



# Yellow Fish Road™ 2010 Year-End Report



## Shell Canada and YFR Partners Combine for a Successful Year

Sometimes less is more, as was the case with the 2010 Yellow Fish Road™ program.

Overall people participation, both adults and children, dropped, but the total number of stormdrains stenciled and doorhangers distributed increased. The Ontario results represent 68% of the total number of stormdrains stenciled and 65% of the doorhangers distributed nationwide. Ontario YFR partners increased the number of stormdrains they stenciled by 905 and the number of doorhangers by more than 12,000.

The Ontario results highlight the power of partnerships and the responses from the most heavily populated province. In Ontario, and in a few other locations across Canada, the Yellow Fish Road™ program is offered by program partners. These partners are conservation organizations and municipalities that designate staff to distribute YFR kits, advertise the program, and, in some locations, provide school/community group presentations.



In 2010 a \$100,000 contribution from Shell Environmental Fund provided funding for all YFR supplies and funded a small grants program to Yellow Fish Road™ Partners. This was the first time in the history of the Yellow Fish Road™ Program that financial assistance was available to our partners.

**Thank You Shell Canada.**

low Fish Road™ program is offered by program partners. These partners are conservation organizations and municipalities that designate staff to distribute YFR kits, advertise the program, and, in some locations, provide school/community group presentations.

**The most successful partners are those that recognize that the YFR program directly benefits local watersheds, not Trout Unlimited Canada (TUC).**

TUC does not receive an-

nual funding from any provincial or the federal Government. As with most non-profits, TUC programs are dependent upon the success of staff in applying for and receiving funding from a variety of sources.

The YFR program's purpose is to inform and remind residents across Canada that their local waterways can be degraded by pollutants entering stormdrains in their communities.

TUC helps local groups spread this message by providing some of the program supplies and, for the first time ever, in 2010 TUC offered funding assistance thanks to a \$100,000 contribution from Shell Environmental Fund.

More than \$47,000 of the Shell Canada funds were distributed through a small grants program to 16 YFR partners in Ontario, Quebec, Saskatchewan, Alberta and British Columbia. These grant funds provided YFR Partners with a variety of program materials and services. The remainder of the Shell grant provided a majority of YFR supplies for 2010 and 2011.

In 2011 TUC looks forward to strengthening its current partnerships and increasing YFR participation across Canada.

### **2010 YFR Total**

12,077 Stormdrains  
52,855 Doorhangers

### **2009 YFR Totals**

11,910 Storm Drains  
43,623 Doorhangers

### **2008 YFR Totals**

10,449 Storm Drains Stenciled  
44,212 Doorhangers Distributed

Province-by-Province totals, p. 2—7.

## By the Numbers! Yellow Fish Road Participation Across Canada in 2010

2010 National Totals	Stormdrains	Doorhangers	Adults	Children	Classes	Schools	Groups
Alberta	2284	13320	348	2329	98	43	15
British Columbia	409	750	62	370	0	0	4
Manitoba	20	200	5	25	0	0	1
Newfoundland/Lab	20	200	4	10	0	0	1
Nova Scotia	30	150	5	15	0	0	1
Ontario	8397	34555	944	3680	113	67	75
Quebec	739	2237	109	370	4	4	12
Saskatchewan	296	1468	40	119	1	1	5
Yukon	32	175	17	51	0	0	2
<b>National Totals</b>	<b>12077</b>	<b>52855</b>	<b>1534</b>	<b>6969</b>	<b>216</b>	<b>115</b>	<b>116</b>

### 2010 National School Totals

Schools	Stormdrains	Doorhangers	Adults	Children	#Classes	#Schools
Alberta	1409	8562	203	1938	98	43
Ontario	5222	20763	487	2492	113	67
Quebec	161	517	34	175	4	4
Saskatchewan	25	30	5	20	1	1
Yukon	0	0	0	0	0	0
<b>School Total</b>	<b>6817</b>	<b>29872</b>	<b>729</b>	<b>4625</b>	<b>216</b>	<b>115</b>

### 2010 National Group Totals

Groups	Stormdrains	Doorhangers	Adults	Children	# Groups
Alberta	875	4758	145	391	15
British Columbia	409	750	62	370	4
Manitoba	20	200	5	25	1
Newfoundland/Lab	20	200	4	10	1
Nova Scotia	30	150	5	15	1
Ontario	3025	13592	457	1188	75
Quebec	578	1720	75	195	12
Saskatchewan	271	1438	35	99	5
Yukon	32	175	17	51	2
<b>Group Total</b>	<b>5260</b>	<b>22983</b>	<b>805</b>	<b>2344</b>	<b>116</b>

## Thank you Yellow Fish Road™ 2010 Financial Sponsors

Putting the paint on the pavement is the easy part of the Yellow Fish Road™ program. The difficult part is the annual search for funding for everything from printing costs to paint rollers. The YFR program is 100% dependent upon financial contributions from corporate sponsors and funding agencies for all supplies and the 1.5 FTE staff salaries required to manage the program.

