



REGROUPEMENT POUR
LA PROTECTION DE L'EAU DE LA
VALLÉE-DE-LA-GATINEAU

FIGHTING INVASIVE AQUATIC SPECIES 2016 PROGRAM



INVASIVE AQUATIC SPECIES (IAS) HAVE ALREADY CONTAMINATED MANY RIVERS AND LAKES OF THE GATINEAU VALLEY

The most known invasive plant is the Eurasian milfoil: it destroys trout spawning environments, it increases the levels of phosphorus in water and impedes water activities and nautical pleasures. It is found in dozens of water bodies. This Asian plant was absent from our lakes 20 years ago. Other threats loom: the zebra mussel (presently found in the Ottawa River), the red stained crayfish, the spiny water flea and the

quagga mussel.

**ALL THESE SPECIES PERTURB OUR
ECOSYSTEM, OFTEN IN AN
IRREVERSIBLE WAY. WE MUST ACT
NOW!**



THE IAS ARE A MAJOR THREAT TO OUR REGIONAL ECONOMY

The cottage resort industry generates annual benefits of over 52 million dollars in the GATINEAU VALLEY. In addition, taxes paid by shoreline residents of all of the municipalities totaled 13.7 million dollars, representing 48% of all regional taxes.

**THE COMBAT AGAINST IAS IS
EVERYBODY'S BUSINESS AND EVERY
ACTION COUNTS**

**THE CULPRIT IS PART OF THE
SOLUTION**

The main vector of transmission of IAS from one lake to another are the nomadic boats. Boaters and fishermen who wander from lake to lake can carry, often unknowingly, all kinds of non-indigenous parasites. This is what the Regroupement (the Coalition) wishes to attack.



**DON'T CROSS-CONTAMINATE
our lakes!**

Help protect the water quality
of our lakes and rivers.

ATTENTION!

- 1 **Drain** foul water from boat and live wells.
- 2 **Remove** dirt (mud, plants, fish, bait) and dispose of at safe distance from water!
- 3 **Thoroughly clean** boat, trailer and other equipment!
- 4 **Repeat** operation every time.

www.bibittes.org   

**A COMMUNICATION PLAN THAT
DOES NOT WASH ITS HANDS
ABOUT THE MATTER OF BUGS IN
OUR LAKES...**

«In 2016 we do not carry bugs from one lake to the other! »

Initiated several years ago by the ABV7 (<http://www.abv7.org/bibittes.php>), this advertising theme will be used with great fanfare in the Gatineau Valley.

It will be combined with the official slogan of the Regroupement (Coalition):



de Grand-Remous à Low

We are water heroes

From Grand -Remous to Low

*We wash our boat before
putting it in the water*



COMMUNICATIONS OBJECTIVE

«Educate boat users regarding the IAS threat and encourage them to clean their boats and equipment between each launching»

STRATEGIES

1. Advertising campaign in the regional Medias of the Gatineau Valley and Gatineau / Ottawa
2. Displays at all boat launching ramps
3. Information campaign in the Gatineau Valley schools
4. Displays in public places
5. Establishment of boat washing stations at strategic locations in the Gatineau Valley
6. Establishment of boat washing stations at the entrance and exit

gates of the Gatineau Valley (ABV7)



COSTS OF THE 2016 CAMPAIGN

Coordination: 12 000\$
Professional services and advertising: 28 000\$
Purchase of washing equipment, identification of washing stations: 15 000\$

TOTAL: 55 000\$

The overall supervision of the project will be carried out voluntarily by members of the Regroupement's Board of Directors.

PROJECTED SOURCES OF FUNDING

MRC VG:	\$ 25,000
EMPLOI QUEBEC:	\$ 12,000
SPONSORS:	\$ 18,000
TOTAL:	\$ 55,000

PARTNERS

The vast majority of municipalities of the Gatineau Valley MRC are members of the Coalition.

2015-2016 Members: Aumond, Blue Sea, Déléage, Denholm, Gracefield, Grand-

Remous, Kazabazua, Cayamant, Low, Lac Ste-Marie, Maniwaki, Ste-Thérèse-de Gatineau, Messines, Moncerf-Lytton.

LAKE ASSOCIATIONS

THE REGROUPEMENT (COALITION) HAS ABOUT TWENTY LAKE ASSOCIATIONS AMONGST ITS MEMBERS. THEY ARE REPRESENTATIVE OF NEARLY 45% OF ALL SHORELINE HOMES OF THE GATINEAU VALLEY.

VISIBILITY GIVEN TO SPONSORS

The names and logos of the sponsors will be present on all media campaign communications: print, posters, radio spots, newspaper ads. The monetary value of the advertising campaign exceeds \$ 50,000.

Messages will be concentrated from mid-May 2016 to mid- August 2016.

TARGET MARKETS

The priority target markets: boat owners having a primary or secondary residence in the GATINEAU VALLEY and other boaters / visitors from outside the region.

The Regroupement pour la protection de l'eau de la Vallée de la Gatineau (Coalition for the protection of the water of the Gatineau Valley) is a non-profit organization registered with the Québec Government.

For further information: Marc Grégoire, President, 819 463-2519 (April 2016)

Other members of the Board: André Beauchemin, Mario Gaudette, Dorothy St- Marseille, Diane Marenger, Pierre Charlebois, Jacques Raymond, Laura Raymond, Marc Dupuis.

Coordinator: Lise Laforest: 819 215 0554

<http://abv7.org/regroupement-protection-eau.php>