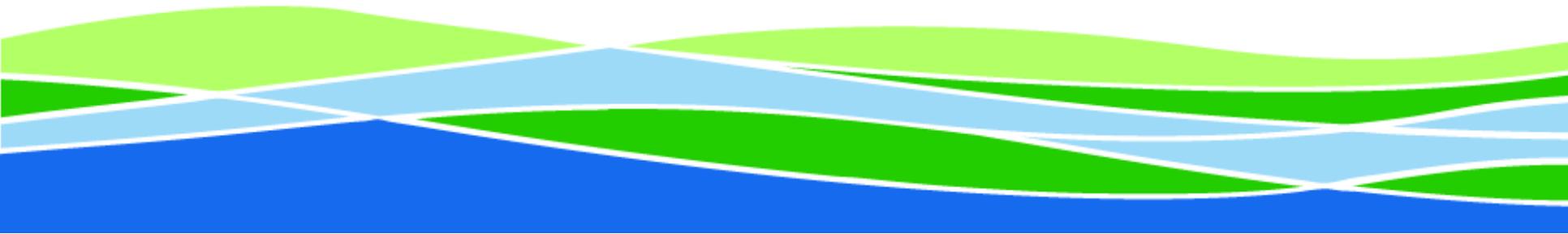


clean  
green water  
spaces clear  
CHOICE

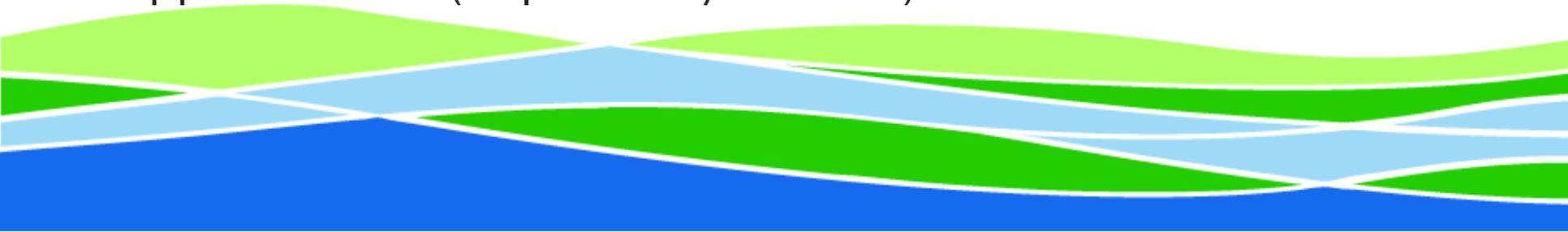
Summary of  
Community Survey





## STRATEGIC PLAN PROCESS

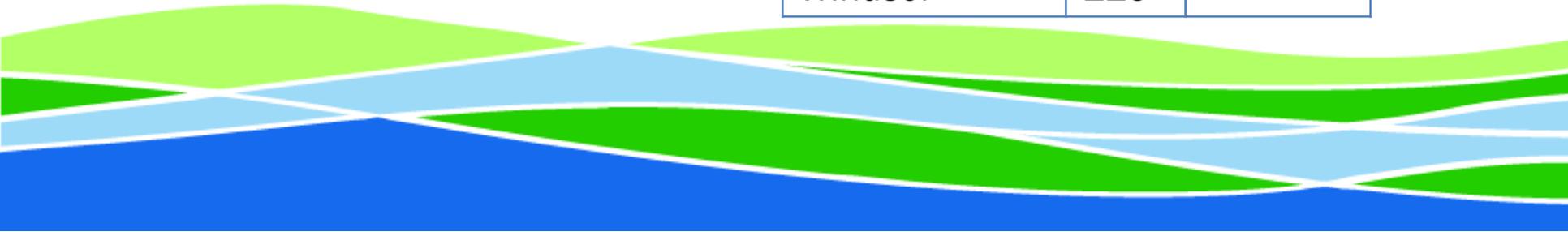
- Environmental Scan – Management Team (March/April 2010)
- Board Direction – timelines/process (May 2010)
- ‘3-Question’ Customer survey – July/August 2010
- Community Survey “published” on July 22, 2010
- Environment Roundtable (August 12, 2010)
- Staff workshop (August 13, 2010)
- Draft Plan (September 2010)
- Approved Plan (September/October)



## SUMMARY OF SURVEY

- 632 Responses
  - 52% male, 49% female
- 59% identified community
- 68% indicated property
  - 43% urban
  - 17% rural non-agriculture
  - 7.2 % rural agriculture

