

# Quinte Conservation Strategic Plan



2010  
to  
2020

## Who We Are

Quinte Conservation is one of Ontario's 36 Conservation Authorities. We are a community based environmental protection agency. Our main goal is to ensure the healthy co-existence between the community, its environment and its economy. Our area of jurisdiction includes the watersheds of the Moira, Napanee and Salmon Rivers and all of Prince Edward County. We provide important conservation advisory services to our 18 local municipalities within our 6,000 square kilometer region. We own over 12,000 hectares of land and 39 water control structures. Our success is based on local initiative, watershed jurisdiction and partnerships in resources management.

## Quinte Conservation's History and Role

*"What happens upstream, affects what happens downstream" is a phrase you will often hear at Quinte Conservation. This is true not only of our watersheds, but also our history of conservation in the Quinte region. We are fortunate to have more than 60 successful years "upstream", so we can count on continued achievements "downstream" in the future.*

In response to changing circumstances, Quinte Conservation came into being in 1996 through the strategic alliance and subsequent amalgamation of three conservation authorities; Moira, Napanee, and Prince Edward, established in 1947 and 1965 respectively. We serve the environmental protection needs of 18 municipalities within three watersheds. Watersheds are areas of land drained by a river and its tributaries into a particular body of water, such as a lake.

With the well-being of future generations always front and centre, we strive to sustain and improve the natural endowments of our three watersheds. Quinte Conservation nurtures many partnerships to help achieve its goals. These include municipal and provincial staff and politicians, private landowners and citizens and a diverse array of land and lake associations, other community groups and institutions.

To ensure that we are truly connected to the common and varying needs of the citizens within our watersheds, we are governed by a board representing the 18 municipalities. Members guide strategic direction, priority-setting and resource allocation for the different and interconnected watersheds.

Quinte Conservation has five broad program areas which serve as a foundation and framework for our strategic planning:

- Water management for the protection of life and property from the damages of flooding
- Water management for the protection of water quality and quantity
- Watershed planning
- Conservation land management
- Conservation education

Since our first strategic plan for the period of 1996 to 2010, we have increased our staff complement of experienced environmental specialists enabling us to achieve many notable successes with our partners.

This leads us to our 2010 - 2020 strategic direction in conjunction with new emerging trends.



## OPERATING PRINCIPLES

### A Guide for Everyday Actions

- Passionate about preserving and protecting the environment for future generations
- Innovate continuously
- Adapt to change to best serve the emerging needs of the community
- Use an ecosystem approach to managing the health of our watersheds; the linkages among the natural, social, cultural and economic environments will always be considered in our programs and day-to-day actions
- Collaborate on environmental issues and priorities in teams, partnerships and at the grassroots level
- Provide quality service with fiscal responsibility
- Enthusiastically embrace the leadership challenge

## Forces of the 21<sup>st</sup> Century Shaping Our Goals



- Climate change is an environmental challenge of unknown potential impact facing our communities
- Communities are embracing renewable energy as a better way of life to reduce their reliance on fossil fuels

- The Quinte Region's economic growth and urbanization presents an ongoing challenge for local decision-making in staying the course on sustainable development
- The complexity of environmental issues requires more partnering, collaboration and sharing of expertise
- Each age group in our community has to be treated as a different culture with its own needs and interests
- Technology is dismantling hierarchy, increasing information sharing everywhere and putting more pressure on organizations to provide real time service delivery

## Our Mission

Creating a sustainable ecosystem where people and nature live in harmony

## Our Vision

The premier ecologically sustainable watershed



## We will achieve our vision through



- **Creative and Value Added Funding**
- **Comprehensive Conservation Management**
- **Aware and Involved Community**
- **Growing and Connecting Expertise**

# Our Action Plan

*We need to go beyond the question of “what future is most probable?” to more powerful questions like “what future do we want to create?” We involved a range of stakeholders, staff and board members in trying to answer these and other questions about our potential future role. The following are our ideas for initiatives to create the future Quinte Conservation would like to see for our watersheds.*

## CREATIVE AND VALUE ADDED FUNDING

- Build an active Foundation; sponsorships, grants and endowments
- Provide conservation expertise; regional planning, groundwater advice, local consultations
- Provide advice to landowners/homeowners on sustainable development technologies (such as renewable energy, reuse of wastewater and rainwater, maintenance of wells and septic systems, and storage of hazardous materials)
- Provide fee for service technical advice and inspections

