

Be careful where you wash the car, you may be washing out the rivers.



When dirty water is poured down stormwater drains, the dirt and chemicals contribute to the pollution of our waterways. Water washing from roads and down drains is carried through a network of pipes, straight into the Avon, Heathcote and Styx rivers and then into the sea. **So when you wash your car, wash it on grass or take it to your local car wash. It makes a real difference to our waterways.**

Christchurch Waterways
Let's change our ways,
to change our waterways.
cleanwaterways.org.nz

Toi tū te marae o Tangaroa. Toi tū te marae o Tāne. Toi tū te iwi. *If we look after the waters and land around us, we will be looked after in turn.*

GLOSSARY

- Catchment** The area of land that contributes its runoff from rainfall to a waterway. The use of land surrounding the waterway influences the quality and quantity of the water.
- Contaminant** A substance in the water that reduces its purity or quality.
- Pollutant** A substance contaminating the water, which reduces its quality and/or harms or poisons aquatic species and plants that live there.
- Urban** Towns or city areas, where there are lots of buildings, roads and houses.
- Waterway** River, stream or drain. An area where water flows through.

FOR MORE INFORMATION, VISIT THESE WEBSITES:

www.cleanwaterways.org.nz
www.urbanwaterways.info
www.sustain.canterbury.ac.nz

Or contact Leila Chrystall on 03 363 9373 or email leila.chrystall@ecan.govt.nz

E10/20 July 2010. Printed on Works 100% recycled paper.

INFORMATION ON AN IMPORTANT COMMUNITY PROJECT

Spring 2010

OKEOVER STREAM

Catchment Newsletter



Dr Kate Hewson, Okeover Stream Champion

A community project

Welcome - if you have received a copy of this newsletter it's likely you either live, work, study or recreate in or near the Okeover Stream catchment.

Water running off roofs, roads, driveways and footpaths in this catchment flows via gutters and drains into the Okeover Stream. This stream begins as a pipe in Ilam Fields, flows through the university campus, and into the Avon River.

Okeover Stream catchment has been chosen as a pilot project to find ways to improve urban waterway health in Christchurch.

Environment Canterbury and the University of Canterbury are involved in the project and have started working with community members to develop initiatives to improve the health of Okeover Stream.

Why Okeover Stream?

Okeover Stream has been chosen for the pilot project because of:

- The well-defined nature of the stream.
- It does not have a large catchment.
- There has already been work done to improve the stream environment.
- The University of Canterbury has an ongoing waterway project which includes research and monitoring of the stream.
- The water quality in the stream can be improved.

Improving Urban Waterway Health – an Environment Canterbury initiative

Research commissioned by Environment Canterbury shows Christchurch residents are concerned about the state of urban waterways and believe Councils should provide information on how people and groups can help improve the health of our streams and rivers.

The Improving Urban Waterway Health programme was established to fulfil a commitment made to Christchurch residents following a significant spill of diesel into the Heathcote River in 2005.

The programme involves engaging and educating the community, along with ongoing scientific research, input from policy and planning specialists, consent compliance and enforcement, as well as pollution prevention initiatives with Christchurch businesses. The timeline of activities opposite outlines how we are engaging with and educating the community. This involves liaising with key stakeholders and working with the community to lift awareness of the issues and find things they can do to improve the health of urban waterways.

Okeover Stream catchment pilot project – working with the community

Okeover Stream was chosen for a pilot project to explore local community understanding of urban waterway issues. The intention for the project was also to develop and trial a range of initiatives to improve the health of the stream.