Amherstburg	36	5.6%
Essex	53	8.3%
Kingsville	62	9.8%
Lakeshore	43	6.8%
LaSalle	30	4.7%
Leamington	38	6.0%
Pelee Island	4	0.63%
Tecumseh	31	7.89%
Windsor	116	18.3%





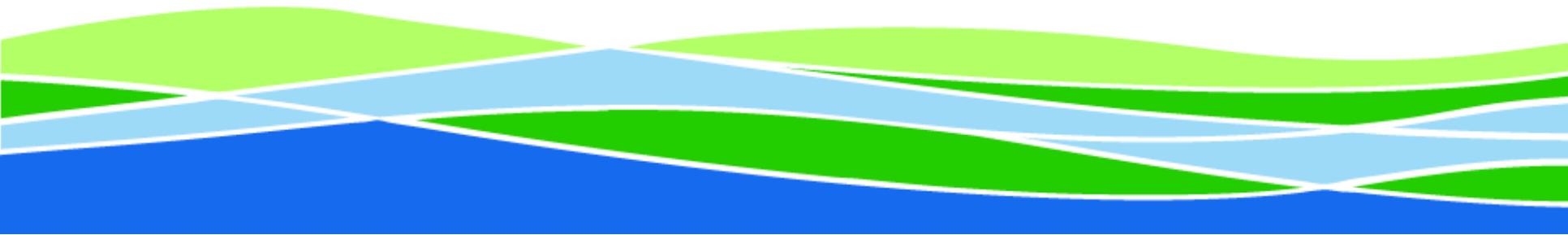
## SUMMARY OF SURVEY

- 88% respondents have visited a Conservation Area
- 19% have obtained a permit, plan review or site evaluation
- 42% have participated in tree planting or related community event
- 13% have worked with ERCA to restore some of their property
- 31% have participated in an Education Program
- 21% 'other' (employees, board members, volunteer, etc.)



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CHOICE

**What has the survey  
told us?**



## MANAGING CONSERVATION AREAS



### COMMENTS RECEIVED:

*“This is the place where ERCA interacts with the public most often. It is the public face of ERCA. It is ERCA’s best chance to make a good and positive impression.”*

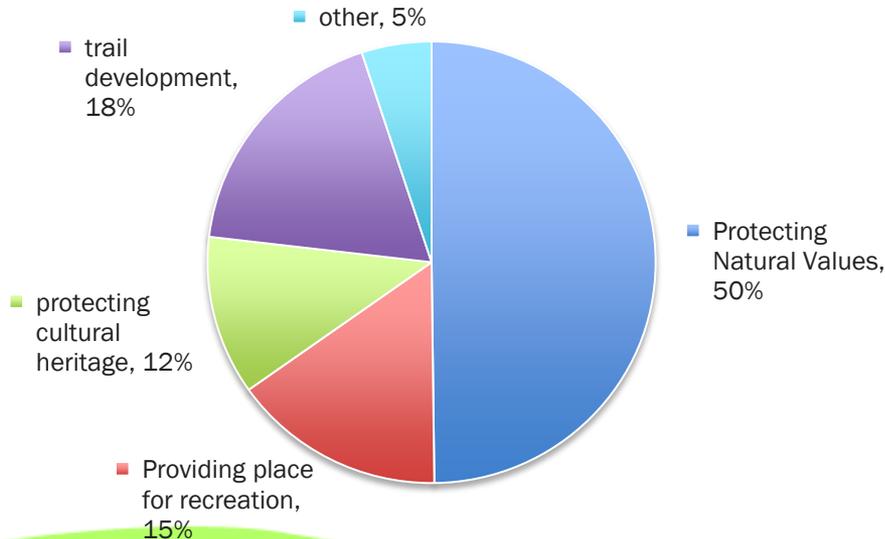
*“If an area is used for recreation, it is a recreation area. Our conservation areas should be dedicated to conservation and nothing else”*

*“Public support and education are vital to the continued preservation of both plant and wildlife. People have no interest in protecting what they don’t know or can’t see.”*



# clean GREEN water spaces clear CHOICE

## HOW?



*“Combination of all based on site”*

*“Balance protection with human enjoyment”*

*“Never forget hunting and fishing”*

*“Increasing knowledge of areas”*

*“Direct urban sprawl”*

*“Stewardship”*

*“Partnerships with municipalities”*

## MAINTAINING FACILITIES



*“The upgrading done at McAuliffe Woods is an amazing example of how ERCA can partner with municipalities.”*