## COMPREHENSIVE CONSERVATION MANAGEMENT

- Monitor and report on water quality in surface waters (lakes, rivers, streams and Bay of Quinte)
- Continue to work with all expertise available to ensure safe drinking water for all watershed residents
- Expand on the “Watershed Watchers” program to include such things as rain, lake water levels and harmful algae blooms
- Move forward with green energy projects; produce and promote green energy
- Enhance the technology of flood forecasting and mapping
- Revitalize Conservation Areas for eco-tourism and education, while preserving nature

## AWARE AND INVOLVED COMMUNITY

- Expand conservation education for developers, landowners, associations, agencies and businesses
- Promote the creation of an accredited course for real estate agents about permits, regulations and floodplains
- Be a “go to”, high value, one window environmental resource
- Build an interactive centre that provides local information (on, for example, water quality, flood warnings, species at risk), facilitates business processes such as permits and educates both children and adults on conservation, the environment and the Bay of Quinte
- Reach and involve residents, staff, board members and municipal councils using a range of communications media and campaigns
- Reach out to watershed residents, including new Canadians, to encourage them to become environmental stewards

## GROWING AND CONNECTING EXPERTISE

- Streamline processes with municipal partners, other levels of government and grassroots organizations
- Partner with colleges, universities and boards of education to advance environmental science
- Share and leverage science expertise and monitoring work through joint projects with teachers, faculty and students
- Nurture and foster inter-agency, staff and board member expertise in climate change evolution and adaptation
- Keep and attract high calibre, professional staff and board members



## PRIORITIES 2010 - 2020

- Collaborate in ecosystem monitoring, research and reporting
- Expand conservation education for developers, landowners, associations, agencies and businesses
- Build an active Foundation
- Produce and promote green energy
- Enhance the technology of flood forecasting and mapping

Streamline processes with municipal partners and others

## EXISTING Core Capabilities

- Watershed-based
- Locally connected
- Partnering and Collaboration
- Ecosystem focused

## NEW Core Capabilities

- One-window customer service
- Advancing environmental science
- Championing sustainability

## 2010 Board Members

**George Underhill**  
**John Wise**

**Quinte Conservation Chair**  
**Quinte Conservation Vice-Chair**

### Moira River Watershed Advisory Board

Robert Sager, Chair  
Jackie Denyes, Vice-Chair  
Tom Lafferty  
Egerton Boyce  
Terry Cassidy  
Stead Covert  
Eythel Grant

Rita Cimprich  
Dale Grant  
Tom Simpson  
Justin Bray

### Napanee Watershed Advisory Board

John Wise, Chair  
Fred Lang, Vice-Chair  
Gary Smith  
William Robinson

Carl Bresee  
Roger Cole  
Edgar Tumak

### Prince Edward Region Watershed Advisory Board

George Underhill, Chair  
John Drechsler, Vice-Chair  
Monica Alyea  
Stacey Hatch  
Brian Marisett  
John Thompson  
Nathan Koutroulides

## 2010 Conservation Staff

Terry Murphy

Paul McCoy

Bryon Keene  
Keith Taylor  
Lucille Fragomeni  
Tammy Smith  
Harry Stinson  
David Smallwood

Catherine Sinclair  
Brad McNevin  
Tim Trustham  
Darrin Tone  
Amy Dickens  
Mark Boone  
Julie Munro  
Lynette Lambert

Alana Bancroft

Nancy Marshall

Terry Sprague  
Maya Navrot

Jennifer May-Anderson

Liping Kong  
April Brant

Anne Carr  
David Dies  
Jennifer White

General Manager / Secretary  
Treasurer  
Planning and Development Manager  
Water Resources Manager  
Source Water Protection Manager  
Communications Manager  
Corporate Services Manager  
Field Operations Manager  
Forestry and Field Operations Manager  
Regulations Officer  
Regulations Officer / Biologist  
Ecologist / Planner  
Water Resources Engineer  
GIS Database Specialist  
Hydrogeologist  
Surface Water Specialist  
Environmental Water Quality Technician  
Conservation Stewardship Coordinator  
Source Water Protection Administrative Assistant  
Naturalist  
Conservation Education Coordinator  
Communications and Marketing Assistant  
Accounting Clerk  
Executive and Corporate Services Assistant  
Technical Administrative Assistant  
Field Operations Supervisor  
Environmental Technician

## Contact Us

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## Quinte Conservation Strategic Plan: 2010 - 2020

