



Nottawasaga Valley Conservation Authority

2024 Customer Satisfaction Report

Commitment to Excellence in Customer Service

In September 2013, NVCA adopted a Customer Service Charter that outlines our commitment to providing excellent customer service. As part of this commitment, NVCA reports on customer feedback annually.

NVCA Customer Service Mission Statement

We strive to deliver a high standard of effective and efficient service to all our customers.

We achieve excellence in customer service by being:

- Accountable
- Personable
- Accessible
- Efficient
- Knowledgeable
- Trustworthy
- Convenient

Watershed Management Services, Permit Process

A customer satisfaction survey is sent to all individuals and organizations that receive an NVCA permit. Out of 523 permits issued, 30 individuals and organizations completed the survey.

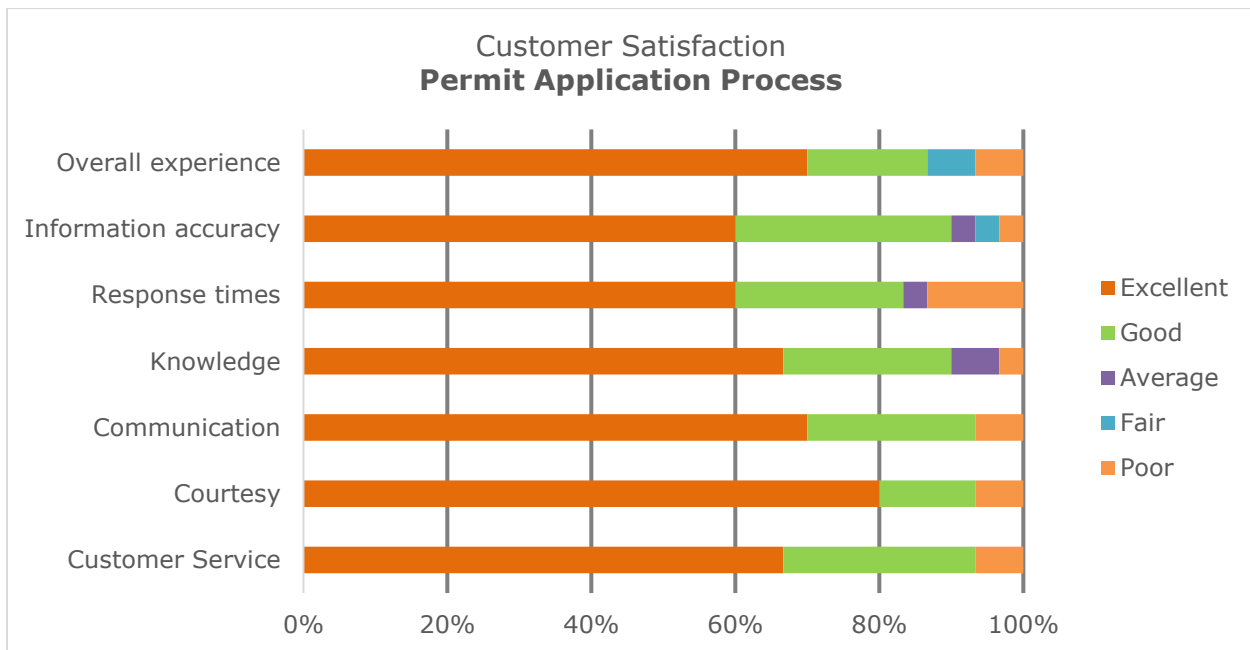
Eighty-seven percent (87%) of those completing the client survey rated their overall experience with NVCA's permit application process as good or excellent. Between 90% and 93% of respondents rated staff knowledge, courtesy, information accuracy, communication, and customer service as good or excellent. Response time received a slightly lower rating, with 83% of survey respondents rating it as good or excellent.

In general, 90% of the responses ranked as good or excellent in 2024, signalling that respondents were more satisfied with NVCA's permitting process than in 2022 (68% satisfied) and 2023 (73% satisfied).

In 2024, the Regulations department completed the following action items to improve customer service and timelines:

- Kicked off the development of an e-permitting and permit tracking portal
- Utilized engineering and hydrogeological peer reviewers to help address the file backlog

- Implemented a 'start stop' button on NVCA's internal system to track the permit review timelines better and to improve reporting
- Developed a technical pre-screening process to identify technical requirements prior to circulating submission material to technical staff to improve the quality of submissions and review times
- Updated procedural guidelines to include an updated list of projects that are exempt from requiring a permit; Sent an information package to stakeholders informing them of the new permit exemptions.



