiac was designated Canada's Second Most Endangered River.**
- Organised a regional and national action alert in June 2002 (through the NBEN and Wildcanada.net) to protest against the Province's proposal to reintroduce the Status Quo option as a potentially viable option once the 3-year, \$3 million EIA on the future of the river is completed in 2005. After a large public outcry the Province later dropped this proposal.
- Nominated in May for a **Canadian Environment Award** in the Wildlife and Nature category for this first ever national contest, sponsored by *Canadian Geographic*, Environment Canada and a number of prominent Canadian businesses, to recognise Canadians working to protect our nation's environment. It was announced on September 24th, 2002 that the Petitcodiac Riverkeeper was declared the winner of this award for its work in protecting Canada's endangered species. A \$5,000 cheque from Shell Canada accompanied the award.
- Continued to rally local public support in favour of restoring the Petitcodiac River, meeting six different municipal councils in the watershed between April and September 2002 to seek their support for the restoration of the river (Moncton, Riverview, Salisbury, Petitcodiac, Memramcook and Hillsborough).
- As a result of growing public support, two municipalities formerly against the restoration, **Riverview and Hillsborough, changed their official position to "neutral" in 2002.** For the

first time, **three municipal councils also provided funding to the Petitcodiac Riverkeeper** in 2002 (Petitcodiac - \$1000, Salisbury - \$200 and Memramcook - \$200).

- Also **met the province's two opposition party leaders at their request, the Federal Minister of Fisheries and Oceans and the region's two Members of Parliament** to discuss river restoration. For the fourth consecutive year, our organisation was unsuccessful in arranging a meeting with either the Premier of New Brunswick (who is the local Moncton East MLA) or the Minister of Transportation (the owner of the Petitcodiac causeway).
- Despite growing local and regional support in favour of restoring the Petitcodiac River and promises made by federal and provincial governments to begin the comprehensive river Environmental Impact Assessment (EIA) in early 2002, **enormous delays were encountered** in 2002 resulting in the project consultant team to only begin its work in 2003. The final EIA project report is also delayed by a year and is now due to be completed in the Spring of 2005.
- Participated in the preparatory phase of the EIA, meeting the management team, researching and submitting detailed recommendations on the EIA "Process" and "Draft Guidelines".
- Finalised an **80 page legal research on the legality of the Petitcodiac causeway** in the fall of 2002 that was researched by EBI and a pro-bono law student from the University of Toronto. A decision on where to go next with the legal research will be taken in 2003.
- Continued fundraising to support a potential legal action in the Petitcodiac causeway case.

2. Public Education and Communications

- To maintain a regional public presence on leading river issues in the **news** and to conduct ongoing **public education campaigns** in the schools and communities of this watershed.
- To establish a **special events** committee and organize **river appreciation activities** for the Petitcodiac River in various locations of the watershed.

2002 Project Results

- **Met over 1,200 students in the watershed** to present the Petitcodiac River system, its unique features and its environmental problems. Assisted one of our region's elementary schools, Dieppe's l'École Amirault, in its year-long research dedicated to exploring the theme of the Petitcodiac River. For its extraordinary role in educating the next generation of children and their parents on the unique values of the Petitcodiac River ecosystem, l'École Amirault received the **2002 Petitcodiac River Award** newly created by our organisation;
- Presentations to the regions **schools and community groups** in 2002 included the following: L'école Amirault (18 classes), J.M. Armstrong Regional High School (6 classes), Lou McNarrin Elementary School (6 classes); L'école Champlain (4 classes), L'école Polyvalente Mathieu-Martin (19 classes), L'école Anna-Malenfant (2 classes), L'école Polyvalente Louis J. Robichaud (1 class), L'échange scolaire France-Acadie (3 classes), Petitcodiac Sportsman Club, Club Richelieu de Moncton, Comité environnemental de Mathieu-Martin, Les Amis de la Nature (Shédiac), Moncton Fish and Game, Moncton Farmers Market (public displays).
- Launched in March a **15-minute video**, produced and donated by Ontario's Soft Science company and entitled "New Brunswick's Petitcodiac River – A Quest for Survival". The video provides excellent visuals and background information to better understand the various environmental issues surrounding the Petitcodiac River. 200 copies of the video (100 English and 100 French copies) were made and distributed widely throughout the watershed.
- Prepared in July an **education kit on the Petitcodiac River** the watershed's schools. District 1 (French School District) management enthusiastically accepted the materials, sending them to all of their 10 schools. District 2 (English School District) management, judging the subject of the Petitcodiac River too controversial, decided not to support the initiative. The

local press speculated that those opposed to the restoration influenced the decision. The issue of whether District 2 schools will be able to receive the materials has not yet been resolved.

