

# Transformation 2022-2024 LSRCA's Strategic Plan

Lake Simcoe Region Conservation Authority  
Board of Directors

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**Lake Simcoe Region**  
conservation authority



Member of Conservation Ontario

# Strategic Planning Project Team



- **Project Lead, Melissa Rosato**  
Communications Specialist



- **Project Consultant, Susan Jagminas**  
Senior Communications Advisor



- **Project Manager, Kristen Yemm**  
Director, Corporate Communications and  
Engagement

# Agenda

- What's Familiar? What's New?
- Project Recap
- Launch Details
- Implementation Considerations



# Strategic Plan: What's Familiar, What's New

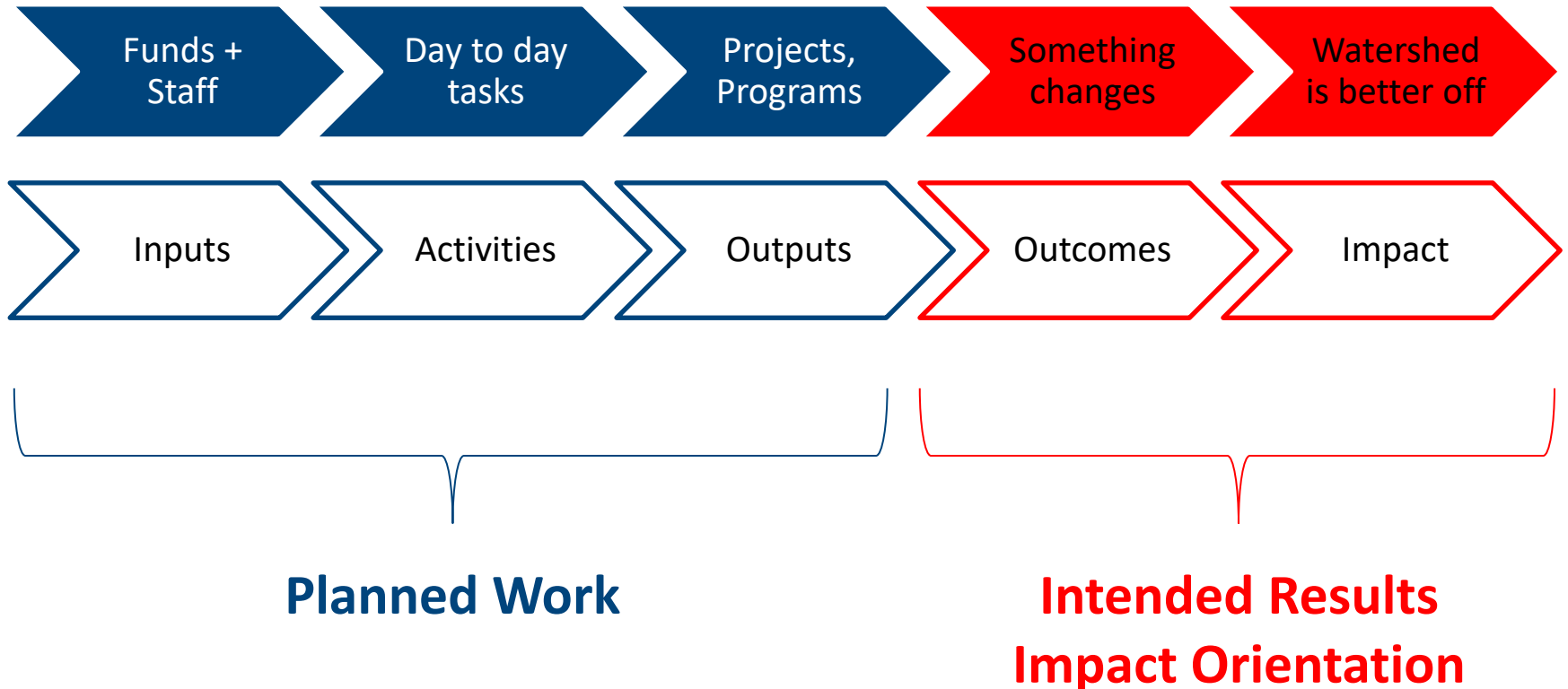


**Ongoing Downstream Focus**

**Seeking Upstream Changes**



# Our New Framework: Impact Orientation



*“This is the best Strat plan process to date in the decades I’ve been here.*

*The ‘outcome’ is looking like something we can all get behind and lead into our future success.”*

Authority Staff Member



# Step 1 Project Recap







# Step 2 Project Recap



# Project Recap: Vision, Mission, Values

**Vision:** Healthy lake, healthy land, healthy life...  
for generations to come.

**Mission:** We collaborate to protect and restore the  
Lake Simcoe watershed with innovative  
research, policy and action.

