

Annexes to the Ottawa Rural Clean Water Program 2016-2020 Review and Renewal

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Annex 1 - Program Outcomes

Figure 1A - ORCWP projects completed and underway from 2016-2020

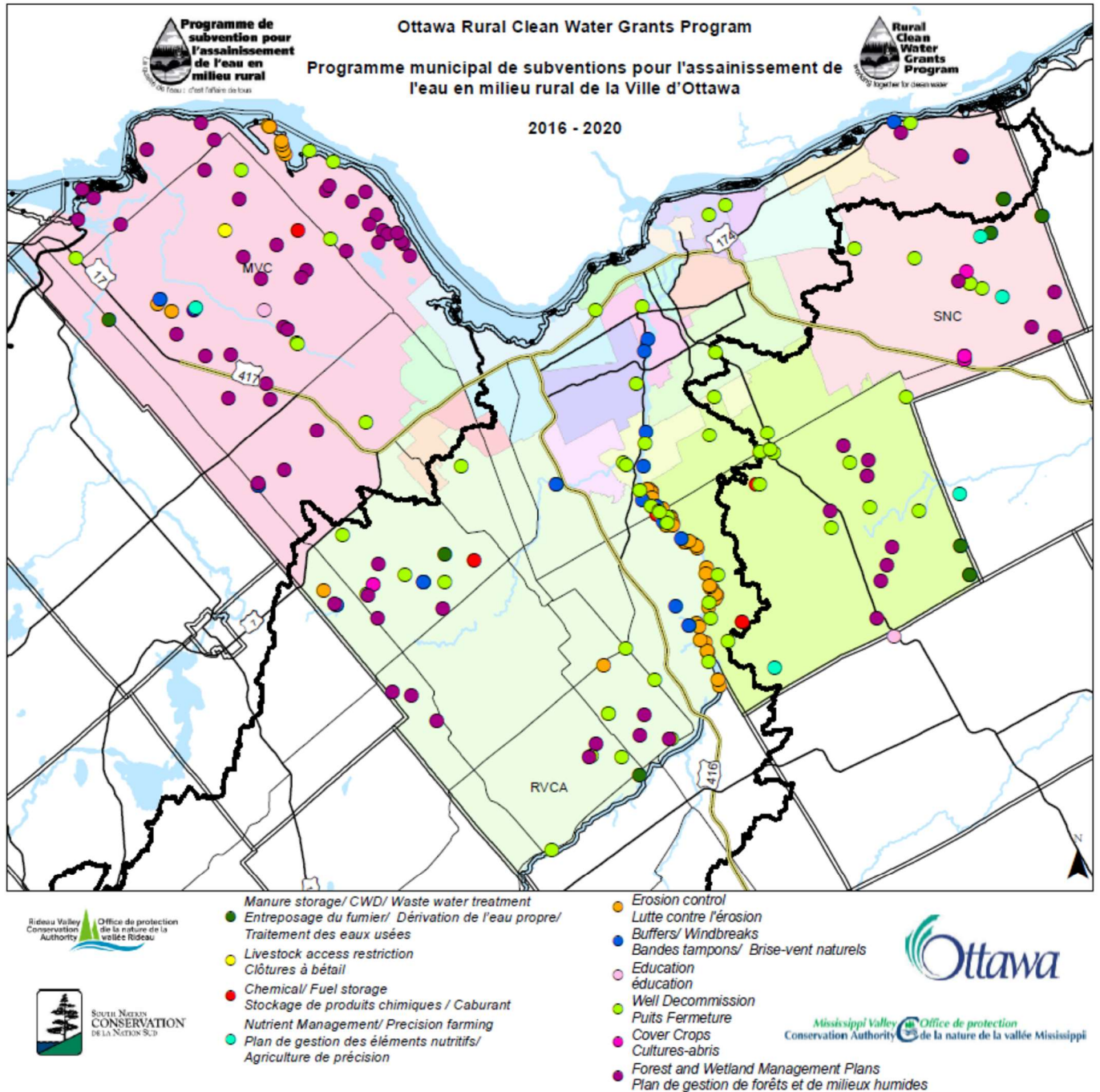


Table 1A - Projects supported between 2000 and 2020

Project Type	2000-2015			2016-2020 ¹			Total (2000-2020)		
	No. of Projects	Grant Amount	Total Project Cost	No. of Projects	Grant Amount	Total Project Cost ²	No. of Projects	Grant Amount	Total Project Cost ²
Chemical and Fuel Storage	10	\$9,948	\$133,087	2	\$2,000	\$4,755	12	\$11,948	\$137,842
Clean Water Diversion	10	\$24,699	\$53,124	0	\$0	\$0	10	\$24,699	\$53,124
Cover Crops	0	\$0	\$0	8	\$7,900	\$15,000	8	\$7,900	\$15,000
Crop Residue	150	\$142,189	\$240,054	0	\$0	\$0	150	\$142,189	\$240,054
Education Initiative	8	\$19,733	\$44,847	3	\$10,608	\$29,054	11	\$30,341	\$73,901
Erosion Control/Streambank Stabilization	55	\$306,970	\$500,133	59	\$407,971	\$769,395	114	\$714,941	\$1,269,528
Forest and Wetland Management Plan	0	\$0	\$0	69	\$30,457	\$41,764	69	\$30,457	\$41,764
Innovative Projects	0	\$0	\$0	1	\$5,000	\$9,775	1	\$5,000	\$9,775
Land Retirement, Buffers and Windbreaks	65	\$85,257	\$271,047	29	\$25,050	\$109,866	94	\$110,307	\$380,913
Livestock Restrictions	24	\$78,718	\$96,348	1	\$7,500	\$15,000	25	\$86,218	\$111,348
Manure Storage and Treatment	30	\$394,311	\$3,542,416	9	\$125,000	\$1,018,778	39	\$519,311	\$4,561,194
Nutrient Management Plans/Precision Farming	69	\$51,782	\$365,091	11	\$10,363	\$51,606	80	\$62,145	\$416,697
Septic Repair/Replacement	221	\$401,949	\$3,666,357	8	\$8,000	\$191,703	229	\$409,949	\$3,858,060
Tile Drain Control Structures	0	\$0	\$0	2	\$7,500	\$16,962	2	\$7,500	\$16,962
Tile Outlet Erosion Control	4	\$8,932	\$13,169	2	\$3,002	\$3,074	6	\$11,934	\$16,243
Washwater Treatment	14	\$51,444	\$681,527	2	\$7,141	\$15,283	16	\$58,585	\$696,810
Well Decommissioning	101	\$98,101	\$140,102	62	\$102,303	\$114,733	163	\$200,404	\$254,835
Well Replacement	20	\$33,476	\$123,388	0	\$0	\$0	20	\$33,476	\$123,388
Well Upgrade	298	\$141,547	\$406,502	0	\$0	\$0	298	\$141,547	\$406,502
TOTAL	1,079	\$1,849,056	\$10,277,192	268	\$759,794	\$2,406,747	1,347	\$2,608,850	\$12,683,939

¹Projects from 2016-2020 includes completed projects and those that are underway.

²Costs have been estimated for projects that are underway.

