

*Alouette River Management Society*

# STRATEGIC PLAN

2021-2023





An aerial photograph of the Alouette Dam. The dam is a large concrete structure with a wide spillway where water is cascading down, creating white rapids. Above the dam, a body of water is visible with a yellow buoy and a long, thin structure extending across it. The surrounding landscape includes rocky banks and some greenery.

# OUR STORY

*The creation of the Alouette Dam in 1928 blocked downstream river flows. This resulted in dramatic declines in the historic numbers of all five Pacific Salmon species. Founded in 1993, the Alouette River Management Society (ARMS) was one of the key drivers in advocating for river flows to enhance the aquatic needs for salmon. ARMS became the first in the province of British Columbia to obtain a Water Use Plan and successfully gained river flows in the South Alouette to sustain an aquatic ecosystem.*



# OUR VISION

*We envision the Alouette Watershed as a resilient ecosystem rich in biodiversity, culture, and recreation.*



# OUR MISSION

*To sustain and enhance the integrity of the Alouette Watershed through advocacy, education, collaboration, and stewardship using science-based decision-making.*



# OUR VALUES



## INFORMED

*We research with integrity and transparency, and share our results*



## INCLUSIVE

*Our power is our people and we celebrate our diversity*



## RESPECTFUL

*We are supportive, kind, and respectful to ourselves and each other in the community*



## SCIENCE BASED

*We base our research and education on science-based acquired information*



## COLLABORATIVE

*We are stronger and more effective when we work together*



## HONEST

*We are truthful and sincere in working to create a better future*





# KEY PRIORITIES

- 1. Develop new connections and deepen existing relationships affecting the Alouette Watershed.*
- 2. Deliver exceptional environmental education and outreach experiences.*
- 3. Monitor, protect, enhance, and advocate for the health of the Alouette Watershed.*



*Key Category #1*

# COMMUNITY PARTNERSHIPS, CONNECTIONS, AND COLLABORATIONS

- *Develop new connections and deepen existing relationships with local First Nations.*
- *Engage with environmental groups and community members to identify unmet needs in the Alouette Watershed.*
- *Strengthen connections with City of Maple Ridge and City of Pitt Meadows.*



Key Category #2

# FINANCIAL SUSTAINABILITY

- *Implement fundraising initiatives.*
- *Retain current and acquire new sources of operational funding.*
- *Create a financial contingency plan for events that might impact ARMS revenues.*





*Key Category #3*

# ORGANIZATIONAL SUSTAINABILITY

- *Develop a Board of Directors recruitment and succession plan.*
- *Develop and implement a strong Human Resources policy.*
- *Build membership and increase active volunteers.*





## Key Category #4

# SERVICE DELIVERY

- *Promote ARMS and ALLCO fish hatchery.*
- *Retain and increase environmental education and outreach opportunities.*
- *Build on environmental stewardship and habitat restoration opportunities by working with other groups and agencies.*
- *Continue to grow the Maple Ridge and Pitt Meadows Adopt-a-Programs.*





## Key Category #5

# ADVOCACY

- *Promote fish passage at the Alouette Dam for all salmonid species.*
- *Strive to restore historical fish populations in the Alouette watershed.*
- *Monitor and influence Alouette and Stave system-related issues.*
- *Support collaborative, wholistic, ecosystem-based watershed management approaches on BC rivers.*
- *Advocate for responsible development within the Alouette Watershed.*





# OUR IMPACT



***29,654 students reached through environmental education programs in the last 10 years.***



***370 Adopt-a-Block volunteers currently contribute to a cleaner Maple Ridge and Pitt Meadows.***



***21,053 volunteer hours contributed to a healthier Alouette Watershed in the last 10 years.***



***98 million salmon released from Allco Fish Hatchery into the Alouette Watershed by BC Corrections, Fraser Regional Correctional Center's inmate work program.***





# OUR VICTORIES



**1993** - ARMS formed as a non-profit organization to, among other environmental issues, negotiate with BC Hydro for an increase in water flows to the South Alouette River.

**1996** - Final agreement reached with BC Hydro to increase flows in the South Alouette River, averaging 92 cf/s. This prototype Water Use Plan was the first in British Columbia.

**2007** - Adult Sockeye Salmon returned to Alouette River after an 80 year absence.

**2008** - Adult Sockeye monitoring program started at the ALLCO Fish Fence under the Alouette Water Use Plan.

**2010** - 115 adult sockeye returned to ALLCO fish fence - the highest return to date (2020).

**2018** - ARMS celebrates 25 years strong

**2019** - Celebrated 40 years of ALLCO hatchery operations - over 98 million salmonid species released throughout the Alouette Watershed.



# 2020

**SAVE OUR SALMON**  
**\$0.5**  
**A River under attack**



*The Alouette River is under tremendous pressure, from thousands of recreational users, visitors, and population increase. Now the remaining, relatively undeveloped, parts of the riverbank are under attack from irresponsible development and could be lost forever.*

*Therefore, we launched our critical "Save Our Salmon" campaign. Legal action is expensive, and we need to quickly raise \$60,000 in order to proceed with a judicial review, to save the river for future generations. We are all guardians of the Alouette, it's time to stop its destruction.*



# GET IN TOUCH



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**Greta Borick-Cunningham**  
(Executive Director)



**Sophie Sparrow**  
(Environmental Projects & Communications)



Rivers Heritage Centre  
24959 Alouette Road, ALLCO  
Park, Maple Ridge, BC, V4R 1R8



604-467-6401



[alouetteriver.org](http://alouetteriver.org)

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**Volunteer**  
**Become a Member**

# SUPPORT US

More information at [www.alouetteriver.org](http://www.alouetteriver.org)



