



Safe Boating Ambassadors 2021 Summer Report

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CONTENTS

Safe Boating Ambassadors Summer 2021 Progress Report..... 1

Goal #1 – Key Results for 2021..... 1

Goal #2 – Key Results for 2021..... 2

Goal #3 – Key Results for 2021..... 2

Goal #4 – Key Results for 2021..... 3

Goal #5 – Key Results for 2021..... 3

Goal #6 – Key Results for 2021..... 3

Goal #7 – Key Results for 2021..... 4

SAFE BOATING AMBASSADORS SUMMER 2021 PROGRESS REPORT

Through discussion, feedback, and public input during the Community Engagement Process undertaken in 2020, it was deemed that alternative non-regulatory options need to be put in place to ensure that safety is always top of mind while using the waterways for any purpose.

To that end, the Safe Boating Ambassadors are working towards completing the non-regulatory goals as set out in the application. This will be a multi-year process that will begin in the summer of 2021 and continue to develop over several years.

Following is an update on the Committee's progress for the summer of 2021. While the Committee could not accomplish all of the goals set out, many significant steps were taken to create a foundation and establish the need to design a fully functioning committee moving forward.

Planning for the Committee is on hiatus, except for volunteer recruitment, until February of 2022, when the Committee will resume activities and continue promoting a safe and enjoyable waterway experience for all waterway users on the Lee River and Pinawa Channel.

GOAL #1 – KEY RESULTS FOR 2021

Goal 1:

Create a Waterway Safety Campaign that includes a variety of informative touchpoints with the users to inform and educate all user groups on safe boating, safe waterway uses, best practices, and good waterway etiquette. This would include a variety of methods and mediums that include but are not limited to: a website, social media posts with a dedicated channel for boater safety, educational videos, newspaper and magazine advertising, brochures, or other materials that can be handed out to the public.

Results:

1. Developed Waterway Safety Messaging that touched on 14 key areas of boating and waterway safety. The safety messages were developed as Evergreen Content and will be used in future years to promote waterway safety in Lac du Bonnet. The safety topics covered include:
 - a. Wake boating, surfing, and boarding
 - b. Waterway Safety
 - c. Boat Launch Use
 - d. Rules of the Road
 - e. Paddling Safety
 - f. Life Jacket Use
 - g. Speeding, Wake Size, and Respect for all Users
 - h. Personal Craft Operator Card
 - i. Challenging Locations along the Lee River and Pinawa Channel
 - j. Safe Boating Guide
 - k. Towing Activities
 - l. Things to know while travelling from the Channel Bridge to the Rock Pile
 - m. Personal Watercraft Use
 - n. Committee Call Outs for Volunteers to Join the Safe Boating Ambassador Committee

2. Created a Safe Boating Ambassador section on myldb.ca (<https://myldb.ca/ldb/ldb-safe-boating-ambassadors>) that included nine (9) safety messaging articles to promote Safe Boating messages to residents and visitors of the community. These articles received 505 pageviews from July 12, 2021, to September 28, 2021.
3. Delivered Safe Boating Messages across multiple Social Media Platforms, as listed below. The 15 safety messages developed were posted a total of 77 times across the below-listed platforms and generated a Reach of 26,524 with 1,831 Engagements (likes, shares and comments).
 - a. Lac du Bonnet Community Development Corporation Facebook Page ([@ldbcdc](#)); LinkedIn Page (<https://www.linkedin.com/company/lac-du-bonnet-community-development-corporation/>)
 - b. MyLdB Facebook Page ([@myldb](#)) Twitter Page ([@myldbca](#)) and Instagram ([myldbca](#))
 - c. Rural Municipality of Lac du Bonnet Facebook Page ([@RMofLdB](#))

GOAL #2 – KEY RESULTS FOR 2021

Goal 2: Engage the public at the Rural Municipality of Lac du Bonnet Boat Launches and through Cottage Owner Cooperatives to promote safety protocols on a one-on-one basis to ensure maximum visibility.

Results:

The Advisory Committee could not get the volunteer commitment to undertake this project during the summer of 2021. Volunteer recruitment to fill this committee gap has begun for the 2022 summer season with the continued development of this goal.

GOAL #3 – KEY RESULTS FOR 2021

Goal 3: Partner with Lac du Bonnet’s Emergency Management Program, Tourism Committee, and Community Development Corporation to increase the reach of all safety measures for waterway safety.

Results:

The Advisory Committee has successfully developed partnership relationships with Lac du Bonnet’s Emergency Management Program, The Community Development Corporation, and MyLdB to increase the reach of public safety messages produced by the Committee. In addition to these partnerships, safety messaging was also regularly shared by two two community Facebook groups, which furthered the reach of the messaging.

In addition to the listed partners, we partnered with the Lac du Bonnet Clipper, the area’s weekly newspaper. Two of our safety articles were printed on July 29, 2021, and September 3, 2021.

GOAL #4 – KEY RESULTS FOR 2021

Goal 4: Work with specific user groups to enhance safety protocols among their user and advocate for safe waterway use.

Results:

This goal will need further development that will take place during the summer of 2022. With a lack of volunteers to conduct training and a reluctance from organizations willing to host sessions due to COVID, getting this goal off the ground this calendar year was challenging. It is expected that as more volunteers join the Committee and COVID restrictions are reduced, we will be able to proceed with this type of outreach programming in 2022.

GOAL #5 – KEY RESULTS FOR 2021

Goal 5: Install physical site-specific signage at high-risk areas, such as crossing points or waterway attractions that are known to lead to congestion.

Results:

This goal is scheduled to begin in 2022.

GOAL #6 – KEY RESULTS FOR 2021

Goal 6: Develop a user-enforced flagging system whereby boaters can alert other operators towing a tube, water skier, or other apparatus that their towee has been dumped into the water. In addition, a user-enforced flagging system could be explored to alert other vessel operators that a towing activity is occurring so that other vessels will leave ample space.

Results:

This goal is scheduled to begin in 2023 after further examining processes used to develop similar systems in other provinces and states. Additionally to the research that must be conducted before introducing this system, a solid volunteer base will be needed for community engagement, education, and awareness.

GOAL #7 – KEY RESULTS FOR 2021

Goal 7: Transition the Committee established to explore VORR changes into a Waterway Safety Steering Committee to support safety measures and education.

Results:

This goal has been completed. The VORR Committee has been transitioned into a Committee of Council, dubbed the Safe Boating Ambassadors. We are currently in the process of recruiting volunteers to continue this program for the summer of 2022, as well as make advancements to the goals we were unable to achieve this calendar year.

Enclosed: The SBA Key Details for Summer Campaign 2021 includes details on the messages developed, images used, and a release schedule for social media shares.