



Welcome!

NPCA Strategic Plan

Public Information Session

August 19, 2021

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Rockway Conservation Area

Land Acknowledgement



Agenda / Outline

- Introductory Remarks
- Poll
- Presentation: Summary of Public Survey Results & Key Components of Draft Strategic Plan
- Moderated Q&A
- Closing Remarks

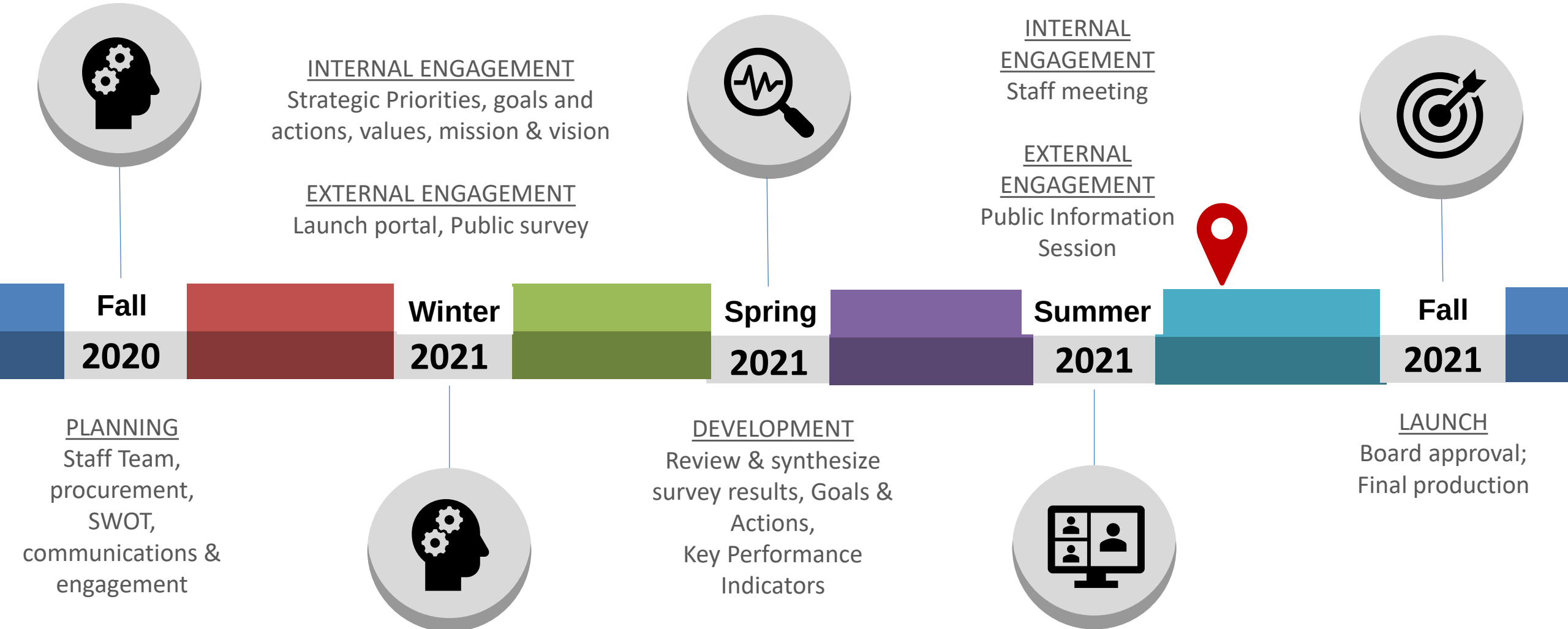
Introductory Remarks

Ball's Falls Conservation Area

Poll: Getting to know you!

Ball's Falls Conservation Area

Overview



Help Shape the Next Ten Years of Conservation

Public Engagement

- Purpose to inform and collect feedback
- Get Involved portal (information, video, tools)
- Outreach/Marketing campaign (digital ads, newspaper ads, earned media, social media channels)
- Public survey launched on March 30 until May 6
- Total of 501 surveys completed; comments reviewed

Analytics indicate many people aware and engaged in the NPCA Strategic Planning process

Campaigns had 917,000 impressions

(# time combined ads were seen/heard)

Social media ads reached **90,923**
unique users

1,541 engagements

(clicks, reactions, comments, shares)

Top digital ad clicks: Kijiji (65k), The
Weather Network (69k)

