



Little Lake
Midland

Small Rural Municipalities Partnering in leadership



Small Rural Municipalities Partnering in leadership

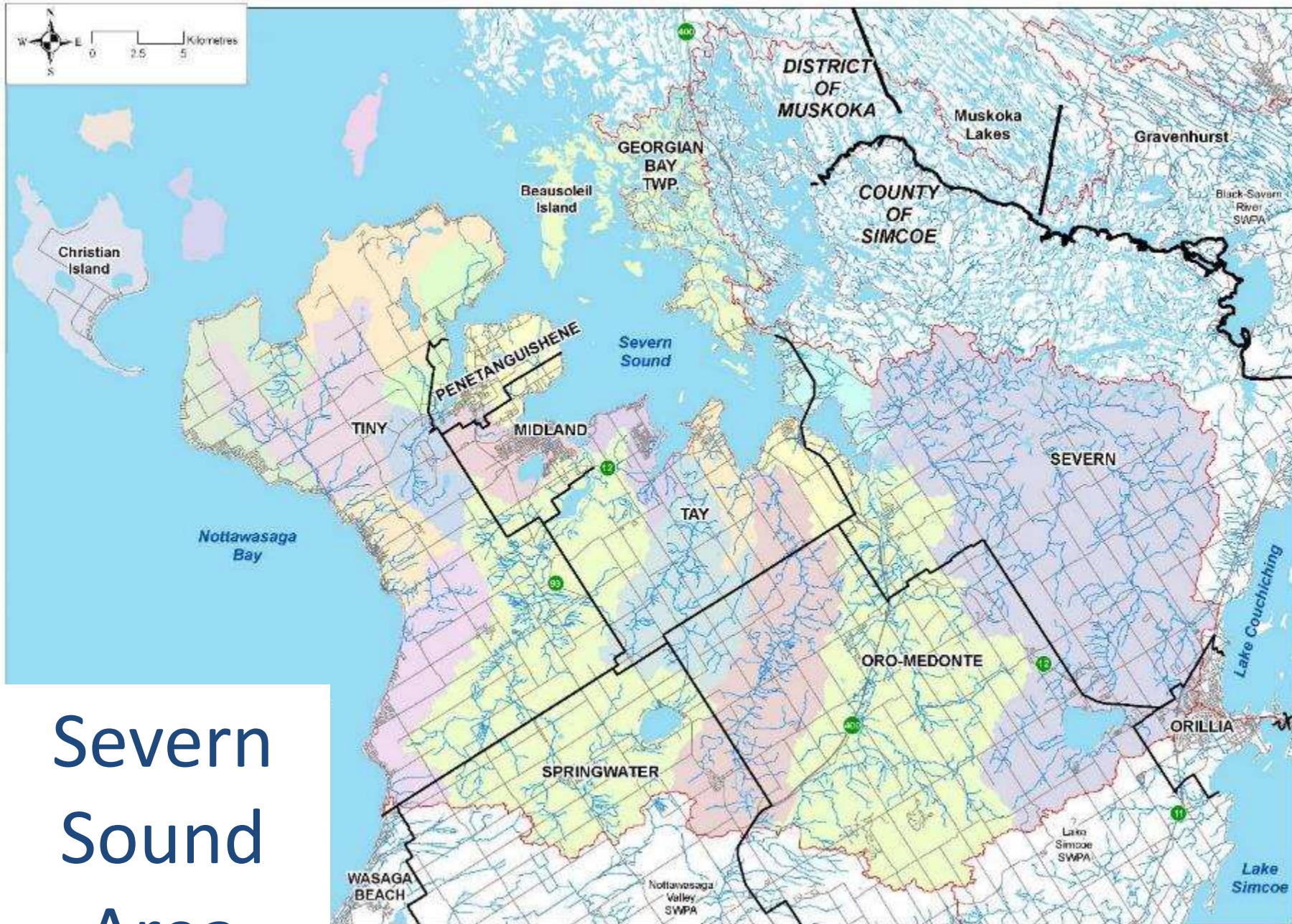
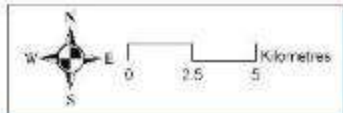
- Where and what is Severn Sound?
 - Respecting our Roots
- What is the Severn Sound Environmental Association (SSEA)
 - Watershed organization, unique structure
 - What does the SSEA do?
- On the road to climate readiness & resilience
 - Ingredients for success
 - Opportunities & challenges moving forward



Where is Severn Sound?