Table 1B - Projects completed and underway by ward (2016-2020)

Project Type	Cumberland		Osgoode		Rideau-Goulbourn		West Carleton-March		Other Wards	
	No. of Projects	Grants Paid	No. of Projects	Grants Paid	No. of Projects	Grants Paid	No. of Projects	Grants Paid	No. of Projects	Grants Paid
Agricultural Projects										
Chemical or fuel storage	1	\$1,000	0	\$0	0	\$0	1	\$1,000	0	\$0
Clean water diversion	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0
Cover crops	7	\$6,900	0	\$0	1	\$1,000	0	\$0	0	\$0
Land retirement incentive	4	\$5,025	0	\$0	9	\$5,250	6	\$3,735	0	\$0
Manure storage and treatment	4	\$50,000	2	\$30,000	2	\$30,000	1	\$15,000	0	\$0
Natural windbreaks/watercourse buffers	1	\$4,945	0	\$0	5	\$3,564	0	\$0	4	\$2,531
Nutrient management plan/precision farming	4	\$3,800	4	\$3,563	1	\$1,000	2	\$2,000	0	\$0
Tile drain control structures	0	\$0	0	\$0	1	\$2,500	1	\$5,000	0	\$0
Tile outlet erosion control	0	\$0	0	\$0	1	\$1,851	1	\$1,150	0	\$0
Washwater treatment	1	\$5,000	0	\$0	0	\$0	0	\$0	1	\$2,141
Watercourse fencing	0	\$0	0	\$0	0	\$0	1	\$7,500	0	\$0
Sub-total	22	\$76,670	6	\$33,563	20	\$45,165	13	\$35,385	5	\$4,672
Non-Agricultural Projects										
Educational initiatives	0	\$0	2	\$7,500	0	\$0	1	\$3,108	0	\$0
Erosion control	0	\$0	18	\$126,349	26	\$187,350	15	\$94,271	0	\$0
Forest and wetland management plan	6	\$2,663	6	\$3,371	13	\$5,594	41	\$18,680	1	\$150
Innovative projects	0	\$0	1	\$5,000	0	\$0	0	\$0	0	\$0
Septic system repair/replacement	0	\$0	2	\$2,000	5	\$5,000	1	\$1,000	0	\$0
Well decommissioning	8	\$16,795	15	\$25,206	23	\$39,923	6	\$6,393	10	\$13,985
Sub-total	14	\$19,458	46	\$169,426	67	\$237,867	64	\$123,452	11	\$14,135
TOTAL	36	\$96,128	52	\$202,989	87	\$283,032	77	\$158,837	16	\$18,808

Figure 1B - Project uptake by farm property size (2016-2020)

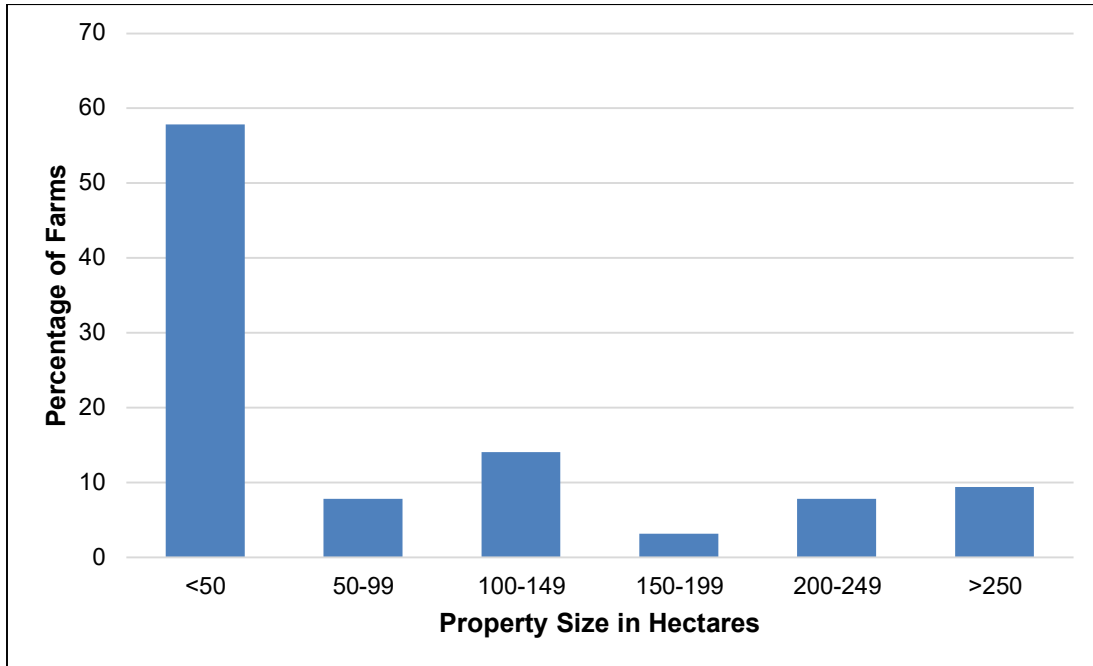
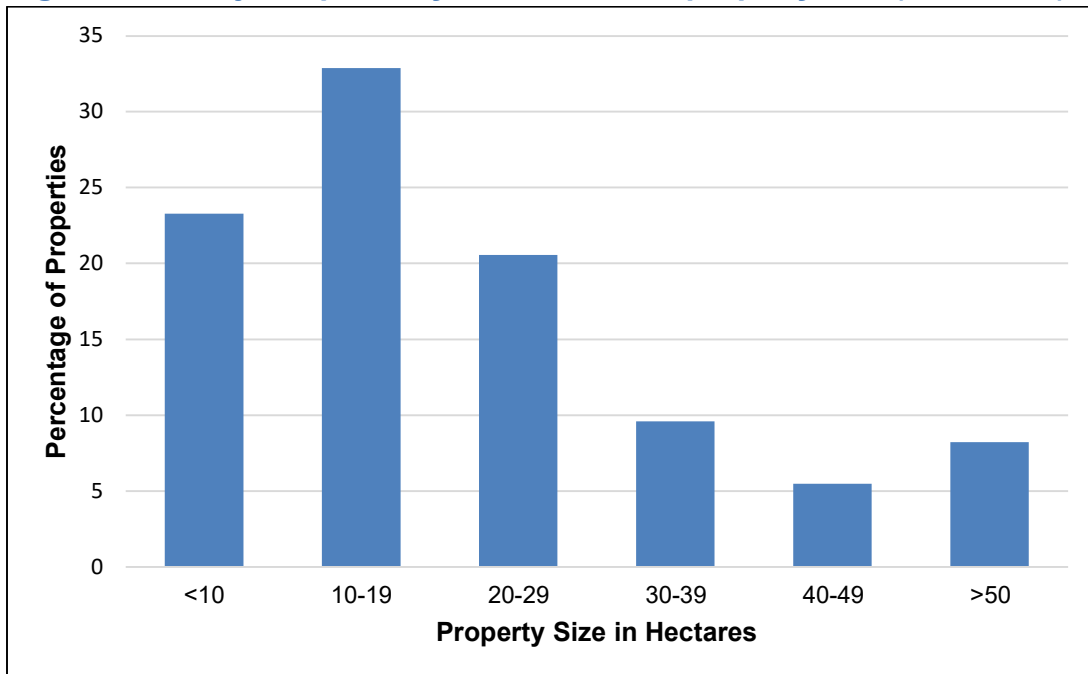


Figure 1C - Project uptake by rural non-farm property size (2016-2020)



Annex 2 - Program Committee Membership for 2016-2020

Arnprior Region Federation of Agriculture

City of Ottawa

Conservation Authorities

Ontario Ministry of Agriculture, Food and Rural Affairs

Ontario Ministry of the Environment, Conservation and Parks

Ontario Ministry of Natural Resources and Forestry

Ottawa-Carleton Soil and Crop Improvement Association

Ottawa Chapter of the Ontario Woodlot Association

Ottawa Chapter of the Canadian Organic Growers

Ottawa Federation of Agriculture

Ottawa Septic System Office

Ottawa Stewardship Council

Member-at-Large

Annex 3 – Review of Other Rural Clean Water Programs in Ontario

The program review examined rural clean water stewardship programs across Ontario communities. Twenty-eight programs in total were reviewed through a web-based scan in October 2020 (see map at the end of this annex). Each program had a common theme of incentivising private landowners to undertake environmental stewardship initiatives that protect water quality. The administration, funding and projects offered through these programs all varied, but every program provides financial and technical assistance.

