

FINAL REPORT:
McIntyre Creek Trail Mapping and Signage Project

For the Yukon Fish and Wildlife Enhancement Trust

By Christina Macdonald
Yukon Conservation Society

March 2014

PROJECT SUMMARY

The Yukon Conservation Society received a total of \$13,500 from the Yukon Fish and Wildlife Enhancement Trust (YFWET) for the McIntyre Creek Trail Mapping and Signage Project. An additional \$10,637 cash and \$14,582 in-kind was secured from other funding sources in partnership with the Friends of McIntyre Creek. The support from YFWET was vital to the success of the project as it provided the finances necessary for the Project Coordinator to run a highly participatory project which resulted in strong relationships being built and input of local knowledge from a diversity of sources. Furthermore, the financial support from the Enhancement Trust allowed a diversity of management techniques to be developed and employed in order to protect and enhance fish, wildlife and their habitat in McIntyre Creek. Thank you very much for your generous support!

The goals of this project were to educate the public about the environmental value of Middle McIntyre Creek and increase responsible trail use in order to protect fish, wildlife and habitat in the area. The activities proposed to achieve these goals were trail mapping and data collection, installation of interpretive and regulatory signs, development of self-guided hike brochures and a public event involving guided tours of the Middle McIntyre Creek area to explain the purpose of the project and showcase the installed signage and recommended routes. These activities were completed as proposed. Please see below for more detailed summaries of the activities for which funding from the YFWET was received.

PROJECT ACTIVITIES

1. What activities did you complete during your project?

- Booth at Yukon government, Environment Fair, May 10 and 11, 2013. Informed the public about the project, gathered local trail information and educated on ways to reduce impacts of off-road vehicles in the area.
- Two meetings with a Steering Committee composed of representatives from interested user groups, May 27 and June 4, 2013. These meetings were key for informing local community organizations about the proposed project and gathering local information about environmental and trail conditions and use. Participants in this Committee represented:
 - o Klondike Snowmobile Association
 - o Friends of McIntyre Creek
 - o Porter Creek Community Association
 - o Yukon Orienteering Association
 - o Whitehorsewalks.com
- Stakeholder and public engagement meetings and presentations. These meetings were used as opportunities to inform people about the proposed project including the goals to increase responsible use and raise awareness of the environmental value of the area. These meetings were also opportunities to gather information to inform the trail selection process and for developing educational material for the interpretive signs.
 - o Porter Creek Community Association, June 3, 2013
 - o Ducks Unlimited Canada, June 5, 2013
 - o Yukon College Instructors, June 13, 2013

- Friends of McIntyre Creek celebration, June 19, 2013
- City of Whitehorse Trails and Greenways Committee, June 20, 2013
- Laberge Renewable Resources Council, July 16, 2013
- City of Whitehorse and Klondike Snowmobile Association, July 29, 2013
- Yukon Youth Conservation Corps (Y2C2) training and management. A proposal was submitted to the Yukon government Department of Environment by the Project Coordinator to have a team of four students conduct trail mapping for the project. The proposal was successful and over two weeks in June and July, the students conducted the following under the supervision of the Project Coordinator:
 - GPS mapped the full Middle McIntyre Creek trail system and collected photos and data (trail usage, impacts, environmentally sensitive and important wildlife areas, and trail points of interest).
 - Identified four main loop trails and developed a set of navigational directions for each.
 - Researched and developed a McIntyre Creek bibliography
- Four self-guided hike brochures were designed, printed and distributed. These brochures include a map of the loop trail, trail navigation directions and interpretive information and photos.
- Five interpretive panels were researched, designed, produced and installed in Middle McIntyre Creek. These panels present information about the local ecology, wildlife and habitat.
- Seventeen regulatory signs were installed on the motorized multiuse trails in Middle McIntyre Creek in collaboration with the Park and Trails Department of the City of Whitehorse and the Klondike Snowmobile Association (the official Trans Canada Trail agent for the Yukon Territory).
- McIntyre Creek Signage Project Opening Ceremony, October 25, 2013.
- Winter Animal Tracking workshop consisting of 2 sessions: an in-class presentation on March 1 and an in-field session in Middle McIntyre Creek on March 8, 2013.
- A Progress Report and Final Report were submitted to the Yukon Fish and Wildlife Enhancement Trust.

