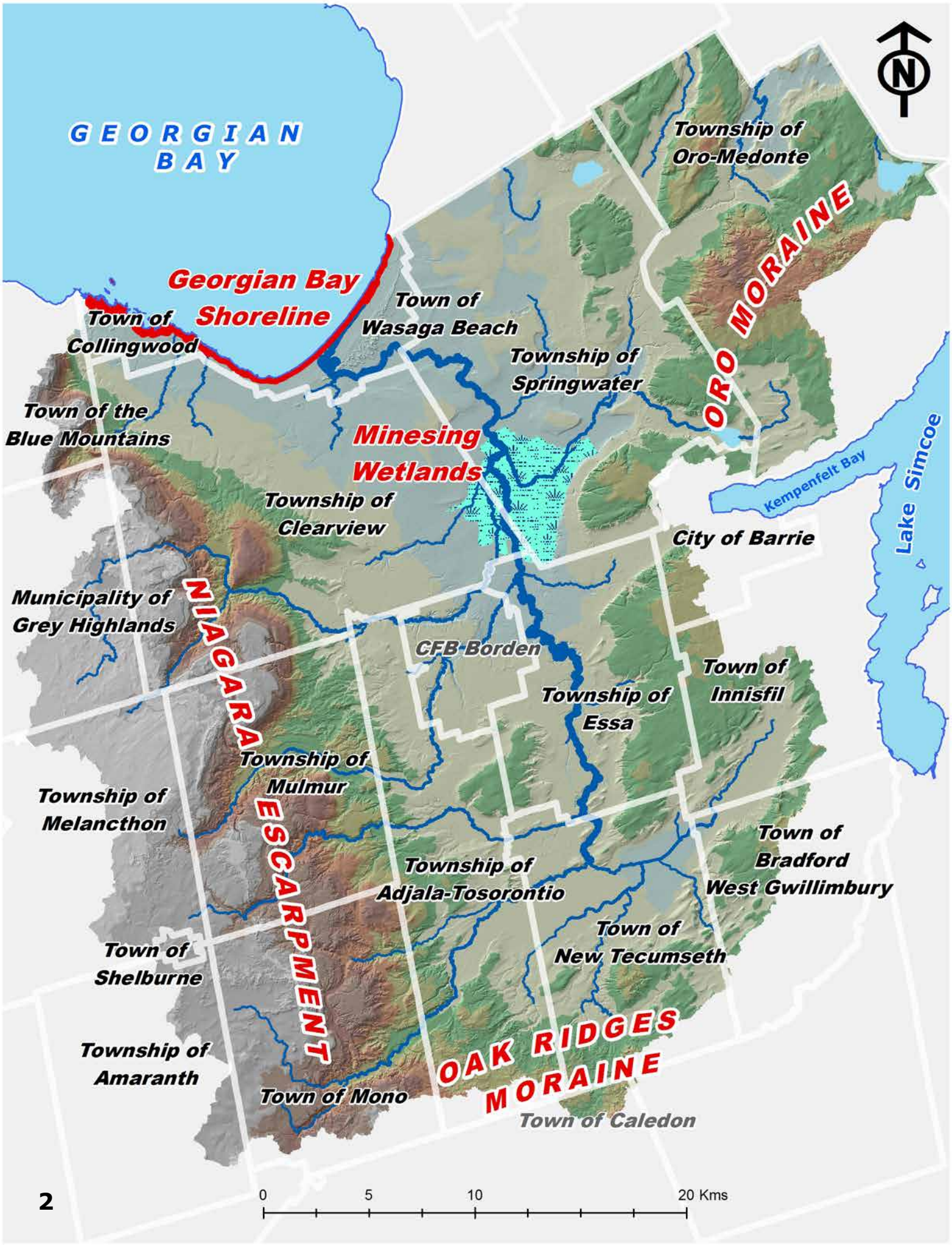
2020 - 2025
Strategic Plan

Nottawasaga Valley
Conservation Authority


GEORGIAN BAY
Georgian Bay Shoreline
Town of Collingwood
Town of Wasaga Beach
Township of Oro-Medonte
ORO MORAINE
Township of Springwater
Town of the Blue Mountains
Minesing Wetlands
Township of Clearview
Kempenfelt Bay
Lake Simcoe
City of Barrie
Municipality of Grey Highlands
NIAGARA ESCARPMENT
CFB Borden
Township of Essa
Town of Innisfil
Township of Mulmur
Township of Melancthon
Township of Adjala-Tosorontio
Town of Bradford West Gwillimbury
Town of New Tecumseth
Town of Shelburne
Township of Amaranth
Town of Mono
OAK RIDGES MORAINE
Town of Caledon
0
5
10
20 Kms

On behalf of the Nottawasaga Valley Conservation Authority (NVCA), we are pleased to present our five-year Strategic Plan, which identifies our priority areas of work from 2020 to 2025. It responds to the comprehensive feedback received during the development of the 20-year Integrated Watershed Management Plan, which was released in June 2019.