Key findings from this review are highlighted below:

Target Audience

- Fifteen programs are targeted to farm and non-farm rural landowners;
- Eight programs are exclusively for farm owners;
- Five programs offer funding to urban landowners as well as rural landowners; and
- Eight programs also offer funding for businesses and other organizations such as non-profits, community groups and schools.

Eligibility

- When funding is offered for farms, eleven of the programs require an Environmental Farm Plan (EFP), and four give priority to those with a completed EFP. Thirteen programs do not require an EFP.
- Four programs require non-farm landowners to complete an action plan similar to the Healthy Homes Guidebook, and two require that projects align with a Lake Management Plan.

Funding and Delivery

- All programs reviewed are administered by local Conservation Authorities (CAs), and most are partnerships between CAs and their member municipalities.
- Most of the programs rely on funding from municipalities, although a few programs receive additional support from partnerships with financial institutions, stewardship and agricultural organizations, and governmental agencies.
- Detailed information on municipal contributions and funding arrangements was not available online.

Summary of Grants Offered

This summary is based on a review of the information available online for 28 active rural clean water programs across the Province of Ontario. This section provides an overview of grants available in relation to each project type offered by the ORCWP. Projects are categorized under four broad types including erosion control, nutrient management/pollution control, well and septic and other projects. A summary of other

relevant grant types that are not included under the ORCWP is also provided and are categorised as other agricultural projects, habitat restoration projects and other projects.

Erosion Control Projects

Cover Crops

Twenty programs (71%) offer cover crops as a project category. Most of these projects are funded through annual performance incentives with a per acre grant rate that ranges from \$10 to \$100 for a maximum of 20 to 150 acres. The maximum allowable grant payment per year under each program varies from \$500 to \$9,000, with a median value of \$2,000. Most programs do not indicate whether there is a cap on the number of years a landowner can receive this incentive. Essex Region CA's Clean Water Green Spaces program offers the highest overall incentive of \$60 per acre to a maximum of 150 acres, but this is only available in Lake Erie watersheds. Lake Simcoe Region CA's Landowner Environmental Assistance Program covers 100% of costs for seed up to \$2,000. The ORCWP's incentive of \$50 per acre up to 20 acres for a maximum of 3 years is among the lower end when compared with other programs across the province.

Erosion Control

The ORCWP combines stream bank stabilization, grassed waterways and water and sediment control basins under the broad category of erosion control, whereas some other programs separate these project types and offer differing grant rates. Twenty-six programs (93%) fund some or all these project types with grant amounts ranging from \$1,000 to \$10,000, with a median value of \$5,000, and cost-shares ranging from 30% to 100%. Lake Simcoe CA's Landowner Environmental Assistance Program and Niagara Peninsula's Restoration Program both offer \$5,000 for grassed waterways and cropland erosion projects with up to \$10,000 for stream bank stabilization projects. Many programs feature a broad range of erosion control structures including water and sediment control basins, contour terraces, drop inlet structures, spillways and rock chutes. The ORCWP offers a maximum grant of 90% up to \$7,500 and is in line with other programs across the province.

Land Retirement

The land retirement category is combined with tree planting, habitat restoration and naturalization in some programs. Land retirement is generally accompanied by planting trees and other vegetation in areas of low crop productivity or sites that are prone to erosion. The ORCWP offers an annual performance incentive of \$150 per acre per year, for a maximum of 10 acres for 3 years. Four other programs offer a similar type of incentive, although the Wellington and Waterloo Rural Water Quality Programs both offer an amount of \$350 per acre per year. Fourteen programs (50%) offer a set grant amount that ranges from \$2,000 to \$10,000, with a median value of \$5,000, and cost-

shares range from 50% to 80%. The ORCWP's maximum allowable grant payment is \$4,500 and is in line with other programs across the province.

Natural Windbreaks

Natural windbreak projects are often coupled with fragile land retirement or tree planting programs. Of the programs reviewed, 14 (50%) offered this project category. Grant amounts range from \$2,000 to \$10,000, with a median value of \$5,000, and cost-shares range from 50% to 100%. The ORCWP offers a maximum grant of 75% up to \$6,000 that is in line with other programs across the province. Living snow fences are funded separately when they are offered by other programs. Although living snow fences can help manage soil moisture for the next growing season, their primary intent is to reduce blowing snow as opposed to protect water quality.

Watercourse Buffers

Twenty programs (71%) offer watercourse buffers and/or riparian plantings as a project category. When both project categories are offered by the same program, the grant rates were the same. Grant amounts range from \$2,000 to \$10,000, with a median value of \$5,000, and cost-shares range from 50% to 100%. The cost-share for Lake Simcoe CA's Landowner Environmental Assistance Program varies from 50% up to 75% depending on the width of the buffer. The ORCWP offers a maximum grant of 90% up to \$7,500 and is in line with other programs across the province.

Nutrient Management/Pollution Control Projects

Chemical or Fuel Storage

Eleven programs (39%) offer chemical or fuel storage as a project category. Grant amounts range from \$500 to \$4,000, with a median value of \$1,500, and cost-shares range from 50% to 70%. The Wellington and Waterloo Rural Water Quality Programs both offer a higher grant rate for fuel storage (\$4,000) in comparison to fertilizer and chemical storage and handling (\$2,500). The ORCWP offers a maximum grant of 50% up to \$1,000 and is slightly lower than other programs across the province.

Clean Water Diversion

Twenty-four programs (86%) have clean water diversion projects. Grant amounts range from \$1,000 to \$12,000, with a median value of \$4,250, and cost-shares range from 50% to 75%. Grant amounts range from \$1,000 to \$12,000, with a median value of \$4,250, and cost-shares range from 50% to 75%. The Niagara Peninsula CA's Restoration Program includes this project type with manure storage under the broad category of nutrient management. The ORCWP offers a maximum grant of 50% up to \$5,000 and is in line with other programs across the province.

Manure storage and treatment

Sixteen programs (57%) fund manure storage and treatment projects. Grant amounts range from \$2,500 to \$25,000, with a median value of \$10,000, and cost-shares range from 30% to 75%. Three programs offer funding amounts up to \$25,000. Three programs, all delivered by the Grand River Conservation Authority, also offer a manure storage decommissioning grant of \$3,000. The ORCWP offers a maximum grant of 50% up to \$15,000 and is in line with other programs across the province.