Lands, Education and Stewardship Services

NVCA's lands, education and stewardship services include a wide variety of service areas. Below are highlights of the feedback received from clients via email, letters and surveys.

Stewardship Program

NVCA's stewardship services include river restoration, forestry, the Healthy Waters grant program, and other projects to protect and enhance our watershed. Below are some reviews received from partners, funders and landowners.

- It's ironic that small Conservation Authorities like the MVCA NVCA and SVCA that are not well resourced have outpaced larger CAs like the GRCA when it comes to dam removal and river restoration. I could say more but will leave it at that.
— Jack Imhof, Aquatic Ecologist and Watershed Scientist
- I would like to take a minute to thank you. Over the years, you, and NVCA, have been an amazing partner for Elmvale District High School (EDHS) and my vision to make my environmental science class a hands-on experience with a focus on

building environmental stewardship in the students of EDHS. Your support has been greatly appreciated and has really changed many students of Elmvale.

— David Burns, Science Teacher

- I just discussed a couple of initiatives with Elizabeth Hendriks – Vice President of Restoration Conservation at World Wildlife Fund Canada and she shared this article about a Grasslands Restoration Project with NVCA, which is in the Narwhal. Great story Shannon! Congratulations! to the Team
- Jo-Anne, Manager, Business Development and Partnerships, Conservation Ontario

Conservation Lands Program

NVCA's conservation lands program maintains the conservation areas and other properties owned and managed by the authority.

NVCA's conservation areas received 85 reviews on Google's business listings in 2024. Eighty-eight percent (88%) reviews were 4-star or 5-star reviews. The conservation areas that received the most reviews were Nottawasaga Bluffs Conservation Area, New Lowell Conservation Area and Historic Fort Willow Conservation Area.

Below are some reviews received from Google reviews.

- We had our wedding at the tiffin Center in November of 2024. The staff and the venue were beyond amazing! Elise and her team went above and beyond helping us with our perfect day. All of our guests complimented the venue with how beautiful it was inside and out. It was perfect for our rustic woodland wedding vibe. (Tiffin Conservation Area).
- This is such a beautiful trail system. There is a small parking fee, that helps pay for the maintenance of the area. \$11.00 tax in. Definitely check out the lookout trail. On the way back we took the winding blue trail to the right of the lookout. This trail is a beautiful walk through the woods on a smaller size trail but still, amazing views. Next time we go back, we want to be there from the changing of the leaf and also do the keyhole trail. (Nottawasaga Bluffs Conservation Area).
- Quiet and peaceful. Sufficient interpretive plaques and reconstructed features provide visitors ample understanding of the former depot's layout and functions. (Historic Fort Willow Conservation Area).
- Been coming here for 25+ years. Great park run by great people. Lots of facilities including showers, laundry, and a portable clubhouse. (New Lowell Conservation Area).

Environmental Education

NVCA's environmental education program provides hands-on, curriculum-aligned programs for Grade 4 students in the Simcoe County District School Board. NVCA's educators have three touchpoints with students. They first meet in the schoolyard, then students visit the Tiffin Centre for Conservation for the second touch point, and conclude

the program with a second visit to the schoolyard. Thousands of students take part in these programs each year.

Although the team did not receive any feedback in 2024, they collected “evidence of awesome,” which records interactions with classes.

Below are some examples of “evidence of awesome”.

- Both teachers said this was most engaged their students had been doing the Grade 4 program. Ended both sessions with brainstorming ideas of how humans and wetlands habitats can coexist.
- Students were really looking forward to walking off of school property. Really got into habitat exploration on the hike to the park, calling out my name and showing me so many things that we barely had 10 mins to spend at the park when we finally got there (MZ class). Teachers were all very excited that our topics included themes they had already talked about in class as well as looking forward to expanding on the new terminology.
- Students loved playing the choose your own adventure game. At the end of the game, we talked about how many animals depend on wetlands and unfortunately, we are losing them. The students came up with many great ideas on how we can still develop without destroying wetlands such as "building houses and roads on stilts" and "building underground the wetland"
- A beautiful snowy day and all three classes were great listeners. Every class got to play in the freeplay forest after kicksledding, and some kids got very close to hand feeding the birds. One kid said at the end of the day "It's actually really cool to be outside all day." Talked about biodiversity and succession on the kicksledding trails. Kids were asking lots of questions about what kind of trees were around.
- Had really good chats with both groups about adaptations and habitat loss for turtles/dragonflies/birds. Students really loved all the turtles "super powers" and strategized all the way to the group campground of how they would survive. Grade 4/5 were pumped to do it all and were very excited. grades 3/4 and 4 were very into the predator prey game so I gave them a little extra time.

