

CENTRAL LAKE ONTARIO CONSERVATION

# STRATEGIC PLAN

OUR PATH TOWARDS HEALTHIER WATERSHEDS FOR  
TODAY AND TOMORROW

2021  
-  
2025



# ABOUT CENTRAL LAKE ONTARIO CONSERVATION



Central Lake Ontario Conservation (CLOCA) is a local, community-based, environmental organization and one of 36 Conservation Authorities responsible for managing watershed resources across Ontario.

Established in 1958, CLOCA's jurisdiction is based on the watershed boundaries of four major watercourses and 18 minor watercourses draining an area of over 639 square kilometres. Our watershed stretches from the municipal boundaries of Ajax/Pickering to

Clarington, and north, from Lake Ontario to the crest of the Oak Ridges Moraine (see map on page 3). We provide a wide variety of science-based watershed management programs and services, delivered in partnership with our municipal partners, local landowners, environmental agencies and all levels of government. Our municipal partners include the Region of Durham, the cities of Oshawa and Pickering, the towns of Ajax and Whitby, the Municipality of Clarington and the townships of Scugog and Uxbridge.

# Vision

Healthy watersheds for today and tomorrow

# Mission

Advancing integrated watershed health through engagement, science and conservation



**Watershed:** The entire area of land that drains into a specific creek, river or lake

# CORE VALUES

Times change and priorities shift, but there is a set of timeless principles – **our core values** – that individually and collectively define who we are and the way we want to deliver service. As an organization, we are committed to the following six compass directions:



## 1 Conservation

We are committed to protecting, preserving, and enhancing the watershed in all our actions. We are conservation advocates, land stewards and trusted advisors, promoting science-based watershed management and working with others to improve watershed health and public safety.

## 2 Protection

We are dedicated to a healthy and sustainable natural environment, and protecting our communities from flooding and erosion.

## 3 Innovation

We value innovation and knowledge. We strive to see differently and think creatively, to foster new ideas and offer better services and programs for our watershed community.

## 4 Excellence

We strive to consistently provide the highest standard of customer service, along with the highest standard of care for our watershed.

## 5 Collaboration

We are team players, committed to building relationships with our partners and achieving remarkable results across the watershed. We are collaborators and partners of choice and we encourage others to be watershed champions.

## 6 Leadership

We are passionate and dedicated to the work that we do. We are ethical, accountable, transparent, inclusive, and committed to inspiring others to value the critical role that healthy watersheds play in sustaining our quality of life. We lead by example and inspire others to do the same.