Nutrient management plans

Thirteen programs (46%) offer a category for nutrient management plans. Grant amounts range from \$500 to \$12,000, with a median value of \$2,000, and cost-shares range from 50% to 100%. Several programs exclude eligibility for this project type if a farm is required to have a nutrient management plan under the Nutrient Management Act. Essex Region Conservation offers grants of up to \$8,000 for Lake Erie watersheds only. Niagara Peninsula CA offers grants of up to \$12,000 for modifications to manure spreading equipment. The ORCWP offers a maximum grant of 50% up to \$1,000 and is slightly lower than other programs across the province.

Precision farming

Two programs (7%) offer funding for precision farming-related expenses. Rideau Valley Rural Clean Water Program has similar criteria to the ORCWP and offers grants of 50% up to \$1,000. Ganaraska Region CA offers grants of 50% up to \$2,500 for no-till drills and planters and GPS units. The ORCWP offers a maximum grant of 50% up to \$1,000.

Tile drain control structures

Eight programs (29%) offer tile drain control structures as a project type. Grant amounts range from \$1,000 to \$12,000, with a median value of \$5,000, and cost-shares range from 50% to 80%. The ORCWP offers a maximum grant of 50% up to \$5,000 and is in line with other programs across the province.

Tile outlet erosion protection

Only four programs (14%) specifically refer to the protection of tile outlets in the materials available online. Grant amounts range from \$3,000 to \$5,000, with a median value of \$3,750, and cost-shares range from 30% to 90%. The ORCWP offers a maximum grant of 75% up to \$2,500. Many programs group this type of project under a general category for erosion control structures or cropland erosion control that often includes water and sediment control basins, contour terraces, drop inlet structures, spillways and rock chutes.

Washwater treatment

Fourteen programs (50%) offer wash water treatment as a project type. Grant amounts range from \$2,500 to \$12,000, with a median value of \$5,000, and cost-shares range from 50% to 75%. Most programs focus on milkhouse waste and milk parlour wash water treatment. Lake Simcoe Region CA's Landowner Environmental Assistance

Program also offers grants for vegetable wash water treatment systems of up to \$5,000 for de-dirting and up to \$10,000 for water re-use. Niagara Peninsula CA's program includes greenhouse recirculation equipment and treatment systems, fruit and vegetable washing facilities and technologies to reduce water consumption. The ORCWP offers a maximum grant of 50% up to \$5,000 and is in line with other programs across the province.

Watercourse fencing

Twenty-five programs (89%) offer watercourse fencing to restrict livestock from watercourses as a project type. Many programs offer alternative watering devices and animal crossings as part of eligible costs, however the ORCWP does not include animal crossings. Grant amounts range from \$2,500 to \$20,000, with a median value of \$7,500, and cost-shares range from 50% to 100%. Twelve of the programs will cover up to 100% of the material costs if the landowner supplies the labour to install the fence themselves. Two programs fund projects based on a set rate per metre of fencing. The ORCWP offers a maximum grant of 90% up to \$7,500 and is in line with other programs across the province.

Other Projects

Educational initiatives

Eight programs (29%) include a category for education-related projects such as community action projects, workshops and educational events. Grant amounts range from \$500 to \$7,500, with a median value of \$2,000, and cost-shares range from 50% to 100%. York Region and Peel Region Rural Clean Water Programs offer grants of \$500 to \$1,000 for education and training purposes. The ORCWP offers a maximum grant of 75% up to \$5,000 for initiatives and demonstration projects that promote best management practices.

Forest and wetland management plans

Only three programs (11%) offer funding to support the development of forest, woodlot or wetland management plans. Grant amounts range from \$750 to \$1,000, with a median value of \$1,000, and cost-shares range from 50% to 75%. The ORCWP offers a maximum grant of 75% up to \$750 and is in line with these programs. Credit Valley Conservation's Landowner Action Fund also offers funding for inventories, prescriptions, tree marking and vegetation management. Huron County's Clean Water Project also offers funding for harvest advice, invasive species management and other improvements under the direction of a professional forester.

Innovative projects

Fifteen programs (54%) include a category for innovative projects or other projects that fall outside of established categories. Many programs consider applications for this category on a project by project basis subject to approval by a review committee. Other programs do not have dedicated funding for innovative projects but encourage landowners to contact the agency to see if funding for their project can be arranged.

Grant amounts range from \$2,500 to \$10,000, with a median value of \$4,000, and cost-shares range from 50% to 100%. The ORCWP offers a maximum grant of 50% up to \$5,000 and is in line with other programs across the province.

Well and Septic Projects

Septic system repair/replacement

Thirteen programs (46%) include a category for septic systems, although the requirements vary from one program to the next. Grant amounts range from \$1,000 to \$10,000, with a median value of \$3,250, and cost-shares range from 30% to 50%. Huron County Clean Water Project includes funding for composting toilets, and funding under the Lake Simcoe Region CA is limited to Source Water Protection areas. The Lower Trent Conservation's Healthy Lands – Clean Water Stewardship Program will cover 100% of the costs of a septic tank pump-out up to a maximum of \$400. The ORCWP offers a maximum grant of 50% up to \$1,000 that is limited to projects within Source Water Protection areas or within 50 m of a watercourse. The ORCWP grant is among the lowest when compared with other programs across the province.

Well decommissioning

Twenty-two programs (79%) offer funding for well decommissioning. Grant amounts range from \$500 to \$2,500, with a median value of \$1,000, and cost-shares range from 50% to 100%. The ORCWP offers a maximum grant of 90% up to \$3,000 which is the highest funding rate of programs reviewed across the province. Two organizations fund well decommissioning projects through another separate program.

Other Agricultural Projects

Deadstock composting

Deadstock composting systems are special structures designed to compost deceased animal and vegetative waste. Composting these materials reduces the need for manufactured fertilizer and reduces potential nutrient contaminants from improperly disposed animal carcasses. Four other programs (14%) offer this project type, all of which are in an area with a high number of cattle, hog and poultry farms. Grant amounts range from \$4,000 to \$25,000 with a cost-share amount of 50%.

Integrated Pest Management

This project helps reduce the amount of synthetic insecticides applied to crops by using a combination of natural pest management practices (such as combining crops with anti-pest properties) and synthetic insecticides. Both Peel Region and York Region's programs offers this project type with grant amounts of \$5,000 and a cost-share of 50%.

Irrigation Water Management

Three programs (11%) offer project types meant to improve the efficiency of crop and greenhouse irrigation systems and reduce nutrient contaminants from irrigation. These systems can include installing low flow sprinklers, water recycling or improving the

potting structures to increase water efficiency. Grant amounts range from \$5,000 to \$10,000 with cost-share amounts of 50% to 75%.

Silage Storage Enhancement and Relocation

This project type is meant to encourage farmers to improve their silos and grain storage or to move these storage units away from surface water. Silage seepage and leachate are high in nitrogen and phosphorus and can create significant risks to surface and groundwater quality. Both Peel Region and York Region's programs offers this project type with grant amounts of \$10,000 to \$15,000 and a cost-share of 50%. This project type was previously a separate category for the ORCWP, but there was very little uptake. The collection of leachate from silos is now included under the washwater treatment project type.

Habitat Restoration Projects

Natural Habitat Creation and Restoration

Seventeen programs (61%) offer funding for projects to create, enhance or restore wildlife habitat and natural areas. There are a wide variety of projects that fall into this category. Many programs encourage farmers and rural landowners to restore or enhance woodlands, native grasslands and meadows and to create pollinator habitat. Some programs offer funding to create nesting and shelter structures for wildlife such as bird boxes, bat boxes and snake hibernacula. A few programs offer funding for stream restoration projects such as dam/barrier removal, on-line pond decommissioning and the construction of fish ladders. Grant amounts range from \$2,000 to \$20,000, with a median value of \$7,250, and cost-shares range from 50% to 100%.

