

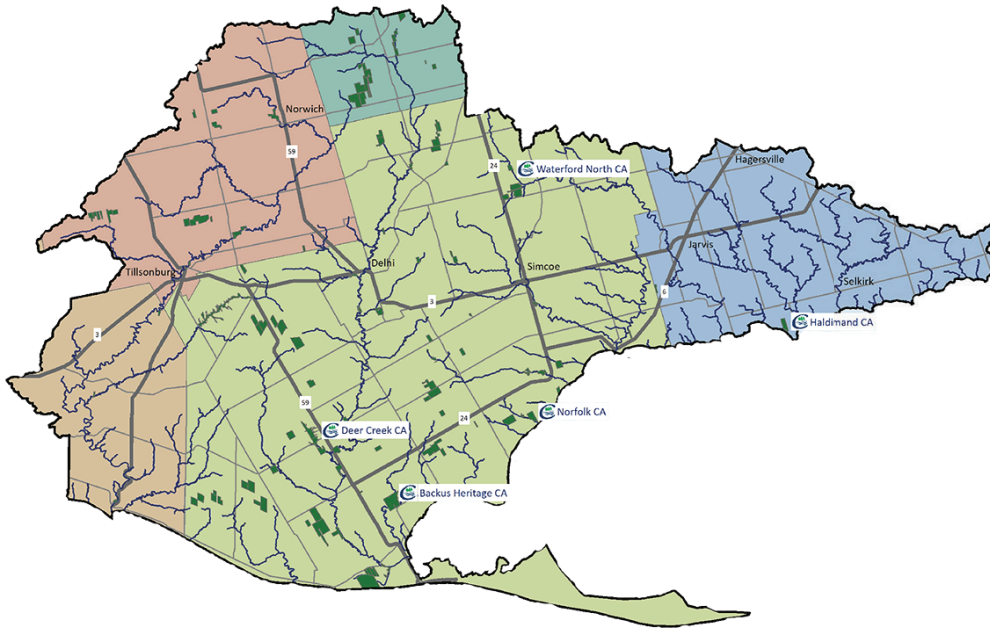
LPRCA

STRATEGIC PLAN

2024 - 2027



Long Point Region Conservation Authority



Long Point Region Conservation Authority (LPRCA) is a special purpose environmental body that works in partnership with our eight-member municipalities, provincial and federal governments and our community to provide programs and services that conserve, restore, develop and manage natural resources in the Long Point Region Watershed.

LPRCA is one of 36 Conservation Authorities in Ontario and was formed in 1971 as a result of the amalgamation of the Big Creek Region (1948-1970) and Otter Creek Conservation Authorities (1954-1970). For more than 75 years, LPRCA has been working together with its member municipalities, landowners, the federal and provincial governments, community groups and other agencies to deliver excellent services and experiences, to protect, advance and rejuvenate the watershed, and to optimize the health and well-being of the watershed through education and best practices. As a leader in environmentally-sustainable practices and responsible stewardship, we look forward to strong continued collaborations to achieve the objectives of our 2024-2027 Strategic Plan.



Message from the Board Chair and General Manager

The Strategic Plan highlights the strategic directions that act as a framework to the Authority's projects and operations— protect people and property from flooding and natural hazards, deliver exceptional services and experiences, support and empower our people, and organizational excellence.

Under the guidance of the 2019-2023 LPRCA Strategic Plan, the Authority made significant accomplishments on the objectives including: completion of erosion/hazard/floodplain mapping, installation/upgrades of weather stations throughout the watershed, completion of three dam safety reviews, corporate website redesign, Vittoria Dam Class Environmental Assessment, Deer Creek Dam repair, Waterford North Conservation Area upgrade, completion of the 20-year forest management plan, planting of over 270,800 trees and the completion of 59 erosion control and restoration projects.

The 2024-2027 Strategic Plan builds on the previous plan, which incorporated feedback from our municipal partners, provincial and community partners and the public. This refresh also includes new feedback from our Board and staff and is guided by the recently approved Conservation Land and Watershed-based Resource Management Strategies priorities and action plans. This includes fulfilling our core mandate of delivering programs and services that further the conservation, restoration, development and management of natural resources in the watershed.

On behalf of the Board and staff, we are excited to build upon the successes of the prior Strategic Plan. The refreshed Strategic Plan will provide the organization support to leverage technology, improve our programs and services, focus our resources on the identified objectives and to strengthen the health of our watershed.

