

2024 – 2027 Otonabee Conservation Draft Strategic Plan

(content only for consultation purposes)

Water

Water is the common link that flows between all our program areas. Water is at the forefront of our Strategic Plan and serves to shape the context of the services we provide to the community. The new Strategic Plan will include a narrative on why water is essential and how it binds us together both as an organization and as a community.

We will focus on growing the stewardship of our watershed's natural resources with the goal of increasing community awareness of the connections between humans and the watershed.

Our Vision

As guardians of our local water and natural environment, we promote resiliency to change, foster community stewardship and provide outdoor recreational opportunities to support healthy living.

Our Mission

- Protect people and property through informed decisions and actions, information sharing and facilitating solutions-based outcomes.
- Foster and encourage stewardship of the natural resources people rely on by learning from and working with our watershed community.
- Protect and manage conservation lands, trails, and services for public enjoyment and to promote activity that contributes to healthy living.

Our Values

- People First - residents, businesses, clients, and staff are valued & listened to with an open mind.
- Professionalism – our actions are reliable and trustworthy.
- Collaborative – solutions-based teamwork is a keystone of our success.
- Continuous Improvement – we strive to do our utmost & seek out opportunities to progress.
- Fiscally responsible – being accountable and transparent in all we do.

Our Strategic Priorities

1. Collaborate with our community to develop and deliver focused programs and services.

Goal: Consult with our partners and clients to seek innovative ways to balance competing priorities through collaborative problem-solving.

Goal: Leverage our existing resources and knowledge and support collective action to maximize the benefits to our community.

Goal: Maintain our delivery of effective, high-quality programs and services that align with changes in provincial directives and the evolving needs of our community.

2. To be a recognized centre of knowledge and expertise while acting as a community builder.

Goal: Actively explore and implement creative ways to share our knowledge and information with our community.

Goal: Build community resilience and support actions that mitigate the impacts and consequences of climate change.

Goal: Optimize opportunities to increase the availability of our resources to support informed decisions and community initiatives that benefit individuals and our broader community.

3. Ensure financial sustainability of the organization.

Goal: Prepare, implement, and maintain a sustainable financial plan.

Goal: Secure external funding and develop a multi-year fundraising plan to facilitate the delivery of non-legislated programs and services.

Goal: Conduct a comprehensive program and service delivery review by 2026.

4. Embrace and adapt to change and celebrate successes in our community.

Goal: Enhance community survey engagement to better inform our programs and services.

Goal: Seek out opportunities to recognize and celebrate the successes of our partners and community.

Goal: Strive to always be a high-performance organization that incorporates innovation in the development and delivery of our programs and services.