Tree Planting

Fifteen rural water quality programs (54%) include tree planting as an eligible project type. These projects are separate from other municipal or conservation authority reforestation programs. When offered by a Clean Water program, tree planting projects are generally coupled with fragile land retirement, windbreaks and watercourse buffers. Some programs offer funding for tree planting as performance incentive on a per acre per year basis. Grant amounts range from \$2,000 to \$10,000, with a median value of \$6,000, and cost-shares range from 50% to 100%. The City of Ottawa offers funding for rural reforestation projects through the Green Acres program. This program is delivered in partnership with the CA's, and projects related to watercourse buffers and windbreaks are eligible for top-up grants from the ORCWP. The City also funds the Ottawa Ash Tree Replacement Program to assist landowners with removing and replacing trees infected with the Emerald Ash Borer.

Wetland Habitat Creation and Restoration

Fifteen programs (54%) offer funding for projects to create, enhance or restore wetland habitat. Many municipalities are trying to increase the percentage of wetland cover (including marshes, bogs, and swamps) and are incentivizing the creation or restoration of wetlands on rural properties. Wetlands have numerous benefits and can improve

local water quality, recharge groundwater, reduce the impacts from flooding and provide wildlife habitat. Grant amounts range from \$3,000 to \$15,000, with a median value of \$5,000, and cost-shares range from 50% to 100%.

Other Projects

Invasive plant species management

Invasive plant species are non-native types of vegetation that can spread and establish quickly, are often difficult to control, and can have devastating impacts on native plant communities and wildlife. Examples of aquatic invasive plant species include flowering rush, European frog-bit and yellow iris. Five programs (18%) include a category for invasive plant species management projects. Grant amounts range from \$3,000 to \$6,000 with a cost-share of 50% to 100%.

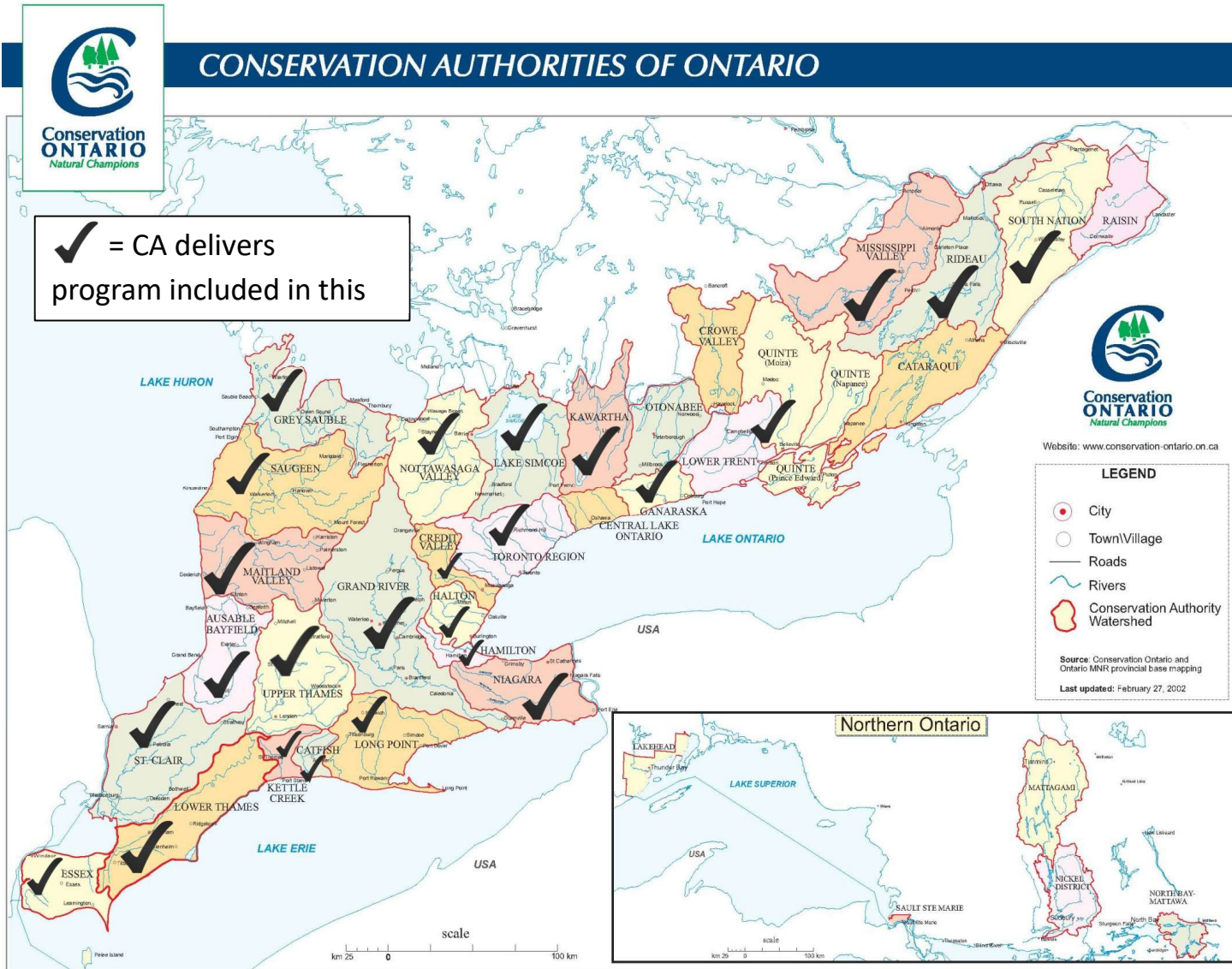
Urban stormwater management

Urban stormwater runoff from roofs, roads and parking lots contributes a significant amount of sediment, bacteria, nutrients and heavy metals to watercourses. Managing rainfall on residential properties, through the use of rain barrels, rain gardens, soak-away pits, permeable paving and tree planting, can improve the quality and quantity of water that ultimately reaches streams, rivers and lakes. Four programs (14%) include a category for these types of projects. Grant amounts range from \$150 to \$3,000 with a cost-share of 50%. The City of Ottawa is currently developing a pilot program to provide incentives for residents to implement stormwater management projects on their properties.

