



# KAWARTHA CONSERVATION

Discover • Protect • Restore



2022-2026 Kawartha Conservation

# Strategic Plan



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# Message from the Chair and CAO

*Our 2017-2021 Strategic Plan started with the words “The world is changing, our environment is changing.” That remains true now more than ever.*

What has changed is the sentiment. It is no longer enough to merely share with people that the world is changing, that the environment is changing. It is no longer enough to tell people what they can see everyday. We must now work to bridge the gaps between what we see, what we know, what is coming, and what we can do, as an environmentally based organization, as a community, and as individuals. That is the basis for our direction over the next several years. Throughout the process of developing this plan we started by looking internally; defining our critical roles, why is the work we do important, and how we can best assist our communities and the people in them. We talked with staff about what they see, hear, asked them to share their experiences.

And we talked to people across the Kawartha watershed about what is most important to them and where they would like to see Kawartha Conservation focus its efforts during the next five to 10 years.

The responses were both an affirmation of the important work we do, and a poignant reminder of why we do the work: Focus on protecting the health of the watershed, focus on education, focus on the science of change and change management, focus on people, their mental and physical health, their ability to experience nature and the outdoors... all of these in both new and traditional ways.

As you browse the pages that follow, this strategic plan is both a commitment to and roadmap for a future that represents what we have heard and been told matters most to the communities we serve and to

you. This plan provides guidance and direction as a responsive and flexible organization that meets and exceeds the changing needs of our communities; and a plan that recognizes the diverse needs of our broad watershed community. We all have a role to play in the health of our lakes, rivers and streams, in the health of our landscapes to support the success of our communities and in our collective physical, mental, and emotional well-being. This plan is a blueprint for how we will contribute to that success, health, growth, and well-being, and we look forward to working with our staff, partners, and communities to achieve results we can all be proud of.

Andy Letham, Chair  
Mark Majchrowski, CAO



# Vision

Engaged communities that love, respect and appreciate our natural environment.





# Mission

To champion watershed health as the recognized leader in natural asset management.





# Values

Our values guide our actions, as they shape the kind of organization that we are part of.

In all of our decision-making, *we will*:

- Act with Integrity
- Value Knowledge
- Promote Teamwork
- Achieve Performance Excellence
- Foster Innovation





# Our Strategic Priority Areas

Protect and Restore

Engage and Inspire

Innovate and Enhance

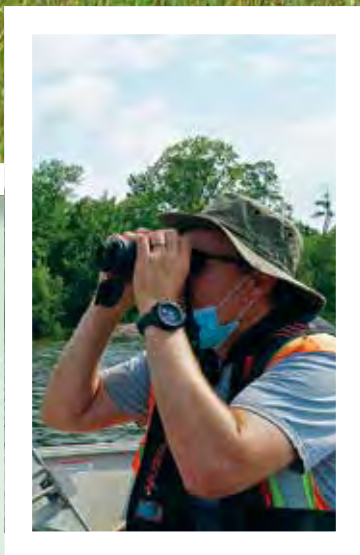




# Protect and Restore

## Ensure the ongoing health of our watershed

- Implement, update and adapt Lake Management Plans to address emerging issues
- Provide data-driven recommendations to advise on water resource issues
- Foster and enhance a multi-partner approach to safe drinking water
- Review planning and development guidelines that support watershed protection



- Continue to adapt to changing climates by enhancing our flood forecasting service and monitoring network
- Continue ongoing and proactive Flood Plain mapping programs
- Increase awareness of flood impacts and potential through pro-active community engagement



## Encourage participation in environmental initiatives

- Support and expand our volunteer-based programs
- Continue implementation of our forest regeneration program with landowners
- Explore opportunities for enhanced landowner and community-based stewardship projects



## Ensure the safety of people, property and public infrastructure

- Track key environmental trends impacting the watershed and report on results at least every 3 years
- Continued implementation and review of measures to address climate change
- Evaluate natural features to better streamline planning/permitting approvals
- Make the planning and permitting process more understandable



# Engage and Inspire

Maintain and enhance our Conservation Areas to provide healthy outdoor experiences

- Develop and execute a plan for infrastructure upgrades at our conservation areas
- Explore service and program expansion opportunities at our conservation areas
- Explore feasibility of development of a multi-use facility at Ken Reid Conservation Area
- Provide programs and activities to support mental health and wellness
- Review the land acquisition process for growth of the conservation area network in underserved areas





# Community Building

- Expand engagement, collaboration and knowledge sharing with our First Nation communities
- Explore tourism and economic opportunities of value to the community, businesses and member municipalities
- Expand our connections with our municipal partners and establish working relationships for projects of benefit to the community
- Expand outreach and collaboration with educational partners to develop and strengthen strategic, beneficial and impactful opportunities for learning
- Continue to engage with, and cultivate positive relationships with our agriculture, business, urban, rural and lake-based sectors
- Continue the use of interactive technology to connect people with nature
- Coordinate community events that provide value to the community
- Cultivate experiences and relationships that inspire proactive social behavior to protect and respect our environment





