




Land Securement Strategy

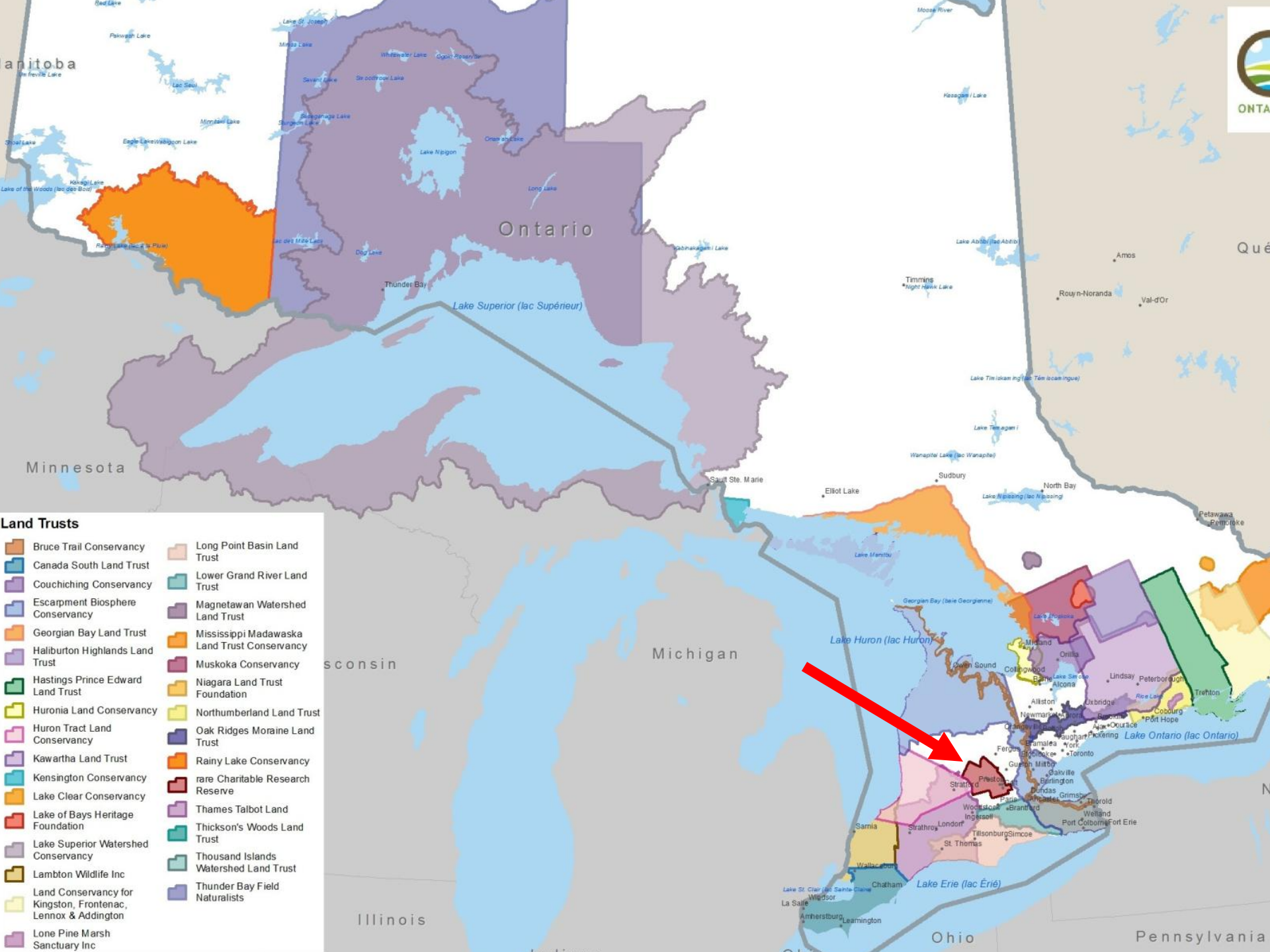
rare Charitable Research Reserve | 2018





Waterloo Region: Home to more than 550,000 people and, expected to grow by 35% over the next 20 years