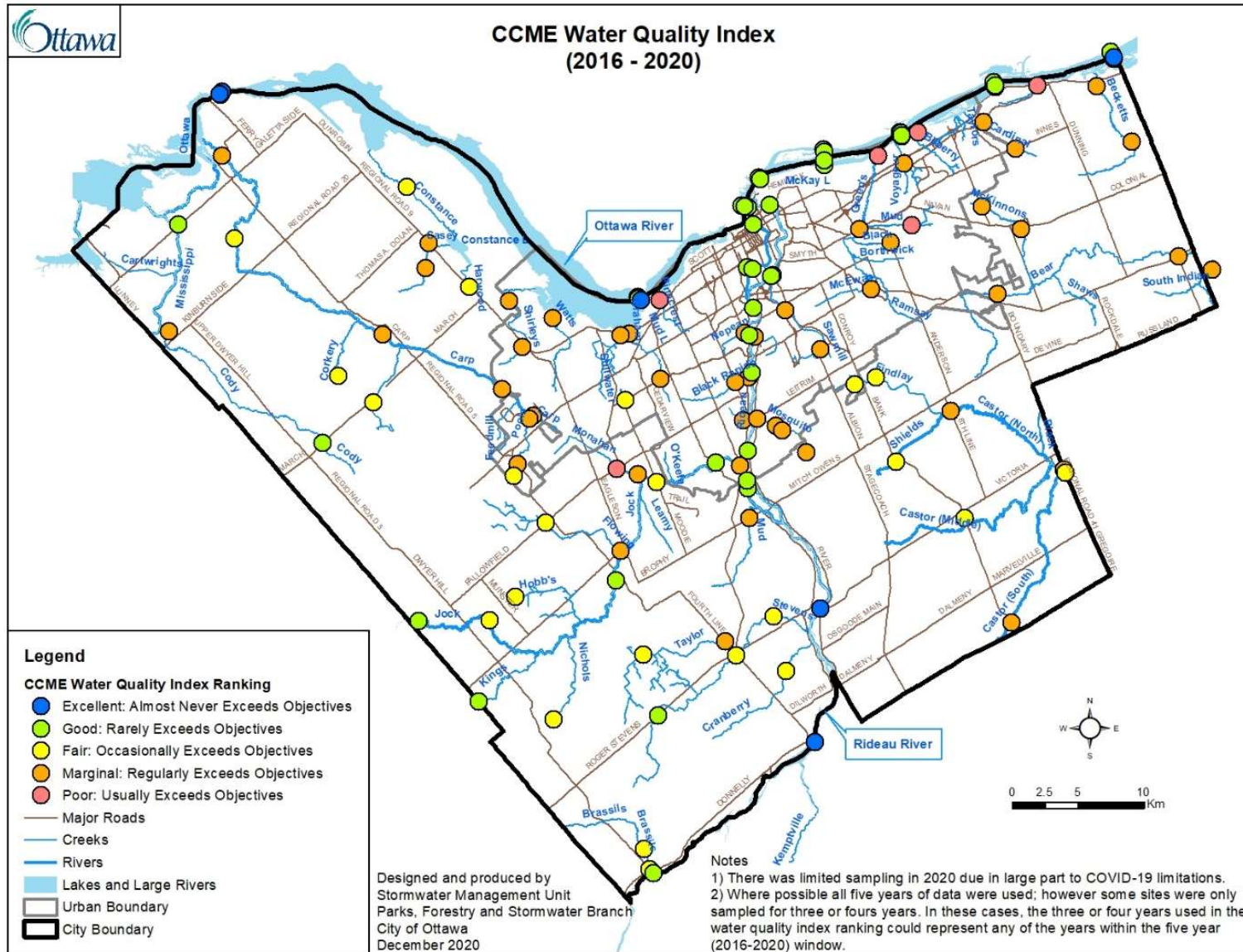
Well upgrading, replacement and protection

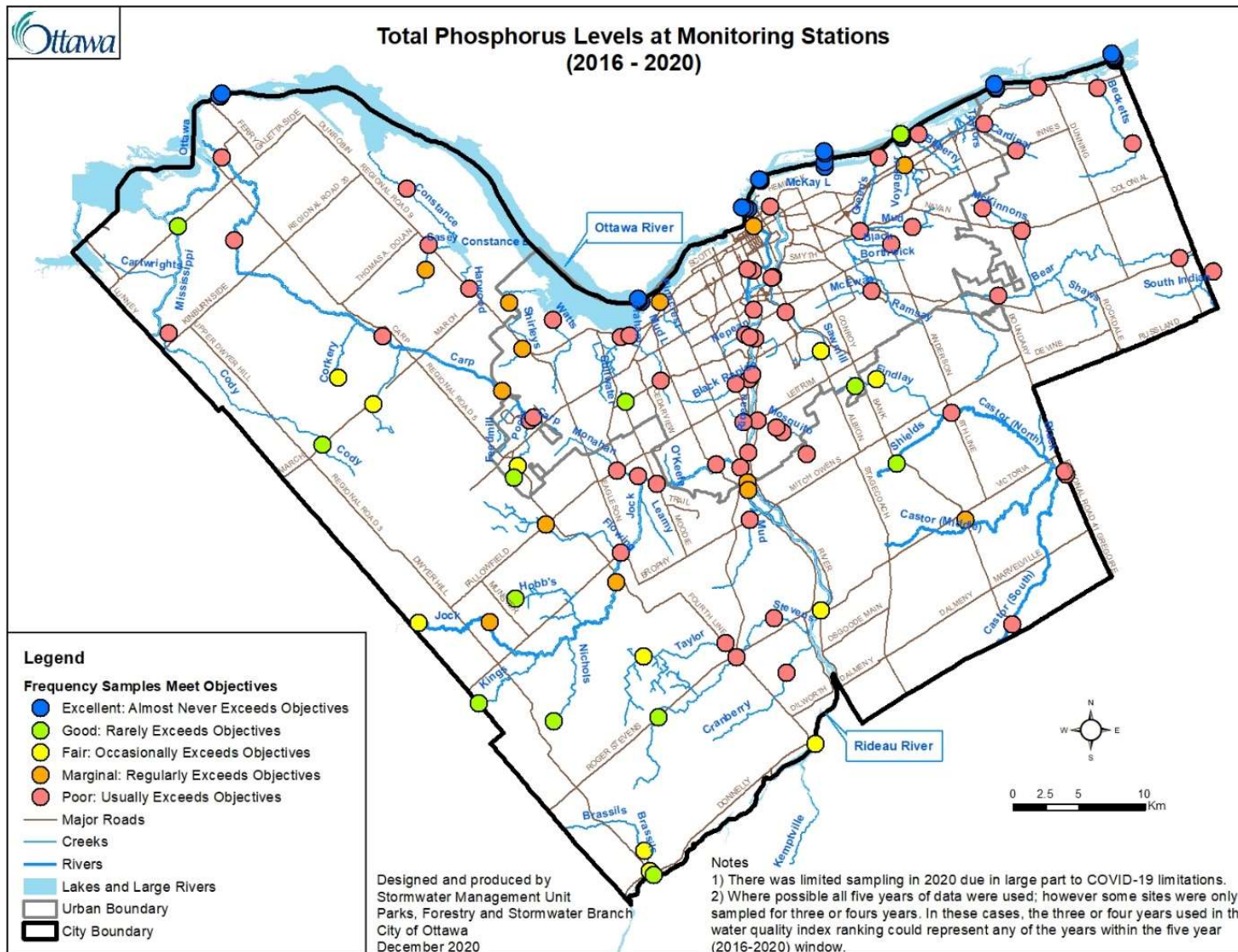
Well upgrading and protection is used to maintain or improve existing, functioning wells that could become a risk for ground water contamination. Improvements generally include sealing cracks or replacing old well caps. Sixteen of the programs reviewed (57%) offer this project type. Grant amounts range from \$500 to \$3,000, with a median value of \$1,000, and cost-shares range from 50% to 80%.

Figure 3A - Map of programs reviewed by Conservation Ontario jurisdictions



Annex 4 – Maps of Water Quality





Annex 5 – Summary of Stakeholder Feedback

Key stakeholders in the Ottawa Rural Clean Water Program, including Conservation Authority (CA) partners, Program Committee members, Review Committee members, and City of Ottawa staff, were given the opportunity to provide feedback on the 2016-2019 Program (in spring 2020). Stakeholders were invited to complete a questionnaire (designed) to assess their insights and experience with the ORCWP, and they were given (had) the option to respond to the questions during a verbal interview or using an online form.

