



Mission Statement and Guiding Principles  
Summary Document  
February 8, 2008

Submitted to:  
Thames, Sydenham & Region  
Drinking Water Source Protection Committee

## TABLE OF CONTENTS

Introduction	2
Project Purpose . . . . .	3
Project Objectives . . . . .	3
Criteria for Success . . . . .	3
Approach . . . . .	4
Session Participants . . . . .	4
Summary of Key Output	5
Mission Statement . . . . .	6
Guiding Principles . . . . .	6
Key Benefits, Distinction and Target Audiences . . . . .	7
Appendix	8
Benefits, Distinction and Target Audiences . . . . .	9
Starting Mission Statements . . . . .	11
Mission Development . . . . .	12
Guiding Principles Development . . . . .	12

## INTRODUCTION

## INTRODUCTION

### Project Purpose

To share ideas to create a mission statement and guiding principles for the Drinking Water Source Protection Committee.

- A mission statement promotes collaboration and achievement of group goals, and provides continuity in the event of committee personnel changes. Specifically, a committee mission defines who we are, what we do and for whom.
- Guiding principles describe what the committee values most.

### Project Objectives

The following objectives were developed as part of the planning for this session:

- Provide a forum for information sharing
- Create a DWSP Committee Mission Statement
- Develop DWSP Committee Guiding Principles

### Criteria for Success

The best opportunities generated during the session met the following criteria:

- Provides a framework for consensus building
- Maximizes input from participants
- Aspirational (not easy to achieve)
- Concise
- Actionable
- In-line with the Clean Water Act roles and responsibilities



## Approach

The project was conducted in two phases:

Planning Meeting: January 17th, 2008

Strategy Session: February 8th, 2008

During the planning meeting the DWSP Project Manager met with facilitation staff to discuss the outcome of the session and to develop the format for the session.

The session was conducted at the St. Clair Region Conservation Authority office, Strathroy, Ontario.

The session was developed to move the DWSP Committee forward with a mission statement and guiding principles. Creative techniques were used to meet the session objectives.

## Session Participants

### Committee Members:

Robert Bedgood  
Sheldon Parsons  
Darrell Randell  
Patrick Donnelly  
James Maudsley  
Brent Clutterbuck  
Pat Sobeski  
Joe Salter  
John Van Dorp  
Patrick Feryn  
Don McCabe  
Dean Edwardson  
Earl Morwood  
Paul Hymus  
Joe Van Overberghe  
Richard Philp  
Doug McGee  
Joseph Kerr  
Carl Kennes  
Margaret Misk-Evans  
Charles Sharina  
Murray Blackie

### DWSP Staff Members:

Chris Tasker  
Chitra Gowda  
Linda Nicks  
Rick Battson

### Facilitators:

Cobi Sauder  
Steve Sauder



## SUMMARY OF KEY OUTPUT

### SUMMARY OF KEY OUTPUT

The DWSP Committee is currently developing a mission statement and guiding principles for direction and decision making. Participants considered the benefits, distinction and target audiences of the DWSP Committee.

The mission statement and guiding principles were developed by the committee based upon the results of the benefits, distinction and target audiences analysis, trends research and environmental organization analysis.

#### Mission Statement

Protect sources of drinking water by developing a plan based on science and local cooperation.

#### Guiding Principles

We value:

- Fair and reasonable solutions
- Consensus within our diverse area group
- Clarity of information
- Open communication
- Respecting diversity of opinion





## SUMMARY OF KEY OUTPUT

### Key Benefits, Distinction and Target Audiences

#### Key Benefits:

What we do: what are the key benefits of the DWSP Committee?

- Facilitate cooperation among diverse groups and understandings
- Contribute local knowledge to the process and decisions
- Address cross-jurisdictional issues, i.e., ground and surface water cross government boundaries – local, provincial, federal and international
- Make decisions on best available scientific information, in absence of local data – look to other countries

#### Key Distinction:

What is distinct about what we do, what is unique about our role?

- Decisions of this group will affect future generations
- Focus on source instead of end of pipe discharge
- Leadership for unconventional partnership
- Mandated direction, not mandated solution

#### Key Target Audiences:

Who are our target audiences: who benefits from the work of the DWSP Committee?

- This generation and future generations – a safe potable water supply
- The life cycle of water – people, nature, activity, economics
- Everyone, society, environment, ecology







The appendix includes all the results of the mission statement and guiding principles development process.

