

RVCA LAUNCHES STRATEGIC PLAN

March 27, 2017, EASTERN ONTARIO — A renewed vision for a thriving watershed will guide the Rideau Valley Conservation Authority (RVCA) during the coming years. The RVCA board of directors unveiled its new strategic plan at its board meeting held March 23. The plan builds upon the Conservation Authority's past 50 years of success and will guide it towards a sustainable future.

RVCA Chair Lyle Pederson and General Manager Sommer Casgrain-Robertson are excited that the plan, entitled *Conserving Our Watershed, Ensuring Our Future*, charts a course to 2020. "We've worked hard to develop a set of strategies and plans that identify clear priorities for RVCA to undertake that are locally relevant," said Chair Pederson. "These actions will benefit our local municipalities by protecting and restoring the value of our watershed."

The RVCA's renewed vision is for a thriving watershed with clean abundant water, natural shorelines, rich forests and wetlands, diverse habitat and sustainable land use that is valued and protected by all.

Four pillars guide program priorities to accomplish this vision:

1. Develop and share watershed knowledge that advances decision making and leads to on-the-ground action
2. Protect, restore and enhance watershed health and safeguard people and property from natural hazards
3. Increase watershed awareness and appreciation and inspire action in others
4. Operate a sustainable, well-managed, service-driven organization fueled by engaged employees

"All of our strategic priorities are also underpinned by five core values," added General Manager Sommer Casgrain-Robertson. "Collaboration, balance, knowledge, integrity and excellence shape all that we do and how we do it as we serve the Rideau watershed and the people who live in it".

This strategic plan is just one of several products that guide the ongoing work and conservation efforts of the RVCA. The 2016 RVCA Annual Report, 2017 Budget and Work Plan along with information sheets for each of our member municipalities show the past, present and future of Conservation Authority efforts. To see the full strategic plan or any of these products, visit our website at www.rvca.ca (under "publications") or call 1-800-267-3504 to have a copy mailed.

— end —

For more information, contact:

Sommer Casgrain-Robertson,
RVCA General Manager
613-692-3571 or 1-800-267-3504 ext. 1214
sommer.casgrain-robertson@rvca.ca

**Rideau Valley
Conservation Authority**
3889 Rideau Valley Drive
PO Box 599
Manotick, ON K4M 1A5

613 692 3571
800 267 3504

info@rvca.ca
www.rvca.ca