

# Annexes to the Ottawa Rural Clean Water Program 2021-2025 Review and Renewal

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## Annex 1 - Program Outcomes

Table 1A - Projects supported between 2000 and 2025

Project Type <sup>1</sup>	2000-2020			2021-2025 <sup>2</sup>			Total (2000-2025)		
	No. of Projects	Grant Amount	Total Project Cost	No. of Projects	Grant Amount	Total Project Cost <sup>3</sup>	No. of Projects	Grant Amount	Total Project Cost <sup>3</sup>
Chemical and Fuel Storage	11	\$10,948	\$135,342	0	\$0	\$0	11	\$10,948	\$135,342
Clean Water Diversion	10	\$24,699	\$53,124	0	\$0	\$0	10	\$24,699	\$53,124
Cover Crops	5	\$5,000	\$12,100	5	\$4,700	\$4,700	10	\$9,700	\$16,800
Crop Residue <sup>1</sup>	150	\$142,189	\$240,054	0	\$0	\$0	150	\$142,189	\$240,054
Education Initiative	11	\$30,341	\$73,901	1	\$5,000	\$60,336	12	\$35,341	\$134,237
Erosion Control/Streambank Stabilization	104	\$639,941	\$1,145,241	68	\$487,167	\$1,166,017	172	\$1,127,108	\$2,311,258
Forest and Wetland Management Plan	67	\$29,707	\$40,764	80	\$43,376	\$62,417	147	\$73,083	\$103,181
Innovative Projects	1	\$5,000	\$9,775	0	\$0	\$0	1	\$5,000	\$9,775
Land Retirement, Buffers and Windbreaks	89	\$104,091	\$294,372	69	\$84,209	\$223,648	158	\$188,301	\$518,020
Livestock Restrictions	24	\$78,718	\$96,348	4	\$26,676	\$70,879	28	\$105,394	\$167,227
Manure Storage and Treatment	38	\$504,311	\$4,501,194	0	\$0	\$0	38	\$504,311	\$4,501,194
Nutrient Management Plans/Precision Farming	78	\$60,345	\$406,097	7	\$11,358	\$83,700	85	\$71,703	\$489,797
Septic Repair/Replacement	229	\$409,949	\$3,858,060	8	\$13,000	\$259,704	237	\$422,949	\$4,117,764
Tile Drain Control Structures	1	\$2,500	\$6,649	1	\$2,991	\$5,981	2	\$5,491	\$12,630
Tile Outlet Erosion Control	6	\$11,934	\$16,243	0	\$0	\$0	6	\$11,934	\$16,243
Washwater Treatment	15	\$53,585	\$685,810	0	\$0	\$0	15	\$53,585	\$685,810
Well Decommissioning	156	\$188,202	\$240,110	48	\$95,210	\$112,456	204	\$283,411	\$352,566
Well Replacement/Well Upgrade <sup>1</sup>	318	\$175,023	\$529,890	0	\$0	\$0	318	\$175,023	\$529,890
Wetland Restoration	0	\$0	\$0	8	\$40,000	\$176,274	8	\$40,000	\$176,274
<b>TOTAL</b>	<b>1,313</b>	<b>\$2,476,481</b>	<b>\$12,345,074</b>	<b>299</b>	<b>\$813,687</b>	<b>\$2,226,112</b>	<b>1,612</b>	<b>\$3,290,169</b>	<b>\$14,571,186</b>

<sup>1</sup>Includes project types that have been discontinued.

<sup>2</sup>Projects from 2021-2025 includes completed projects and those that are underway; based on data provided January 27, 2026.

<sup>3</sup>Costs have been estimated for projects that are underway.

**Table 1B - Projects completed and underway by ward (2021-2025)**

Project Type	Orléans East-Cumberland		Orléans South-Navan		Osgoode		Rideau-Jock		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	No. of Projects	Grants Paid
<b>Agricultural Projects</b>												
Cover crops	0	\$0	3	\$2,700	2	\$2,000	0	\$0	0	\$0	0	\$0
Land retirement incentive	1	\$1,500	1	\$1,012	2	\$2,550	2	\$1,050	2	\$600	1	\$1,500
Natural windbreaks / watercourse buffers	1	\$4,945	0	\$0	11	\$20,092	29	\$22,182	12	\$13,966	7	\$14,812
Nutrient management plan/precision farming	0	\$0	4	\$6,592	0	\$0	0	\$0	3	\$4,766	0	\$0
Tile drain control structures	0	\$0	0	\$0	0	\$0	0	\$0	1	\$2,991	0	\$0
Watercourse fencing	0	\$0	0	\$0	1	\$7,500	0	\$0	3	\$19,176	0	\$0
<i>Sub-total</i>	2	\$6,445	8	\$10,304	16	\$32,142	31	\$23,232	21	\$41,498	8	\$16,312
<b>Non-Agricultural Projects</b>												
Educational initiatives	0	\$0	0	\$0	0	\$0	0	\$0	0	\$0	1	\$5,000
Erosion control	0	\$0	0	\$0	22	\$156,326	41	\$296,612	3	\$19,230	2	\$15,000
Forest and wetland management plan	2	\$1,200	7	\$4,538	14	\$7,186	25	\$13,058	31	\$16,946	1	\$450
Septic system repair/replacement	1	\$1,000	0	\$0	0	\$0	4	\$8,000	2	\$2,000	1	\$2,000
Well decommissioning	2	\$5,638	2	\$2,610	11	\$19,631	22	\$39,206	5	\$19,323	6	\$8,802
Wetland restoration	0	\$0	0	\$0	1	\$5,000	2	\$10,000	2	\$10,000	3	\$15,000
<i>Sub-total</i>	5	\$7,838	9	\$7,148	48	\$188,143	94	\$366,875	43	\$67,498	14	\$46,252
<b>TOTAL</b>	<b>7</b>	<b>\$14,283</b>	<b>17</b>	<b>\$17,452</b>	<b>64</b>	<b>\$220,285</b>	<b>125</b>	<b>\$390,107</b>	<b>64</b>	<b>\$108,997</b>	<b>22</b>	<b>\$62,564</b>

Figure 1A - Project uptake by farm property size (2021-2025)