The stakeholder questionnaire focused on the following main themes:

1. Program Goals
2. Administration and Program Delivery
3. Program Committee
4. Promotion and Communications
5. Priority Projects

The questionnaire asked for input on how well these aspects of the Program are functioning and encouraged stakeholders to share their recommendations for improvements. Four stakeholders participated in a verbal interview, and another six stakeholders provided feedback using the online questionnaire (a response rate of 27%).

Summary of Stakeholder Comments

1. Program Goals

- Most respondents agreed that the Program is meeting its goal of protecting Ottawa's streams, rivers, wetlands and groundwater by providing cost-share grants to Ottawa farmers and rural landowners.
- It can be difficult to prove a direct correlation between the Program and the protection of the water environment, but the suite of projects is well aligned with this goal.
- More emphasis should be placed on projects that protect wetlands and on educational initiatives.
- There is always room for improvement and introducing new projects that may advance the goals further.
- Success in meeting the program goals depends on the type of applications that are received.

2. Administration and Program Delivery

- Most respondents indicated that the Program is functioning very well from an administrative perspective, and 60% of respondents did not recommend any changes.
- Administration of the Program by CA staff is a significant strength.

- Site visits are very beneficial, and staff can also use site visits to educate applicants about other relevant CA programs.
- Many stakeholders reported positive and appreciative interactions with grant recipients.
- Most stakeholders view the flexibility around the submission of applications, with targeted deadlines advertised in spring and fall, as a strength of the Program.
- Staff level approvals could be implemented for straightforward project types that don't need discussing at Review Committee meetings (e.g. well decommissioning, septic repair/replacement, forest management plans).
- Reinstate site visits for well decommissioning, septic repair/replacement, and forest management plans.
- Some project descriptions need more clarity on eligible and ineligible expenses (e.g. septic repairs/replacements).
- Maximum grant amount for erosion control projects could be reduced to enable more landowners to benefit or capped to encourage projects on smaller watercourses.
- Controlled tile drainage should get a higher percentage of project funding to encourage greater uptake.
- Improve representation from the agricultural community for the Program Committee and for the site visit representatives.
- Update the application process to allow the application form to be completed and submitted online and to accept electronic signatures.
- Healthy Home Guide should be available digitally, and program database should be moved to an online platform to be shared among agencies.

3. Program Committee

- Most stakeholders feel that the role of the Program Committee is important and well defined; it is functioning as intended and changes for its role are not needed.
- Many stakeholders recognized that inconsistent participation and vacancies from Program Committee members, in particular from agricultural organizations, has been an ongoing challenge.
- Several stakeholders suggested reaching out to relevant agricultural organizations (e.g. Ontario Federation of Agriculture, Soil and Crop Improvement associations) to offer an opportunity to contribute for the next 5-year period.
- Other suggestions for improving participation included putting out a call for members at large (interested citizens), having a smaller committee of dedicated people, increasing the level of engagement with committee

members, and increasing the use of teleconferencing/video conferencing to reduce the need to travel.

- Some respondents acknowledged that the lack of participation may be due to meetings being held only once per year, although others felt that fewer meetings would make it easier for members to commit.
- A stakeholder should fill the role of Program Committee Chair rather than a staff member.

4. Promotion and Communications

- Many stakeholders feel the Program is well promoted with a range of printed materials, web-based materials, and presence at community events.
- Word of mouth and contractor referrals are the biggest source of new applicants.
- To ensure that the Program remains effective, some respondents stressed the importance of finding new audiences and encouraging project types less likely to be undertaken without financial support (e.g. wetland management plans, controlled tile drainage, livestock restriction fencing, land retirement incentive, watercourse buffers).
- Use social media more effectively to target promotion of specific project types and geographic areas and to share testimonials from grant recipients.
- Encourage and support educational initiatives that can also function as demonstration projects; find more locally relevant sites to feature priority projects and get these projects featured on rural tours and other events.
- Continue to promote through related programs (e.g. City Stream Watch), events, open houses, and agricultural groups, and consider enhancing these avenues.
- Consider including Program information with municipal tax bill communications.

5. Priority Projects

- The existing suite of projects, including farming projects, is very comprehensive and complements other programs.
- Stakeholders identified well decommissioning, erosion control, watercourse buffers, watercourse fencing and land retirement incentives as high priority projects partly due to the costs versus benefits. These projects have direct environmental benefits but also come at a cost to landowners with little or no financial return.

- More properties could benefit from erosion control projects, but it can be difficult to prioritize the funding. More emphasis could be placed on bioengineering projects and/or agricultural projects.
- Stakeholders also identified tile drain control structures as a priority project, and there was recognition that this project type needs stronger promotion.
- Wetland management plans have had a low uptake, and this category could be separated from forest management plans or broadened to include wetland restoration projects.
- Innovative project category is considered to be a good catch-all.
- Some respondents considered cover crops to be a low priority, as this practice is widely accepted and implemented in the farming community. There were also several suggestions to review the criteria for cover crops.
- Several stakeholders raised the possibility of expanding the program beyond traditional water quality-focused projects to include environmental stewardship and/or ecosystem health. Examples provided include wetland creation/enhancement/restoration, biodiversity/pollinators, climate change mitigation, targeted flood control, delayed hay cutting/hay buffer, soil health, waste to fuel.

Summary of Program Participant Feedback

The majority of 2016-2019 ORCWP participants had the opportunity to provide feedback through an online survey available in May 2020. The City of Ottawa sent email notifications to successful and unsuccessful grant recipients encouraging them to take part in the survey. The survey gave participants an opportunity to share their experiences with the Program, their reasons for completing projects, and the benefits that they observed. Survey participants were also encouraged to suggest improvements in how the Program is delivered, administered and promoted.

Thirty-five (35) participants completed the survey, a 20% response rate, including farm and non-farm property owners. While respondents owned property ranging in size from 0.3 to 300 acres, 40% of projects were carried out on properties less than one acre in size. Four project types were highlighted by survey respondents, including erosion control (52%), forest management plan (29%), well decommissioning (15%) and tile drain control structures (4%). With the exception of tile drain control structures, these project types mainly represent “non-farm projects”.

Key findings:

- 84% of respondents shared positive feedback on how well the Program is functioning from an administrative perspective.

- 76% of respondents felt that their application was approved in a timely manner.
- 86% of respondents – and all farm businesses – completed their project to protect the environment, and 43% also improved their land value by completing their project.
- 46% of respondents said they would not or might not have completed the project without a grant.
- The majority of respondents (80%) have a watercourse running through their property.
- Respondents identified many benefits including: reduced erosion, improvements to property aesthetics, reduced risk of aquifer contamination, improved retention of soil moisture and nutrients during growing season, and improved sustainability. Several of these responses reflect the high numbers of erosion control projects completed by respondents.

City staff designed the survey to collect feedback on Program delivery, administration and promotion based on the following four questions:

1. Can you suggest any ways that your initial contact with Landowner Resource Centre could be improved?
2. Can you identify any improvements to the way the ORCWP is administered?
3. Are there other projects that you feel should be funded under this program?
4. Is the ORCWP being effectively promoted/communicated to the Rural landowners? If not, can you suggest any improvements?

Summary of Comments

1. Can you suggest any ways that your initial contact with Landowner Resource Centre could be improved?

- Less than half of the survey respondents provided feedback on this question.
- Most of the feedback was positive and highlighted that staff were helpful, knowledgeable and professional.
- One respondent described having to contact the LRC numerous times and suggested that response times be improved.
- Another suggestion included having appointments available.

