



**Credit Valley
Conservation**
inspired by nature

Un-complicating the Complicated Conservation Areas Master Strategy (CAMS)

To: Latornell Symposium

When: Tuesday November 19, 2019
11:00 am to 12:30 pm

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Corporate Services
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Outline

1. Background
2. What's Changed?
3. Un-complicating



Background

- CVC founded in 1954 and first 40 years focused on land acquisition
- The CVC Board of Directors approved the *First* and *Current* Conservation Areas Strategy in 1994
- Strategy was amended in 2007 to include Core-10 model
- Strategy is now nearly 25 years old
- Much has changed

CVC
Established
1954



1963



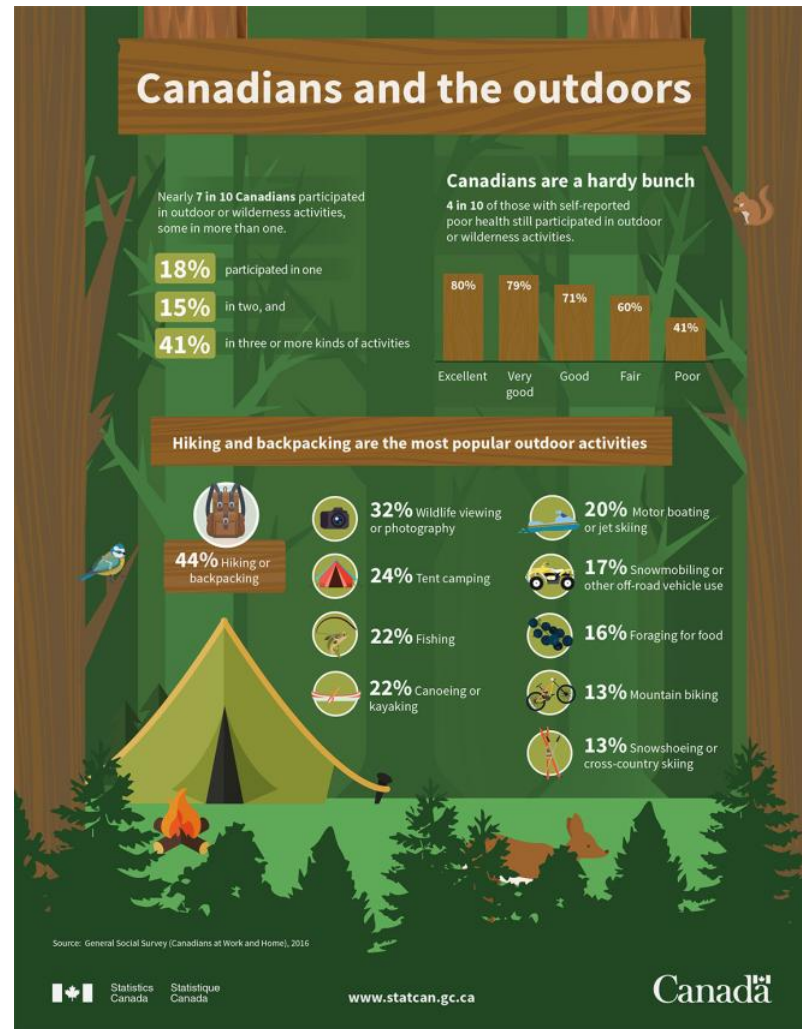
1995



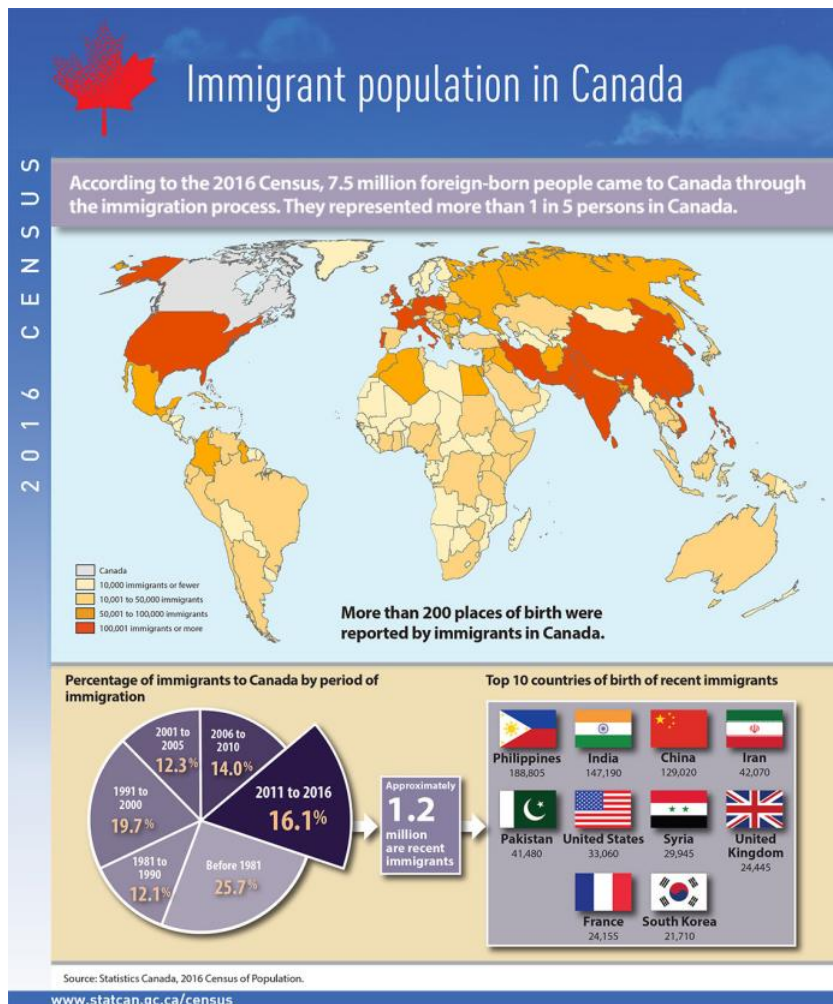
2017

What's changed?

- **Changes in recreation, tourism and leisure trends**
 - 7 out of 10 Canadians participate in outdoor activities
 - Most popular activity is hiking or backpacking at 44%
 - 32% wildlife viewing or photography
 - 24% camping



What's changed?



- **Watershed Demographics**

- Rapidly aging population
 - 62% growth of those over age 65 by 2025