- “Sound” = “... a coastal waterway that connects two or more places to one or more bodies of water.”
- South East Portion of Georgian Bay (Lake Huron)
- 1000 Km² Watershed
- 1.5 hrs North of Toronto, Ontario
- Unique area – transition between limestone and shield – creates unique ecological communities
- ***One of only 3 delisted Great Lakes Areas of Concern!***





Severn Sound Area

Canadian and U.S. Great Lakes Areas of Concern



Severn Sound – Community leadership Success Story

- Severn Sound was designated one of the 17 Canadian Great Lakes Areas of Concern (AOC) under the 1987 *Canada-United States Great Lakes Water Quality Agreement*
 - Identified as areas with severe environmental degradation, severe use impairments – in Severn Sound this was primarily eutrophication – nutrients from urban and rural sources
 - Remedial Action Plans developed and implemented to “contribute to the environmental, social and economic well being of the local communities”
 - 43 AOC’s within the Great Lakes, 17 Canada, 25 United States, 5 shared (binational)



RAP to SSEA

Celebrating and Vision

- Remedial Action Plan (RAP) - 1987
 - collaboration of fed/prov. governments, municipalities, public
 - goal to restore & preserve beneficial uses of Severn Sound - present & future
 - Public Advisory Committee (PAC) = Critical to success
- Severn Sound Environmental Association (SSEA) – 1997
 - Wye Marsh WC, Fed/Prov. governments, Municipalities (8) = Association Agreement SSEA
 - formed to facilitate implementation & delisting of RAP
- Delisted in 2003 – celebration!
 - condition (of the International Joint Commission IJC) that water quality be maintained !



Long Term Sustainability Joint Municipal Service Board

- Municipal leadership
 - *Joint Municipal Service Board* Est. 2009





Severn Sound Environmental Association

LETTER OF AGREEMENT TO CREATE A
JOINT MUNICIPAL SERVICE BOARD
March 26, 2009



Corporation of the Town of Midland



Corporation of the Town of Penetanguishene



Corporation of the Township of Tiny



Corporation of the Township of Tivoli



Corporation of the Township of Oro-Medonte



Corporation of the Township of Severn



Corporation of the Township of Georgian Bay



Corporation of the Township of Springwater



Corporation of the City of Orillia

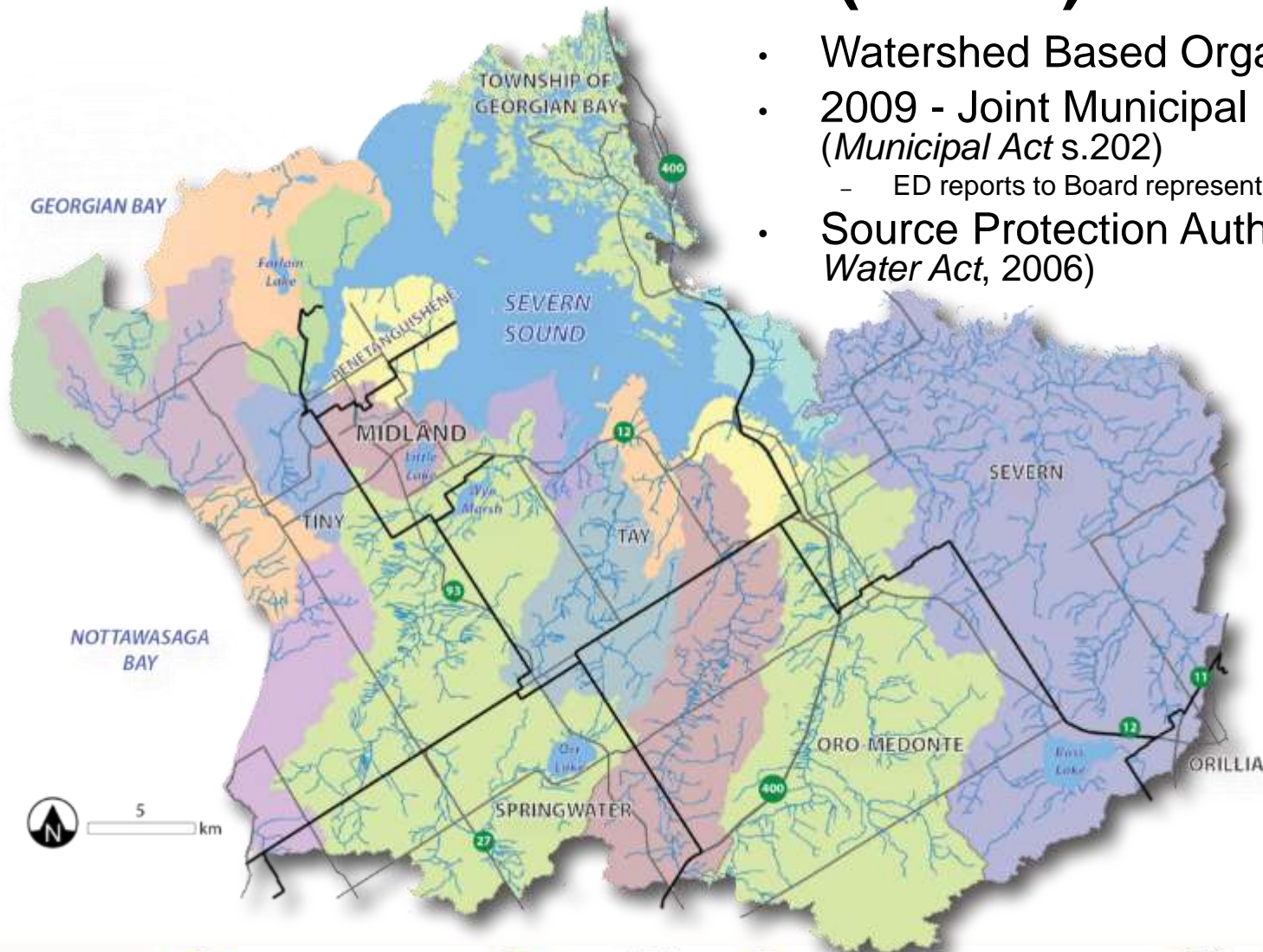
SSEA Mission Statement
(2008):