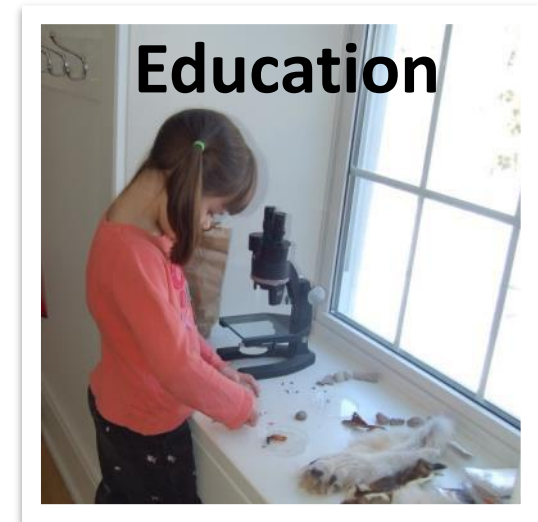
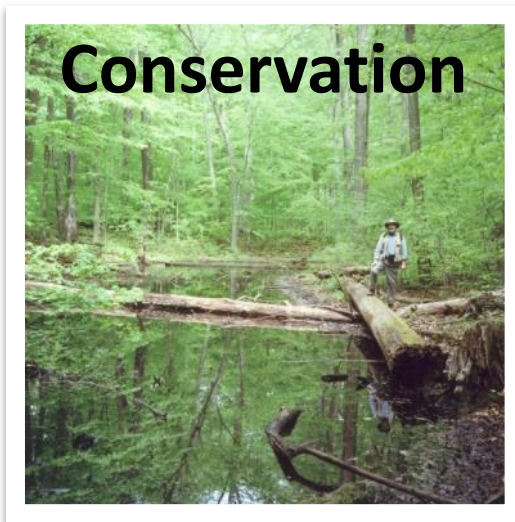
Wellington County: Population growth in rural areas projected to be between 34% and 43% by 2041



- ### Land Trusts
- Bruce Trail Conservancy
 - Canada South Land Trust
 - Couchiching Conservancy
 - Escarpment Biosphere Conservancy
 - Georgian Bay Land Trust
 - Haliburton Highlands Land Trust
 - Hastings Prince Edward Land Trust
 - Huron Land Conservancy
 - Huron Tract Land Conservancy
 - Kawartha Land Trust
 - Kensington Conservancy
 - Lake Clear Conservancy
 - Lake of Bays Heritage Foundation
 - Lake Superior Watershed Conservancy
 - Lambton Wildlife Inc
 - Land Conservancy for Kingston, Frontenac, Lennox & Addington
 - Lone Pine Marsh Sanctuary Inc
 - Long Point Basin Land Trust
 - Lower Grand River Land Trust
 - Magnetawan Watershed Land Trust
 - Mississippi Madawaska Land Trust Conservancy
 - Niagara Land Trust Foundation
 - Northumberland Land Trust
 - Oak Ridges Moraine Land Trust
 - Rainy Lake Conservancy
 - rare Charitable Research Reserve
 - Thames Talbot Land
 - Thickson's Woods Land Trust
 - Thousand Islands Watershed Land Trust
 - Thunder Bay Field Naturalists

Organization	Land Secured (ha)	Actively securing in the area	Partner Potential	Focus
Conservation Halton	~300	Some	Yes	Area expansion & linkage
County of Wellington	525	No	Yes	Forests
Credit Valley Conservation	~39	No	Yes	Credit Valley Trail
Ducks Unlimited Canada	0	No	Yes	Waterfowl habitat
GRCA (Grand River CA)	7,933	No	Yes	Outside the area
Nature Conservancy of Canada	0	No	Possibly	Outside the area
Ontario Farmland Trust	38	Yes	Yes	Farmland
Ontario Heritage Trust	11	No	Tech support	Natural heritage
Ontario Nature	0	No	Yes	Ecological
<i>rare Charitable Research Reserve</i>	375	Yes	Yes	Ecological
Region of Waterloo	435	No	Yes	Greenlands network
Waterloo Region Nature	8	Yes	Yes	Ecological
TOTAL	9,664			

A land trust and environmental institute



Conservation is *rare's* priority and the organization has developed a unique method based on 3 fundamental principles:

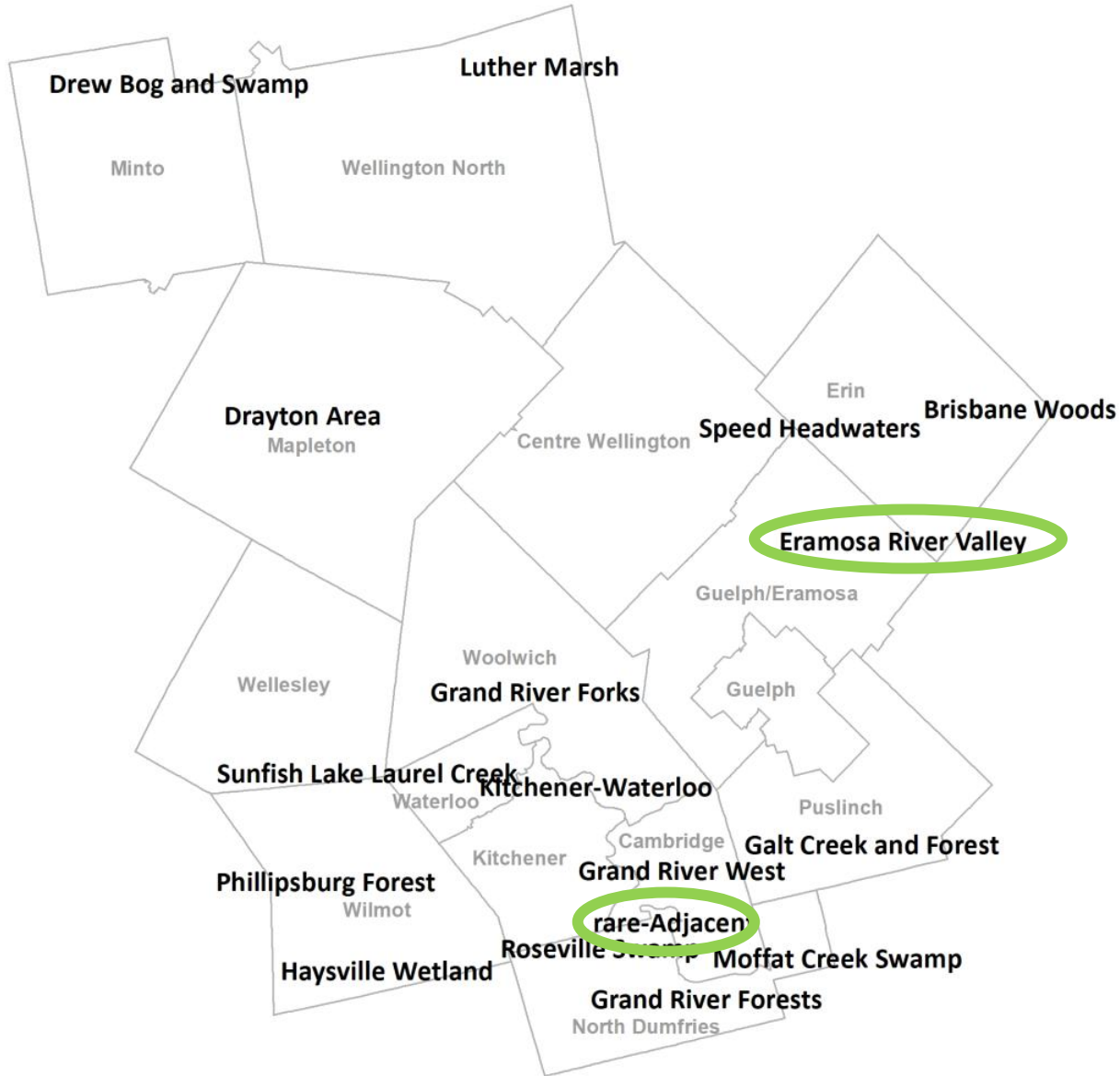
- Undertake research to further science and equally value and support Indigenous ways of knowing and being
- Train the next generation of land stewards who will perpetuate these values; and
- Create an entire community of support for them and for shared goals between scientists and Indigenous communities