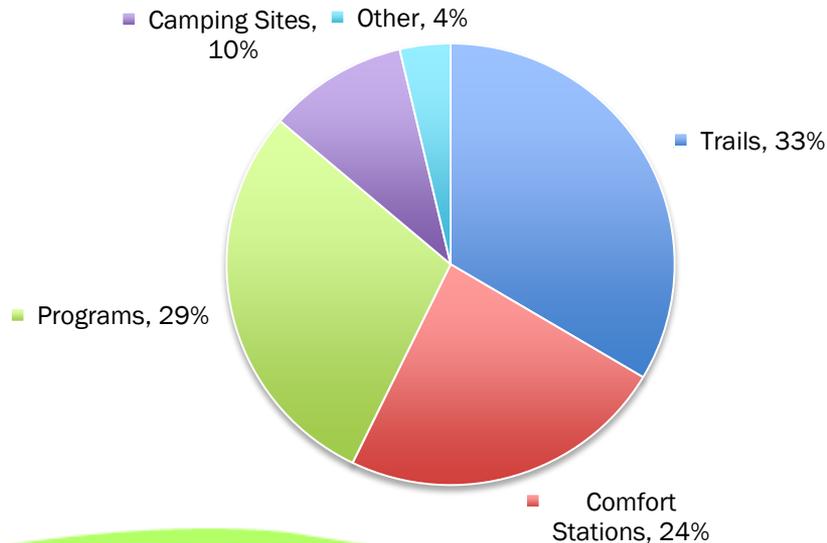
*“Need to strike a careful balance to minimize \$ used for facilities vs. natural heritage protection.”*

*“Those Conservation Areas that are anticipated to have high visitor usage should have full facilities, including interpretive staff. Not all Conservation Areas should however have public access as some properties need to be set aside as nature preserves.”*



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spaces clear  
CHOICE

## HOW?



*“Larger Conservation Areas!”*

*“The Park Homestead ... my Great Grandfather’s Home”*

*“Shoreline Access”*

*“All of the Above”*

*“Developing existing holdings to become destination sites so visitors can come and stay”*

## ENHANCING WATER QUALITY



*“Last year the green slime that invaded the lake was a frightening sight. We must prevent this from happening again.”*

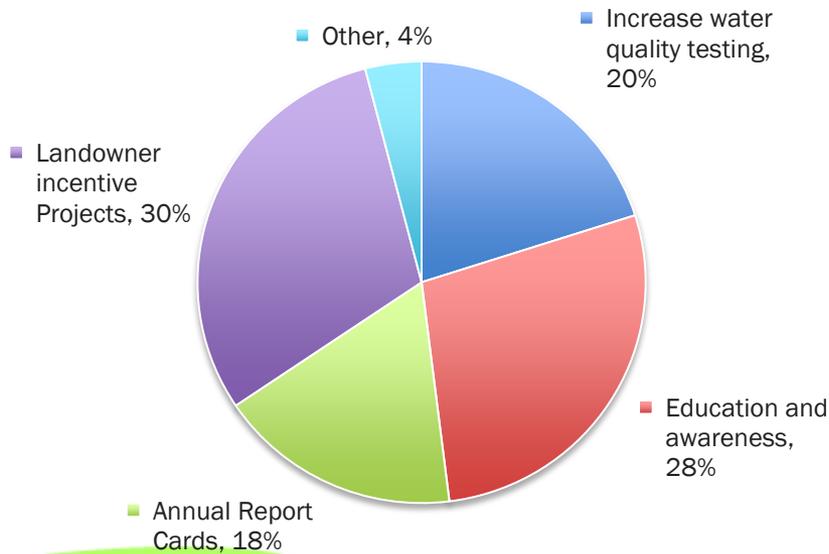
*“This is our most valuable and threatened resource, and needs to be of high priority always.”*

*“One of the cheapest and most effective ways to improve water quality is to reduce contaminants at the source. I think working directly with landowners and assisting them to implement plans that work for them and the environment will achieve many goals for water quality, natural cover and habitat restoration.”*



# clean GREEN Water spaces clear CHOICE

## HOW?



*"All of the above"*

*"Plant more trees!"*

*"Lobby provincial government"*

*"Education to children and adults"*

*"Don't build in floodplain areas"*

*"Comprehensive action plans and actions for restoring water quality in great lakes/nearshore"*

## PROTECTING PEOPLE & HOMES



*“This is why the Conservation Authorities exist”*

*“A campaign educating the public on the reasons for regulated areas and legislation would go a long way I think.”*