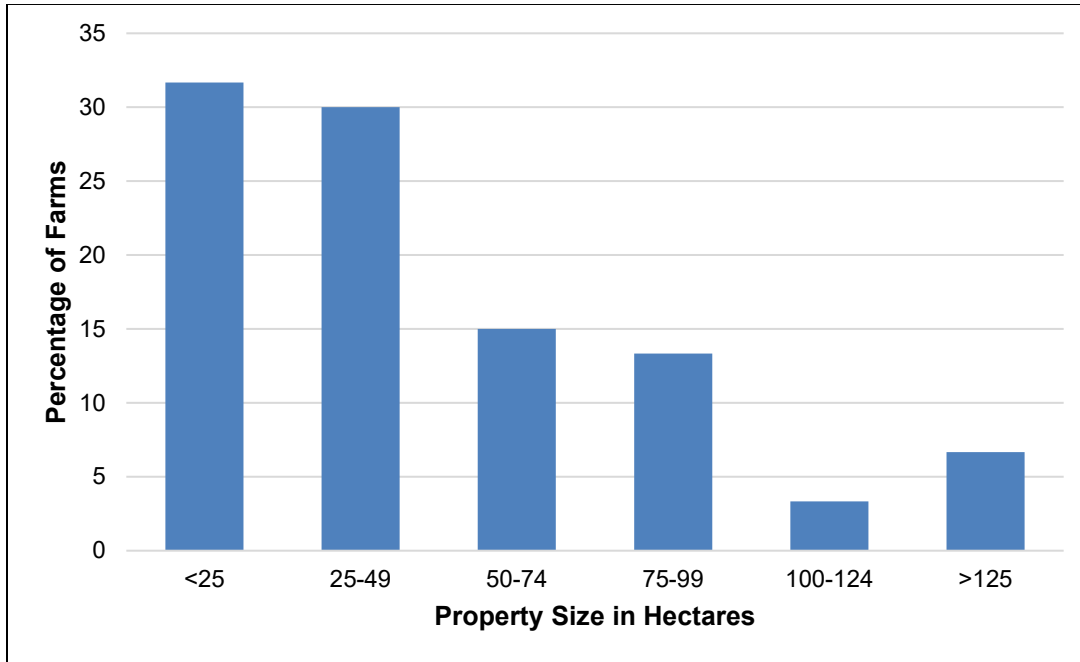
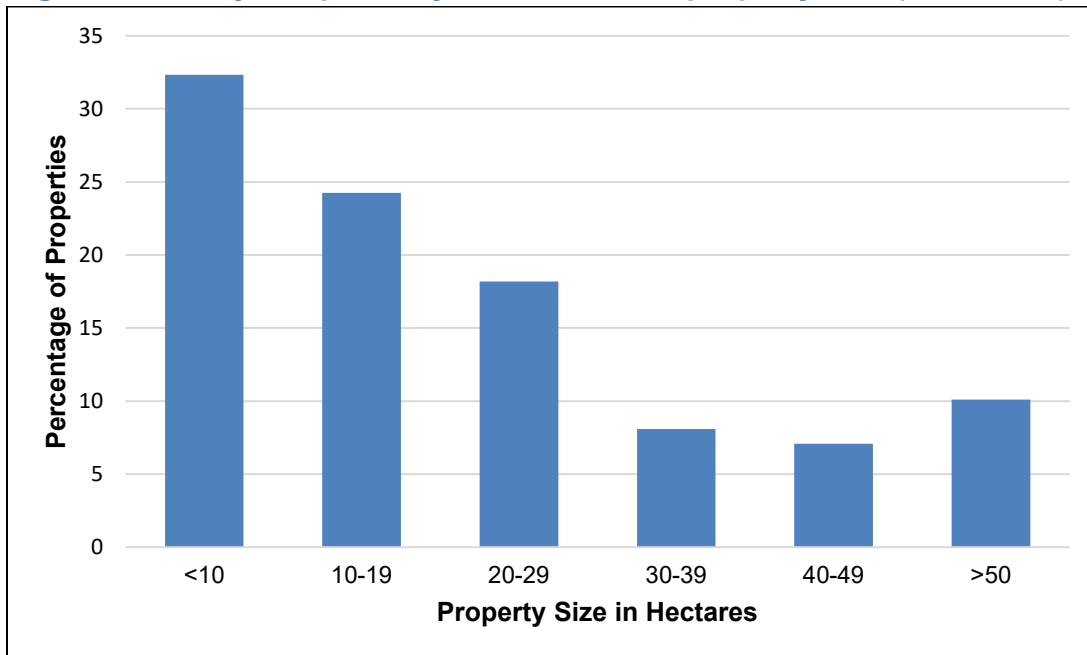


Figure 1B - Project uptake by rural non-farm property size (2021-2025)



## **Annex 2 - Program Committee Membership for 2021-2025**

Carleton Soil and Crop Improvement Association

City of Ottawa – Drainage Superintendent

City of Ottawa – Strategic Initiatives Department

Conservation Authorities

Ontario Ministry of Agriculture, Food and Agribusiness (vacant)

Ontario Ministry of the Environment, Conservation and Parks

Ontario Ministry of Natural Resources

Ontario Rural Wastewater Centre

Ottawa Chapter of the Ontario Woodlot Association (vacant)

Ottawa Chapter of the Canadian Organic Growers

Ottawa Federation of Agriculture

Ottawa Stewardship Council

Members-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. Thirty-four programs in total were reviewed through a web-based scan in September 2025 (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

- Twenty-nine programs are targeted to both farm and non-farm rural landowners.
- Five programs are exclusively for registered farm businesses and agricultural landowners that file farm business taxes in Ontario.
- Four programs offer funding to urban landowners as well as rural landowners.
- Seven programs also offer funding for businesses and other organizations such as non-profits, community groups and schools.

### Eligibility

- When funding is offered for farms, fourteen of the programs require an Environmental Farm Plan (EFP), and three strongly encourage farm-based applicants to complete an EFP. Twenty programs do not require an EFP.
- Programs targeted specifically to farms required a Farm Business Registration Number to be provided.
- Four programs require non-farm landowners to complete an action plan such as the Healthy Homes Guidebook or Rural Landowner Stewardship Guide.

### Funding and Delivery

- Most programs reviewed (91%) are administered by local Conservation Authorities (CAs) and are partnerships between CAs and their member municipalities.
- Three additional agricultural stewardship programs for farm businesses were reviewed, including ALUS Ontario East, ALUS Mississippi-Rideau, and the Ontario Soil and Crop Improvement Association's Resilient Agricultural Landscape Program (RALP). (Note: the Eastern Ontario Farm Stewardship Collaborative is delivering the RALP - Marginal Lands Initiative in the Ottawa area, and South Nation Conservation is leading the administration of RALP funding).
- 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 34 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 and pollution control, well and septic and other projects. A summary of other relevant grant types that are mainly not included under the ORCWP (with the exception of wetland restoration) is also provided and are categorised as other agricultural projects, habitat restoration projects and other projects.

### Erosion Control Projects

#### **Cover Crops**

Twenty-four 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 300 acres. The maximum allowable grant payment per year under each program varies from \$500 to \$30,000, with a median value of \$2,400. 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 a maximum total amount of \$30,000, and the grant rate varies (\$15 to \$50 per acre) depending on the number of cover crop species planted. 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-nine programs (85%) fund some or all these project types with grant amounts ranging from \$1,000 to \$20,000, with a median value of \$5,000, and cost-shares ranging from 30% to 100%. Essex Region CA's Clean Water Green Spaces program offers \$10 per square foot towards structures that reduce soil erosion from agricultural fields (e.g., water and sediment control basins, rock chutes), and there is no maximum grant amount. Lake Simcoe CA's Landowner Environmental Assistance Program offers \$5,000 for grassed waterways and cropland erosion projects and up to \$20,000 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. Six other programs offer a similar type of incentive, although most offer an amount of \$350 per acre per year up to 3 years. Nine (26%) 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, 17 (50%) offered this project category. Grant amounts range from \$2,000 to \$10,000, with a median value of \$6,000, and cost-shares range from 50% to 100%. Essex Region CA's Clean Water Green Spaces offers 100% funding with no maximum grant amount. 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 often funded separately when they are offered by other programs; 6 programs offer funding to support this initiative. 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-six programs (77%) 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 \$1,000 to \$20,000, with a median value of \$5,500, and cost-shares range from 50% to 100%. The Lake Simcoe CA's Landowner Environmental Assistance Program includes improving streams and retrofitting online ponds in this category and offers up to \$20,000. 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***

Twelve programs (35%) offer chemical or fuel storage as a project category. Grant amounts range from \$500 to \$4,000, with a median value of \$2,000, and cost-shares range from 50% to 70%. The Waterloo Rural Water Quality Program offers 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 \$2,000 and is in line with other programs across the province.

### **Clean Water Diversion**

Twenty-three programs (68%) have clean water diversion projects. Grant amounts range from \$1,500 to \$15,000, with a median value of \$4,000, and cost-shares range from 50% to 75%. The Rideau Valley Rural Clean Water Program includes this project type with manure storage category. 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**

Fourteen programs (41%) fund manure storage and treatment projects. Grant amounts range from \$2,500 to \$30,000, with a median value of \$10,000, and cost-shares range from 30% to 75%. Four programs offer generous funding amounts that are between \$20,000 to \$30,000. 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**

Fifteen programs (44%) offer a category for nutrient management plans. Grant amounts range from \$500 to \$15,000, 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. The ORCWP offers a maximum grant of 50% up to \$2,000 and is in line with other programs across the province.

