



Severn Sound Environmental Association

489 Finlayson St, PO Box 460, Port McNicoll Ontario L0K 1R0

Tel: 705-534-7283 Fax: 705-534-7459 Web-site: www.severnsound.ca

Instagram: [@severnsoundea](https://www.instagram.com/severnsoundea) Facebook: [@severnsound.ssea](https://www.facebook.com/severnsound.ssea)

NEWS RELEASE

FOR IMMEDIATE RELEASE

December 11th, 2023

Severn Sound Community Voices Environmental Concerns and Priorities

Port McNicoll, Ontario – The Severn Sound Environmental Association (SSEA) is proud to announce the successful completion of community and partner surveys for the refresh of its Strategic Plan. The survey served as a platform for residents, businesses, organizations and municipal partners in the Severn Sound region to express their environmental concerns and share their priorities as the SSEA refreshes the organizations strategic plan.

“The response was overwhelming” said Julie Cayley SSEA Executive Director “thank you to 300 plus people who took the time to share their valuable feedback and we clearly heard that this community values the local environment”.

The surveys provided valuable insights into how people enjoy the watershed with walking trails, hiking, enjoying nature and swimming being at the top. The environmental challenges that matter most to the community highlighted a deep concern for water quality, climate change, invasive species and habitat conservation. The voices of the Severn Sound community and partners are vital in shaping the future of environmental initiatives in the region and the feedback will help form the foundation of the SSEA's refreshed Strategic Plan, ensuring that it aligns with the aspirations of the community.

“The SSEA's work is vital for our municipalities, and this strategic plan refresh allowed our community and municipal leaders to voice their values and priorities” said SSEA Board Vice Chair Danielle Alexander.

Costs were kept low by having SSEA staff conduct interviews and engage directly with the community, demonstrating the organization's commitment to efficient resource utilization. As the SSEA moves forward, it remains committed to transparency and community engagement. The SSEA will continue to work closely with all stakeholders and the refreshed Strategic Plan will be made publicly available upon completion, allowing community members to stay informed and actively participate in the SSEA's environmental initiatives.

For more information and updates on the SSEA Strategic Plan refresh, please visit <https://www.severnsound.ca/>

The Severn Sound Environmental Association is a Joint Municipal Service Board that is dedicated to protecting and enhancing the environmental health of the Severn Sound watershed on behalf of eight member municipalities. To learn more about SSEA and climate change go to www.SevernSound.ca & www.youtube.com/@SevernSoundEA/videos

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For more information, please contact:

Julie Cayley, Executive Director

705-534-7283 ext. 200 or jcayley@severnsound.ca

2 Photos attached to release/email. Photo Credits to SSEA. Photos can be provided in higher resolution if requested (lmcp@severnsound.ca).