- Continued to receive **excellent media coverage throughout the year** (an average of 10 media hits/month – radio, newsprint, television newscasts and public television) on various stories related to the Petitcodiac River.
- Continued to update and **refresh our petitcodiac.org web site** dedicated to the Petitcodiac River and to the promotion of our mandate, creating a new “campaign” layout to better inform the public on each project being implemented by our organisation.
- Printed and **distributed over 6000 pamphlets and aerial photo postcards** in the watershed.
- Canvassed over **3600 homes in the Dieppe, Moncton and Riverview** region to talk about the Petitcodiac and to solicit their financial support for the river restoration campaign.
- Supported the environmental committee at l'École Mathieu-Martin (High School) who organised two public demonstrations in favour of restoring the river. Petitcodiac Riverkeeper Daniel LeBlanc was chosen to be the **guest speaker at the graduation ceremonies** of l'École Mathieu-Martin in June and delivered a pro-environmental speech to the 400 plus students and the approximately 1,000 guests who attended the ceremony.
- Organised four **river appreciation activities** in the watershed in May and June (River Prayers) featuring the renowned dancer-choreographer Lee Saunders and a traditional aboriginal prayer group from Big Cove. The events took place in Petitcodiac, Moncton and Memramcook (Beaumont). Over 100 people took part in these events.
- Organised in October a **breakfast conference featuring fellow Waterkeeper Alliance member Rick Dove** (Neuse Riverkeeper Emeritus), with proceeds being shared by our organisation and the Association pour la préservation du Bassin versant de Bouctouche.

3. Monitoring and Environmental Investigations

- To have the City of Moncton undertake the necessary work to properly seal and secure the **former Moncton landfill** in order for the toxic leachate discharges to cease.
- To complete, subject to funding, an investigation into the Greater Moncton **Sewerage Treatment System** and work to **upgrade the system** to secondary/tertiary treatment.
- To identify the **major environmental issues** in the watershed, continue to monitor the river system for pollution sources and undertake **environmental investigations** as necessary to protect the water quality and the ecological integrity of the Petitcodiac River watershed.
- To research and develop public education initiatives which establish the link between **health and the environment** in relation to pollution issues in our watershed.

2002 Project Results

- Continued to collaborate with Environment Canada's Enforcement Branch into the suspected violation of the Fisheries Act at the **former Moncton landfill**. **On February 7, 2002 Environment Canada's Enforcement Branch announced that charges were being brought** against the City of Moncton, its Engineering Commissioner, the engineering consulting firm GEMTEC and its Chief Engineer in relation to a suspected violation of the Fisheries Act. The matter is now before the courts.
- Continued an investigation into the **Greater Moncton Sewage Treatment Plant** effluent discharge and its dilution factor in the Petitcodiac River, with the assistance of the Environmental Bureau of Investigation. Received and reviewed the plant's discharge reports.
- Participated in an Environment Canada's consultations regarding the proposed Risk Management Strategy for **ammonia, inorganic chloramines and chlorinated wastewater**

effluents under the Canadian Environmental Protection Act, 1999 (CEPA 1999). These substances have been added to the List of Toxic Substances (Schedule 1) under CEPA 1999.