**Values:** Integrity                      Inclusivity  
Accountability                      Optimism  
Innovation

# Steps 3 + 4 Project Recap



# Our 5 Strategic Directions



1 Champion Watershed Health and Climate Resilience



2 Drive Evidence-Based Decision-Making



3 Spark a Passion and Action for Nature



4 Advance Organizational Effectiveness and Excellence



5 Nurture People and Talent



# Board of Directors' Involvement



# Our 20 (Outcome) Objectives

## Strategic Direction 1

### Champion Watershed Health and Climate Resilience

1.1 People, property and infrastructure are protected from natural hazards through planning, permits, enforcement of regulations and flood management and warning activities.

1.2 Healthy communities are supported through effective plan review services for our municipal clients.

1.3 Drinking water sources are protected through our leadership of the source water protection program.

1.4 A resilient watershed is achieved through nature-based restoration solutions and an increase in protected areas on rural, urban and agricultural lands.

## Strategic Direction 2

### Drive Evidence-Based Decision-Making

2.1 Knowledge of watershed health and management decisions are improved through comprehensive, leading-edge science.

2.2 Decision makers access, understand and implement integrated watershed management plans and their recommendations.

2.3 Effectively and securely managed data facilitates collaboration and analysis, improving decision-making.

2.4 Climate change considerations drive internal and external programs, policies, plans and practices.

## Strategic Direction 3

### Spark a Passion and Action for Nature

3.1 Landholdings provide ecological and human health benefits in a sustainable way.

3.2 Mutually beneficial partnerships leverage knowledge and resources for watershed health outcomes.

3.3 Target audiences are aware of our organization's purpose, programs and services.

3.4 Watershed communities consider us a trusted, transparent and inclusive organization.

3.5 Watershed communities are engaged, educated and inspired to care and take action for watershed health.

## Strategic Direction 4

### Advance Organizational Effectiveness and Excellence

4.1 Proactive financial management and reliable funding sources support sustainable operations.

4.2 Internal and external clients receive excellent service and have their diverse needs met.

4.3 Legal business obligations are upheld through proactive measures.

4.4 Effective and efficient business processes demonstrate a commitment to continuous improvement and environmental sustainability.

## Strategic Direction 5

### Nurture People and Talent

5.1 Skilled talent is attracted and committed to our vision and have opportunities to grow and develop.

5.2 Employees feel a sense of belonging and contribute to a safe and healthy culture where diversity, equity, inclusion and wellness are celebrated and promoted.

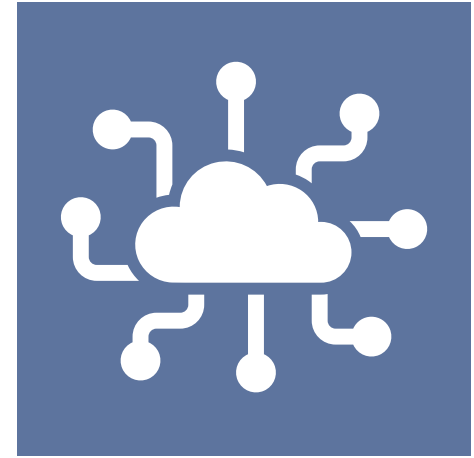
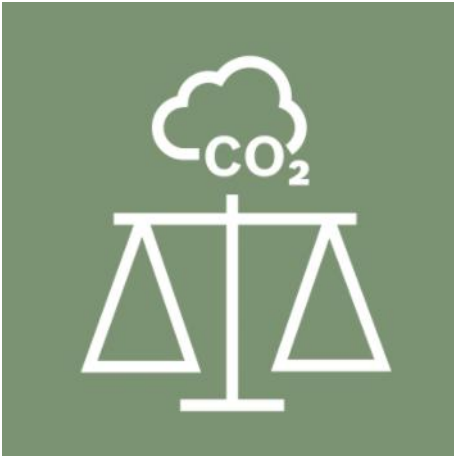
5.3 Staff are highly engaged and have the technical resources, knowledge, and collaborative opportunities to do their jobs effectively, securely and efficiently.



# Steps 5 & 6 Project Recap



# Major Initiatives





# Transformation

2022-2024 

# Engagement and Promotion

- New webpage:  
[www.LSRCAttransformation.ca](http://www.LSRCAttransformation.ca)
- January Promotion



# Implementation Considerations



## Formal Reporting

- Annual Report
- Semi-Annual Progress Update
- Initiatives Alignment Highlighted - Ongoing

# Thank You