2. How did your activities contribute to your goals and objectives?

The goals of this project were to raise awareness of the environmental value of Middle McIntyre Creek and increase responsible trail use in order to protect fish, wildlife and habitat. Through media (radio interviews and newspaper articles), advertisements in the local papers, a participatory research process, meetings and public events, this project informed and engaged a large number of user groups, government employees, local organizations and members of the public and as a result raised awareness of the Middle McIntyre Creek area and its environmental value.

The interpretive signs present information about the wildlife and habitat of the area and highlight the importance of the area within the city as a wildlife corridor. These signs serve to further raise awareness of the environmental value of McIntyre Creek.

The goal to increase responsible trail use has been met through two activities: self-guided hike brochures for foot traffic and regulatory signage for motorized traffic. The self-guided hike brochures encourage foot traffic on four main trails that route people away from environmentally sensitive areas and provide information on ways to reduce environmental impacts. The regulatory signage has been placed on the designated motorized multiuse trails in the area and thus helps guide off-road vehicle users through the area on the main trails.

3. What effects did your activities have or will have on the welfare of fish, wildlife and/or their habitat?

This project will have long term effects for fish, wildlife and habitat in Middle McIntyre Creek. The self-guided hike brochures and regulatory signage will encourage people to use the highlighted trails which were chosen because they route people away from environmentally sensitive areas. Concentrating users on a smaller set of trails reduces human presence and associated impacts across the greater Middle McIntyre Creek trail network, which benefits wildlife and habitat.

The interpretive signs make people more aware that they share the area with fish and wildlife which may, in turn, increase responsible use. For example, if people learn that a variety of wildlife live in the area year round, they may be more likely to control their dogs around important seasonal habitat. Furthermore, as people gain an understanding of wildlife and habitat in the area, they may be more likely to support future conservation activities that are more restrictive such as the fencing off of impacted habitat to allow for re-vegetation.

The Winter Animal Tracking Workshop trained participants to collect winter track data which will help build a better understanding of wildlife diversity and use of McIntyre Creek – information that can support habitat protection measures.

The project has strengthened relationships with the City of Whitehorse and other stakeholders; strong partnerships will be key in the future to continuing to protect this area from unsustainable use. These partnerships will be particularly important as the City moves towards developing park plans for McIntyre Creek and other areas.

4. Were there any positive or negative results that were unexpected?

Response to this project was overwhelmingly positive. The level of volunteer support for this project was unexpected. For example, a GPS expert at the Yukon College volunteered to train the Y2C2 team in their trail mapping works; only one photo had to be purchased for use on the interpretive signs as all the other photos were donated by expert photographers; the City of Whitehorse volunteered to install two of the interpretive sign posts; a local fisherman volunteered to tie a personalized fly for use on the interpretive sign.

The project has stimulated people to learn more about the local environment. For example, a Yukon College instructor has made it a priority to photograph the invertebrates collected in his spring course and YCS has been approached by several educators interested in further presentations on winter animal tracking. The Friends of McIntyre Creek, who YCS worked with

closely on this project, won Yukon government's Excellence in Water Stewardship Award, in part due to their work in Middle McIntyre Creek on this signage project.

5. If certain objectives, goals or activities were not completed, explain why?

One goal of the project was to install 30 regulatory signs on motorized multiuse routes. This was an estimate and, in reality, it was found that 17 regulatory signs on 10 signposts were sufficient to provide guidance to motorized users.

Another goal of the project was to organize a two day event where people were given tours of the project infrastructure, including signs and recommended routes. This goal was achieved in two installments instead of one: a half day event on October 25 (the opening ceremony for the project) and a full day event on March 8 (the in-field session of the winter tracking workshop). The opening ceremony was held later than expected and icy, cold conditions did not make a two day event possible.

A bibliography was researched and developed by the Y2C2 team. Due to time constraints, not all potential information holders were contacted and provided an opportunity to contribute. This is a project the Friends of McIntyre Creek are committed to continuing to develop.

The project proposal requested \$300 for ORV Awareness. Instead of specific ads directed at ORV users, these funds were used to advertise the project in general. ORV awareness was a priority throughout this project: the Project Coordinator invited the Yukon Off Road Riders Association to participate and worked closely with the Klondike Snowmobile Association who provided important local knowledge, installed regulatory signage in-kind, and publicized the project in the Spring, Fall and Winter 2013 editions of their newsletter.