# Innovate and Enhance

## Increase efficiency and effectiveness of service delivery

- Enhance and employ meaningful performance measures to report on our progress
- Make information and data more easily accessible and understandable for everyone
- Review processes to ensure they are clearly documented and communicated effectively
- Continue to drive positive change as an industry leader in business and environmental best practices

## Share our stories to enhance community awareness

- Increase communication opportunities and outreach to engage an expanded and diverse audience
- Develop increased awareness of Kawartha Conservation and the positive impact we have on the natural environment and our communities
- Continue conversations with our community, business and agency stakeholders on environmental issues to support positive change







## Ensure we have the resources we need to provide our services

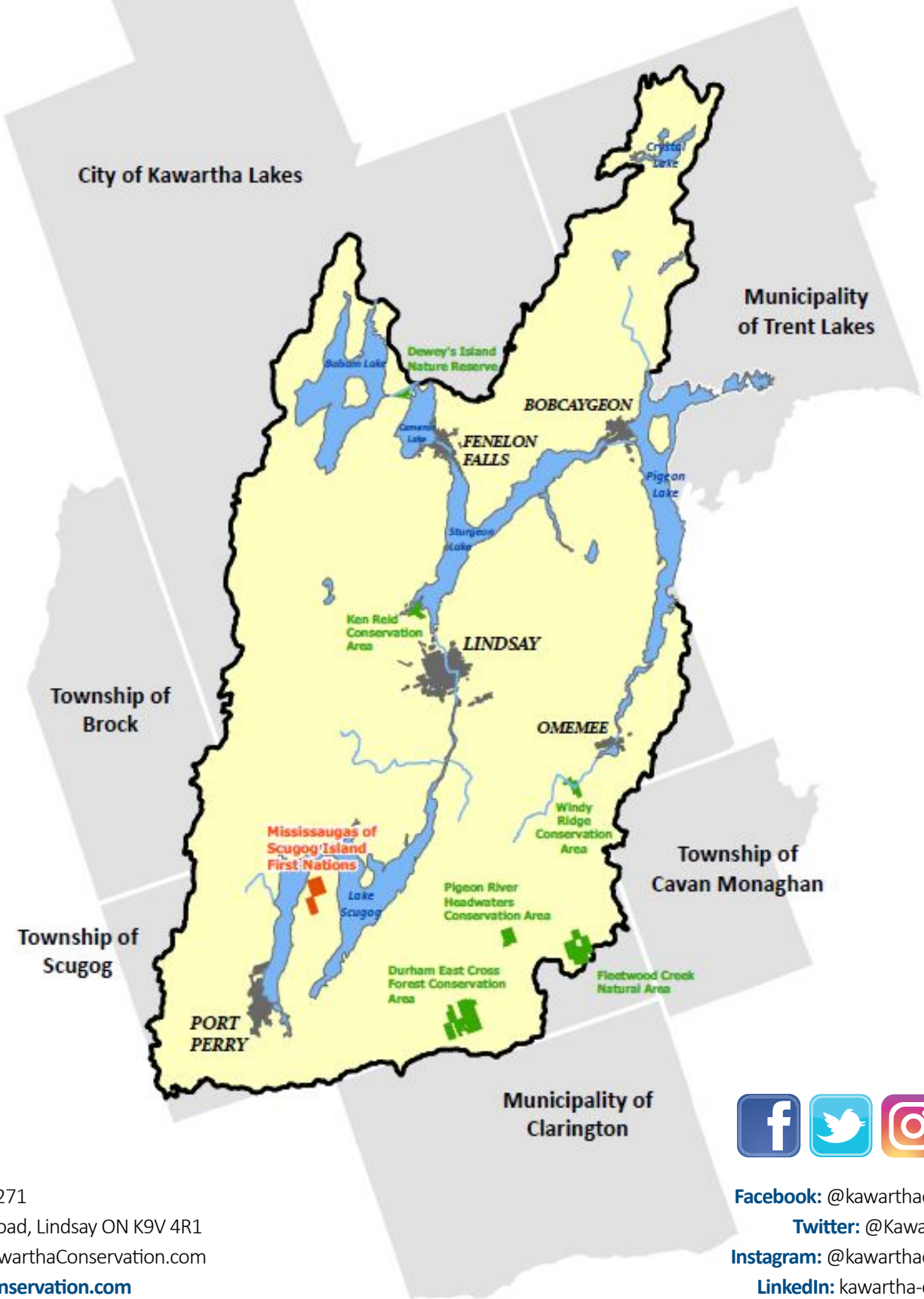
- Increase organizational resiliency
- Explore fundraising and strategic partnership opportunities that support our mission and vision

## Increase our organizational resiliency

- Ensure our organization is able to adapt and respond effectively to future challenges
- Continue to put people first, recognizing the value and contributions of our team, customers and community
- Explore and implement digital infrastructure to enhance business success and outcomes



# Kawartha Conservation Community Map



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