While the strategic plan addresses the importance of protecting human life and property from natural hazards, we remain grounded to our roots and founding principles to safeguard and enhance water quality and natural places, provide education and engagement with our residents and connect people with nature. Our plan emphasizes the value of collaboration and partnerships, and allows for resilience in the face of political, legislative, and climatic change.

The Nottawasaga Valley Watershed consists of a diverse mix of growing cities, small towns, rural communities, and productive agricultural land. It is also home to a variety of natural landscapes, abundant recreational trails and other amazing natural features like the internationally significant Minesing Wetlands and Niagara Escarpment.

We rely on these natural features as they provide valuable ecosystem services that sustain life, provide clean air and water while reducing the impact of drought, flooding, erosion hazards and climate change. They also support economic development, including industry, agriculture, real estate, and recreation.

The NVCA has a pivotal role to play in assisting all stakeholders in sustainably managing this watershed by balancing social, economic, and environmental interests through an integrated watershed management approach.

As we move forward over the next five years, this strategic plan will be a blueprint to shape and improve all areas of the NVCA, guiding us while providing enough flexibility to meet changing needs.

Keith White

Chair, Board of Directors

Doug Hevenor

Chief Administrative Officer

Vision

A sustainable watershed that is resilient to the effects of climate change, urban growth and other stressors and provides for safe, healthy and prosperous people and communities.

Mission

Working together to deliver innovative, integrated watershed management that is responsive to the environmental, economic and social sustainability of the Nottawasaga Valley watershed.

What We Value

An abundance of clean water, clean air and fertile soils that provide for healthy people and ecosystems.

Natural heritage systems and the ecosystem services they provide, particularly as they support resilience to the effects of a changing climate.

Distinctive landforms and waterways including the Georgian Bay coastline, Niagara Escarpment, Minesing Wetlands and others that give our watershed a unique sense of place.

Quality recreational opportunities that our hills, forests, meadows, wetlands, waterways and coastline provide for residents and tourists alike.

A wealth of resources within the capacity of our watershed to provide for thriving communities, successful economies and sustainable agriculture, now and in the future.

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patagonia
NOTTAWASAGA VALLEY
CONSERVATION AUTHORITY

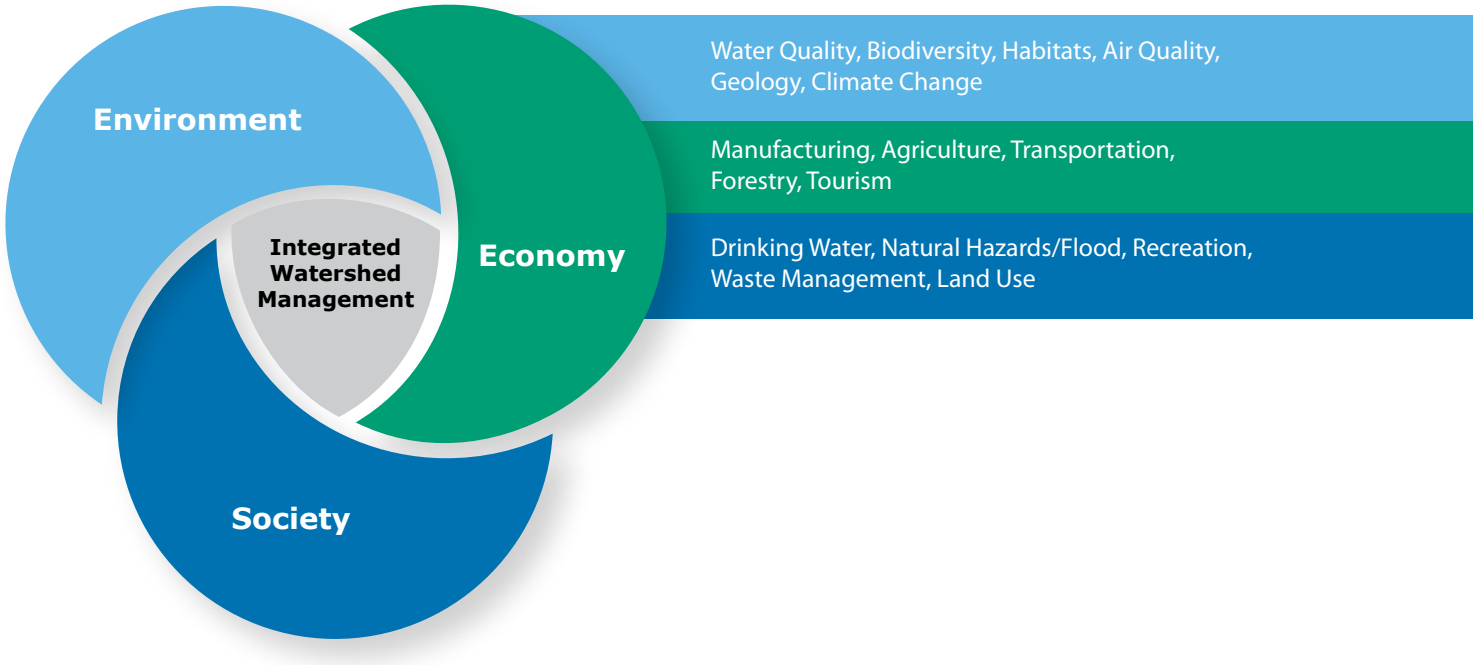
The Integrated Watershed Management Approach