## Benefits, Distinction and Target Audiences

### Benefits:

- Can facilitate cooperation among diverse groups and understandings – 14 votes
- Contribute local knowledge to the process and decisions – 10 votes
- Addressing cross-jurisdictional issues, i.e., ground and surface water cross government boundaries – local, provincial, federal and international – 9 votes
- Make decisions on best available scientific information, in absence of local data – look to other countries – 6 votes
- Ensures fairness to all sectors (bottom up decisions) – 5 votes
- Ability to decide locally – 4 votes
- Transfer of knowledge – 4 votes
- Regional flexibility with science to societal cost/benefit – 4 votes
- Make decisions – 3 votes
- Sustainable clean water – 3 votes
- We create the future – 2 votes
- Diversity of ideas – 2 votes
- Diversity – experience, knowledge, interest, viewpoint, consensus, common goal – 2 votes
- Committee enables networking – 2 votes
- Assess and evaluate complex information – 1 vote
- The “Province” needs help
- Educate the public about the importance of protecting water
- Share ideas
- Sound solutions
- Broad perspective
- Committee will engage the public

### Distinction:

- Decisions of this group will affect future generations – 9 votes
- Focus on source instead of end of pipe discharge – 8 votes
- Leadership for unconventional partnership – 8 votes
- Mandated direction, not mandated solution – 6 votes
- Potential to grow into ecological scope, i.e., not just drinking water – 5 votes
- Has forward and backward linkages, i.e., forward looking and also historical in perspective – 5 votes
- Multi-jurisdictional – 5 votes
- Single purpose, drinking water – 4 votes
- Diverse and large geographically and in scope of stakeholders “involved in the plan”, includes a First Nations representative is engaged – 4 votes
- Assembling diverse expertise – 4 votes
- Potential for First Nations participation – 3 votes
- Large area to represent – 3 votes
- Multi-disciplinary – 3 votes
- Source water protection is a “new approach” – 1 vote
- Effect of the work is positive – 1 vote
- Committee sets direction of plan – 1 vote
- Complicated area – 1 vote
- Blazing trails – 1 vote
- Scoped focus

### Target Audiences:

- This generation and future generations – a safe potable water supply – 8 votes
- The life cycle of water – people, nature, activity, economics – 7 votes
- Everyone, society, environment, ecology – 7 votes
- Future generations – 5 votes
- Water users – 5 votes
- Anyone who drinks water in our SP area – 4 votes
- Taxpayers (in the long run) – 4 votes
- General public – 3 votes
- Governments – municipal, provincial, federal, First Nations – 3 votes
- Health system providers – 3 votes
- Targets – Ministry of the Environment, municipalities, pollution sources – 2 votes
- The stakeholders who have representatives on this committee – 2 votes
- Municipal water supply users – 2 votes
- Natural resources (aquatic life) – 2 votes
- Who doesn’t – 2 votes
- Municipalities (and operators) – 2 votes
- Service delivery agencies i.e., municipalities, private water – 1 vote
- Media
- Land users
- Farmers
- Urban and rural residents
- Industry, economic, recreation

## Starting Mission Statements

- Confirming and ensuring the safety of our drinking water using local cooperation to safeguard and provide peace of mind for this and future generations
- Facilitate local solutions founded on sound science to provide safe and sustainable water
- To facilitate society in embracing its role to protect our future sources of water for our health and economic well being
- Lead the way with our diverse group to provide source water protection for everyone
- Cooperating amongst diverse groups; protecting source water for future generations
- Developing our source water plan by facilitating the merger of scientific information with the local perspective

Most liked words within the above statements:

- Protecting
- Drinking water
- Lead
- Safety
- Cooperation
- Facilitate
- Local solutions
- Sound science
- Provide
- Safe and sustainable

Alternative words for 'Developing' our source water plan...:

- Promoting
- Lead
- Facilitate
- Drive
- Encourage
- Manage
- Ensure
- Provide

## Mission Development

### Working Mission Statements:

- Facilitate local solutions founded on sound science to secure a safe water supply
- Protecting and sustaining sources of drinking water by providing (developing) a plan (path) based on best available science and local cooperation
- To create (improve) safe and sustainable drinking water through local solutions founded on sound (best available) science
- To engage society (community) in...
- To protect (optimize) source water...
- Providing a path to safe...
- To encourage...
- Diverse organizations...
- To secure sources of drinking water by developing a plan based on science and local cooperation
- Protecting sources of drinking water by developing a plan based on best available science and local cooperation
- Protect sources of drinking water by developing a plan based on science and local cooperation

## Guiding Principles Development

- Fair and reasonable solutions – 10 votes
- Coming to conclusion by consensus within our diverse area group – 9 votes
- Clarity of information – 5 votes
- Open communication – 4 votes
- Respecting diversity of opinion – 4 votes
- Provincial solutions and regional flexibility – 3 votes
- Publicly driven solutions – 2 votes
- A plan with cost benefit analysis – 1 vote
- Respect
- Involvement by everyone interested
- Sustainable clean water
- Identify potential risks
- Mitigate risks
- Simplicity
- We are an engaging and open organization
- Keep a level playing field throughout the region, i.e., apply science and solutions equally across jurisdictions and industry – Common Goal: clean, sustainable DWS
- Agreement by consensus