All media outlets covered story



231 video views



2,777 sent
1,149 opens



204 sent

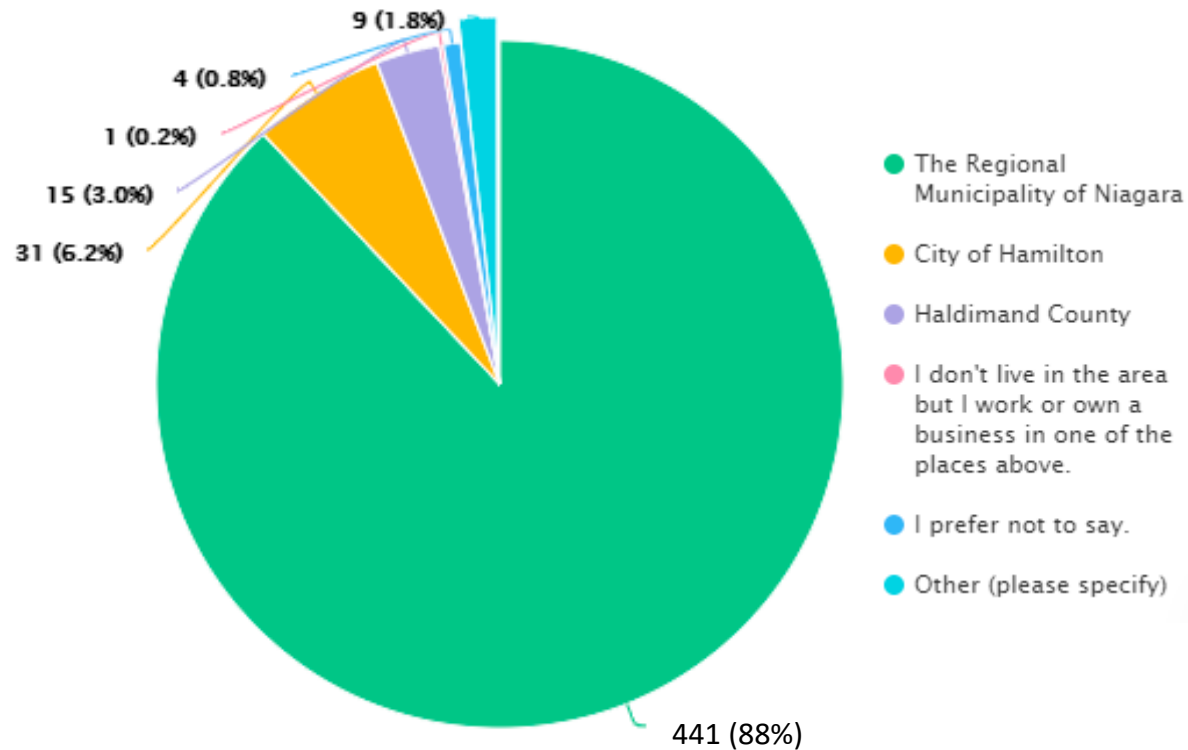
Get Involved Portal

- Over **4,300 visits** to the project page
- **500 visitors engaged** (participated in survey and/or ideas)
- **757 visitors informed** (contributed to a tool or viewed multiple pages)
- **3,609 visitors aware** (visited at least one page)

Survey Participation Demographics

- Total **501** surveys received (paper & online)

In which watershed municipality do you live?