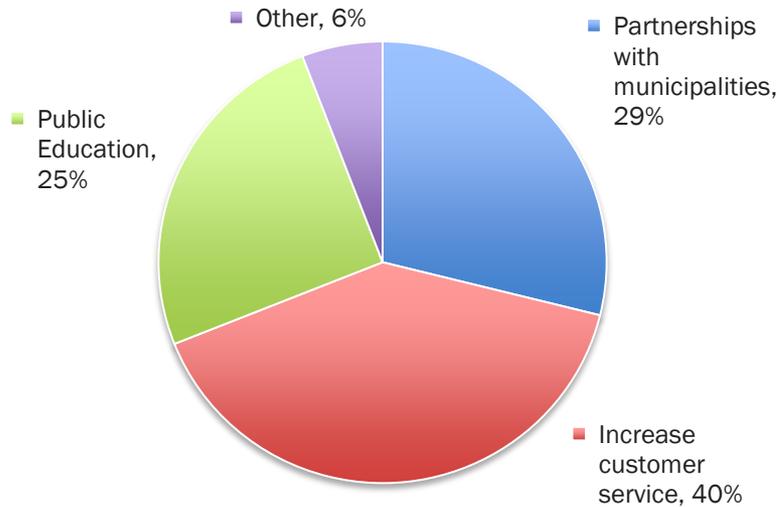
*“Regional government should be accountable for planning development in concert with ERCA. Building and developing in flood prone areas is irresponsible”*

*“There is a lack of common sense within the county on where building should occur, as a result ERCA is left managing an unsustainable situation.”*



# clean GREEN water spaces clear CHOICE

## HOW?



*“All of the above.”*

*“Continue to assist owners with protection when building”*

*“Identify and prohibit development in flood prone areas”*

*“Establish and enforce regulations re: not building near watercourses and natural areas”*

## PROTECTING/RESTORING NATURAL AREAS

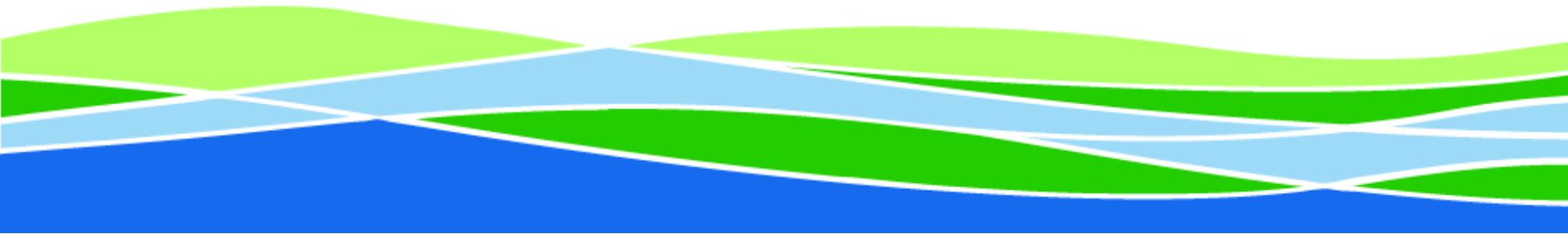


*“I believe there is a direct link to the amount of health problems in our community and the lack of forest cover here in Essex County.”*

*“Continue planting, but also restrict development on any natural area”*

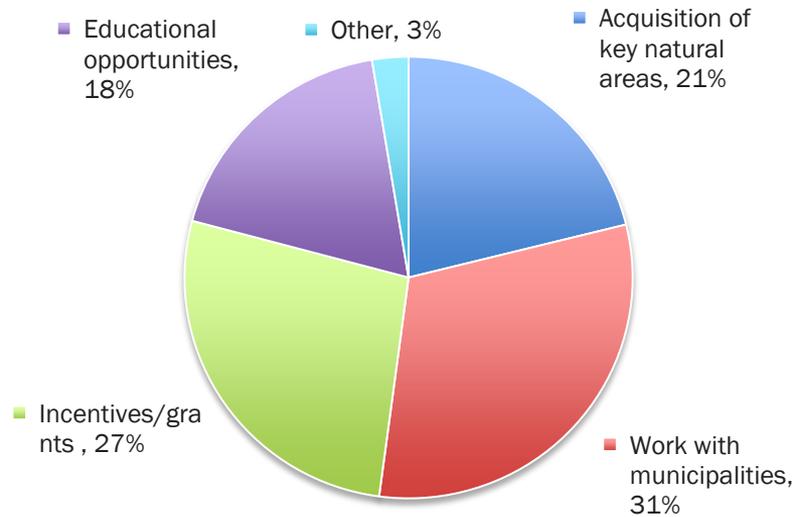
*“I can relate to how much cooler, pleasanter, and prettier my backyard and home are because of the 2 oaks and maple we planted years ago. The quantity of birds, squirrels and rabbits think so too. The small difference 3 trees makes on my small property. Imagine thousands ...”*

