



WATERSHED CHAMPIONS



Who We Are

Conservation Sudbury is one of Ontario's 36 conservation authorities. Our area of jurisdiction is included within the watersheds of the Wanapitei, Vermilion and Whitefish Rivers.

We provide important conservation services, primarily within the City of Greater Sudbury, in a watershed area of approximately 9,150 square kilometres. In 1973, the municipal and provincial governments established the Nickel District Conservation Authority (NDCA) as an amalgamation of the Junction Creek and the Whitson Valley Conservation Authorities. In 2012, the organization was rebranded Conservation Sudbury as a result of the exercise that created the 2011-2016 Strategic Plan.

What We Do

Our roles include flood monitoring and warning, hazard land management, environmental education, drinking water source protection and watershed stewardship, among others. Funding comes primarily from a municipal levy, self-generated revenue, provincial programs and other grants.

Enabling Legislation

Conservation Sudbury, like all conservation authorities in Ontario, is a local non-profit agency governed by a volunteer Board of Directors. Services are provided in accordance with the following:

- *Conservation Authorities Act*
- Ontario Regulation 156/06
- *Clean Water Act*
- *Planning Act*

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OUR STRATEGIC DIRECTIONS: 2017-2021

On behalf of the members of Conservation Sudbury's Board of Directors and staff, I am pleased to present our Strategic Plan for 2017-2021. This, like our first, is a community-based plan and I thank those who participated in our on-line surveys and engagement sessions over the past year. Your input was invaluable and truly assisted us in the planning of our future direction. There are many directions an organization can take and there are always more issues and opportunities than resources – strategic planning is one way of focusing attention on the areas of greatest importance.

This plan identifies five directions with desired outcomes based on what you told us; these will be used to develop specific action plans. You also provided us with three lenses that we will use when looking at how we build plans in pursuit of these goals.

With the Forces of Change, our Vision, Mission and Values as the framework for future activities, five over-arching strategic directions have been developed for 2017-2021.

As much as this is a guiding document for our Board and Staff, it is hoped that this plan also tells you what Conservation Sudbury believes to be essential in achieving what is expected of our organization. Our vision, mission and values have not changed. Over the past decades our partners and the community have entrusted us to protect, restore and enhance our local environment.

Our success in implementing the plan over the next five years rests on the continued participation of residents, partners, and stakeholders. We cannot do it alone. We ask everyone to embrace this plan and take an active part in helping our region enjoy a more vibrant and sustainable future. I ask you to join us, as we take these strategic directions and provide opportunities to make a real difference for the future.

We will continue to grow, develop and strive to provide important conservation services to all who make their home or living in the three major watersheds found in Greater Sudbury. Although we continuously champion the watersheds entrusted to us, the title of this plan is one we endeavour to earn on a daily basis.

Carl Jorgensen
General Manager



FORCES OF CHANGE

Our surveys and workshops identified a number of themes for our 2017-2021 plan. The following three themes became the forces of change for the deliverables outlined in the plan.

Climate Change Adaptability

Conservation Sudbury recognizes the social and environmental importance of the effects of climate change. The organization is committed to exploring educational strategies and community engagement processes that promote awareness and action around climate change adaptation and resiliency.