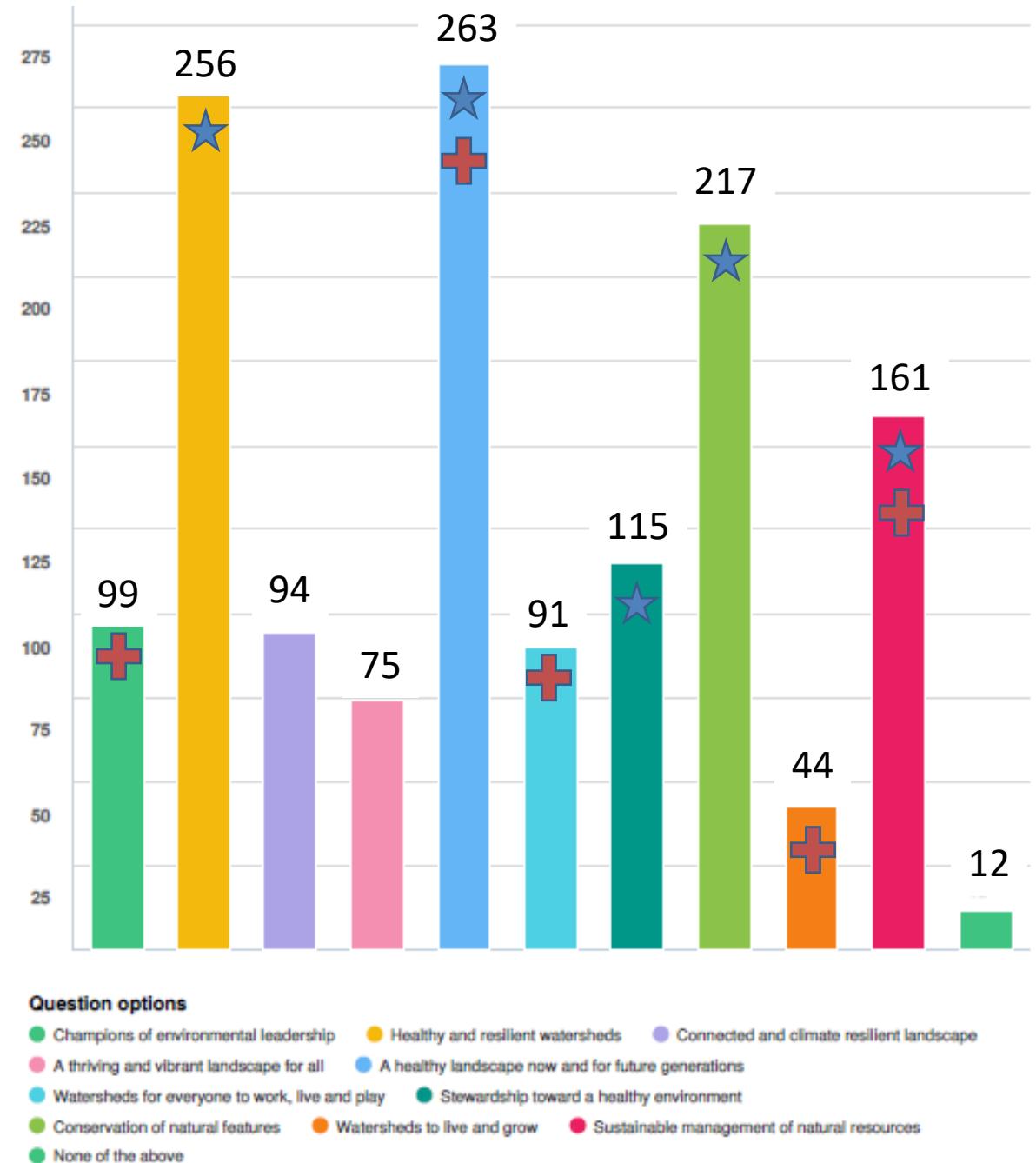
Sector/Group	%
Academic Institutions	3.1
Agricultural Sector	3.4
Business Sector	1.2
Conservation Area User	30.3
Development Sector	1.0
First Nations Member	1.0
General Public	43.5
Government Agency (staff/rep)	4.6
Metis	0
Non-Government Organization	5.4
Tourism Sector	1.6
Prefer not to say	1.6
Other	3.1

Toward a Shared Vision

- The vision statement is a declaration of the organization's future purpose and aspirations.
- Staff session brainstormed phrases to describe vision for the NPCA in 10 years.
- We asked community to vote on top 3 phrases.
- Input from Board of Directors (star) and Public Advisory Committee members (+)

Top phrases shared by all:

A healthy landscape now and for future generations.



Key Takeaways from Public Survey

- Strategic priorities all received strong support except *Destination of Choice*; revisions made.
- Feedback was generally positive and supportive.
- Misunderstanding of NPCA's role and responsibilities.
- Need for us to be aware of language/terminology used.

Healthy and Climate Resilient Watersheds

Avg. rating: 4.6



Sample of feedback received

“Focus on protection of people and land from flooding”

“The suggested goals are critical for human health and protection of wildlife and their habitat.”

“Aggressive targets on forest cover.”

“It is unclear what is meant by preparing for the impacts of climate change.”

“[...] must include, with equal weight, consideration for normal agricultural practices.”

Sustainable Growth

Avg. rating: 4.1



Sample of feedback received

“Proper planning to ensure smart growth principles that preserve sensitive ecosystems.”

“The explanation is extremely vague and confusing.”

“Green infrastructure and low impact development are imperative for new and existing development.”

“Although growth is inevitable, the NPCA needs to advocate for the natural lands and for the environment, particularly its own holdings.”

“Limit growth in undeveloped areas, or emphasize densification, building on brownfields.”

Connecting People to Nature

Avg. rating: 4.5



Sample of feedback received

“Maintaining public access is integral to fostering a public stewardship ethic [...]”

“More environmental education and learning activities for the public.”

“More public lands for public use.”

“The NPCA function is not a park and recreation department or operator.”

“[...] connecting with nature is good for our physical and mental health and more innercity greenspaces are needed for those who can’t access conservation areas.”

