Nottawasaga Valley Conservation Authority
2025 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

Lands, Education and Stewardship Services

NVCA's lands, education, and stewardship services span a wide range of 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.

- *The project list that NVCA has projected for 2025, in my opinion. spells out exactly what Bass Pro Shops "Outdoor Fund" is truly designed for. It's truly comforting to see the impact our customers can make to ensure the future of our natural resources for generations to come, simply by "Rounding-Up" to the nearest dollar at the checkout*.

  — Richard Rogers, Bass Pro Shops and Cabela's

  I am so impressed with the work that you do to protect our environment! We have so enjoyed living in Creemore and working with Tree Society of Creemore and advocating for trees...but it is nothing compared to your work and passion. We

counted up the trees that we have planted and came up with 23 different species! And we love each one of them!

— Mary Boyd, Science Teacher

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 18 reviews on Google's business listings in 2025. Twenty-eight (28) reviews were 4-star or 5-star reviews. The conservation areas that received the most reviews were Fort Willow Conservation Area, Tiffin Conservation Area and Nottawasaga Bluffs Conservation Area.

Below are some reviews received from Google reviews.

- *Checked it out to play disc golf, Beautiful area! Clint was awesome, very helpful showed us around a bit*. (Tiffin Conservation Area).
- *Beautiful park, didn't know this was in my backyard. Amazing history, great walking trails. Not thrilled that you have to pay for parking. 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).

Environmental Education

NVCA's environmental education programming for schools and families.

In 2026, 23 teachers submitted feedback surveys on NVCA's curriculum-linked environmental education programs. Of those responding, 18 rated the programs as having good or excellent connections to the provincial curriculum, student collaboration, appreciation of wild spaces, opportunities for students to interact with the natural world, and student enjoyment. Ninety-nine percent (99%) ranked that there were good or excellent opportunities to interact with the natural world. Seventeen (17) respondents ranked the Tiffin program as excellent or very good.

For programs for families, 12 parents rated Camp Tiffin as having good to excellent customer service, communication, processes and care for campers. Thirteen (13) parents rated Camp Tiffin as having good to excellent courtesy, and knowledge of camp activities & processes.

Below are some feedback received for NVCA's Environmental Education programs:

- *Students were able to take information they learned about adaptations and use it in practical and tangible ways to benefit themselves and others in a survival game.* (Grade 4 Habitat Program)
- *Overall, I was very impressed with the staff, presentations and interacting activities. All students really enjoyed the day and are still talking about it. They are also looking forward to the upcoming snake program next year.* (Grade 4 Habitat Program)

- *It was incredibly valuable to participate in learning with Indigenous knowledge-keepers, and students talked about takeaways from their learning even on our return to school, and our land acknowledgement the next day. For many students, they were interested in smudging since it was their first time participating in a ceremony. Omi and Vanessa were wonderful facilitators throughout the day. The programming excelled most during any hands-on elements where students got to move around and interact with the land, and would encourage more of these activities*. (Grade 5 Indigenous Program)
- *Just had my son birthday party here. Amazing job well done by the staff. Definitely made it stress free and all the kids had an absolute awesome time* (Birthday Parties at Tiffin)
- *You must never let Ms. Amanda go! She is one of those teachers/human beings that a child will talk about forever. It's strange but I knew she was different from the first moment we met her. She has this kind nature about her but also stern which Geoffrey responds to amazingly. She's just the person we've been praying for to teach and care for Geoffrey. Our son is gaining more independence and confidence each day he spends with Ms Amanda out in nature. He trusts her and Geoff & I trust her. She is amazing.* (Tiffin Nature School)

Events/Public Programming/Facility rentals

NVCA's lands department hosted the Spring Tonic Maple Syrup Festival in 2025 and partnered with several community organizations to events such as trail runs and musical hikes. Below is some feedback received regarding NVCA's events, public programming and facility rentals:

Facility Rentals

- *It's amazing to find a place that can handle hundreds of racers over a weekend, has a great network of trails onsite, close to other great adventure spots close by and is centrally located. Tiffin Centre for Conservation checked all those boxes and were great hosts. Thanks to (the Nottawasaga Valley Conservation Authority) for helping make 2025 Storm happen!*

  — Storm Racing

- *We had an incredible turnout – over 120 participants, more than doubling last year's total of just over 50! We saw a huge surge in registrations during the final 48 hours, including more than 20 walk-up registrations on the day of the event.*

  As Elise saw firsthand, so many families came out this year – it was wonderful to see all those kids out enjoying the event, trails, activities and especially the Critter Dipping. Thank you, Naomi, for helping to make that happen.

  Based on the feedback we received, I think we can expect an even larger turnout next year

  — 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:

- *As soon as we came to Tiffin we made up our mind, the venue is so beautiful and just fit us perfectly. In addition, the price was reasonable and having the proceeds go to conservation is a huge benefit. I felt the customer service was fantastic, Elise and all the staff at Tiffin were great to work with and made the whole experience easy. For us the facilities have everything we needed, especially since weddings are not the main business for the conservation area I was impressed by all that was available to us. The venue is just gorgeous, standing in the maple valley location is just breathtaking especially in the fall. The team was so great to work with, and everyone I spoke with was very helpful.*
- *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*.
- *We just had our wedding there and it was the most whimsical, magical venue we've ever seen, as was confirmed by all of our guests. Tiffin is so untouched and natural, but has such good infrastructure for hosting big events, including multiple beautiful spots across the property, tables, signs, arbours, and a super accommodating and responsive staff. Everyone should have their wedding here!*

Watershed Management Services, Permit Process

The current customer satisfaction survey was sent to all individuals and organizations that received an NVCA permit. Of the 435 permits issued in 2025, 70 individuals and organizations completed the survey, compared with 30 responses out of 523 permits issued in 2024.

In 2025, NVCA sent a reminder to property owners who received permits to complete a satisfaction report to increase response rates. This process is significantly different than previous years, as the customer satisfaction survey sent out with permits. As NVCA has made significant improvements to the permit application process, the customer satisfaction survey and information collection methods will be updated in 2026 to ensure the information collected is value-added to improve processes.

Of the 70 completed client surveys, a strong majority of respondents reported positive experiences with NVCA. Overall, 57 respondents rated NVCA as good or excellent. Most respondents also expressed confidence in staff expertise and accuracy, with 55 respondents indicating that NVCA staff was knowledgeable, and 53 respondents reported they were provided accurate information. Customer service was rated favourably by 52 respondents, while 49 respondents rated NVCA's communication as good or excellent. Response time received a slightly lower rating, with 43 of the survey respondents rating it as good or excellent.

Building on successes in 2024, the Regulations and Planning department continued to focus on continuous improvement initiatives designed to enhance customer service, increase efficiency, and provide more transparent processes for applicants, including:

- Rolled out an e-permitting portal
- Updated specific exemptions in Implementation Guidelines to permit certain low risk activities
- Updated regulation mapping, resulting in a reduction of regulated areas
- Established a risk-based approach to permit fees and application review to foster more transparency, and for lower risk items to be addressed quickly
- Developed guides and checklists for permit applicants to ensure resubmissions are complete and reviews can be faster

Coupled with a lower permit application volume, staff are able to fine tune the permit application process for when volumes increase in the future.

Committed to Customer Service

NVCA remains committed to providing excellence in customer service. We will adjust survey questions as needed to solicit feedback that is useful to programming in 2026 to support better customer service and programming.

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.