6. If you did additional activities that were not in your work plan, what were they?

The Winter Animal Tracking workshop was not originally in the work plan. This workshop was made possible as the unexpected high level of volunteer and in-kind support freed up funding for this event. This workshop was composed of two sessions on March 1 and 8. The March 1 session consisted of an in-class presentation where participants were taught to identify the common Yukon wildlife tracks, and the March 8 session was held in the field at Middle McIntyre Creek. The first session was attended by 50 individuals and the second by 20 individuals.

Additionally, as 17 regulatory signs were purchased instead of the original estimate of 30, funding remained for sign purchase. These remaining funds were used to purchase 12 "Environmentally Sensitive Area. Please stay on trail" signs that the City of Whitehorse will be installing in the Middle McIntyre Creek area in the spring.

7. Note any variances to your goals, objectives or work plan and explain why they occurred?

The project proposal indicated a contractor was going to be hired to do the GPS trail work and bibliography. However, a proposal to the Yukon government, Department of Environment to

have the Y2C2 students conduct this work was successful and so those funds were instead allocated towards the Project Coordinator's wages to coordinate the Y2C2 team. Y2C2 performed this work at no cost to the project. This change was approved by the YFWET.

The interpretive signs were installed by mid-October instead of late September due to volunteer and City of Whitehorse staff availability. This pushed back the weekend publicity event to late October. As the weather was snowy and colder, only an afternoon session was held instead of a weekend event.

A winter animal tracking workshop held in early March delayed delivery of the final report to YFWET from the initial projection of late November.

8. Explain how the results of your work contributed to the protection, enhancement or restoration of fish, wildlife or their habitat?

McIntyre Creek is a well-loved greenspace in Whitehorse with significant environmental, educational and recreational value. However, as the City of Whitehorse grows, this area will face increasing development pressures and use; lack of entrenched park protection measures within the City of Whitehorse's bylaws and Official Community Plan makes this area especially vulnerable to unsustainable development. This project has contributed to the protection and enhancement of fish, wildlife and habitat in Middle McIntyre Creek by installing interpretive and regulatory signage to inform and guide users and to start to formalize the area as a City Park. Self-guided hike brochures and the winter tracking workshop will encourage use and appreciation of this beautiful area and result in increased community stewardship. The strong partnerships developed throughout the course of this project will enable future collaboration on projects that protect, enhance and restore fish, wildlife and habitat in McIntyre Creek and beyond.

COMMUNICATIONS

1. What did you do to ensure your results were shared with the appropriate groups, people or governments?

Strong emphasis was placed on ensuring this project was highly participatory. To this end, emails were used to reach a wide range of potential project participants. For example, in May 2013 email invitations were sent providing information about the Middle McIntyre Creek Trail Signage Project and seeking interest in participating. Invitations were extended to the following:

City of Whitehorse, Parks and Trails
 Porter Creek Community Association
 Takhini North Community Association
 Klondike Snowmobile Association
 Yukon Off Road Riders Association
 Whitehorsewalks.com
 Yukon Bird Club
 Yukon Orienteering Association

Yukon College Instructors
 Environmental Educators
 Ta'an Kwach'an Council
 Kwanlin Dun First Nation
 Laberge Renewable Resources Council
 Ducks Unlimited Canada

In October 2013 invitations to the opening ceremony were sent to everyone who had participated in the project, including the YFWET. The Project Coordinator made herself available to give presentations or meet to discuss the project. Information was presented on the YCS and Friends of McIntyre Creek websites as well as whitehorsewalks.com. The project progress was documented in articles in the YCS newsletter, Walk Softly in the summer, fall and winter editions. Hard copies of the self-guided hike brochures are available at the YCS Office. Local media (radio and newspapers) and advertisements in newspapers were used to promote events.

2. Note how you recognized the Enhancement Trust and/or its mandate?

The support of the Enhancement Trust was acknowledged at every opportunity, verbally and in print, including the following:

- Advertisements (posters, What's Up Mail Drop Spring 2014)
- Media (radio interviews and newspaper articles)
- Winter Animal Tracking power point presentation
- Presentation and handout to City of Whitehorse Trails and Greenways Committee
- YCS Walk Softly newsletter, Fall 2013
- June 18 FOMC Celebration – a poster with the YFWET logo was prominently displayed
- YFWET financial support was acknowledged at the Oct 25 Official Opening
- The YFWET logo is displayed on all self-guided hike brochures and interpretive signs

3. Identify any communication materials, strategies or techniques that you used to promote your project and its objectives?