2. Can you identify any improvements to the way the ORCWP is administered?

- Less than half of the survey respondents provided feedback on this question. Of those who did respond, most did not feel that any improvements were necessary.
- One respondent suggested having more direct, technical oversight and input on projects, and another suggested that staff visit the property first-hand.

- Other comments indicated that there should be better equity and distribution of funds to larger groups of projects and that project costs should be covered completely.

3. Are there other projects that you feel should be funded under this program?

- Less than half of the survey respondents provided feedback on this question. Of those who did respond, several were not sure if the program should fund other projects.
- Several respondents suggested existing project types under the ORCWP including manure handling, clean water diversion, capping water wells and shoreline planting.
- Other suggestions included projects to protect wildlife, pond creation to increase wildlife diversity and the creation of energy efficient housing.

4. Is the ORCWP being effectively promoted/communicated to the Rural landowners? If not, can you suggest any improvements?

- Over 70% of survey respondents provided feedback on this question, and the majority (80%) said that the program is not effectively promoted.
- Many respondents were completely unaware of the program until informed by a contractor, neighbour or CA staff.
- Several respondents suggested that information on the program be sent out to landowners and included with the municipal tax notice.
- Others suggested that additional promotion be achieved through related organizations such as the Ontario Woodlot Association, Ontario Federation of Agriculture and Ecology Ottawa.
- One respondent suggested to promote the program through community outreach and to consider holding informational seminars.

ORCWP Strengths, Weaknesses, Opportunities and Barriers

The review analyzed and categorized feedback and ideas gathered from key stakeholders and past program participants in terms of strengths, weakness/challenges, opportunities and barriers. Several broad themes emerged as a result of the analysis, and these are summarized in the table below. The review used this information to guide the development of recommendations for the 2021-2025 Program.

Table 5A - Summary of strengths, weaknesses, opportunities and barriers

Strengths	Weaknesses/Challenges
<ul style="list-style-type: none"> • Stakeholders and participants view program administration by CAs as very positive. • Program staff approve applications promptly and are described by grant recipients as knowledgeable, responsive and helpful. • Survey respondents undertook nearly half of projects due to grant support. • Main goals are being met, and the current suite of projects is comprehensive and complements other programs. • Over two-thirds (70%) of all funding was directed towards priority projects (e.g. erosion control, land retirement incentive, well decommissioning). • Participation across City and by all property sizes (farm & non-farm) • Site visits are very beneficial and educate participants on complementary CA programs. • Flexibility for the timing of application submissions supports farmers and respects their schedules. • Role of Program Committee is well defined and important. • Promotion is a range of printed and web-based materials and presence at community events. • Program delivery maintained at 26% of annual budget. 	<ul style="list-style-type: none"> • Low uptake of some priority project types (e.g. tile drain control structures, watercourse buffers, watercourse fencing). • Program Committee vacancies (especially agricultural organizations) and inconsistent participation at meetings. • Program Committee only meets on an annual basis. • Program is not effectively promoted, according to over 80% of survey respondents, and many only hear of it through word of mouth or from contractors.

Opportunities	Barriers
<ul style="list-style-type: none"> • Local educational initiatives and demonstration sites featuring priority project types may be more effective to encourage uptake of some projects. • Staff-level approvals for straightforward project types can increase Program efficiency. • Increased use of digital and online technology can help streamline the application process and improve data sharing. • Stronger engagement with local agricultural organizations, interested citizens and existing committee members could help to revitalize interest in the Program Committee. • More effective use of social media can target specific project types and geographic regions to encourage uptake. • May be possible to expand the Program beyond traditional water quality-focused projects to include environmental stewardship and/or ecosystem health. 	<ul style="list-style-type: none"> • Some grants may be insufficient to offset land value/crop prices. • Program staff or committee members may be aware of an ideal project candidate, but the onus is on the landowner to come forward with a request. • Some priority project types are heavily dependent on stewardship-minded landowners to increase uptake. • Some landowners are hesitant to invite CA staff onto their property. • It is difficult to measure the impact of the program on water quality as many factors impact the monitoring data.

Annex 6 – Program Delivery

ORCWP Promotion and Outreach

Table 6A - ORCWP referrals (2016-2020)

Referral Method	2016	2017	2018	2019	2020	Total
Agency referral	21	23	11	29	8	92
Contractor	23	35	22	33	25	138
Direct mailout/ad bag	8	8	8	3	0	27
Online	20	9	7	9	6	51
Meeting/event	2	0	3	3	1	9
Local newspaper	6	3	0	2	0	11
Roadside sign ¹	1	0	0	0	0	1
Unknown	21	8	9	10	2	50
Word of mouth	17	14	12	15	7	65

¹Program Partnership gatepost sign

Table 6B - Communication performance measures (2016-2020)

Performance Measures	2016	2017	2018	2019	2020¹	Total
General Inquiries						
City of Ottawa website – Unique pageviews ²		1,785	1,895	2,224	1,125	7,029
Landowner Resource Centre - Initial inquiries	114	100	71	60	49	394
Print and Social Media						
Ad Bag – post card distribution	21,971	4,312	7,857	6,143	0	40,283
Ads in rural newspapers	10	6	3	3	3	25
Article in Rural Affairs newsletter	2	3	2	1	1	9
Client Service Centres/Libraries – post card distribution	500		500	700	0	1,700
ORCWP fact sheet distribution – Number of venues	15	15	9	8	8	55
ORCWP/Green Acres post cards printed	30,000	10,000	10,000	2,500	0	52,500
Facebook posts – people reached	24,828	3,000	26,001	22,113	1,061	77,003
Facebook posts - engagements	172		833	775	36	1,816
Tweet publications – impressions ²	1,471	4,000	2,394	5,010	573	13,448
Tweet publications – engagements ²	17		29	34		80
Events and Activities						
Fairs and events attended ³	13	15	9	9	3	49
Healthy Home Guidebooks distributed	18	29	23	9	17	96
Landowner profiles	0	0	3	1	0	4
Partner signs delivered	40	56	23	32	4	155
Presentations to agricultural and other stakeholder groups	3	4	1	2	0	10
YouTube video production	0	0	2	1	0	3

¹Communication activities reduced in 2020 due to COVID-19 pandemic

²Includes both English and French

³Number of visitors not currently tracked

ORCWP Budget

Table 6C – ORCWP revenue and expenditure (2016-2020)

Program Budget	2016	2017	2018	2019	2020
Revenue					
2011-2015 Surplus Funds	\$200,000	\$104,727	\$0	\$0	\$0
Special Levy	\$0	\$95,273	\$200,000	\$200,000	\$200,000
Carry-forward	\$0	\$65,710	\$56,382	\$69,618	\$115,560
Total Revenue	\$200,000	\$265,710	\$256,382	\$269,618	\$315,560
Expenses					
Program Delivery	(\$55,121)	(\$61,502)	(\$34,410)	(\$42,834)	(\$25,135)
Grants	(\$79,169)	(\$147,826)	(\$152,354)	(111,224)	(\$136,855)
Total Expenses	(\$134,290)	(\$209,328)	(\$186,764)	(\$154,058)	(\$161,990)
Balance Available¹	\$65,710	\$56,382	\$69,618	\$115,560	\$153,570

¹This balance is encumbered for projects that have been approved and will be completed in the following year.