

How to Communicate a Natural Channel Design Effectively

**Sarah Matchett¹,
Michelle Letourneau¹,
Tawnia Martel¹, etc.**

¹Conservation Halton, Burlington, Canada

This year alone Conservation Halton reviewed (# to be inserted closer to September) applications that proposed natural channel designs, demonstrating that the use of natural channel design has fortunately become a standard practice. It was however noted that the proposed designs were not all communicating the relevant data effectively. When a natural channel design is being evaluated there are numerous stakeholders who influence the ultimate detailed design and affect how long it takes to get sign off for construction to begin. Better communication of the relevant information increases buy-in, reduces review and permitting times, and results in more effective implementation of the channel design by the construction contractor.

Communication of ideas and concepts requires an understanding of the audience and their interest in the project. We present a breakdown of the different potential audiences that we know influence the implementation of natural channel design. We clearly outline their perspective relative to natural channel design and their information requirements as well as highlighting potential conflicts that should be addressed. Example channel designs will be used to identify characteristics of clear messaging and identify opportunities for improvement in communication of relevant information.