Events/Public Programming/Facility rentals

NVCA’s lands department hosted the Spring Tonic Maple Syrup Festival and the Festival at Fort Willow in 2024 and partnered with several community organizations to host events. Below are some feedback received NVCA’s events, public programming and facility rentals:

Festival at Fort Willow:

- Just a thank you from the Royal Newfoundland Regiment for hosting and inviting us to your Fort Willow Festival. We always have a good time with you, and enjoy the beautiful site, the public and the students. Thanks also to Mike and Dillion. We hope to see you and everyone again next year.
- This past weekend, members of the Springwater Green Community Coalition had the pleasure of attending the Festival at Fort Willow, and what a wonderful

celebration of our local history it was! We were thrilled to capture and share photos from this amazing event, which brought the past to life with interactive historical re-creations, musket firing demonstrations, and traditional crafts. The site's significance as a key supply depot during the War of 1812 and its connection to the Nine Mile Portage truly made us appreciate the rich heritage we are working to preserve right here in Springwater. Thank you to everyone who organized and participated in this celebration of history and culture. 🌿 Let's continue protecting and celebrating both our natural and historic treasures!"

Facility Rentals

- Just wanted to send along a short (ish) note, to say thank you! On behalf of our entire team at Ducks Unlimited Canada, and from Rob and me personally, wanted to pass along our heartfelt thanks to you and your team for all your support and hard work to ensure this past weekend's Duck & Run event at the Tiffin Centre was a huge success.

From our perspective and according to the feedback we received on the event location - from our team, volunteers, and the participants - your property was the ideal location. We all agree, not only was it beautiful, but the trails were so well maintained, having the washroom facilities (and power) readily available was fantastic, and of course easy access and parking were such a benefit for everyone. We can't say enough about the support from you and your team... from the radio spot, to promoting the event on your social channels, trail maintenance (before and the day of), your presence with a table/information at the event, NVCA event photographer and even your own team of runners - the Ninjaneers - your support was invaluable, and very much appreciated. Thank you.

— Ducks Unlimited Canada

Weddings Celebrations

In 2024, the Tiffin Centre for Conservation hosted 25 wedding celebrations. Eleven (11) of these couples responded to a wedding feedback survey. Of those responding, 100% rated NVCA's customer service as excellent, and 100% said they would recommend Tiffin Centre as a wedding venue to others.

Some of the comments received included:

- We had an AMAZING day and it was such a great surprise. Thank you SO much for everything and for your staff being so accommodating and helpful with this last-minute idea.
- We got married at the Tiffin Centre and decided on a Camp theme. We wanted a beautiful ceremony and a HUGE indoor/outdoor party. The Tiffin Centre did not disappoint! From providing tables and chairs so we didn't have to rent, to the twinkle lights inside and outside, the venue is simple yet classic and is so easy to make into the perfect event space. Elise, Dylan and Reg did an incredible job making every little piece come together seamlessly. Elise made planning a breeze and provided everything we could ask for and more. She even welcomed us for multiple visits leading up to the big day. Dylan kept our fire pit going so we could make s'mores and handled a medical emergency without drawing attention to it.

Reg helped us tidy the space the day after without making us feel rushed. We cannot imagine you will find a better venue or staff to support your event.”

- The Tiffin Centre was a perfect venue for our winter wedding. The staff was super helpful and supported us all through our event planning. While the sun is up the white wood walls gives a clean and elegant vibe and in the evening the fireplace and twinkle lights make it downright magical. We would recommend to any couple looking for a spot to tie the knot.

Committed to Customer Service

NVCA remains committed to providing excellence in customer service. We will continue to encourage customer feedback in 2025 through the use of formal online surveys, online reviews and event evaluations.

For more information about NVCA’s Customer Service Charter or this report, contact NVCA’s Director of Corporate Services at 705-424-1479 or admin@nvca.on.ca.

Alternative Formats

If you require this document in a different format please contact NVCA at 705-424-1479 or admin@nvca.on.ca.