*“It appears that ERCA requires more resources to properly service Essex.”*



# clean GREEN water spaces clear CHOICE

## HOW?



*“All of the above.”*

*“ALUS”*

*“Encourage tree planting in urban areas”*

*“Focus on large scale restoration projects”*

*“Stop development of any significant forested area”*

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CHOICE

## BUILDING CONNECTIONS



*“I would like to see an emphasis on trails which can connect the shorelines and the communities inland.”*

*“Trails get people excited about conservation and will boost support and create new partnerships. Partnering with restaurants, campgrounds and hotels to promote the trails.”*

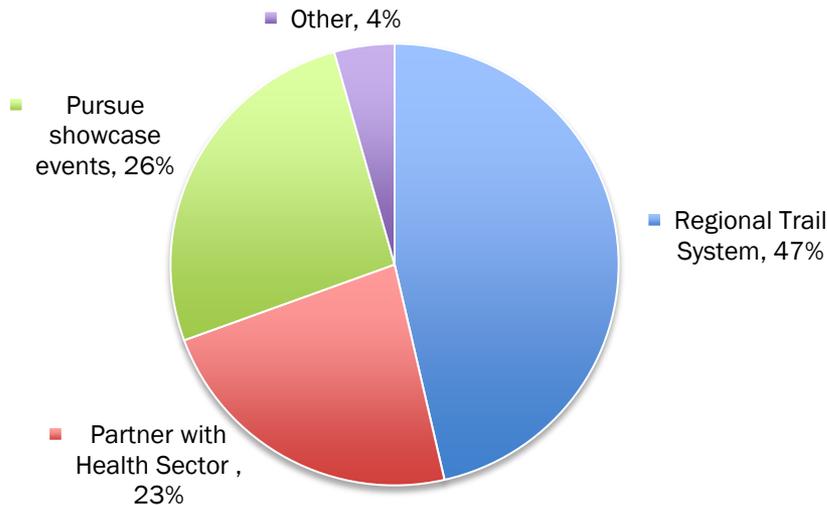
*“Greenways help promote tourism, healthier lifestyles and act as corridors.”*

*“This is an immediate benefit to showcase our area and help build pride within our local residences and a draw for others outside.”*



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GREEN water  
spaces clear  
CHOICE

## HOW?



*“All of the above”*

*“Improve biodiversity on existing trails”*

*“Focus the connection to nature at Conservation Areas”*

*“Recreation opportunities along shorelines and waterways”*

*“Link to existing community assets such as restaurants, wineries, etc.”*

## INTEGRATED WATERSHED PLANS



*“The entire region should have a broad plan. For instance, a watershed plan for Lake St. Clair, Detroit River, and Lake Erie would be more efficient planning”*

*“Definitely should be managed on a watershed, as well as ecosystem basis”*

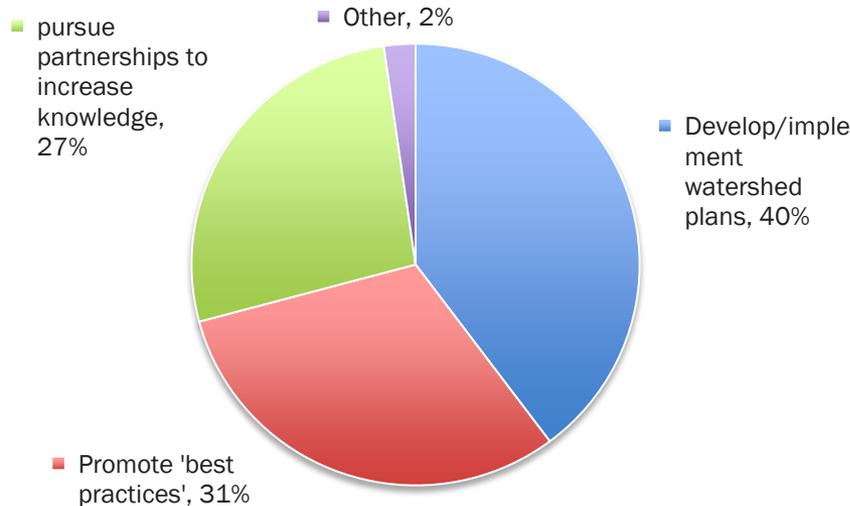
*“This issues goes back to the prime reason why CAs were created. It would be good to focus efforts on completing plans with communities, and then support all groups in applying them on the landscape.”*