# GOAL 1



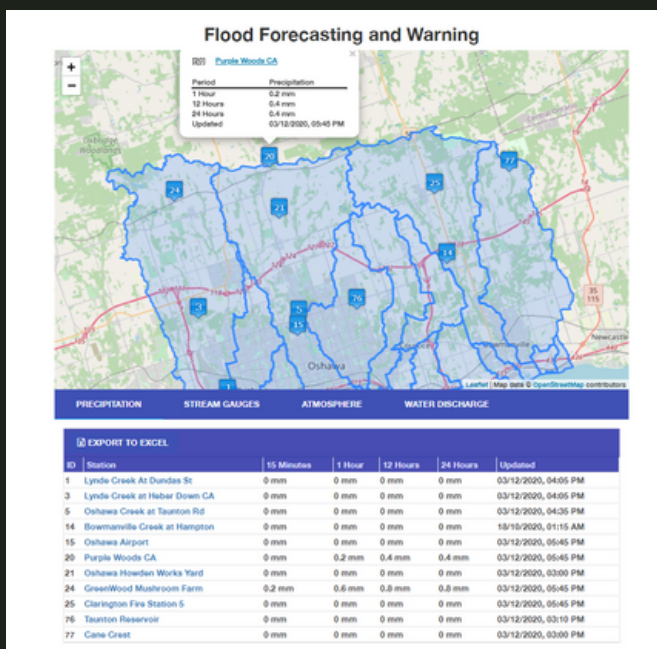
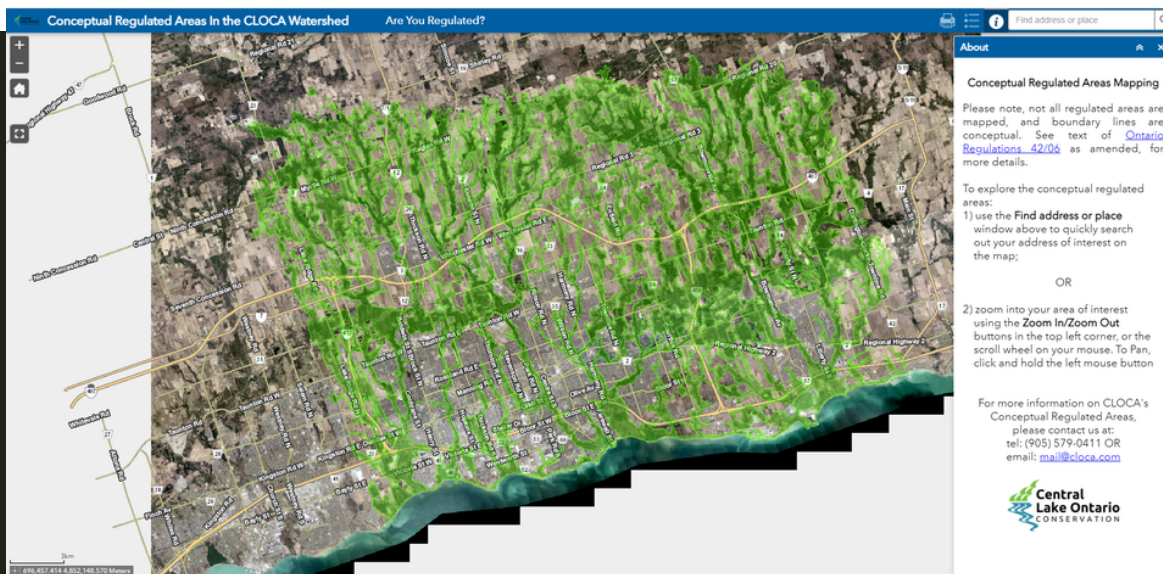
## CONSERVE, RESTORE AND ENHANCE NATURAL RESOURCES THROUGH INTEGRATED WATERSHED MANAGEMENT

### Key Objectives

- Improve understanding of watershed ecosystem and its response to human and natural environmental stressors, to support informed decision making
- Expand network of protected greenspace and Conservation Authority land holdings
- Implement updated integrated watershed plans and other action plans to guide landuse planning, protection, restoration, and stewardship initiatives
- Collaborate with partners to reduce the impact of environmental stressors such as climate change

# GOAL 2

## SUPPORT HEALTHY COMMUNITIES AND THE PROTECTION OF PEOPLE AND PROPERTY FROM FLOODING AND EROSION



### Key Objectives

- Increase capacity to predict flood events and flood-vulnerable areas
- Provide timely and expert technical advice and land use tools and resources to our partner municipalities
- Improve understanding of natural hazards and to inform risk management actions
- Mitigate potential risk to people and property from natural hazards through regulation, administration, and compliance
- Improve flood event warning systems and communication

# GOAL 3

## REMAIN DEDICATED TO THE PROTECTION, MANAGEMENT, AND SAFETY OF CONSERVATION AREAS



### Key Objectives

- Continue to implement a land protection and acquisition strategy
- Identify appropriate opportunities for enhanced use/revitalization/optimal use of Conservation Areas and facilities
- Enhance ecological integrity of Conservation Areas
- Provide high-quality, positive and safe experiences in our Conservation Areas
- Design, implement, and manage Conservation Area infrastructure that respects natural heritage features

# GOAL 4

## CREATE A MORE KNOWLEDGEABLE AND CONNECTED WATERSHED COMMUNITY THROUGH ENGAGEMENT AND EDUCATION



### Key Objectives

- Connect people with nature, culture, and greenspace to promote environmental awareness, appreciation, and action
- Increase school participation in environmental education and stewardship
- Provide programs that respond to and reflect a diverse community
- Communicate a recognized brand that reflects our corporate culture, our goals, and strategic actions to our watershed audiences



# GOAL 5

## DEMONSTRATE BUSINESS EXCELLENCE THROUGH EFFECTIVE CUSTOMER SERVICE, ENGAGED EMPLOYEES AND INNOVATION

### Key Objectives

- Foster provision of efficient, effective, and client-focused programs and services
- Engage employees with measurable continuous improvement outcomes
- Establish a strong culture of collaboration
- Improve corporate sustainability outcomes through operation, procurement, and business practice improvements
- Continue to strive for diversity, equity, and inclusiveness
- Continue to modernize data and mapping management resources and services to support stakeholder and corporate priorities