- Culturally diverse population
 - 51% new immigrants
 - Of that, 25% are new in past 15 years
 - 57% identify as part of a visible minority

What's changed?

- **Population Growth and Urbanization**

- Population of Peel in 1994 was 830,000
- Population of Peel in 2017 was 1.42 mil
- Development has changed
 - Intensification is the new normal



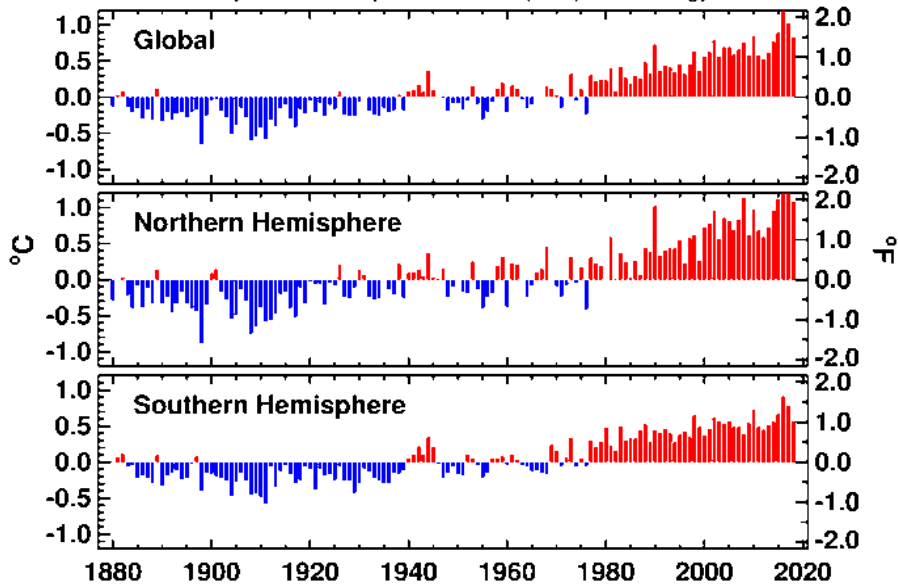
What's changed?

- **New and Emerging Technologies & Science**
 - Climate Change
 - New Technologies

March Land & Ocean Surface Mean Temp Anomalies

NCEI/NESDIS/NOAA

Analysis is based upon Smith et al. (2008) methodology.



Un-complicating - Alignment

- In 2014 the CVC Board approved a new Corporate Strategy
- CAMS has been developed in alignment with the CVC Corporate Strategy "*Our Future to Shape*" (2015-2019)

Goal 5

Connect Communities with Nature to Promote Environmental Awareness, Appreciation and Action

Direction 6

Develop a **Conservation Areas Master Strategy** with our partners that identifies the activities and investments needed to create self-sustaining, unique and high-quality recreational, cultural and educational experiences that meet the needs of the community.