### **Precision farming**

Three programs (9%) offer funding for precision farming-related expenses. Ganaraska Region CA offers grants of 50% up to \$2,500 for no-till drills and planters and GPS units. Since the last 5-year review of the ORCWP, Essex Region CA's Clean Water Green Spaces program now includes funding of up to \$50,000 (with a 75% grant share) for equipment modifications that allow for optimizing placement and timing of phosphorus, manure applications or reduction of tillage or modifications to a planter that allows for year-round cover. The ORCWP offers a maximum grant of 50% up to \$2,000, and this project type is combined with nutrient management plans.

### **Tile drain control structures**

Five programs (15%) offer tile drain control structures as a project type. Grant amounts range from \$1,000 to \$5,000, with a median value of \$2,000, and cost-shares range from 50% to 80%. The ORCWP offers a maximum grant of 75% up to \$5,000 and is in line with other programs across the province.

### **Tile outlet erosion protection**

Only three programs (9%) specifically refer to the protection of tile outlets in the materials available online. Grant amounts range from \$2,000 to \$40,000, with a median

value of \$3,500, and cost-shares range from 30% to 90%. The ORCWP offers a maximum grant of 75% up to \$2,500. The Essex Region CA's Clean Water Green Spaces program provides \$12 per linear foot, up to a maximum of \$40,000, for the installation of header tiles (main drains) that prevent the need for lateral drain outlets directly to the surface water drain. 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***

Ten programs (29%) offer wash water treatment as a project type. Grant amounts range from \$2,000 to \$20,000, with a median value of \$5,000, and cost-shares range from 30% to 50%. 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 \$20,000 for water re-use. 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-seven programs (79%) 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, as long as livestock is fully restricted from the watercourse. Grant amounts range from \$2,000 to \$20,000, with a median value of \$6,000, and cost-shares range from 50% to 100%. Fifteen of the programs will cover up to 100% of the material costs if the landowner supplies the labour to install the fence themselves. One program provides funding 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 (24%) include a category for education-related projects such as community action projects, school projects, workshops and educational events. Grant amounts range from \$500 to \$4,000, with a median value of \$1,750, 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; this is the highest funding amount among the programs surveyed.

#### ***Forest and wetland management plans***

Only five programs (15%) offer funding to support the development of forest, woodlot or wetland management plans. Grant amounts range from \$500 to \$2,000, with a median value of \$750, and cost-shares range from 30% 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 offers up to \$6,000 in funding for inventories, prescriptions, tree marking and vegetation management. Huron County's Clean Water Project offers funding for a professional forester to assist with management plans and to provide harvest advice to optimize forest health.

### ***Innovative projects***

Seventeen programs (50%) 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 \$4,500, 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***

Twelve programs (35%) include a category for septic systems, although the requirements vary from one program to the next. Grant amounts range from \$400 to \$10,000, with a median value of \$3,250, and cost-shares range from 30% to 50%. 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 \$2,000 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-four programs (71%) offer funding for well decommissioning. Grant amounts range from \$500 to \$4,000, 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 second-highest funding rate of programs reviewed across the province. Two organizations fund well decommissioning projects through other separate programs.

### **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 (12%) offer this project type, all of which are in an area with a high number of cattle, hog and poultry farms. All four programs have the same grant amount of \$4,000 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***

York Region's and Peel Region's rural clean water programs 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 amount is up to \$10,000 with a cost-share amount of 50%.

### ***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 \$18,000 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***

Twenty-two programs (65%) 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, basking areas 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 \$7,500, and cost-shares range from 50% to 100%. Essex Region CA's Clean Water Green Spaces program requires that all habitat improvement projects include a minimum of 1 acre of restored habitat area; this can be a combination of tree planting, prairie and/or wetlands to make up total project acreage. The Resilient Agricultural Landscape Program (offered by OSCIA) provides \$1,000 to \$3,000 per acre for habitat restoration projects.

#### ***Tree Planting***

Twenty rural water quality programs (59%) 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 \$2,500 to \$15,000, with a median value of \$5,000, 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 a Tree Replacement Program (administered by South Nation Conservation) to assist landowners with removing and replacing trees infected with the Emerald Ash Borer or damaged by extreme weather events.

### ***Wetland Habitat Creation and Restoration***

Eighteen programs (53%) offer funding for projects to create, enhance or restore wetland habitat. Many municipalities are trying to increase the percentage of wetland cover 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 \$20,000, with a median value of \$6,000, and cost-shares range from 50% to 100%. Essex Region CA's Clean Water Green Spaces program requires that all habitat improvement projects include a minimum of 1 acre of restored habitat area. This can be a combination of tree planting, prairie and/or wetlands to make up total project acreage, and there is no maximum funding limit identified for this project type. In 2021, the ORCWP introduced wetland restoration as a new project type; a maximum grant of 50% up to \$5,000 is offered, and this funding is in line with other programs across the province.

### **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. Three programs (9%) include a category for invasive plant species management projects. Grant amounts range from \$3,000 to \$10,000 with a cost-share of 30% to 100%. The Credit Valley Conservation Landowner Action Fund offers 50 % to 100% up to \$8,000 for high priority invasives and 30% to 65% up to \$3,000 for other eligible invasives.

#### ***Stormwater management***

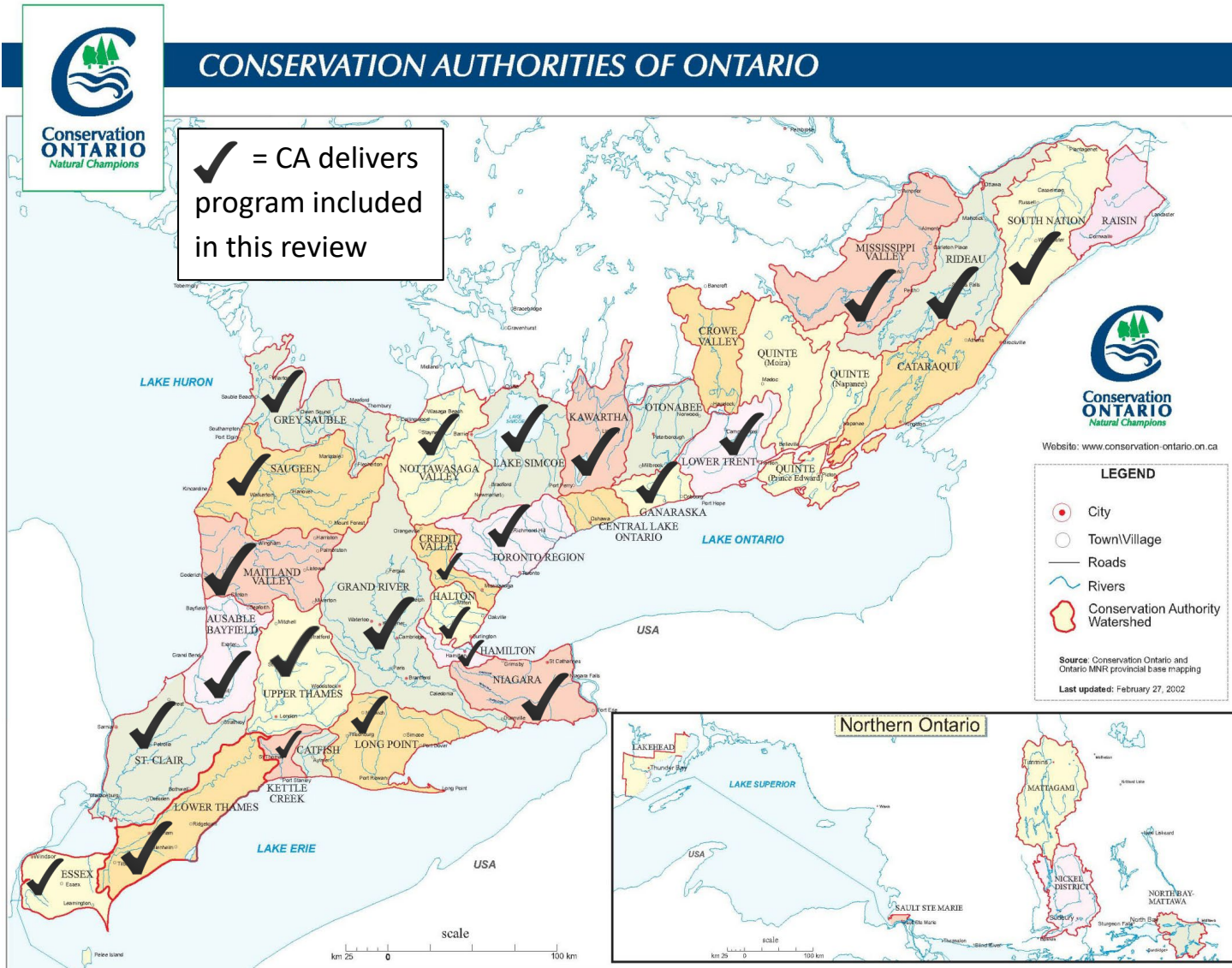
Stormwater runoff from roofs, roads and parking lots contributes a significant amount of sediment, bacteria, nutrients and heavy metals to watercourses. Managing rainfall on residential properties, using rain barrels, rain gardens, soak-away pits, permeable paving and tree planting, can improve the quality and quantity of water that ultimately reaches streams, rivers and lakes. Seven programs (21%) include a category for these