*“Very important to start looking to the landscape scale in the way we manage our lands.”*



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CHOICE

## HOW?



*"All of the above."*

*"Make sure this is front and centre for everybody living here."*

*"Lead this process and not be afraid of suggesting unpopular actions."*

*"Continue to promote friends of watersheds for all watersheds."*

*"Plan for our lakes and Detroit River"*

## GATHERING AND USING SCIENCE



*“Collect and provide data for universities or other agencies.”*

*“Up to date research is vital in helping plan and make important decisions when it comes to present and future conservation. Working with local universities and colleges will greatly assist in this field of knowledge”*

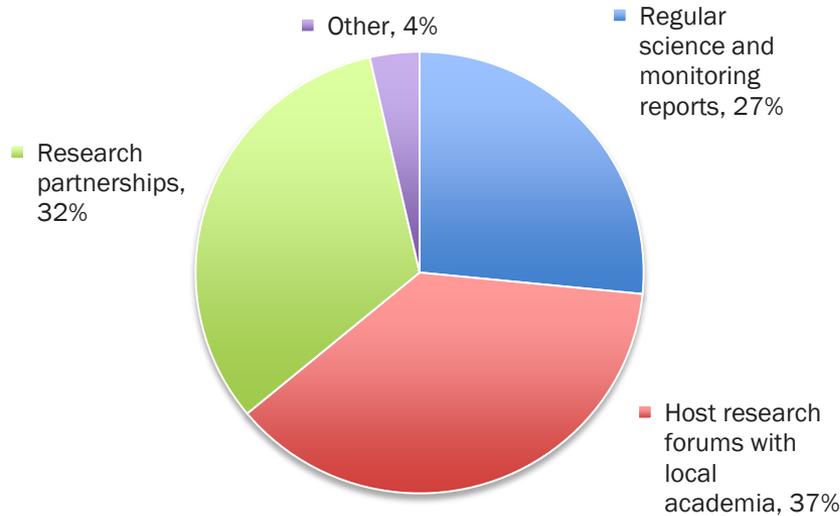
*“Should pursue the best available science that is already out there for managing areas and resources. Should encourage partnerships”*

*“The gathering of data and subsequent analysis and recommendations are perhaps one of the most important contributions that ERCA can make.”*



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CHOICE

## HOW?



*“All of the above”*

*“University students encouraged to study”*

*“Focus on studies which identify most effective and creative solutions”*

*“Combine a partnership research station with a new nature centre”*

*“Report cards, websites, popular media”*

## ENVIRONMENTAL EDUCATION



*“The kids of today will be the ones to change the world if they are equipped with the knowledge to do so. The educational system needs to expand to encompass these valuable lessons so that we learn to protect this important resource.”*

*“I would encourage any hands on activity for children to help strike home the need to understand science ... Outdoor activities guide children in developing good critical skills.”*

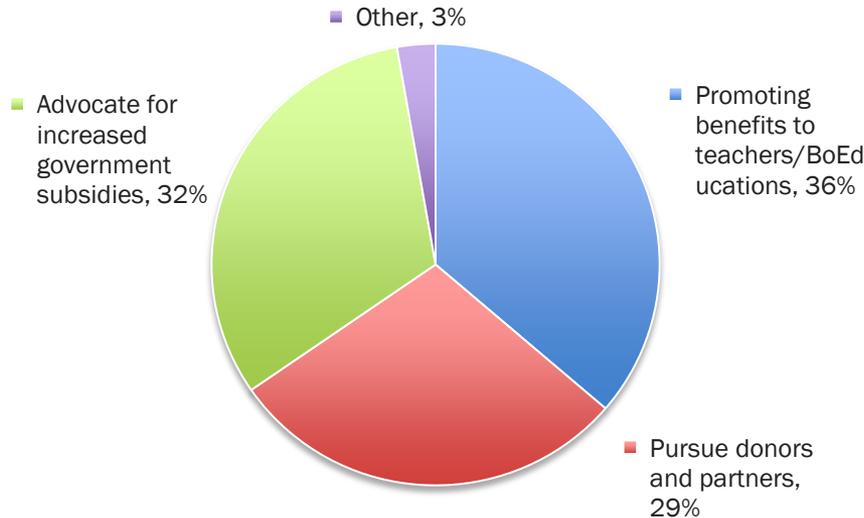
*“Communication and education overall should be very significant to ERCA”*