To sustain environmental quality and ensure continued protection through a legacy of wise stewardship of Severn Sound and its tributaries.



What is the Severn Sound Environmental Association (SSEA)?

- Watershed Based Organization
- 2009 - Joint Municipal Service Board (*Municipal Act* s.202)
 - ED reports to Board representing 8 Municipal members
- Source Protection Authority (Ont. *Clean Water Act*, 2006)



TOWNSHIP OF CANTON DE
Tiny



What is a Joint Municipal Service Board

- Two or more municipalities may enter into agreements to establish a joint municipal service board and to provide for those matters which, in the opinion of the participating municipalities, are necessary or desirable to facilitate the establishment and operation of the joint municipal service board.
- The (Severn Sound) Municipalities agree to establish by by-law of each of the Municipalities the Joint Municipal Service Board, to be known as the Severn Sound Environmental Association (SSEA), for the purpose of supporting the Municipalities in the management of their environmental activities, to continue to coordinate the Long-Term Sustainability Plan and to assume the duties and responsibilities assigned to the Severn Sound Protection Authority pursuant to the CWA, all generally in accordance with the Strategic Plan and the Business Plan as they may be modified and approved by the Municipalities from time-to-time.
 - ...the Municipalities agree to pass by-laws for entering into this agreement at their joint expense and for their joint benefit within their jurisdiction as provided by the Municipal Act, 2001, s.20;
 - guide the SSEA as it continues to respond to the environmental issues and concerns that are common to the Municipalities;



The SSEA JMSB – Cost is Shared

Efficient, Effective, Sharing Resources

- Municipal Core operations funding
 - Cost formula based on 5 year budget
 - Bylaws = a municipal member is SSEA treasurer (paid service)
- Expert Team (up to 9 FT, 2 PT, 2-6 contract) includes...
 - GIS/IS specialist
 - Biologist
 - Scientist
 - Water Quality & Field Technician
 - Risk Management Official/Inspector
 - Invasive Species Coordinator
 - Treasurer/office manager
 - Co-ops, summer staff, interns.....