Un-complicating lesson? Make sure you are aligned with your organizational strategy

Un-complicating - Our promise

At Credit Valley Conservation, we create connections between people and nature, knowledge and action. We lead the protection, restoration and enhancement of our local natural environment, and we inspire a deep appreciation for the role of nature in keeping us connected, healthy and happy.

Un-complicating lesson? Use plain language that creates meaning

Un-complicating - Acknowledge change

Change Agents

- Strategies are not static
- We recognize the importance of societal changes, change agents and their impact on public land

Science

- Evolving understanding of nature and environment

Technology

- Adapting to new tools that are reshaping how we connect and how we do business

Climate Change

- Requires resiliency, mitigation, adaptation and education, impacting all we do

People

- Responding to a diverse and growing urban and rural population

Un-complicating lesson? Make change a part of the strategy or in today's environment your strategy will not last

Un-complicating – Principled commitments

Our Commitments

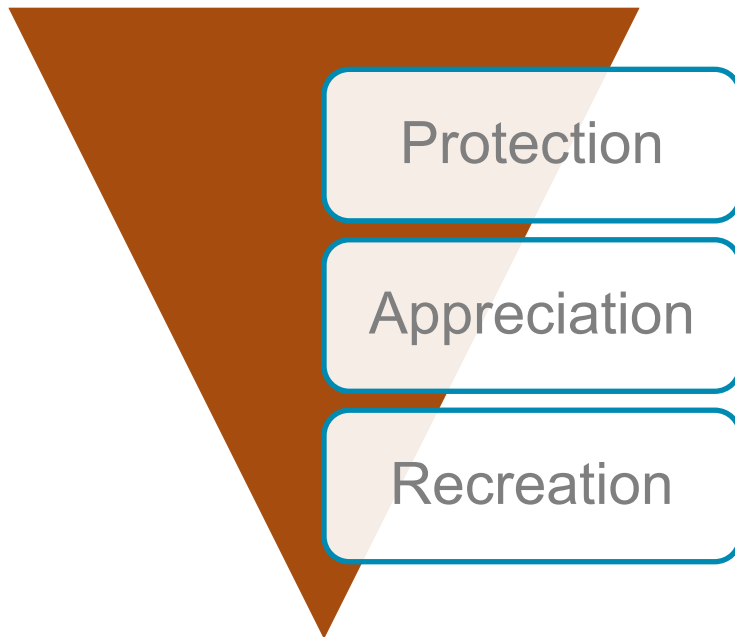
- Dedicated and willing to work hard to achieve in four priority areas:



Un-complicating lesson? Commit to HOW your going to do the work, not just WHAT work you're going to do

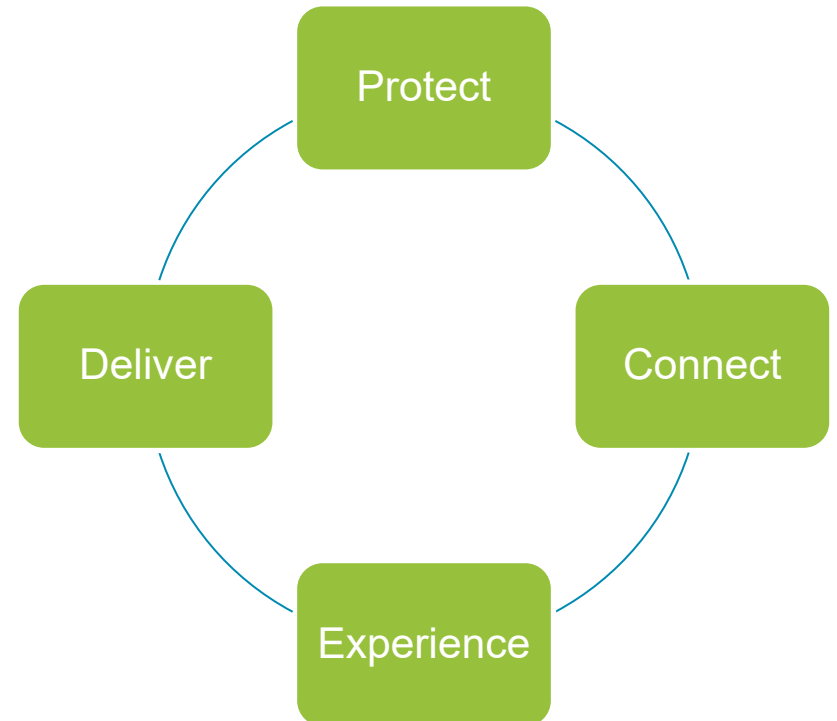
Un-complicating – Modernize your approach