Robert Chambers

Robert Chambers
Chair, Board of Directors

Judy Maxwell

Judy Maxwell, CPA, CGA
General Manager/Secretary-Treasurer



Our Watershed

The Long Point Region Watershed is home to approximately 100,000 people and located in Southwestern Ontario . The watershed encompasses the entire Municipality of Bayham and the Town of Tillsonburg; most of Norfolk County; and portions of Haldimand County, the County of Brant, the Township of Norwich, the Township of Malahide and the Township of South-West Oxford.

The watershed is situated on the north shore of Lake Erie and is part of the Lake Erie Water Basin, covering an area of 2,782km². The watershed is made up of six main sub-watersheds: Big Otter Creek, South Otter/Clear Creek, Big Creek, Dedrick/Young/Hay Creek, Lynn River/Black Creek, and Nanticoke/Sandusk/Stoney Creek. The watershed is drained by more than 30 creeks and tributaries and spans 225 kilometres of Lake Erie shoreline including the internationally renowned Long Point sand spit. LPRCA owns approximately 4,450ha (11,000ac) of land that includes 12 water-control structures and five active use conservation areas with campgrounds.

The Long Point Region Watershed falls within the Deciduous Forest Region of Canada also known as the Carolinian Forest Zone. There are significant pockets that include Carolinian species such as the Tulip Tree, Black Gum, Sassafras, Flowering Dogwood and Cucumber Tree. These tree species are rare in Canada and occur naturally only in southern parts of Ontario, north of Lake Erie. There are approximately 85 species at risk found in the Long Point Region watershed.

Our watershed is diverse. It contains varied natural landscapes, ecosystems and natural areas, which supports a rich biodiversity that provides the foundation for a healthy watershed. LPRCA works to support the development of a thriving, resilient, and economically sustainable watershed.

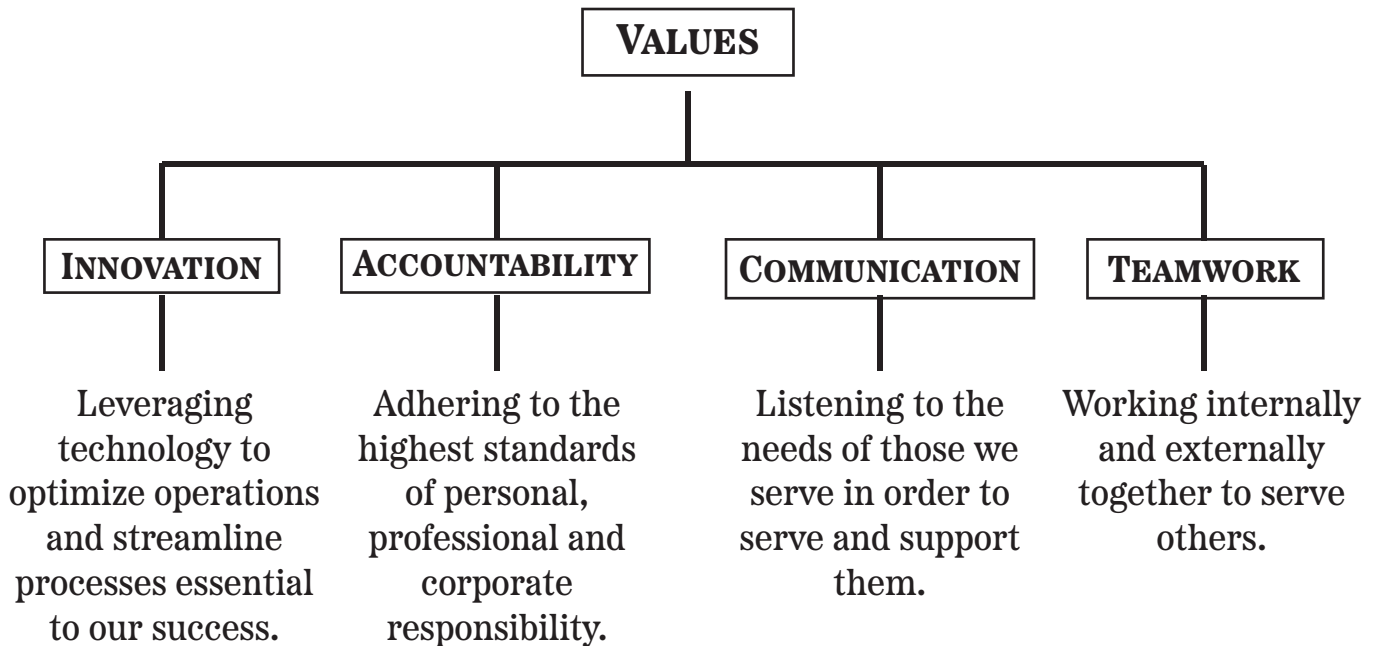
VISION

Working together to shape the future well-being of our watershed.

