

**AGREEMENT**  
**for**  
**Source Protection Education & Outreach Program**

BETWEEN:

THE CORPORATION OF THE TOWNSHIP OF ALNWICK/HALDIMAND

- and -

THE CORPORATION OF THE MUNICIPALITY OF BRIGHTON

- and -

THE CORPORATION OF THE TOWNSHIP OF CRAMAHE

- and -

THE CORPORATION OF THE TOWNSHIP OF STIRLING-RAWDON

- and -

THE CORPORATION OF THE MUNICIPALITY OF TRENT HILLS

(hereinafter separately referred to as the “Participating Municipality” and  
jointly referred to as the “Participating Municipalities”)

- and -

LOWER TRENT REGION CONSERVATION AUTHORITY

(hereinafter referred to as the “Authority”)

**Context:**

The Trent Conservation Coalition (Trent Conservation Coalition) Source Protection Committee developed the Trent Source Protection Plan to address drinking water threats associated with municipal drinking water systems. The Trent Source Protection Plan was approved by the Minister of the Environment, Conservation and Parks on October 23, 2014 and the Plan came into effect on January 1, 2015.

Policy G-5(1) of the Trent Source Protection Plan requires municipalities to develop and initiate an Education and Outreach Program to educate people living in vulnerable areas where land use activities have the potential to result in significant drinking water threats. While education and outreach has been identified as a municipal responsibility in the Source Protection Plan, municipalities have the ability to delegate implementation to Conservation Authorities (or another third party).

Under a former agreement with the participating municipalities, the Authority established a Source Protection Education & Outreach Program and initiated delivery in 2015. The current agreement expires on December 31, 2019.

**Purpose:**

The purpose of this Agreement is to establish a cooperative arrangement between the Participating Municipalities and the Authority, whereby the Authority would deliver a multi-year Education & Outreach Program on behalf of the Participating Municipalities to assist the Participating Municipalities with meeting their requirements under the Trent Source Protection Plan.

**Roles and Responsibilities of the Authority:**

The Authority will assist the Participating Municipalities with their Source Protection Planning responsibilities by delivering a Source Protection Education & Outreach Program as set out in Schedule 1.

**Roles and Responsibilities of the Participating Municipalities:**

The Participating Municipalities will assist with delivery of the Source Protection Education & Outreach Program by:

- providing information in a timely manner to assist the Authority; and
- attending meetings/workshops to provide feedback and input on program priorities and delivery.

**Implementation:**

- a) This Agreement applies to source protection plan implementation within the entire geographic area of the Participating Municipalities.
- b) This Agreement is effective from January 1, 2020 through to December 31, 2023.
- c) This Agreement may not be terminated prior to the end of the term unless such termination is agreed to in writing by all parties to the Agreement.
- d) The Participating Municipalities and the Authority agree to share information and data where possible subject to all necessary data sharing agreements having been entered into.
- e) The Authority will recover costs for performing functions under this Agreement, in accordance with the costs set out in Schedule 2, and will invoice the Participating Municipalities annually, with payment due by April 30<sup>th</sup> of each year of the agreement.
- f) This Agreement may be executed in two or more counterparts, each of which together shall be deemed an original, but all of which together shall constitute the same agreement. In the event that any signature is delivered by facsimile transmission or by e-mail delivery of a ".pdf" format data file, such signature shall create a valid and binding obligation of the party executing (or on whose behalf such signature is executed) with the same force and effect as if such facsimile or ".pdf" signature page were an original.

**IN WITNESS WHEREOF** the parties hereto have executed this Agreement as of the day and year first written above.

**LOWER TRENT REGION CONSERVATION AUTHORITY**

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Chair (Printed Name)	Chair (Signature)	Date
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CAO/Secretary-Treasurer (Printed Name)	CAO/Secretary-Treasurer (Signature)	Date
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**THE CORPORATION OF THE TOWNSHIP OF ALNWICK/HALDIMAND**

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Mayor (Printed Name)	Mayor (Signature)	Date
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Municipal Clerk (Printed Name)	Municipal Clerk (Signature)	Date
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**THE CORPORATION OF THE MUNICIPALITY OF BRIGHTON**

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Mayor (Printed Name)	Mayor (Signature)	Date
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Chief Administrative Officer (Printed Name)	Chief Administrative Officer (Signature)	Date
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**THE CORPORATION OF THE TOWNSHIP OF CRAMAHE**