For 2010 the Yellow Fish Road™ program and Trout Unlimited Canada gratefully acknowledge the financial support of these corporate partners and funding agencies:



## Alberta School and Group YFR Participation in 2010

Alberta Schools By City	Storm Drains	Hangers	Adults	Children
Airdrie	0	0	5	41
Calgary	490	2806	104	1340
Coutts	18	65	4	22
Edmonton	362	1579	36	173
Lethbridge	326	2921	28	208
Pincher Creek	168	921	15	90
St. Albert	45	270	11	64
<b>Alberta Schools Total</b>	<b>1409</b>	<b>8562</b>	<b>203</b>	<b>1938</b>
Alberta Groups By City	Storm Drains	Hangers	Adults	Children
Brooks	42	144	16	20
Calgary	307	1729	63	171
Chestermere	20	500	4	20
Cochrane	14	64	2	10
Edmonton	318	1300	40	101
Lethbridge	100	409	11	42
Red Deer	50	400	15	10
Sherwood Park	24	212	7	17
<b>Alberta Group Total</b>	<b>875</b>	<b>4758</b>	<b>145</b>	<b>391</b>

## British Columbia, Manitoba, New Foundland, Nova Scotia, Quebec, Saskatchewan, Yukon Territory **GROUP** Participation 2010

Prov	City	Storm Drains	Doorhangers	Adults	Children
<b>Group Stats</b>					
BC	Armstrong	35	150	4	20
BC	Canoe	67	100	5	25
BC	Salmon Arm	67	100	5	25
BC	Williams Lake	240	400	48	300
MB	Winnipeg	20	200	5	25
NL	Norman's Cove	20	200	4	10
NS	Halifax	30	150	5	15
QC	Deux-Montagnes	50	150	14	20
QC	Kirkland	406	990	39	65
QC	Quebec City	122	580	22	110
SK	La Ronge	25	150	6	19
SK	North Battleford	112	500	5	15
SK	Saskatoon	65	397	12	40
SK	Swift Current	20	200	2	10
SK	Warman	49	191	10	15
YT	Whitehorse	32	175	17	51
<b>Group Totals</b>		<b>1360</b>	<b>4633</b>	<b>203</b>	<b>765</b>

## Quebec and Saskatchewan **SCHOOL** Participation 2010\*

School Stats	City	Storm Drains	Doorhangers	Adults	Children
QC	Quebec City	80	300	25	125
QC	Sainte-Adel	81	217	9	50
SK	Kamsack	25	30	5	20
<b>School Totals</b>		<b>186</b>	<b>547</b>	<b>39</b>	<b>195</b>

\*Alberta and Ontario were the only other provinces that recorded school activity in 2010. Their school stats are listed separately.

*“Excellent! Thanks so much for providing this program. The classroom presentation kept the attention of the students, and they enjoyed going around the community painting storm drains and distributing fish hangers” - Gr. 7 Teacher, Calgary, AB.*

*“We were glad to be able to take part in an activity within our community (for the community)” - Cambridge Girl Guide leader, Cambridge, ON.*

## Ontario School Participation in 2010 By City

Ontario Schools By City	Stormdrains	Doorhangers	Adults	Children
Ajax	606	2550	54	263
Belleville	5	0	4	20
Brampton	575	1765	47	369
Brighton	54	60	7	0
Caledon	177	628	4	38
Cambridge	33	127	7	16
Cobourg	89	274	6	33
Erin	20	200	2	10
Grimsby	5	450	2	20
Guelph	67	355	8	23
Hamilton	287	1200	29	141
Hanover	236	497	22	124
Kitchener	122	765	22	124
Markham	65	185	6	64
Mississauga	241	869	26	152
North York	305	837	16	122
Pickering	223	906	14	74
Richmond Hill	130	564	12	68
Ridgetown	20	200	5	10
Sault St. Marie	40	400	20	100
Scarborough	267	1125	17	114
Stouffville	120	500	8	45
Sutton West	50	200	4	20
Timmins	80	400	48	70
Toronto	821	3604	71	334
Unionville	104	448	9	51
Waterloo	355	1447	13	97
Wingham	20	200	3	18
Woodbridge	125	207	5	24
<b>Ontario School Total</b>	<b>5194</b>	<b>20674</b>	<b>481</b>	<b>2455</b>