MISSION

- Protect, advance and rejuvenate the watershed;
- Optimize the health and well-being of the watershed through education and best practices; and
- Deliver excellent services and experiences.

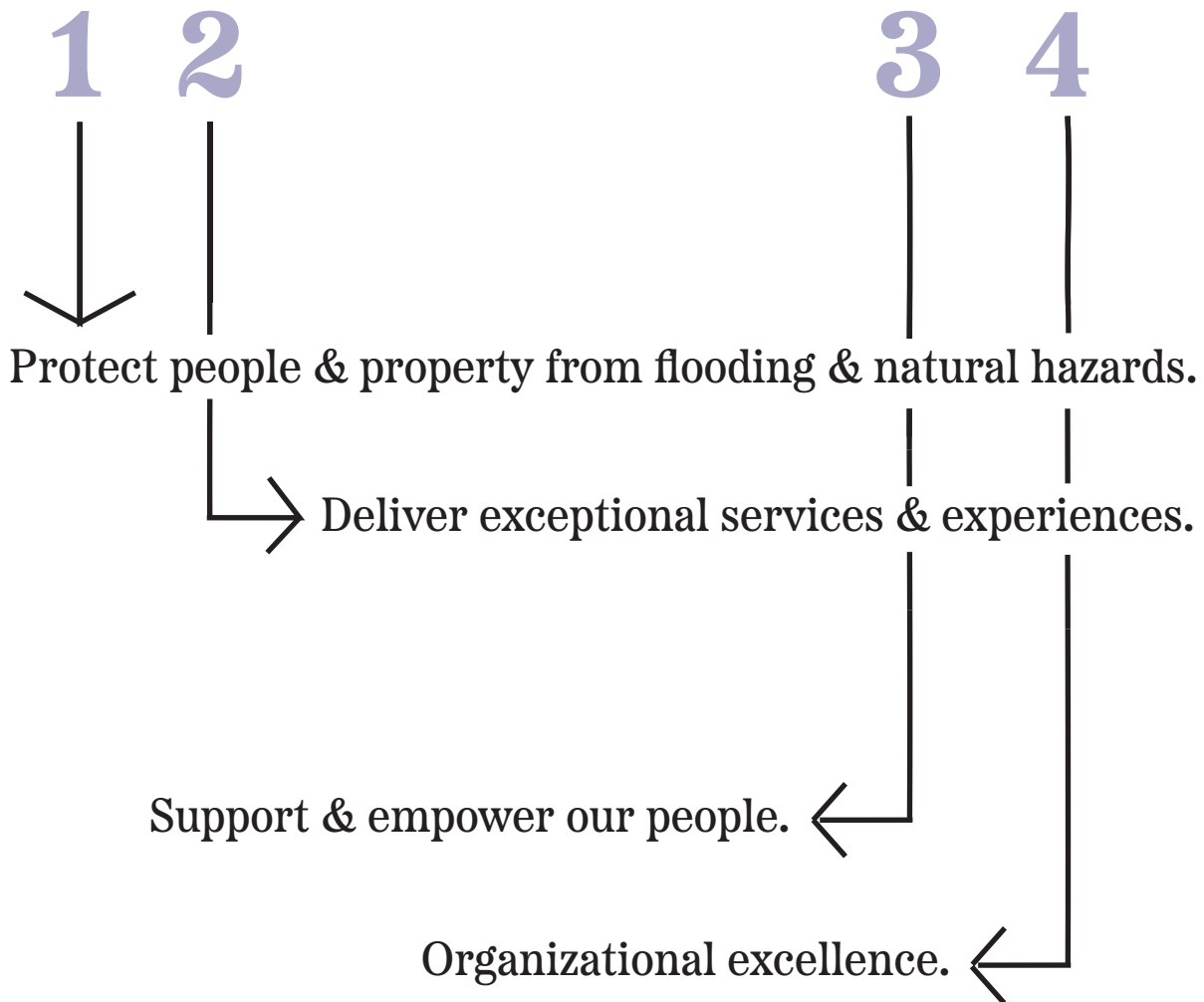
VALUES



This 2024-2027 Strategic Plan is a refresh and update of the 2019-2023 Strategic Plan, confirming the Authority’s vision, mission and strategic directions for the next four years. This refresh sets out an updated set of objectives that will guide the Authority’s activities for the next four years.