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Mayor (Printed Name)	Mayor (Signature)	Date
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Chief Administrative Officer (Printed Name)	Chief Administrative Officer (Signature)	Date
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**THE CORPORATION OF THE TOWNSHIP OF STIRLING-RAWDON**

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Mayor (Printed Name)	Mayor (Signature)	Date
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Clerk (Printed Name)	Clerk (Signature)	Date
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**THE CORPORATION OF THE MUNICIPALITY OF TRENT HILLS**

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Mayor (Printed Name)	Mayor (Signature)	Date
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Chief Administrative Officer (Printed Name)	Chief Administrative Officer (Signature)	Date
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## **SCHEDULE 1**

### **SOURCE PROTECTION EDUCATION & OUTREACH PROGRAM**

Education and outreach is an ongoing obligation under the Source Protection Plan. It is important to remind landowners of the importance of protecting the municipal water sources on an ongoing basis. In addition, when land ownership changes, it is important to reach new landowners to educate them on any obligations they may have under the Source Protection Plan and increase their awareness of how actions on their property can impact the municipal water sources.

#### **Strategic Goal**

The goal of Lower Trent Conservation's Source Protection Education & Outreach Program is to facilitate the protection of drinking water at the source through the successful implementation of the Trent Source Protection Plan - Policy G-5: Education and Outreach.

#### **Objectives**

The Education & Outreach Program will focus on educating people living in vulnerable areas where land use activities have the potential to result in significant drinking water threats. Activities will focus on the following objectives:

##### Objective 1 - General Awareness

Increase general awareness of the overall Drinking Water Source Protection Program.

##### Objective 2 - Municipal Water System Customers

Increase awareness of municipal drinking water systems among all municipal water users, with a focus on where water comes from, how it is treated to ensure it is safe to drink, and the connection between land use practices and water quality.

##### Objective 3 - Best Management Practices

Facilitate best management practices on private properties by providing information and motivating behavioural changes regarding the 19 drinking water threats set out in the Trent Source Protection Plan

#### **Approach**

It is good practice with any education and outreach program to include a combination of strategies or methods to appeal to different audiences, in different ways, over time. Lower Trent Conservation's Education & Outreach Program will include a variety of tasks and tactics, including:

- Ongoing update and development of outreach materials for significant drinking water threats, as needs arise
- Creation of promotional material (and updates) following the key messages that were developed through previous agreements
- Ongoing updates and improvement to the Lower Trent Conservation website
- Provide information and links to municipalities for their website and their newsletters
- Annual distribution of material through mail outs and door-to-door delivery (door-to-door delivery will be targeted for different areas each year)

- Make use of municipal opportunities for distribution of information
- Use of Lower Trent Conservation/Trent Conservation Coalition social media (e.g. Facebook)
- Incorporation of Source Protection messaging at appropriate events (e.g., Plowing match, trade shows, municipality-hosted event upon request).
- A continued support system for the municipalities and public for queries about Source Protection
- A continued support system for the Risk Management Official

## **Reporting**

Lower Trent Conservation will report annually to the municipalities on the activities completed.

With any education and outreach initiative it is important to evaluate and/or assess what the audience has learned. Lower Trent Conservation, through its delivery of a Source Protection Education & Outreach Program, will document information on the effectiveness of the education and outreach activities in collaboration with the municipalities. This information will be made available for the municipalities for use in the annual reporting on the actions taken to fulfill Policy G-5: Education and Outreach Program.

## **Annual Costs**

The annual cost for Lower Trent Conservation to deliver a Source Protection Education & Outreach Program, as outlined above, to the participating municipalities is \$18,120 (inclusive of wages & benefits, materials, and supplies).

The amount of work will vary between municipalities, depending on the number of parcels where significant threats can occur. Some of the tasks would be consistent across municipalities (e.g., website, maintenance, updating and improvement of materials), while the remainder would relate to the number of affected parcels in the municipality (e.g. site visits, mail outs, one-on-one communications).

**SCHEDULE 2  
COSTS**

<b>Annual Costs for Lower Trent Conservation Delivery of Source Protection Education &amp; Outreach Program</b>	
<b>Participating Municipality</b>	<b>Annual Cost</b>
Township of Alnwick/Haldimand	\$1,030
Municipality of Brighton	\$1,070
Township of Cramahe	\$1,180
Township of Stirling-Rawdon	\$2,400
Municipality of Trent Hills	\$12,440
<b>TOTAL</b>	<b>\$18,120</b>