- Intercepted and traced back to its source a significant **oil spill discharge** into Moncton's Humphreys Brook on June 26, 2002. Collected effluent samples and undertook investigation into this alleged violation of the Fisheries Act. Submitted our evidence to Environment Canada and the province's enforcement branches. No enforcement measures yet taken.
- **Intercepted other toxic discharges** associated with sanitary sewage systems and habitat destruction activities in the Greater Moncton region in 2002, for which investigations are ongoing with government enforcement branches.
- Carried out throughout the year a detailed assessment to identify the watershed's most important pollution sources. The research identified numerous problems associated with faulty sanitary sewer infrastructures in the region, widespread fish habitat alteration and destruction activities associated with development and poor environmental law enforcement measures by the province's enforcement branch. The first ever list and report of the 2002's **Worst Pollution Sources of the Petitcodiac River System** was published in January 2003.
- Conducted a public policy workshop on the links between **health and the environment** in May 2003. The question of how to deal with the most important toxic pollution issues of our watershed (cosmetic pesticides, untreated sanitary sewer discharges, other toxic discharges) was discussed. Guest speakers included Edith Smeesters, one of Quebec's leading experts on the issue of **cosmetic pesticides**, Peter Ford, a leading Atlantic Canada researcher in the field of environmental health and Mayor Camille Belliveau of Shediac, who represented New Brunswick's first municipality to regulate the phase out of cosmetic pesticides.
- Continued to encourage municipalities in the watershed to introduce regulations to phase out the use of cosmetic pesticides on their territories.

4. Stream Rehabilitation Projects

- To continue implementing, subject to funding, **stream clean up** and **stream rehabilitation** projects in the watershed.

2002 Project Results

- Received **special funding to implement three different projects** aimed at improving the ecological integrity and the water quality of streams in this watershed (Watershed Clean Up Project – Cdn. \$12,000, Halls Creek Rehabilitation Project – Cdn. \$7,500 and the second phase of a Pilot Project to Decommission an Abandoned Dam on Humphreys Brook – Cdn. \$28,000). Three different project co-ordinators were hired to manage these projects: Georges Brun (Stream Clean Up), Mathieu D'Astous (Halls Creek) and Charles LeGresley (Abandoned Dams Research).
- Organised two successful watershed clean-up activities in 2002, **in 8 streams and with 100 volunteers, which resulted in the removal of 14,380 lbs. of debris**. Since the year 2000, over 275 volunteers have taken part in our twice annual stream clean up activities, removing over 43,000 lbs. of debris from 15 streams of the watershed.
- Completed the first phase of a joint project with the PWMG to rehabilitate one of this region's most polluted streams (**Halls Creek Sub-Watershed, Moncton**). A **detailed 100-page report** was researched and published by the Project Coordinator in March 2002, which **describes the major environmental problems facing these urban streams and a list of remedial actions** that need to be taken in order to protect and restore them. Undertook the second year of the project in the summer of 2002, with much reduced funding, **concentrating on the region's sewer system to identify sources of untreated discharges**. Samples were

collected at various outfalls, laboratory tests were performed with the final project results to be published in March 2003.

- Completed two detailed reports, a web site section and an educational poster dedicated to the issue of **abandoned dams** in our watershed in March 2003. The first report entitled **“Reclaiming Free Flow – An Information Guide on Removing Small Abandoned Dams”** is an 80-page step-by-step guide aimed at assessing the decommissioning of abandoned dams in the Inner Bay of Fundy. The second report entitled **“Assessment on Decommissioning the Abandoned Humphreys Brook Dam”** is a 65-page report on the feasibility of removing this abandoned dam located in Moncton. Public consultations were held in March 2002 on these findings and the recommendation made to proceed with a detailed assessment for this project.
- Undertook the **second phase of the abandoned dam pilot project**, conducting a detailed assessment on removing the abandoned Humphreys Brook dam in the summer and fall of 2002, completing a topographical survey, a sediment management plan, a deconstruction plan and a hydrological assessment. Final project results will be published in February 2003.

5. Fundraising and Community Support

- To continue developing a strong and active membership base, with the objective of increasing our support from 200 members to **400 members** by the year end.
- To work with the local **business community** and the tourism sector in assessing the economic development potential (ecotourism, fisheries, etc.) of restoring the Petitcodiac River and its **tidal bore** to its maximum potential.
- To establish a strong **finance committee**, develop a **charitable giving plan** and launch a major **fundraising campaign** to save the Petitcodiac River (2002 to 2004).