Severn Sound Environmental Association

Strategic Plan - 2018 - 2023

Building An Environmental Legacy



Severn Sound will be the most
resilient and *thriving*
Great Lakes watershed



Severn Sound
Environmental Association

www.severnsound.ca

What Do We Do

- Provide exceptional service to our partners
- Work hard with our partners to make Severn Sound better for generations to come
- Protect and restore water quality and habitat in Severn Sound
- Monitor the environment, collect and analyze data and share our findings
- Monitor for early warning signs of changes in the Severn Sound environment
- Connect people to the watershed
- Provide environmental advice to our watershed municipalities through land use planning and policy

SSEA Services

Environmental Monitoring

Expert Data Collection & Analysis

Report Writing

Drinking Water Source Protection – Risk Management Services

Municipal planning, policy review & advice

Habitat & Natural Heritage Assessments

Stewardship Project Development & Facilitation

Tree planting & Seedling distribution

Biological Expertise (incl. Invasive Species)

Remedial Action Plan Commitments



Long Term Sustainability

Sustainable Severn Sound

- SSEA Facilitated the development of Severn Sound Sustainability Plan (2009)
 - to build on success of RAP/delisting & the N Simcoe Comm Futures Dev Corp's 2000-2050 visioning exercise
 - developed with a 50 member Sustainability Advisory Team, numerous watershed government & non-government agencies
 - structured under 3 pillars: environmental integrity & protection, community well-being, and economic prosperity
- Sustainable Severn Sound (SSS) formed in 2011 to implement the plan
- 2020 SSS being merged back into SSEA
 - Increase efficiency, effective use of shared resources, reduce brand confusion



Successful Partnerships Severn Sound



Environment
Canada

Environnement
Canada



Chippewas of RAMA
First Nation



Boating
Ontario



Ontario
Ministry of the Environment
and Climate Change



Simcoe County
District School Board



INVASIVE SPECIES
CANADA



Ontario
Ministry of Natural Resources and Forestry



GEORGIAN
YOUR COLLECT-YOUR FUTURE



Lake Simcoe Region
conservation authority

École secondaire
Le Caron

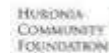
UNIVERSITY
of GUELPH



NORTH SIMCOE / SIMCOE NORD
Community Future Development Corporation
Boards of study on development des collectivités



South Georgian Bay
Lake Simcoe
Source Protection Region



LA FONDATION
COMMUNAUTAIRE
DE LA HURONIE



Green Communities
CANADA



FARLAIN LAKE
Community Association



Bass Lake
Ratepayers Association



Orr Lake Ratepayers Association

Needs for Success...

- Community Involvement critical
- Respect & Engage local knowledge
- Focused Goals
- Sharing resources & services = efficient & effective
- Lean & efficient NOT “cheap”
- Listen - language/context is key
- Show value, communicate, communicate communicate!
- Resilient, thriving communities need integrated approach, Watershed cross municipal approach is effective
 - issues like climate, water quality, invasive species don’t “respect” or observe municipal “borders”
- Flexibility, ability to adapt to change is key!
 - Staff burnout, changing priorities, budget challenges, pandemic
- NEED champions
 - in your community, in your municipal staff & elected members
- Maintenance - effective long term partnerships require care
- Celebrate with the community!



Looking Forward – Keeping Severn Sound healthy for the next generation and beyond

- Opportunity is NOW!
 - To reset, to embrace the reality that a healthy economy, healthy people, healthy thriving communities are based and rely on a healthy environment.
- What's ahead?
 - Growth pressures, changing demographics, technology, fiscal prudence/cost containment, environmental uncertainty
 - COVID19 – brings new operating environment, Current & Future fiscal challenges, internet & cellular accessibility challenges
 - Adapting to online/virtual engagement/implementation – open houses, workshops, citizen science!
 - Value proposition for climate action planning, for mitigation & adaptation is stronger now more than ever – can't afford not to have one!
- Municipalities are critical partners in building an environmental legacy
 - SSEA is agile, efficient and effective model of shared service delivery



Severn Sound Environmental Association



Thank You

Building An Environmental Legacy
jcayley@severnsound.ca



Resources/More Info!

- www.SevernSound.ca
- Social media
 - Instagram: @severnsoundea
 - Twitter: @ssea_ssrap
 - Youtube: Severn Sound Environmental Association
- www.canada.ca/en/environment-climate-change/services/great-lakes-protection/areas-concern.html

Articles

- R. Keith Sherman, Robert Whittam & Julie Cayley (2018) Severn Sound Remedial Action Plan: The friendly little monster, Aquatic Ecosystem Health & Management, 21:4, 387-397
- "Thirty-five years of restoring Great Lakes Areas of Concern: Gradual progress, hopeful future": <https://www.sciencedirect.com/science/article/pii/S0380133020300824>