Integrated watershed management is the process of managing human activities and natural resources on a watershed basis, taking into account social, economic and environmental issues, as well as community interests in order to manage natural resources sustainably.

In 2019, through stakeholder engagement, NVCA completed a 20-year Integrated Watershed Management Plan (IWMP) for the Nottawasaga Valley Watershed. It provides a framework and guidance on current and future policy decisions related to watershed planning while incorporating natural heritage, water resource management, natural hazard management, climate change, biodiversity, and resilience planning.

This strategic plan captures the Integrated Watershed Management approach through four core strategic areas: business excellence, watershed resilience, conservation through education, and watershed knowledge.

By adopting the IWMP, NVCA's multi-disciplinary and cross-departmental teams are able collaborate and carry out responsibilities in a professional, accountable and transparent manner while and delivering the services expected by stakeholders.



Enhance business excellence through governance and technology creating a well-managed organization that provides transparency and efficient operations.

Goal:

Provide effective communication with our partners, residents, and stakeholders that enhances transparency on decisions and actions which benefit the watershed, and ensure NVCA programs and services are maintained for watershed health.

Priorities

- Develop new business models to increase organizational resilience, predictable funding opportunities and capacity.
- Enhance partnerships across federal, provincial and municipal jurisdictions.
- Work with non-governmental organizations, educational institutions and the private sector to better understand and address watershed issues.
- Effectively communicate with partners from all sectors to raise awareness around a changing climate in the Nottawasaga Valley watershed.
- Operate a sustainable, well-managed, service and science driven organization fueled by engaged employees and technology.
- Reduce our corporate carbon footprint by developing a business culture of conservation, using best practices.
- Invest in technologies and innovative tools to improve workflow and access to information for our partners, residents and stakeholders.

Promote resiliency and capacity in the face of dynamic conditions within the watershed.

Priorities

- Identify and seek partnership opportunities to actively manage and restore natural systems to mitigate the effects of urban development, agricultural intensification and a changing climate.
- Support municipalities to prepare for the increase of natural hazards associated with impacts of climate change.
- Support member municipalities in the management of wetlands in accordance with applicable legislation.
- Encourage and support strategic land acquisition to increase landscape connectivity.
- Partner with watershed stakeholders to update natural hazard and natural heritage mapping.
- Support municipalities in implementing provincial legislation for safe drinking water.

Goal:

Encourage all watershed stakeholders to work collaboratively to attain a sustainable, healthy, resilient watershed that benefits communities, economies, natural resource industries, and the environment.

Inspire conservation through outdoor experiences and education.

Goal:

Foster awareness and appreciation of the watershed's natural features through outdoor experiences, opportunities and education.

Priorities

- Ensure that recreational use of NVCA conservation lands and programs are responsive to the effects of climate change.
- Promote the integral role of restoration services delivered through forestry and stewardship when managing the overall health of the natural systems of the watershed.
- Promote and encourage the benefits of EcoHealth and environmental education through the use of conservation lands and restoration services.
- Provide opportunities for our watershed communities to learn about and engage with the natural environment.
- Ensure the viability of conservation lands through education and land management strategies.
- Implement restoration projects to restore aquatic habitat, reduce flooding, and provide green infrastructure across the watershed.

Enhance watershed knowledge to support decision making for the improvement and maintenance of watershed health.

Priorities

- Enhance knowledge of the watershed's natural environment and its response to land use changes and climate change.
- Monitor and regularly communicate on the status of watershed health, emphasizing trends and required actions.
- Leverage scientific knowledge and monitoring capabilities to advance watershed-based resource management decisions and restoration initiatives.
- Evaluate the watershed assimilative capacity related to phosphorus and the water quality treatment capacity provided by our wetlands and streams.
- Develop an information management system to support improved scientific understanding of the watershed and to better communicate scientific information to stakeholders.

Goal:

Improve scientific understanding of environmental issues within the watershed.

Nottawasaga Valley Conservation Authority

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