1994 Strategy



Hierarchy Approach

Proposed Strategy



Balanced Approach

Un-complicating lesson? Don't just do what you've always done

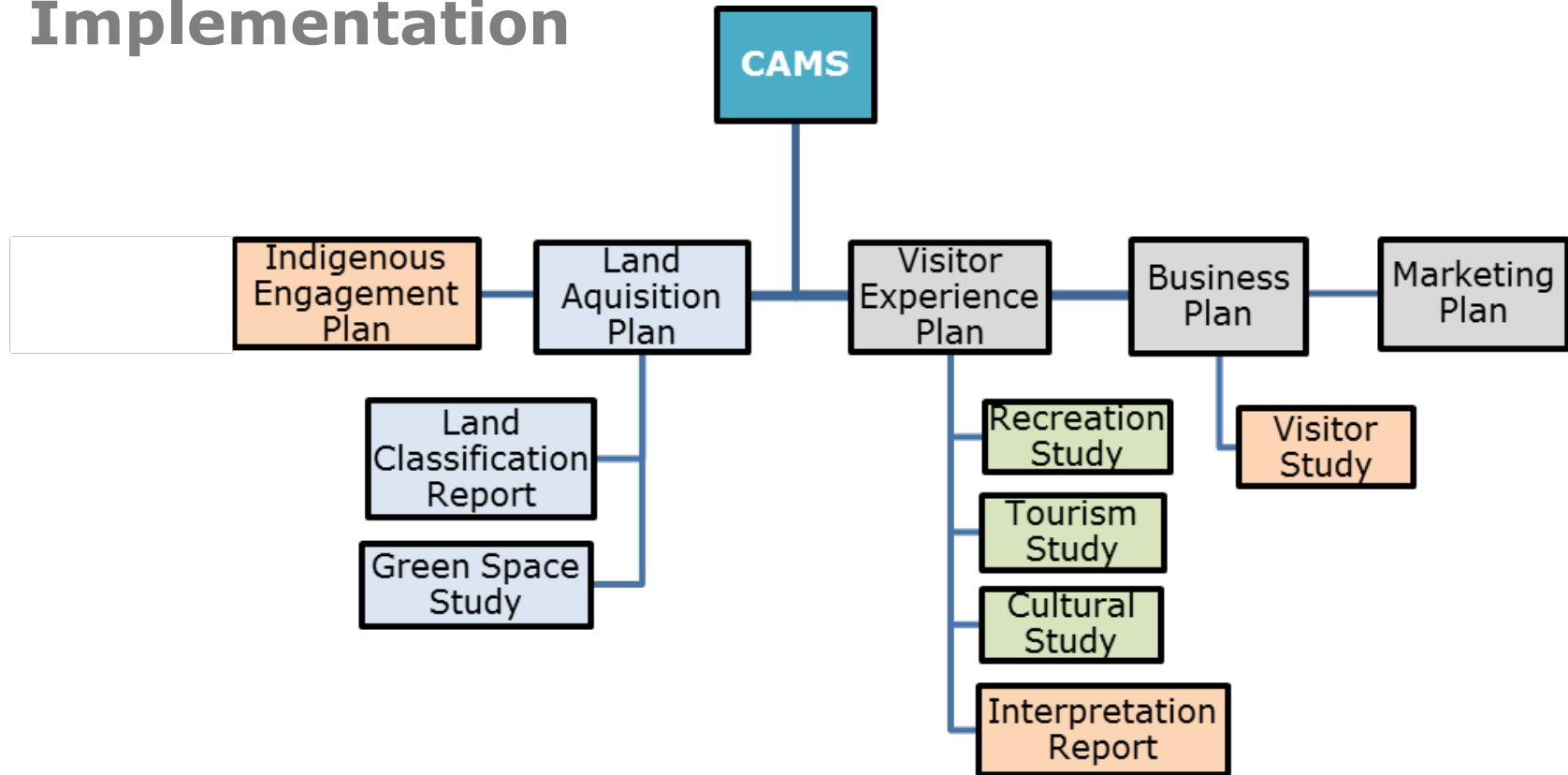
Un-complicating - Make a plan for plans

Protect		Status	Experience		Status
Land Acquisition Plan		Review	Recreation Study		New
Land Classification Report		Review	Tourism Study		New
Green Space Study		New	Cultural Study		New
Conservation Areas Framework		New	Sector Framework		New
Connect			Deliver		
Indigenous Engagement Plan		New	Visitor Experience Plan		New
Interpretation Report		New	Marketing Plan		Review
Visitor Study		Review	Business Plan		Review
Partnership Framework		New	Business Framework		New

Un-complicating lesson? Not everything has to be in a strategy

Un-complicating – Use familiar structures

Implementation



Un-complicating lesson? Treat the strategy like an org chart because it's familiar

Un-complicating – Visual tools are inclusive

Un-complicating Lesson? Use a visual dialogue tool to be more inclusive



questions?