types of projects, and three focus specifically on stormwater management projects in rural areas. Grant amounts range from \$750 to \$7,500 with a cost-share of 50%. The Resilient Agricultural Landscape Program (offered by OSCIA) provides \$6,000 to \$10,000 per acre for various water retention features. The City of Ottawa's Rain Ready Ottawa program currently provides grants to support downspout redirection, rain garden installation, soakaway pit installation, permeable pavements, and certified landscape designs for properties located within urban Priority Stormwater Retrofit areas.

#### ***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. Fifteen of the programs reviewed (44%) offer this project type. Grant amounts range from \$500 to \$4,000, with a median value of \$1,000, and cost-shares range from 50% to 100%.

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



## Annex 4 – Maps of Water Quality

Figure 4A - CCME Water Quality Index scores for 2021-2023 based on samples collected as part of City of Ottawa Baseline Water Quality Monitoring Program

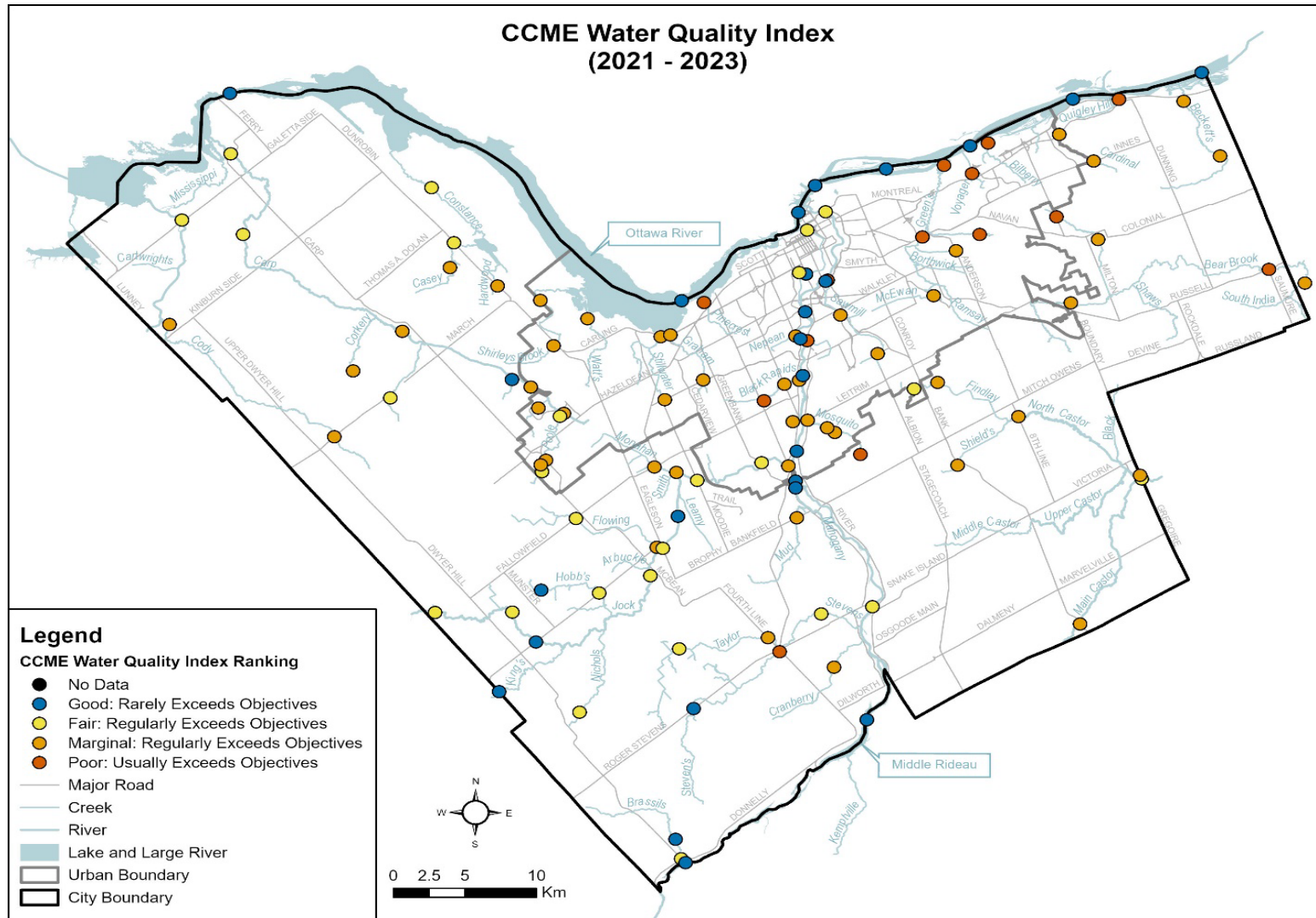
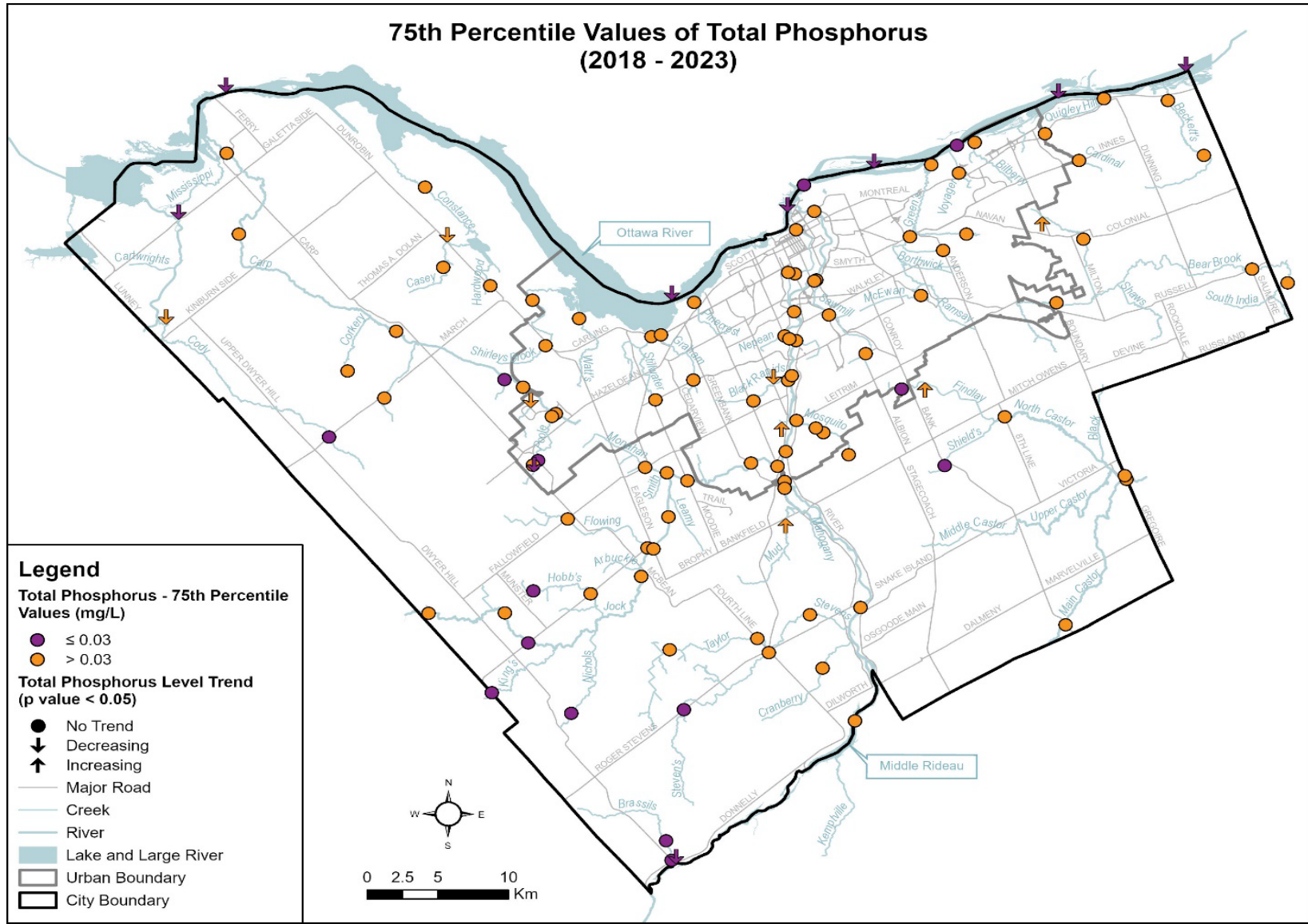