- On October 23, the Project Coordinator was interviewed by CBC radio about the Middle McIntyre Creek trail and sign project and promoted the opening event on October 25.
- On October 25, the Project Coordinator was interviewed by CKRW about the Middle McIntyre Creek trail and sign project official opening. The Project Coordinator was also interviewed by CBC TV on October 25
- Two print articles in the Whitehorse Star on June 12 and October 21 (see attached)
- Information about the project was circulated regularly by email on the Yukon Territory Environmental Network (YTEN) and to YCS and FOMC memberships
- Advertisements in local newspapers

4. Include photos of the project in action or the finished product.

Please see attached document for photos of the project in action and images of the final product.

APPLICANT SUGGESTIONS

1. Note what you may have learned from completing the project?

Supervision of volunteers takes more time than supervision of professionals which can result in Project Coordinator wages being underestimated.

There is a huge amount of community support for conservation and enhancement projects in McIntyre Creek which indicates the potential for success of future projects in the area.

2. Explain what needs exist that might be achieved through future projects or funding?

Some areas of Middle McIntyre Creek have been badly impacted by recreational use, including by motorized vehicles. There is a need to protect and restore these areas.

The City of Whitehorse has initiated a planning process for the 5 regional parks within the city limits, including McIntyre Creek Park. Once this overarching plan is produced in summer 2014, there will be a need to develop plans specific to each of the 5 parks.

3. If you were to do the project again what would you do differently?

We would increase the amount budgeted for staff wages for a project of this complexity.

4. If there is more work to be done how will you go about do it?

Future work in McIntyre Creek will need the support and participation of the City of Whitehorse and the user groups of which there are many. These relationships will need to be established and strengthened to ensure a successful, collaborative planning effort for McIntyre Creek Park. Further documentation of fish and wildlife use of McIntyre Creek needs to be undertaken through citizen science and professional studies. McIntyre Creek offers a fantastic, accessible outdoor laboratory for the Yukon College and schools across the city; curriculum needs to be developed in collaboration with these institutions to further develop the educational value of the area. The Friends of McIntyre Creek will continue to develop the bibliography to ensure an exhaustive source of information to inform future projects in the area.

5. Make suggestions on how the Enhancement Trust can improve its operations?

The Enhancement Trust could host a gathering every year of the parties who received funding from the Trust to allow parties to meet the members of the Trust and present their projects and share results, success and challenges. This would also be an opportunity to develop new partnerships among the parties and build community among organizations working to protect, enhance and restore fish, wildlife and habitat in the Yukon.

6. Identify what you liked and disliked about working with the Enhancement Trust and its staff?

It is helpful that the Enhancement Trust clearly outlines what is expected in a funding proposal and final report. Dennis Zimmerman was very helpful; he made himself available for questions, was very responsive to emails and requests for budget alteration and attended several of the project's public engagement sessions. Reminders about progress report and final report deadlines were appreciated.

Financial Report

Expenditure Categories	Item	Projected Cost	Actual Cost	Funds Requested from Trust	Actual Costs from Trust	Other Funding Sources (In Kind and Monetary)	Receipts included	
1. Capital Expenses	Signage Produced & Installed	9,224	8,023	5,500	5,500	2,523	yes	
2. Wages, Contract Services	Project Coordinator	5,735	9,960	1,543	4,459	5,501	yes	
	Trail Mapping, research and data entry contractor	2,916	2,916	2,916	0	2,916	no	
3. Office & Administrative Expenses	Administration	4,585	4,610	1,761	1,761	2,849	yes	
5. Marketing & Advertising	Trail Brochures	2,172	1,916	1,105	1,105	1,546	yes	
	ORV Awareness	300	300	300	300	0	yes	
6. Special Events	McIntyre Creek Tour Event	750	790	375	375	415	yes	
7. Volunteer Support	Supporters for project oversight, material reviews, event support etc.	9,469	9,469	0	0	9,469	no	
		\$ 35,151	\$ 37,984*	\$ 13,500	\$ 13,500	\$ 25,219		
						TOTAL	\$38,719**	