Organizational Excellence

Avg. rating: 4.1



Sample of feedback received

"Providing staff with the support and tools they need to achieve a healthy work-life balance"

"NPCA staff need to have a customer focus across all areas of work."

"Supports other priorities."

"NPCA policies should be transparent to every resident."

Should be the goal of any organization"

Financial Sustainability and Innovative Business Models

Avg. rating: 3.9



Sample of feedback received

“Heavy reliance on municipal levy to fund the organization. User pay systems work. Cost share farm conservation programs.”

“Consider a fee for service arrangement.”

“Align the NPCA with private, public, and political entities that are a good fit to build public trust and political support.”

“Unclear what is meant by Innovative Business Models; service offerings; building capacity.”

“It depends on how you diversify your funding sources.”

Partner of Choice

Avg. rating: 3.9



Sample of feedback received

“Engage municipalities.”

“Improving relations with governments and other stakeholders can only help to benefit our conservation efforts.”

“It depends on who you chose as a partner.”

“Actively liaise with local outdoor clubs, nature clubs, birding groups, etc. [...] will likely form the core of volunteer and help with fundraising”

“Strengthening partnerships with local educational institutions might help to bring more public attention to (and support for) NPCA work.”

Marketing as a Destination of Choice

Avg. rating: 3.4



Sample of feedback received

"Not unless you create more conservation areas."

"Properties cannot support high volumes."

"Could take away from local users."

"We're already a destination of choice. Don't need more marketing."

"Conservation and contributing to the local economy are often at odds. Please be about conservation first."

"Niagara's position as a tourist destination could be enhanced by making more areas for walking or biking only (special parking and shuttle bus)."

"Other agencies who concern themselves with such things."

Key Components of the Draft Strategic Plan

Vision

Nature for all.

The conservation of nature is critical for people, plants, and wildlife.

We envision a healthy and vibrant environment with shared greenspace and clean water that sustains life for future generations.



Mission

To create a common ground for conservation-inspired action and accountability to nature.

Guiding Principles

- **Watersheds transcend municipal boundaries.** We are committed to working with the watershed community to support and create climate resilient and connected natural systems.
- **Natural green infrastructure is critical to life.** Our day-to day work conserves and restores integral ecological, socio-economic, public safety, and health services for our communities.
- **Diverse experiences and ideas lead to better and stronger collective impact and outcomes.** We seek to exemplify inclusion and equity through meaningful engagement and collaboration.
- **Innovation requires learning from each other and from the past.** We are progressive, resilient, adaptable and strive for continuous improvement to remain a trusted and valued partner.





Core Values

Integrity

- We are responsible, honest, trustworthy, and fair in our decisions and actions.

Respect

- We are inclusive and value the diverse range of perspectives and interconnectivity of the watershed community. We foster an environment where we recognize and appreciate each other as well as the communities we serve.

Customer Service

- We conduct our business with professionalism, transparency, and equity to achieve high standards of quality and service delivery.

Conservation Leadership

- We are conservation leaders in the watershed and aim to inspire and empower others through exemplary actions and outcomes.

Strategic Direction





Healthy and Climate Resilient Watersheds



Improving nature for the betterment of all
life across the watershed.

Healthy & Climate Resilient Watersheds

1

Support evidence-based decision making for climate resilient watersheds and shorelines.

2

Protect people and properties from natural hazards and climate impacts.

3

Restore and enhance natural habitat, water resources, and forest cover.

4

Manage NPCA lands to increase biodiversity, habitat connectivity, and natural cover.

The image shows a vibrant green landscape. In the foreground, there's a large, leafy tree on the right side. Below it, a grassy field stretches out. In the background, more trees and a clear blue sky are visible. The overall scene is bright and sunny.

Supporting Sustainable Growth

Helping to create resilient communities through
our role in land use planning and leading the use
of sustainable technologies.

Supporting Sustainable Growth

1

Maintain a high standard of client services, tools, and procedures for planning review and permits.

2

Lead an Integrated Watershed Management approach to support planning and policy for the protection and enhancement of watersheds.

3

Lead the implementation of sustainable technologies and green infrastructure best practices for climate resilience and sustainability.



Connecting People to Nature

Improving access to and connections with nature
for the health and well-being of all people.

Connecting People to Nature

1

Create equitable access to greenspace for the health and well-being of people.

2

Lead nature education, environmental stewardship, and volunteerism.

3

Improve cultural connections and heritage appreciation.

4

Promote the watershed as a destination of choice for adventure, culture, and ecological tourism.