Figure 4B - Calculated 75th percentiles for Total Phosphorus (TP) for 2018-2023 based on samples collected as part of the City of Ottawa Baseline Water Quality Monitoring Program



## Annex 5 – Summary of Interest Holder Feedback

Key interest holders in the Ottawa Rural Clean Water Program (ORCWP), 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 2021-2025 Program between June 2025 to September 2025. Interest holders were invited to complete a questionnaire to assess their insights and experience with the ORCWP, and they were given the option to respond to the questions during a verbal interview or using an online form.

The interest holder questionnaire focused on the following main themes:

1. Program Goals
2. Administration, Program Delivery and Eligibility
3. Data Collection and Management
4. Promotion and Communications
5. Program and Review Committee Structure
6. Project Categories

The questionnaire asked for input on how well these aspects of the Program are functioning and encouraged interest holders to share their recommendations for improvements. Seven respondents participated in a verbal interview and another seven provided feedback using the online questionnaire (a response rate of 33%).

### Summary of Interest Holder 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.
- The project types seem to focus on protecting surface water quality, and it is less obvious how groundwater quality is being protected (aside from well decommissioning).
- Program is successful in providing services and funding for a diverse array of project types and does a good job at projects considered "low hanging fruit", but more could always be done.
- There are challenges with uptake for certain project types, and some areas not benefitting as much as they could.
- This Program seems more geared towards large rural farms; there is not a lot available for properties in rural villages, and it's not clear if rural non-farm businesses are eligible.
- Society's environmental concerns have shifted since clean water programs were implemented over 25 years ago, and new regulations, technologies, and awareness have made some existing project types redundant. To remain

relevant, the Program needs to expand to include projects that target water quality indirectly and/or have broader environmental sustainability benefits.

- Several respondents highlighted an opportunity to reevaluate the program's goals and to consider broadening into areas not directly related to water quality. Areas to consider include climate change resiliency, climate adaptation, environmental stewardship, and ecosystem services.
- Projects to support climate change resiliency or adaptation could be achieved through various mechanisms, ranging from refocusing existing program materials to adding new project types or a separate climate change stream. Projects could be aimed at increasing resilience to extreme weather events, floods, and droughts as well as providing support to enhance emergency preparedness for extreme weather events.
- A few respondents flagged a gap in the City of Ottawa's Rain Ready Ottawa program, as properties located in rural villages and the rural area aren't currently eligible.
- Projects to enhance environmental stewardship could focus on improving biodiversity, species at risk habitat, pollinator habitat, and grasslands. Examples raised include delayed haying and living snow fences.

## **2. Administration, Program Delivery and Eligibility**

- Many respondents (57%) indicated that the Program is very well administered, runs like a well-oiled machine, and is meeting its objectives.
- The partnership with local CAs is viewed as significant strength. Staff-level approvals brought in during the last 5-year review (for well decommissioning, forest management plans, and septic systems) have improved turnaround times and reduced workload for staff.
- Consider shifting other projects towards staff-level approvals, such as those that cross-over with other programs and approval processes e.g., wetland restoration and tree planting. There is an opportunity to leverage other programs and simplify the grant process when implementing similar projects.
- Could offer flexibility or a soft cap around the funding limit of \$25,000 per property, as some farmers and landowners are interested in doing multiple projects.
- The online application form could benefit from a few clarifications, such as the need for an Environmental Farm Plan (EFP) and that CA staff are available to assist with completing the form. Consider the form as an expression of interest to avoid creating stress or barriers for potential applicants.
- A few respondents highlighted the need for improved communication between the three local CAs, as the two separate review committees can result in a lack of awareness or disconnect.

- Over half of respondents (57%) support the EFP as a pre-requisite for agricultural related projects. There is educational value in this approach, and the EFP courses provide a platform for promotion. The EFP is not generally viewed as a barrier to participation; most farm grants now require this voluntary assessment, and it can be completed online in about two hours or a two-day in-person workshop.
- The Ontario Soil and Crop Improvement Association released the 5th edition EFP on July 15, 2025; amend pre-requisite to the 4th or 5th editions.
- There is value in completing the Healthy Home Guidebook (HHG) for non-agricultural related projects, and it can encourage uptake for other project types. In practice, the HHG is being distributed to grant recipients as a resource and evidence of completion is not being sought.
- The HHG is now available as downloadable PDF on South Nation Conservation's website.
- Some respondents feel that the EFP and HHG pre-requisites should shift from mandatory requirements to guidelines to reduce paperwork and barriers.

### **3. Data Collection and Management**

- Program database contains information going back 25 years that is useful for generating statistics. Feedback survey for completed projects is valuable.
- When adding new project types, it's important to identify relevant data and key performance indicators up front to maintain consistency in reporting.
- Microsoft Access is currently being used to manage the database, and respondents described many issues with reliability. The database is viewed as slow and cumbersome, there have been difficulties sharing and syncing data, and there are concerns that MS Access will soon be discontinued.
- Respondent support transitioning the database away from MS Access towards a modern platform (e.g., MS SharePoint) that can easily be accessed by CA and City staff.