**Note: \$2,197 of the Admin Expenses, \$2,916 of the Trail Mapping, research and data entry, and \$9,469 of Volunteer Support came from in-kind sources. This explains the difference between the \$37,984 reported actual project costs and the \$23,402 in the financial statement that you'll find below.*

***Note: The reporting date for one of our other funders is in June 2014. The remaining \$735 of unspent funding will be spent by June 2014.*

Financial Statement

McIntyre Creek Trail Signage Project

Wages & Salaries			
	Christina Macdonald - Project Coordinator		9,340.26
EI Expense			
	Christina Macdonald - Project Coordinator		227.63
CPP Expense			
	Christina Macdonald - Project Coordinator		392.33
		TOTAL WAGES & MERCS	\$ 9,960
Admin fees charged			
10/30/2013	Administration fee on \$10,800	YFWET 2013	1,408.70
10/30/2013	Administration fee - Walmart Evergreen	FOMC 2013	652.17
03/01/2014	YFWET	McIntyre Cr. Signage	352.30
			\$ 2,413
Advertising & Promotions			
06/03/2013	May2013_2, The UPS Store	BMO 9739	13.07
06/13/2013	June2013, The UPS Store	BMO 9739	6.15
06/18/2013	June2013_2, The UPS Store	BMO 9739	21.22
06/21/2013	June2013, D&L Software Pty Ltd	BMO 9739	117.13
10/18/2013	Whitehorse Star	6258	186.73
10/23/2013	Whitehorse Star	6299	186.73
11/05/2013	Oct.2013, Black Press	BMO 1208	141.63
			\$ 673
Communications			
02/27/2013	0313, The UPS Store	BMO 9739	\$ 61
Contractors Fees			
09/12/2013	379783_brochures, Handley, Tanya	10411	1,440.00
09/18/2013	Tarius Design	0918_Sign design	2,866.50
10/23/2013	Handley, Tanya	Colour brochures	120.00
03/10/2014	Handley, Tanya	379817_ad	120.00
			\$ 4,547
Printing & Publishing Expense			
06/04/2013	May2013, The UPS Store	BMO 9739	8.45
09/13/2013	Integraphics	099013_Brochures	172.20
			\$ 181
Supplies & Materials General			
07/26/2013	July2013, Bat Conservation International Inc.	BMO 9739	47.68
09/11/2013	148820_Env.Sen.Signs, Inkspirationz Graphix	10410	337.48
09/30/2013	Inkspirationz Graphix	00148146_Int.Panels	3,633.62

11/01/2013	Klondike Snowmobile Association (KSA)	Directional signs	440.75
11/05/2013	Nov. 05, 2013, Petty Cash	10474	24.14
03/10/2014	Integraphics	100355_brochures	183.47
			<u>183.47</u>
			\$ 4,667
Special Events			
10/10/2013	Oct.2013_1, Tim Hortons	BMO 9739	42.69
10/25/2013	Oct.2013, Alpine Bakery	BMO 9739	19.40
10/25/2013	Oct.2013, M&M Meat Shops	BMO 9739	14.99
10/25/2013	Oct.2013, Real Canadian Superstore	BMO 9739	16.84
10/25/2013	Oct.2013_2, Tim Hortons	BMO 9739	30.11
			<u>30.11</u>
			\$ 124
Workshop & Meeting Expense			
05/27/2013	May2013, Extra Foods	BMO 9739	24.42
06/04/2013	May2013, Riverside Grocery	BMO 9739	14.01
02/18/2014	Christ Church Cathedral	Feb18.2014	100.00
02/26/2014	Whitehorse Star	7442_tracking worksh	197.00
02/27/2014	February2014, Mac's Fireweed Books	BMO 9739	80.00
02/27/2014	Feb2014, The UPS Store	BMO 9739	56.37
02/28/2014	Feb2014, Real Canadian Superstore	BMO 9739	31.86
03/01/2014	Feb2014, Domino's Pizza	BMO 9739	83.56
03/05/2014	March2014, Black Press Group Ltd.	BMO 1208	189.24
			<u>189.24</u>
			\$ 776
Total McIntyre Creek Trail Signage			<u><u>\$ 23,402</u></u>