Securement strategy criteria

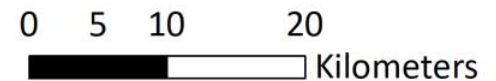
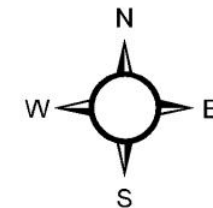
- Ecological and physical science,
- Parcel size (>2 ha),
- Urbanization threat,
- Potential for funding,
- Geographic dispersion to serve every lower tier municipality within the Region of Waterloo and County of Wellington; and,
- Limited to a reasonable number of landowner contacts that can be approached within a five year program.

Identification of Target Areas

18 Target Areas, 365 properties, 7-81 ha/area



□ Municipal Boundaries



Target area: *rare*-Adjacent



Target area: Eramosa River Valley

rare Eramosa River Conservation Corridor

Targets

400 ha of additional land secured in 5 years

- Average target parcel size 25.5 ha
- adjusted to 23 ha for partial takings
- 10% of landowners are interested after outreach
- 5% get ultimately secured

Landowner Contact Method



Landowner's property

Most attention-grabbing piece in the package



Mailing Packages

Start	Week 1	Week 2	Week 3	Week 4
Phase 1 mailed	Phone Number Look Up	Phase 1 Initial Calls	Follow Up Phase 1 Calls	
	Phase 2 mailed	Phone Number Look Up	Phase 2 Initial Calls	Follow Up Phase 2 Calls
		Phase 3 Mailed	Phone Number Look Up	Phase 3 Initial Calls
			Phase 4 Mailed	Phone Number Look Up

Meet

- **In Person when feasible**
 - Body language
 - Affinity
 - Collect more info
 - Property inspection
- **Exceptions**
 - Distant/absentee landowner
 - When there is a listing agent and purchase is the securement choice with reasonable price expectation



Do Your Homework

- GIS Mapping: Conduct GIS land analysis to prioritize land securement method
- Landowner:
 - Who's on title?
 - Who lives there?
 - Who knows them?
 - Can you be introduced?
 - Involved in any stewardship programs?
 - Donor already?
 - Comps

Jane Landowner

123 Regional Road 47, Twp of Blue Hill, County of Paradise Valley
10 acres



Seek Warm Introductions

Trust is more easily gained through introductions from:

- Councilors
- Board members
- Stewardship staff
- Neighbouring champs





***Happy
Landowner***

=

***Champion for
Land***

Securement

=

Priceless

Landowner Land Disposition Options

Most landowners only know of two disposition options for their land:

- Sell it; or
- Leave it to their children





Land Securement Methods

- Land Donation
- Split Receipt
- Conservation Severance
- Bequest
- Life Interest Agreement
- Conservation Easement Agreement

Environment Canada

Ecological Gifts Program

- Register donations through the Ecogifts Program
- 0% capital gains tax
- Full appraised value is receipted (100% inclusion)
- Donation value can be spread over 10 years

Ecological Gifts

Canadians donating ecologically sensitive land



Many Canadians who own ecologically sensitive land have no guarantee that the piece of nature they have cherished for years will be cared for in the future. Through the Ecological Gifts Program, landowners can protect their land, create a legacy, and at the same time may receive a substantial income tax benefit.

Create a legacy and receive a tax break today

EthanMeleg.com



Ecological Gifts Program
Canadians donating ecologically sensitive land



Programme des dons écologiques
Les Canadiens faisant don de terres écosensibles

Land Securement Costs

Item	Estimated Cost
Appraisal	\$4,000 - \$7,000
Legal	\$1,500 - \$25,000
Survey	\$2,500 - \$15,000
Phase 1 Environmental Assessment	\$2,000 - \$4,000
Baseline Documentation Report	\$8,000 - \$13,000
Staff/contractor time	\$4,000 - \$12,000
Total (incl. BDR)	\$22,000 - \$56,000
Total (not incl. BDR)	\$16,000 - \$63,000

Project Approval Process

Land Securement Committee

- List A – Active project
- List B – Potential projects
- Property Evaluation Form
- Letter of Intent
- Map delineating proposed acquisition
- Appraisal



Thank you!



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