2002 Project Results

- Our goal of increasing our membership from 200 to **400 members** was reached in October 2002. At the end of December, 420 members were enlisted with the Petitcodiac Riverkeeper.
- Organised the Petitcodiac Riverkeeper’s **first Annual General Meeting** of the members in March 2003. Prepared the organisation’s financial and narrative reports for 2001.
- Produced our **first biannual information Newsletter** for our members and supporters.
- Received in October an **Excellence Award** from the Greater Moncton Chamber of Commerce for our leadership on environmental issues in this community. This was the first time that the local business community recognised an environmental group working to restore the Petitcodiac River. Delivered a 3-minute acceptance speech to the 450 plus persons present at the gala on the positive vision of restoring our River and Tidal Bore.
- Continued to develop ties with the local business community by participating in the Greater Moncton Chamber of Commerce networking activities. Sent information **letters to over 800 local businesses** in the Greater Moncton region in November to solicit their support in favour of the restoration of the Petitcodiac River and its Tidal Bore. Increased our corporate sponsorship support as well as our visibility in the Greater Moncton business community.
- Participated in a local **fundraising gala in November**, organised by the World Wine Festival, attended by 160 guests and with proceeds going to the Petitcodiac Riverkeeper for the organisation of a 2003 River Day event. The gala raised \$4500 and was attended by the Premier of New Brunswick as well as many members from the local business community.
- Organised our **second annual Christmas auction** and sale to benefit the Petitcodiac Riverkeeper in December. Raised over \$7200 in sales, a 60% increase from last year.
- Launched in May a **three-year \$500,000 fundraising campaign** to restore the Petitcodiac River through measures of advocacy, public education and legal research.

- Continued to build a stronger fundraising base for the organisation, attracting support from New England's Kendall Foundation (US\$ 40,000 for 2002 and 2003) and developing contacts with other **environmental foundations** (New Brunswick Wildlife Trust Fund, Metcalf Foundation, Schad Foundation, Mountain Equipment Co-op, Patagonia and others).
- Raised over \$140,000 in program and project funds in 2002, increasing our local fundraising support by approximately 100 % from the previous year (from \$21,500 in 2001 to \$41,500 in 2002). We were also successful in obtaining our first municipal government grants in 2002.

6. Waterkeeper Alliance

- To continue developing the **Waterkeeper Alliance** movement in Canada, with the objective of assisting in the launch of at least one other Waterkeeper program in **Atlantic Canada**.

2002 Project Results

- Continued to strengthen our ties with the **Waterkeeper Alliance**, participating in the Board of Directors retreat in Malibu in January (Daniel LeBlanc was elected to the Board of Directors of the Waterkeeper Alliance in 2001 to serve as its "international" representative) and the Annual Waterkeeper Alliance Conference in Salt Lake City in June.
- Continued to develop the Canadian Waterkeeper movement, assisting the Conservation Council of New Brunswick in developing its proposal for the **Fundy Baykeeper program**. This proposal was licensed by the Waterkeeper Alliance in June and will be launched in the spring of 2003. Also developed policies for the future growth of the movement in Canada.

Sentinelles Petitcodiac Riverkeeper

2002 Staff and Volunteers

Riverkeeper Staff

Daniel LeBlanc, Executive Director and Riverkeeper

Chantal Poirier, Administrative Assistant

Contractual Staff

Georges Brun, Field Co-ordinator (Watershed Clean Up – June to October, 2002)

Mathieu D'Astous, Co-ordinator (Halls Creek Rehabilitation – July to December 2002)

Charles LeGresley, Co-ordinator (Abandoned Dam Project – January to March 2002)

Dany Doiron, Webmaster (Summer Project – May to August 2002)

Board of Directors (2002)

George Wybouw, Chair, At-large (Ammon)

Jeanne Farrah, Vice Chair, Dieppe

Bryant Freeman, Secretary-Treasurer, Riverview

Carol Doucet, Dieppe

Chief Joseph Knockwood, Fort Folly

Gerry Tingley, Petitcodiac

Ronald Babin, Moncton

Nathalie Gagnon, Moncton (2003 Board Member added in November 2002)