### **4. Promotion and Communications**

- The Program is well promoted in a variety of ways; it's important to continue utilizing different touchpoints such as printed materials, social media posts, Councillors' newsletters and presence at community and agricultural events.
- Word of mouth among rural residents and referrals from contractors and CA staff continue to be important drivers of applications in certain categories. More outreach to contractors may help generate interest for specific projects.
- Many interest holders feel that communication is not as effective as it could be and that more needs to be done to spread the word. It is recognized that

successful marketing campaigns can cost a lot of money, and there are limits to what can be achieved on a modest budget.

- Targeted mail drops, postcards, and small project signs may not be generating much uptake and could be wasted money. Consider larger signage in highly visible locations.
- Program materials could be simplified by removing references to the Landowner Resource Centre to avoid confusion for landowners.
- Focus messaging on targeted project types to encourage uptake on the lowest cost, highest impact projects, such as those related to climate resiliency.
- Vary messaging and rotate a feature project that's showcased in a promotional campaign. Try doing annual interviews with a rural news organization, radio stations.
- Consider increasing targeted advertising on social media, as more people are interacting with this type of media. Ideas include video ads using YouTube, shorts on YouTube and Instagram, ads in movie theatres, and targeted ads on agricultural websites, rural focused websites, and hardware stores.
- Host a local forum where landowners can learn from the experiences of past program participants; more likely to get action when engaging with interested people. Agricultural societies and landowner associations may be able to help promote and organize directly with property owners. Ideas include showcasing a farm or project location for a lunch and learn or twilight tour and piggy backing on relevant workshops such as the EFP.
- Important to find champions in past participants who can advocate for the Program, are willing to host an event, or will help drive interest on social media. Consider a more modern approach to traditional testimonials or landowner profiles such as the use of drone footage.
- Partner with existing City programs that regularly connect with rural Ottawa farmers. City offers free drinking water well testing to all rural Ottawa property owners that reside beside biosolids application sites.
- There isn't much uptake for the Educational Initiatives project type, but this could be related to a lack of awareness from eligible groups. Consider working with our partners on communications, promotion and networking to push this grant type and increase awareness.

## **5. Program and Review Committee Structure**

- There's value in engaging with diverse interest holders and groups, and this philosophy should be maintained. The structure of smaller committees to review projects is working well.
- The Program Committee is no longer functioning the way it was intended, and the challenges of rolling this out have become more apparent since the

pandemic. It's a challenge for committee members to give constructive feedback on staff reports with new information when the Program Committee only meets once per year.

- Currently have one agricultural representative on the Program Committee; this could reflect the membership challenges that agricultural and other external groups are experiencing.
- Program Committee structure has worked well in the past, but with the way external organizations are evolving, a better model would be to engage directly with agricultural and other relevant groups to solicit feedback.
- Consider forming an advisory panel to connect and work with relevant external groups, including existing Review Committee members. City and CA staff could take on more decisions about the Program, pull in the advisory panel as needed, and provide regular updates or reports.
- Consider seeking feedback on specific items through reports and meeting agendas of existing committees, such as CA review committees or ALUS committees. Could also reach out directly to farm organizations when input is needed.
- Having separate Review Committees (one for South Nation and one for Rideau Valley/Mississippi Valley) leads to questions about consistency for applying program guidelines across project types.
- Make time to review and adapt/change the Terms of Reference.
- Make an effort to prioritize more Indigenous involvement on the committees.

## 6. Project Categories

- Interest holders noted that the volume of applications for erosion control, forest management plans, watercourse buffers and well decommissioning is very strong. The grant rates and the funding for these projects, and watercourse fencing and natural windbreaks, is generous and reflects their relative priority.
- There was no support to discontinue any project types; all are viewed as worthy, even those with lower uptake e.g., chemical and fuel storage and clean water diversion.
- Some uncertainty around project prioritization was expressed, and it's not clear whether the different grant rates (50%, 75%, and 90%) are related. Applications that are submitted don't always align with project prioritization.
- Minor updates to the eligibility criteria for several project types were suggested:
  - Tile drain control structures – Repair of tile drainage systems is an ineligible cost, but damaged tile drains can contribute directly to poor water quality.
  - Septic system repair/replacement – Eligibility criteria should expand beyond 50 m from a waterbody or within a wellhead protection area to consider soil

- geology, karst topography, and proximity to wetlands. Recognize that overland flow and ditches all connect to surface water downstream.
- Wetland Restoration – Consider expanding eligibility to include retention ponds, irrigation ponds or livestock watering like other programs (e.g., RALP). Opportunities for dual benefits and a gain for the farmer, although this may change the overall intention of the category.
  - Land retirement incentive – Consider introducing more flexibility in the grant amount, maximum acreage and number of years to leverage other funding sources (e.g., ALUS, RALP). Suggest better aligning this funding with RALP and ALUS while being mindful of contract requirements and stacking.
  - Minor changes to project descriptions for several project types were suggested:
    - Natural windbreaks – Combine with guidelines for watercourse buffers, as these projects are similar and linked for reporting.
    - Wetland restoration – Remove reference to enhancing wildlife habitat unless expanding the Program’s scope.
    - Nutrient management plan/precision farming – Update project guidelines to better target areas of improvement unrelated to yield monitors and yield mapping, as this technology comes standard on equipment nowadays.
  - Updates to project funding amounts and grant rates were suggested:
    - Septic system repair/replacement – Failing septic systems are hazardous to public health and contaminate surface water. The cost to repair or replace septic systems generally starts at \$20,000; consider increasing maximum grant rate and amount (currently 50% up to \$2,000). Consider removing total maximum available funding cap of \$20,000 per year.
    - Nutrient management plan/precision farming - Value in supporting precision farming, but projects are getting more expensive. Some recent submissions were approximately \$20,000; could justify increasing the grant to \$5,000 (from current \$2,000).
    - Watercourse fencing – There have been significant increases in the cost for fencing over last few years; materials are more expensive, and contractors are harder to find. Fencing length determines the magnitude of the costs; could consider a price per meter. Could increase from \$7,500 to \$10,000.
    - Wetland restoration – Typical project costs range from \$10,000 to \$25,000; costs are closer to \$20,000 if excavation is involved. Grant amount (currently 50% up to \$5,000) is too low without a funding partner such as RALP, ALUS, or DUC (usually offers \$10,000). Increasing maximum grant to \$10,000 would represent approximately half of typical project costs.
    - Erosion control – Offer a higher grant rate, more funding or a tiered approach for projects that utilize more natural methods. Hardened

shorelines are still beneficial (from a water quality perspective); riprap is still a better alternative to vertical walls and armour stone.