STRATEGIC DIRECTIONS

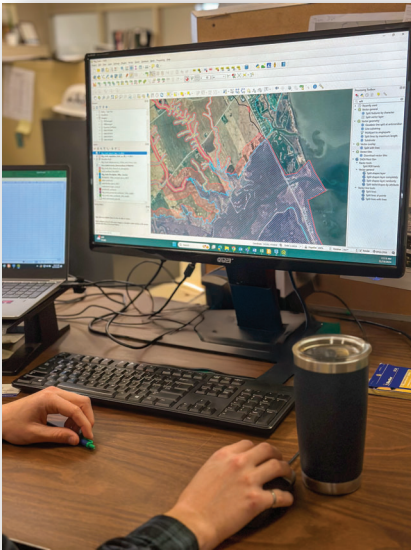
LPRCA will pursue its vision over the coming four years, guided by these four strategic directions:



These strategic directions will provide the Authority with a foundation to pursue our vision of: *Working together to shape the future well-being of our watershed.*

1 Protect People & Property From Flooding & Natural Hazards

LPRCA fulfills its mandate under the *Conservation Authorities Act* to further the conservation, restoration, development and management of natural resources in the Long Point Region Watershed. This direction ensures our communities are protected, natural heritage is conserved and restored and watershed health is improved.



OBJECTIVES

- Promote the importance of mitigating the social and economic impacts of floods and other natural hazards.
- Work with municipal partners to identify hazardous lands and sites.
- Update regulation mapping annually to communicate flood risk and other natural hazard areas within the watershed.
- Operate and maintain water control infrastructure in the best long-term interest of watershed health and the safety of people & property.
- Monitor water quality and report annually on watershed health.

Deliver Exceptional Services & Experiences

Ensuring our member municipalities, stakeholders and residents receive the services they require when they need them is at the core of everything we do. This direction demonstrates our commitment to providing our residents best-in-class services and our visitors with unforgettable experiences.



OBJECTIVES

- Collaborate with municipal partners to streamline operational practices and provide clear guidance to landowners, consultants and contractors.
- Conserve, protect, rehabilitate, establish and manage natural heritage on LPRCA lands.
- Work with municipalities and other water management agencies on drinking water source protection.
- Engage with landowners in the watershed to demonstrate and promote best management practices for natural resources.
- Invest in conservation areas, increasing visitor experiences.

Support & Empower Our People

Achieving our vision is only possible through the efforts of our staff and volunteers. This direction focuses on valuing the excellence of our people, directing our efforts towards delivering on the promise of the Authority's mission.



OBJECTIVES

- Maintain and celebrate a culture of learning, safety and positivity.
- Improve workflow, processes, and practices to support staff with the information and resources they need to deliver excellent services.
- Foster a culture of continuous improvement by providing opportunities for training and development for staff.
- Establish a corporate and team culture that motivates and inspires engagement.

4 Organizational Excellence

Achieving success in this plan requires that organizational structures, processes and resources are aligned to maximize the value of services provided. This direction steers the Authority towards optimizing each of our initiatives and activities in pursuit of our vision.



OBJECTIVES


- Review existing policies, programs, processes and practices to ensure innovation and alignment with the Authority's vision & mission.
- Leverage technology to improve the effectiveness of service delivery.
- Focus on continuous improvement to increase efficiency, effectiveness and quality of programs and services.
- Communicate clearly our actions and accomplishments in achieving our objectives and mission.
- Establish feedback systems to better understand our visitors and customers needs with a focus on user satisfaction.



Looking Ahead

The 2024-2027 Strategic Plan is a dynamic document and will evolve to include actions to achieve each of our objectives identified under our four strategic directions. The objectives and actions will move us forward to the successful realization of our vision: Working together to shape the well-being of our watershed.

Our successes are the result of the commitment of our staff, volunteers, municipal partners, residents and donors committed to shaping the future of the watershed.





Member of the
Conservation Ontario Network

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THANK YOU TO OUR MUNICIPAL PARTNERS

Municipality of Bayham | County of Brant | Haldimand County
Town of Tillsonburg | Township of Malahide | Norfolk County
Township of Norwich | Township of South-West Oxford