## Ontario Group Participation in 2010 by City

Ontario Groups By City	Storm Drains	Hangers	Adults	Children
Astorville	100	700	10	18
Aurora	10	50	2	5
Beaverton	20	200	3	10
Belleville	53	500	21	41
Burlington	24	24	6	21
Dryden	20	200	4	7
East York	62	255	13	19
Etobicoke	52	221	7	18
Finch	40	400	10	62
Georgetown	20	200	6	20
Goodwood	50	100	5	20
Gravenhurst	18	52	2	8
Grimsby	10	50	2	2
Guelph	299	1067	24	97
Hamilton	179	713	23	73
Kenora	80	200	20	70
Kirkland	408	989	30	60
Kitchener	28	32	5	14
London	20	200	3	16
Midland	41	196	22	30
Milton	50	400	6	15
Mississauga	585	2424	81	187
Niagara	62	225	6	29
North Bay	20	200	4	15
North Perth	20	200	8	16
Orangeville	20	200	3	18
Oshawa	84	250	9	10
Ottawa	20	200	4	7
Pickering	27	54	2	10
Port Colborne	11	42	2	11

Ontario Group Stats. Continued On Page 7.

## Ontario Yellow Fish Road Group Participation in 2010 by City Continued

Ontario Groups By City	Storm Drains	Hangers	Adults	Children
Prescott	20	200	5	6
Sarnia	20	200	10	60
Scarborough	46	289	7	25
St. Catherines	61	264	5	15
Stoney Creek	79	416	18	20
Toronto	170	657	20	95
Trenton	109	211	19	5
Waterloo	47	361	17	31
Whitney	15	250	3	7
Windham	20	200	4	12
Windsor	5	0	4	2
<b>Totals</b>	<b>2997</b>	<b>13560</b>	<b>452</b>	<b>1193</b>

### A few of the 2010 Yellow Fish Road™ Communities



Oshawa, ON



Lethbridge, AB



Armstrong, BC



Quebec City, QC



Waterloo, ON.



N. Battleford SK

# YFR Partnerships in 2010

Yellow Fish Road™ program partners' staff are asked to 'store, distribute and maintain YFR kits' for their communities.

In other words, the YFR program is dependent upon city planners and parks staff, educational programmers, secretaries and part-time summer help. These people advertise the program, check out the kits, keep records of kit use, record numbers of stormdrains and doorhangers, ensure that permissions and permits are in place, and, do the dirty and time consuming job of cleaning and re-stocking the kits.

Being a YFR partner is challenging and rewarding. Staff assigned to this program have to interrupt their day and prepare kits for pick-up or deal with several dirty paint kits being returned (often cleaning them in a lunch-room sink). Several partners deliver school programs, participate in watershed festivals and organize community stenciling events.

We'd like to thank our 2010 partners for working to inform their communities and keep their surface waters clean:

## Alberta:

Calgary Area Girl Guides  
Edmonton Area Girl Guides  
City of Brooks  
City of Calgary  
City of Lethbridge  
City of Red Deer  
City of St. Albert

## British Columbia

Okanagan Watershed Week

## Saskatchewan:

Saskatchewan Wildlife Federation (Moose Jaw)  
Saskatoon Area Girl Guides

## Quebec

Groupe d'éducation et d'écosurveillance de l'eau

## Ontario:

Bay Area Restoration Council  
City of Cambridge  
City of Guelph  
City of Kitchener  
City of Mississauga  
City of Waterloo  
City of Windsor  
Conservation Halton  
City of Burlington  
Town of Oakville  
City of Burlington  
Ganaraska Region Conservation Authority  
Haldimand Stewardship Council  
Kids for Turtles (Orillia)  
Lower Trent Conservation Authority  
Niagara Peninsula Conservation Authority  
Nottawasaga Valley Conservation Authority  
Quinte Conservation  
Severn Sound Environmental Association  
St. Clair Region Conservation Authority  
Toronto and Region Conservation  
G3E (Quebec City)

## Yukon Territory

Yukon Conservation Society

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*Yellow Fish Road™ - Le Chemin du Poisson jaune<sup>MD</sup>*  
Trout Unlimited Canada – Truite Atout du Canada



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