Enhancing Niagara Naturally
Established 2002
Water Quality Improvement Buffer Project

Partner of Choice

Attracts birds and insects and provides seasonal floral colour
Demonstrates an ecologically sound alternative for riparian maintenance.



The Niagara
Parks Commission
905-371-0254

For more information contact:



Niagara Peninsula
Conservation Authority
905-788-3135

Strengthening our relationships with stakeholders, partners, watershed communities, and Indigenous peoples toward shared stewardship, knowledge exchange, and collective impact.

Partner of Choice

1

Strengthen government relations toward collective outcomes and impact.

2

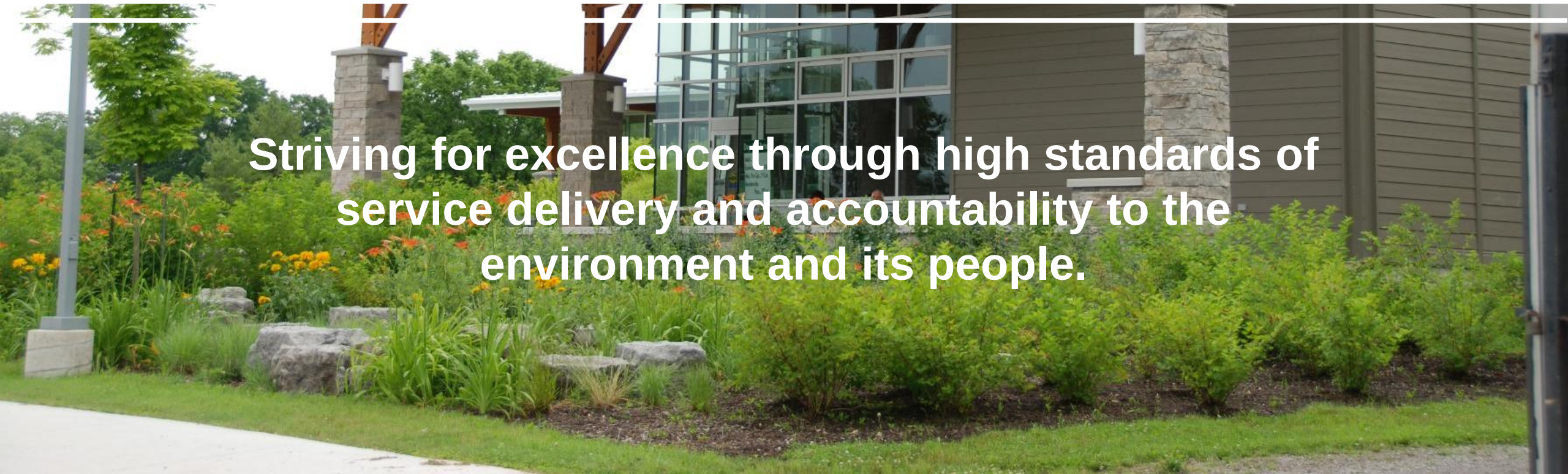
Foster relationships with the community, ENGOs, businesses, industry, and academic institutions for collective outcomes and impact.

3

Improve engagement with local First Nations, Métis, and Inuit peoples that supports shared stewardship.



Organizational Excellence



Striving for excellence through high standards of service delivery and accountability to the environment and its people.

Organizational Excellence

1

Attract, retain, and invest in high caliber, diverse talent to deliver on exemplary outcomes.

2

Improve internal operations and processes.

3

Provide high standards of customer service.

4

Demonstrate leadership in addressing climate change and sustainable practices through NPCA lands and operations.



Financial Sustainability



Ensuring a financially stable and sustainable organization and continued service-delivery through innovative business models, diverse funding sources, and best practices.

Financial Sustainability

1

Ensure responsible, sustainable, and stable fiscal practices.

2

Optimize self-generating revenue using innovative approaches.

3

Improve asset management and close the state of good repair gap.



Beamer Memorial Conservation Area

Next Steps

- Compile and synthesize feedback of Engagement #2
 - Make adjustments, as needed
- Prepare draft Strategic Plan for review by Strategic Planning Committee and Public Advisory Committee
- Approval by NPCA Board of Directors
- Begin implementing Strategic Plan

Moderated Q & A

Do you have any questions about what was presented?

Are there any other recommendations you would like to share with the NPCA?

- Please use the integrated Q&A box in Zoom
- All questions will be reviewed & considered but may not all be answered
- After the meeting, questions can be submitted on the NPCA's Get Involved portal.

Thank You!

Visit getinvolved.npca.ca for the latest information, ask a question, or leave a comment.

Tell us what you thought!

Please fill out the survey when you leave the webinar or with link sent by email.