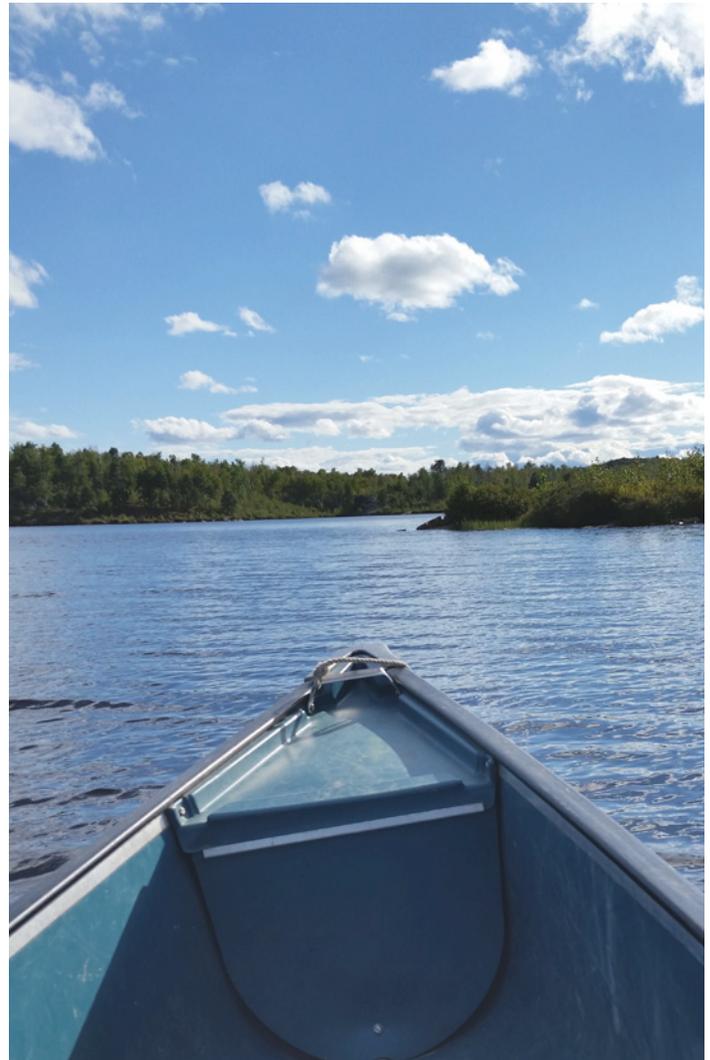
Engaging Youth

A case could be made that the future well being of our watersheds is dependent upon our youth taking an active role as stewards. Sustained success as a conservation organization depends upon engagement opportunities where youth receive both experience and education that can influence the awareness of a generation. Wherever possible, Conservation Sudbury will be looking to engage youth in this way.

Organizational Excellence

In order to stay relevant and current in our work to protect and champion the well being of our watersheds it is critical that we commit to a long term strategy to build our organizational capacity.

Conservation Sudbury is committed to board and staff development, to acquiring current technology and skills that will allow us to carry out our primary objective, and to be watershed champions.

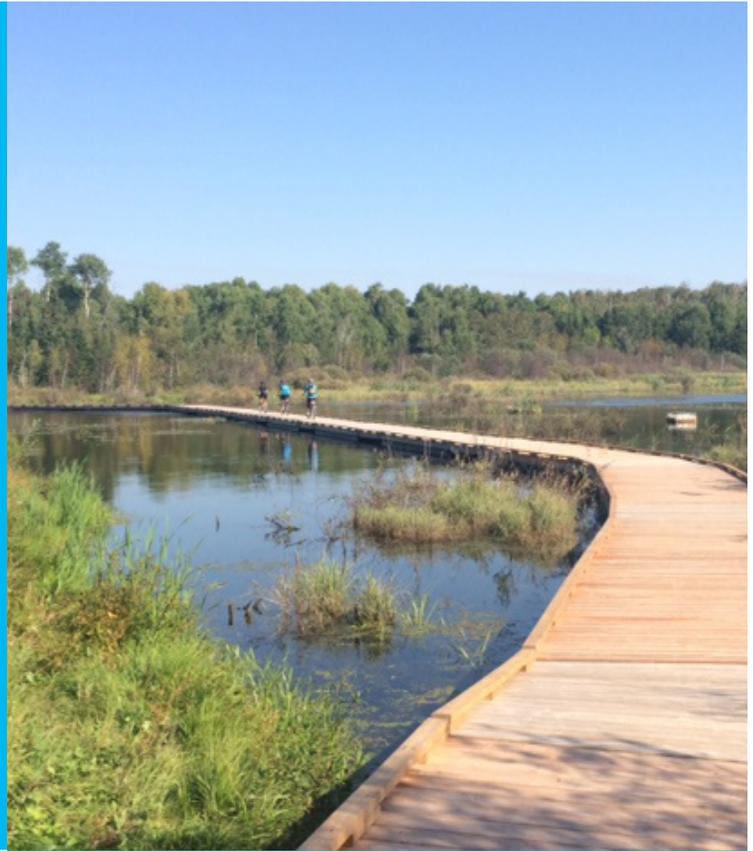


OUR VISION

People working together to protect our watersheds

OUR MISSION

To conserve, manage and restore our watersheds in collaboration with partners, stakeholders and citizens.



OUR VALUES

Accountability and Integrity

Transparent decision-making and responsible actions.

Community Needs and Commitment

Providing excellent customer service; dedicated to open communication; responsive to community needs.

Productivity and Excellence

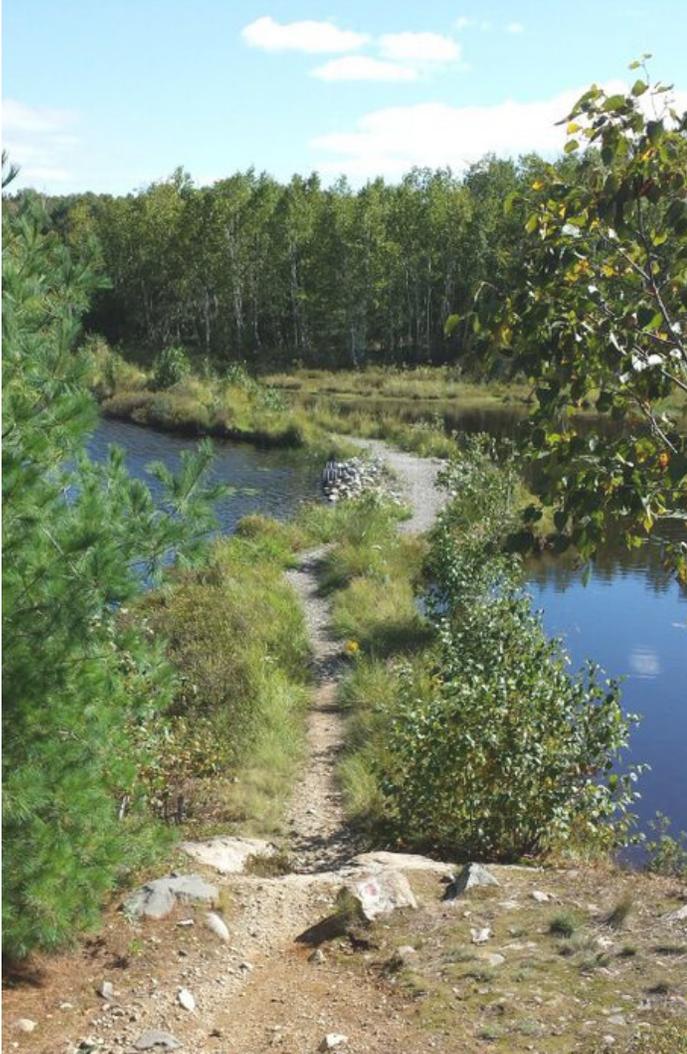
Adaptability to change to best serve the emerging needs of the watershed communities.