TIMELINE OF ACTIVITIES FOR COMMUNITY EDUCATION AND ENGAGEMENT

DATE	JUNE 2009	JULY/AUGUST 2009	SEPTEMBER 2009	OCTOBER 2009	APRIL – JUNE 2010
Task	Study the public's understanding of urban waterways in Christchurch.	Advertising and awareness campaign.	Follow-up research and evaluating feedback from stakeholders.	Okeover Stream pilot project initiated.	Advertising and awareness campaign. Okeover Stream pilot project developed (see the green table below for details).
Actions	<ul style="list-style-type: none"> Stakeholder advisory group to evaluate issues and approach. Develop effective messages. Review images and communication approach. Focus group to evaluate approach. Benchmark phone survey on urban waterway issues. 	<ul style="list-style-type: none"> Advertising in newspapers, on radio and billboards. www.cleanwaterways.org.nz website set up. 	<ul style="list-style-type: none"> Phone survey of 400 Christchurch residents to measure understanding and attitudes around urban waterway issues post the campaign. Stakeholder advisory group to evaluate approach. 	Selected for a pilot project to develop, trial and test community education and engagement initiatives.	<ul style="list-style-type: none"> Advertising in newspapers, on bus-backs and on radio. www.cleanwaterways.org.nz website updated.
Comment	Initiated by an Environment Canterbury project to improve the health of urban waterways.	Funded by Environment Canterbury with support from Christchurch City Council.	<ul style="list-style-type: none"> Phone survey conducted by Opinions Market Research. Agreement to carry on with campaign and begin pilot project. 	University of Canterbury is a project partner for the Okeover Stream pilot project.	Funded by Environment Canterbury with support from Christchurch City Council.

WHAT WE HAVE DONE SO FAR

DATE	LATE 2009 – EARLY 2010	MARCH 2010	APRIL 2010	MAY 2010	JUNE 2010	LOOKING FORWARD	
Action	<p>Project development</p> 	<p>Initial community survey</p> 	<p>Focus groups</p> 	<p>Initiatives</p> 	<p>Reference group</p> 	<p>Roll-out of initiatives</p> 	
Tasks	Environment Canterbury and University of Canterbury develop a project plan.	<p>Phone survey of catchment residents to assess:</p> <ul style="list-style-type: none"> Perceptions of stream health. Stormwater understanding. Behaviour. Involvement. Benefits of improved waterway health. <p>The survey data was reviewed and a report prepared.</p>	Seven focus groups conducted with residents, businesses, university students and stream users to develop ideas and initiatives that will help them to improve Okeover Stream health.	Environment Canterbury and University of Canterbury staff developed a range of initiatives based on the ideas from focus groups and a review of other programmes.	A group of people from the focus groups interested in working on developing priority initiatives and actions in collaboration with Environment Canterbury and University of Canterbury.	Roll-out of initiatives developed with the help of the community and University of Canterbury.	
Comments and outcomes	A method is developed so project milestones are relevant, achievable and measurable.	<p>The results of phone survey showed:</p> <ul style="list-style-type: none"> 68% had heard of Okeover Stream. 62% said the water from their property went to stormwater. 50% said the Okeover Stream was quite healthy. 35% said Okeover Stream was not very healthy. More than two-thirds said rubbish was causing damage. 46% said they did not think there was anything they could do to improve the health of the stream. <p>The phone survey report is available on www.cleanwaterways.org.nz</p>	<p>A list of ideas compiled to improve the health of Okeover Stream, across a range of areas:</p> <ul style="list-style-type: none"> Letters, newsletters and direct communication. Mass media, social media, websites. Signage and symbols. Local events. Community groups. Education. Physical improvement works. <p>Most people who attended the focus groups were interested in being in the reference group.</p> <p>The focus group report is available on www.cleanwaterways.org.nz</p>	The aim was to develop a suite of tools suitable for Okeover Stream catchment that could be reviewed and prioritised with community members in the reference group.	<p>Initial actions:</p> <ul style="list-style-type: none"> Follow-up letter and a summary of research findings to everyone who took part in the phone survey. 	<p>Priority initiatives:</p> <ul style="list-style-type: none"> Newsletter for Okeover Stream catchment residents and businesses. Pamphlet with map of catchment and basic facts and action tips. Okeover Stream advertisements in Canta and local papers. Radio advertising on RDU - Okeover Stream specific. 	<ul style="list-style-type: none"> Pamphlet with fridge magnets sent to households in September. Community information day and car wash event to be held in late 2010. Working with schools raising the stormwater message. Orientation week event with University of Canterbury in 2011. Working with English as a second language groups. Evaluation of initiatives by repeating phone survey.