- Cover crops – consider adjusting the payment per acre and number of acres to improve uptake; South Nation Conservation is now offering \$20 per acre to a maximum of 100 acres.
- Land retirement incentive – May need to look at increasing the acreage amount (currently maximum of 10 acres, \$150 per acre over three years) and aligning with funding from ALUS and RALP.
- Tile drain control structures – Cost of these structures can be significant, and multiple structures are needed depending on field size. Could increase grant rate from 75% to 90% and funding amount up to \$7,500, especially if aligning with climate resiliency.
- Tile outlet erosion control - Ask Municipal Drainage staff about the costs for rip-rapping an outlet; could increase grant rate from 75% to 90%. May get more uptake if we coordinated with drainage superintendents and push a bit harder on this project type.
- If the data are available, examine how many projects were under the caps and the total costs of the projects without the maximums. With inflation and the cost of projects, it is likely that the maximums are routinely being hit. Adjust to account for increased financial pressures, inflation and cost of living.
- Interest holders proposed a variety of ideas for new project types. Some suggestions build on existing project types, while others would represent an expansion of the project types traditionally offered by this Program. A summary of suggested new project types is below:
  - Drinking water wells – Improvements to an existing well could be beneficial to drinking water and the aquifer. Consider projects for repairing/regrading wellhead and well cap replacement.
  - Clean water collection - Could help alleviate pressure on groundwater systems in agricultural areas (e.g., cisterns, rain barrels, rainwater reuse systems). By protecting removal of groundwater during droughts, and moving beyond reducing nutrient loading with runoff, the Program could incorporate a climate lens.
  - Septic system decommissioning – For existing systems when connecting to municipal services; ensure septic waste is pumped out properly.
  - Living snow fences – This project type is currently being piloted by the Rideau Valley Conservation Authority with support from Councillor Brown's office. Main issue is that more effective snow fences are set further back from the road allowance (4-6 rows of corn); this can be challenging for farmers to work around and has limited uptake so far. Another option involves retiring the land in front and paying farmers not to crop it; this

allows maintenance access but is more expensive than planting trees along the roadside.

- Pollinator strips/biodiversity/grassland creation/delayed haying – There is an interest among landowners for these projects; to receive support from ALUS for similar projects, need to be a registered farm business with a farm business number. These projects would broaden the Program's scope away from the traditional focus on water quality improvement towards habitat improvements and species at risk habitat protections.
- Climate change – Several respondents expressed a desire to broaden scope of Program to include projects that align with climate mitigation and incorporate climate change lens. A range of project categories and types were suggested including nature-based climate solutions to reduce stormwater runoff in villages (e.g., rain gardens, bioswales, bioretention ponds and soft-scaped solutions) and agricultural adaptations (e.g., technologies and practices for soil and water conservation, runoff management, use of drought-sensitive crops, stormwater irrigation ponds and no till technologies).
- Climate change – There was also a suggestion to broaden the program further and provide support for extreme weather preparedness. Examples of project categories could include protecting and preparing homes and structures for extreme events such as flooding (flood-proofing), wildland fires (fire break) and large storm events (maintenance of large trees near structures). Funding could also support back-up power generators, local energy generation and livestock evacuation.

### Summary of Program Participant Feedback

Program participants had the opportunity to share their feedback through an online survey following project completion and grant payment. Conservation Authority staff sent email notifications to grant recipients with a link to the survey and encouraging them to take part. 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.

Seventy-five (75) participants completed the survey, an approximately 28% response rate. The four project types most reported by survey respondents included forest management plan (33%), erosion control (22%), well decommissioning (20%) and watercourse buffers (5%). Respondents also reported on eleven other project types which represented 20% of all projects.

### **Key findings:**

- 89% of respondents shared positive feedback on how well the Program is functioning from an administrative perspective.
- 89% of respondents felt that their application was approved in a timely manner.
- 43% of respondents completed their project to protect the environment, 19% chose to complete their project to improve their land value and 17% were looking to save money over the long term.
- 38% of respondents said they would not or might not have completed the project without a grant.
- Respondents identified many benefits to their property and the environment after completing their projects including improved shoreline stabilization and reduced erosion, improvements to property aesthetics, reduced risk of groundwater and drinking water source contamination, better forest management to ensure a healthy forest, reforestation and enhancement of wildlife habitat and increased observations or awareness of wildlife activity and biodiversity.

### **Summary of Comments**

#### **1. Can you suggest any ways that your initial contact with your local Conservation Authority could be improved?**

- 60% of survey respondents provided feedback on this question, and two-thirds of those could not think of any improvements to suggest.
- Most of the feedback was positive and highlighted that staff were helpful, friendly, informative and professional. Many grant recipients found the process to be smooth and transparent with prompt service by CA staff.
- Several respondents suggested that more awareness is needed about available programs and grants and that outreach to landowners could be improved.
- Two respondents described a lengthy process for obtaining their funding and expressed frustration with the lack of updates or responses.

#### **2. Can you suggest any improvements to the way the ORCWP is administered?**

- Roughly half of survey respondents provided feedback on this question. Of those who did respond, most did not feel that any improvements were necessary.
- Four respondents mentioned they found the process to be lengthy, requests should be processed in a timely manner, and landowners should be provided with more updates to be keep informed of project status.
- Two grant recipients described difficulty finding the application process on the website and suggested improving the clarity of program rules.
- It was also suggested by two respondents that one point of contact would be better than the multiple individuals involved for various stages.

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

- Half of the survey respondents provided feedback on this question, and 26% shared their ideas of other projects that could be funded.
- Several respondents suggested existing project types under the ORCWP including septic system replacement, shoreline erosion control, and groundwater protection.
- Other respondents identified projects such as tree planting, reforestation, ash tree removal, and increased tax breaks for encourage forest preservation. Funding for various types of tree planting initiatives are currently funded through separate programs such as Green Acres.
- One respondent suggested that funding could be provided for delayed hay cutting when bobolinks or meadowlarks are nesting in hay fields. Programs to leave field edges and corners as meadows could also be explored.
- Other suggestions included projects to eradicate or suppress invasive weeds, replace culverts, replace drinking water wells (when they run dry), clean up streams, plant fruit and nut trees, and install geothermal and solar power.

**4. Can you suggest any improvements for the promotion/communication of the ORCWP?**

- Nearly all respondents (96%) provided input on questions related to the Program's promotion. Over half of grant recipients felt the Program is not being effectively promoted or were neutral on the subject.
- Several respondents were completely unaware of the program and stumbled upon it by chance or learned about it indirectly when communicating with CA on another matter.
- A few grant recipients found out about the program directly through a contractor (e.g., well driller, septic installer).
- Respondents identified many avenues for promoting the Program including advertising with flyers, emails and local community newspapers, attendance at local fairs and workshops, social media posts, online marketing, contacting BIAs, notifying realtors, the municipal tax notice, and councillors' weekly newsletters.
- There was a suggestion to contact landowners at spring floods time, winter planting and other crisis times to raise awareness. Homeowners could also be informed as part of the well water testing process rather than relying on contractors.

**ORCWP Strengths, Weaknesses, Opportunities and Barriers**

The review analyzed and categorized feedback and ideas gathered from key interest holders and past program participants in terms of strengths, weakness/challenges,

opportunities and barriers. Several broad themes emerged from the analysis, and these are summarized in the table below. The review used this information to guide the development of recommendations for the 2026-2030 Program.

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

<b>Strengths</b>	<b>Weaknesses/Challenges</b>
<ul style="list-style-type: none"> <li>• Interest holders and participants view program administration by CAs as very positive.</li> <li>• Program staff approve applications promptly and are described by grant recipients as knowledgeable, responsive and helpful.</li> <li>• Survey respondents undertook nearly half of projects due to grant support.</li> <li>• Main goals are being met, and the current suite of projects is comprehensive and complements other programs.</li> <li>• Staff-level approvals have improved turnaround times and reduced workload for staff.</li> <li>• Support for EFP pre-requisite; has educational and promotional value and not generally a barrier for participation.</li> <li>• HHG can encourage uptake for other projects and is now available as downloadable PDF.</li> <li>• Program database, statistics and feedback survey are valuable.</li> <li>• Variety of promotional materials and touchpoints important to continue e.g., printed materials, social media posts, Councillors’ newsletters and event presence.</li> <li>• Continue engaging with diverse interest holders and groups. Value in smaller review committee structure.</li> <li>• Applications for erosion control, forest management plans, watercourse buffers and well decommissioning are very strong, and funding is generous.</li> </ul>	<ul style="list-style-type: none"> <li>• Low uptake for certain project types, and some areas not benefiting.</li> <li>• Reliability issues with MS Access, database management, sharing and syncing data, and concerns that MS Access will be discontinued.</li> <li>• Mail drops, postcards, and small project signs are not driving uptake and could be wasted money.</li> <li>• Program Committee no longer functioning as intended, and challenges have become more apparent since the pandemic.</li> <li>• Program Committee only meets on an annual basis, making it challenging for members to give constructive feedback on staff reports with new information.</li> <li>• Program is not effectively promoted, according to over half of survey respondents, and many only hear about it by chance when speaking with CA staff or contractors.</li> </ul>