*“School boards should be coming to ERCA, not the other way around”*



# clean GREEN water spaces clear CHOICE

## HOW?



*"All of the above"*

*"More outreach programs"*

*"Need to connect with families"*

*"Library of resources for educators"*

*"Establish green areas near schools (ecoschools)"*

*"Revamp education programs to be attractive to today's youth"*

## BUILDING GREEN COMMUNITIES



*“If ERCA doesn’t do this, who will? Are there possibilities to be set up as the provincial delivery agent for these services?”*

*“I believe this green shift will be an important part of the region’s economic development”*

*“Not sure who should be the lead on this, but someone should”*

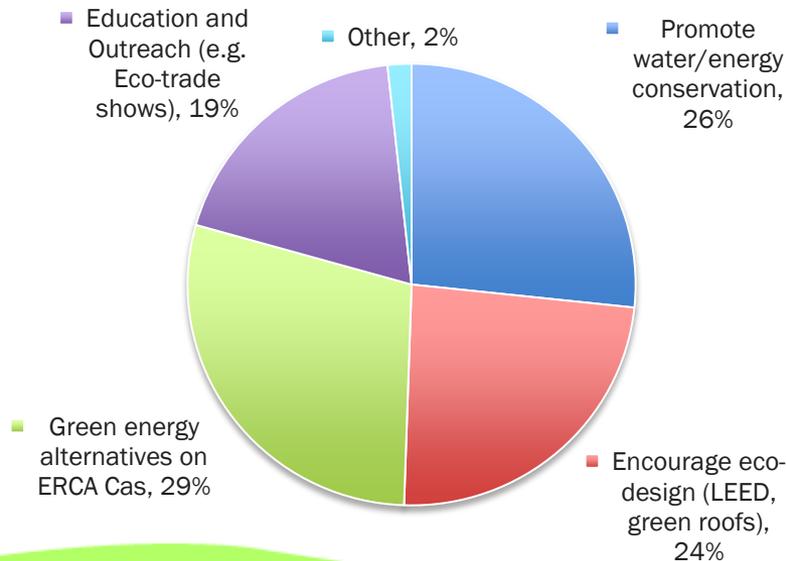
*“Work in an advisory/partnership role”/ “ERCA should be the resource”*

*“Environmental sustainability is the wave of the future for a cleaner greener way of living and it should be a bigger priority”*



# clean GREEN Water spaces clear CHOICE

## HOW?



*"All of the above"*

*"Build an ERCA home"*

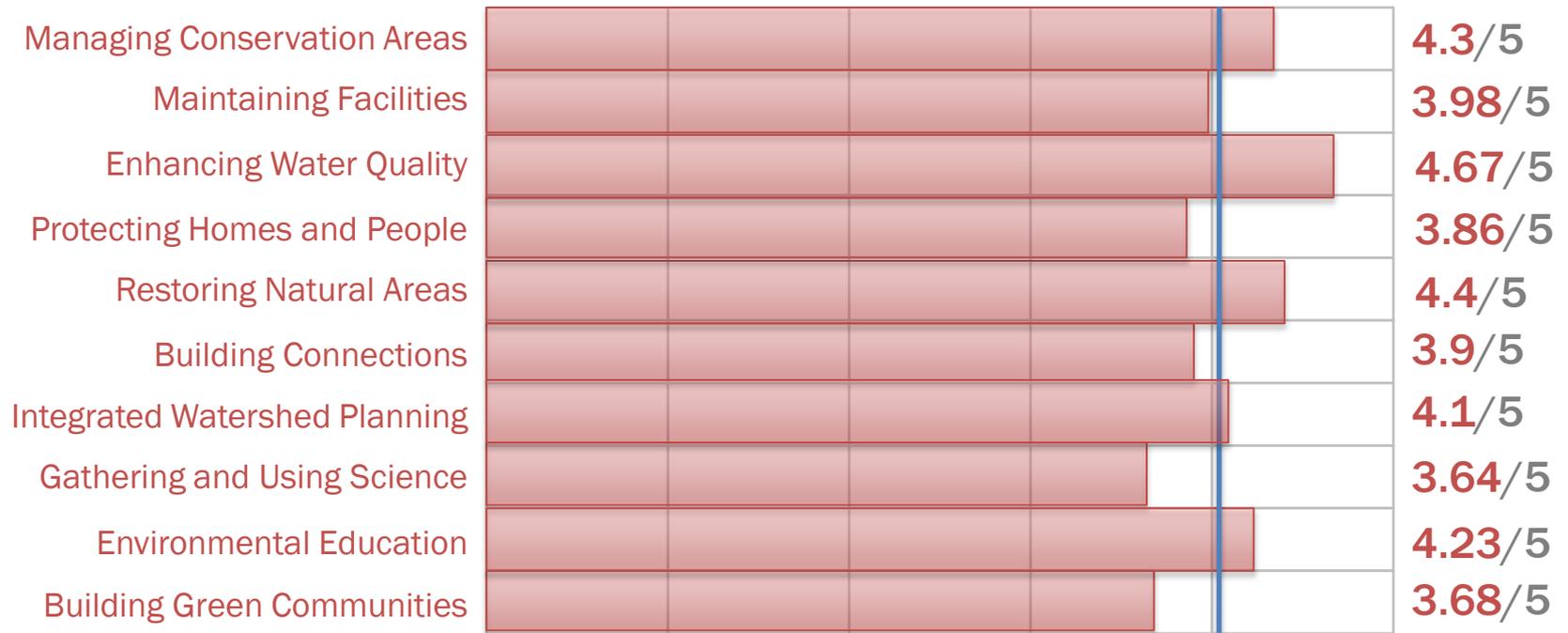
*"Continue highlighting or covering accomplishments in the local media"*