Research and Innovation

Collaboration on environmental issues and priorities while continuing to be innovative and proactive.

Growth and Capacity

Commitment to having the resources required to meet our responsibilities.



OUR PEOPLE

Strengthen team, cross-pollinate roles, and build talent.

Develop Our Team

- Create a training and development plan and budget for technical and administrative skills training for staff
- New skills set may be required to revitalize the organization. This includes increased fundraising skills to grow the organization
- Revitalize the Nickel District Conservation Foundation
- Engage volunteers and build on the successes of the Friends of Lake Laurentian
- Explore Board development needs and recruitment opportunities

Plan for Tomorrow

- Engage in resiliency planning and mentorship programs
- Create procedures for information and records management



COLLABORATION

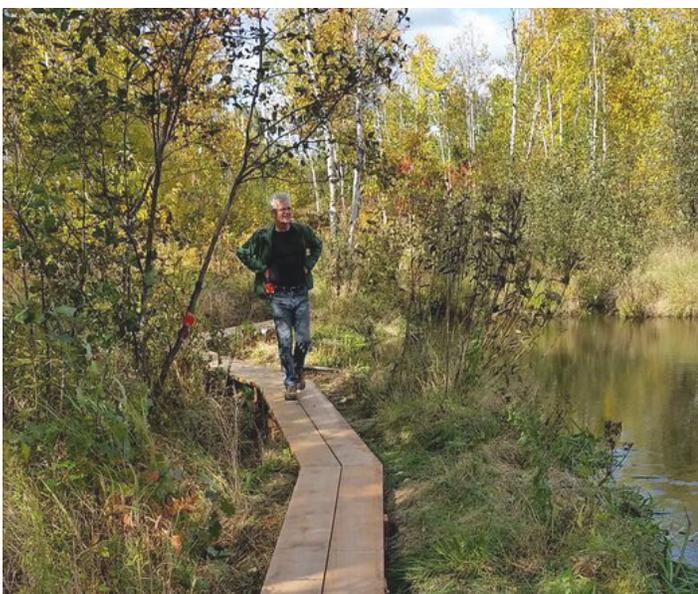
Engage and connect with partners.

Strengthen Partnerships

- Remain highly engaged with our primary partner, the City of Greater Sudbury
- Clearly identify our partner's needs
- Demonstrate growth and value-added services

Build Relationships

- Identify new partners and revitalize existing partnerships
- Clearly identify partner needs and mutual needs
- Develop criteria in order to avoid value conflicts



SUSTAINABILITY

Seek and establish sustainable funding.

Seek Further Resources

- Increase the activity and profile of the Nickel District Conservation Foundation
- Explore small, medium and large funding opportunities
- Remain engaged in efforts seeking sustainable provincial funding

Improve Self Sufficiency

- Increase self-generated income
- Create an asset management plan



ENGAGEMENT

Improve environmental knowledge and awareness in community.

Build Knowledge

- Determine economic value of ecological services and natural features to help educate the public and create awareness
- Develop and share more interactive mapping and monitoring products

Improve Environmental Education

- Develop engaging opportunities for all ages within varying parts of our watersheds
- Build on Lake Laurentian Conservation Area programs, events, and stewardship
- Create a communications strategy and improve education and outreach efforts



WATERSHED STEWARDSHIP

Improve adaptability while delivering innovative and proven programs.

Climate Change Adaptability and Resiliency

- Promote and support green infrastructure where feasible
- Explore and implement peak flow mitigation initiatives
- Expand afforestation services
- Assess value and functions of our wetlands

Implement Best Management Practices

- Participate in and lead integrated watershed management
- Continue monitoring programs including water quality and natural heritage evaluations
- Assess and consider implementing services delivered by other conservation authorities
 - Monitoring, modeling, and reporting;
 - Habitat protection and restoration; and
 - Lands securement



STRATEGIC PLAN 2017-2021



Conservation Sudbury
401-199 Larch Street
Sudbury, Ontario P3E 5P9

(705) 674-5249
ndca@ConservationSudbury.ca
ConservationSudbury.ca

 ConservationSudbury



Nickel District
Conservation
Foundation