Opportunities	Barriers
<ul style="list-style-type: none"> <li>• Society’s environmental concerns are shifting; target water quality indirectly and emphasize climate resiliency, climate adaptation, environmental stewardship, and ecosystem services to remain relevant.</li> <li>• Support for climate resiliency and adaptation could be achieved by refocusing existing program materials, adding new project types and/or initiating a separate stream.</li> <li>• Focus environmental stewardship on improving biodiversity, SAR habitat, pollinator habitat, and grasslands.</li> <li>• Leverage other programs (e.g., ALUS, RALP) to simplify the grant process when implementing wetland restoration and tree planting projects.</li> <li>• Transition database away from MS Access towards a modern platform e.g., MS SharePoint.</li> <li>• Focus messaging on lower cost, higher impact projects to improve uptake, or showcase a featured project in a promo campaign.</li> <li>• Increase targeted ads on social media e.g., video ads, shorts on YouTube and on agricultural, rural focused websites (e.g., hardware stores).</li> <li>• Host forums and tours in partnership with agricultural societies and landowner associations to engage directly with farmers and landowners.</li> <li>• Work with community partners to promote Educational Initiatives project type and increase awareness.</li> <li>• Engage directly with agricultural groups, either by forming an advisory panel or tapping existing committees (e.g., CA review committees, ALUS committees, agricultural societies) to solicit feedback on Program direction.</li> </ul>	<ul style="list-style-type: none"> <li>• Perception that Program is geared towards large rural farms with not much available for properties in rural villages.</li> <li>• City of Ottawa’s Rain Ready Ottawa program does not provide grants for properties in rural villages and the rural area; flagged as a gap to inform this review.</li> <li>• Funding cap of \$25,000 per property could limit farmers and landowners interested in doing multiple projects.</li> <li>• Aspects of application form could present barriers and would benefit from clarifying e.g., 4<sup>th</sup> and 5<sup>th</sup> edition EFP pre-requisite, references to LRC, CA staff assistance to complete form, and reframing as an expression of interest.</li> <li>• While more could be done to improve communication effectiveness, there are limits to what marketing campaigns can achieve on a modest budget.</li> <li>• Program Committee has only one agricultural representative, but this could reflect the membership challenges experienced by many external groups.</li> <li>• Not clear that different grant rates (50%, 75%, and 90%) are related to project prioritization; may create confusion for landowners. Submission of funding applications does not necessarily align with project prioritization.</li> </ul>

## Annex 6 – Program Delivery

### ORCWP Promotion and Outreach

**Table 6A - ORCWP referrals (2020-2025)**

<b>Referral Method</b>	<b>2021<sup>2</sup></b>	<b>2022<sup>2</sup></b>	<b>2023<sup>2</sup></b>	<b>2024</b>	<b>2025</b>	<b>Total</b>
Agency referral	21	18	15	9	16	79
Contractor	24	19	29	15	23	110
Direct mailout/ad bag	0	2	1	1	5	9
Online	9	3	5	3	5	25
Meeting/event	0	1	2	1	0	4
Local newspaper	1	0	0	0	1	2
Roadside sign <sup>1</sup>	0	0	0	0	0	0
Unknown	11	4	4	11	9	39
Word of mouth	12	3	9	7	3	34

<sup>1</sup>Program Partnership gatepost sign

<sup>2</sup>Communication activities reduced due to COVID-19 pandemic

**Table 6B - Communication performance measures (2021-2025)**

Performance Measures	2021 <sup>1</sup>	2022 <sup>1</sup>	2023 <sup>1</sup>	2024	2025	Total
<b>General Inquiries</b>						
City of Ottawa website – Unique pageviews <sup>2,3</sup>	2,732	1,420	2,120	2,004	1,681	9,957
Landowner Resource Centre - Initial inquiries	78	51	65	65	62	321
<b>Print and Social Media</b>						
Ad Bag – postcard distribution	0	0	0	41,000	34,821	75,821
Ads in rural newspapers	3	4	2	1	1	11
Article in Rural Affairs newsletter	0	4	4	3	3	14
Councillors – newsletters, social media	0	4	4	4	5	17
Client Service Centres/Libraries – postcard distribution	0	750	0	0	0	750
ORCWP fact sheet distribution – Number of venues	0	1	2	3	4	10
ORCWP/Green Acres postcards printed	0	0	0	49,000	0	49,000
Facebook posts – people reached	44,493	2,616	16,924	13,444	40,563	118,040
Facebook posts – engagements	1,081	433	475	221	757	2,967
X [Tweet] publications – impressions <sup>3</sup>	3,117	96	852	281	117	4,463
X [Tweet] publications – engagements <sup>3</sup>	39	12	27	2	2	82
<b>Events and Activities</b>						
Fairs and events attended (includes virtual) <sup>4</sup>	2	3	2	3	16	26
Healthy Home Guidebooks distributed <sup>5</sup>	40	13	2	0	0	55
Partner signs delivered	46	45	43	43	0	177
Presentations to agricultural and other interest holder groups	0	0	0	0	3	3

<sup>1</sup>Communication activities reduced due to COVID-19 pandemic

<sup>2</sup>Based on main landing page, eligible projects, project examples

<sup>3</sup>Includes both English and French

<sup>4</sup>Number of visitors not currently tracked

<sup>5</sup>Healthy Home Guidebook available digitally as of 2024

**ORCWP Budget**

**Table 6C – ORCWP revenue and expenditure (2021-2025)**

<b>Program Budget</b>	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>2024</b>	<b>2025</b>
<b>Revenue</b>					
Special Levy	\$200,000	\$200,000	\$200,000	\$200,000	\$200,000
Carry-forward	\$153,571	\$243,370	\$260,795	\$283,568	\$268,137
<b>Total Revenue</b>	<b>\$353,571</b>	<b>\$443,370</b>	<b>\$460,795</b>	<b>\$483,568</b>	<b>\$468,137</b>
<b>Expenses</b>					
Program Delivery	(\$31,878)	(\$36,272)	(\$43,317)	(\$57,882)	(\$61,517)
Grants	(\$78,323)	(\$146,303)	(\$133,909)	(\$157,549)	(\$146,907)
<b>Total Expenses</b>	<b>(\$110,201)</b>	<b>(\$182,575)</b>	<b>(\$177,226)</b>	<b>(\$215,431)</b>	<b>(\$208,424)</b>
Balance Available <sup>1</sup>	\$243,370	\$260,795	\$283,568	\$268,137	\$259,713
<i>Encumbered Funds</i>	<i>\$207,480</i>	<i>\$172,558</i>	<i>\$173,365</i>	<i>\$157,578</i>	<i>\$142,262</i>
<i>Surplus Funds</i> <sup>2</sup>	<i>\$35,890</i>	<i>\$88,237</i>	<i>\$110,203</i>	<i>\$110,559</i>	<i>\$117,452</i>

<sup>1</sup>Balance includes funds encumbered for approved projects that will be completed in the following year.

<sup>2</sup>Surplus funds are carried forward to the following year and are available for new grants. In 2024 and 2025, surplus funds were made available for a living snow fence pilot program.