*"Offer grants/competitions for green ideas for sustainability"*

*"Educate. Educate. Educate"*

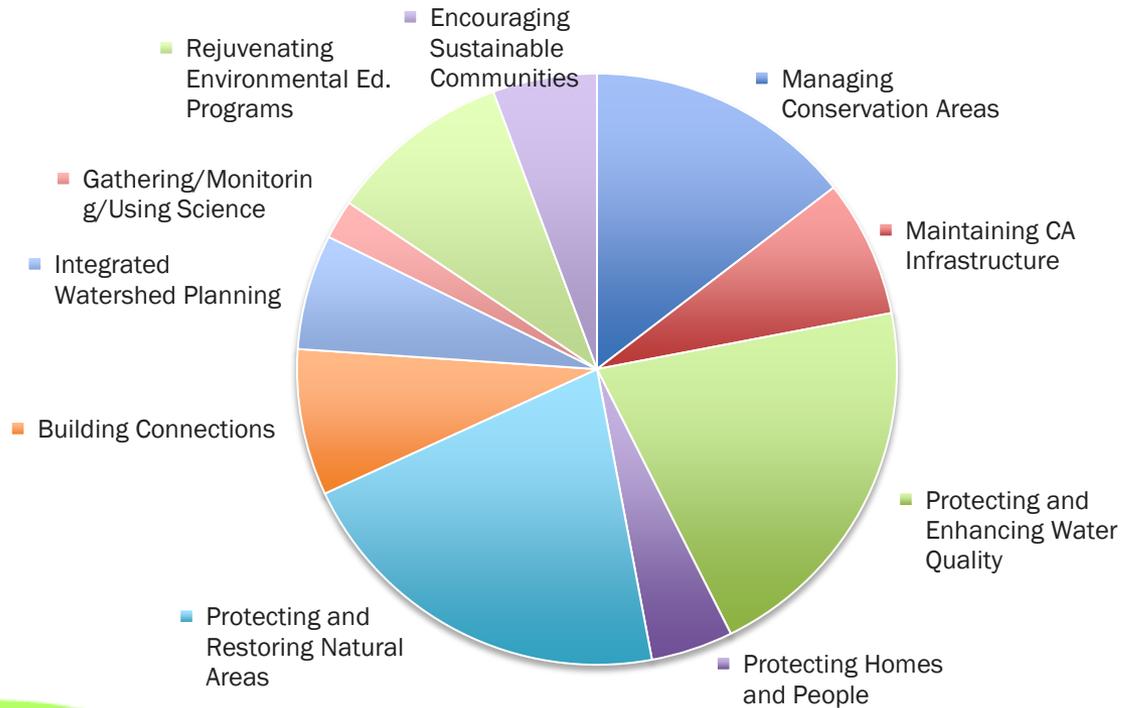
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## WHAT DOES IT TELL US?



# clean GREEN Water spaces clear CHOICE

## WHAT IS MOST IMPORTANT TO YOU?



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CHOICE

