



## **MEDIA RELEASE**

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### **NVCA Customer Satisfaction Hits New High in 2024**

UTOPIA, Ontario (July 9, 2025) – The Nottawasaga Valley Conservation Authority (NVCA) is pleased to report a significant increase in customer satisfaction across its services in 2024.

Over 500 permits were issued in 2024, and 90% of survey respondents rated their experience with the permitting process as good or excellent—up from 68% in 2022 and 73% in 2023.

"This year's results reflect the hard work our team has put into streamlining and modernizing our services," said Jonathan Scott, Chair of the NVCA Board of Directors. "We've heard clearly that clients value efficient, knowledgeable and accessible service, and we're proud to deliver just that."

Notable improvements in 2024 include the launch of a permit pre-screening process, procedure and guidelines update, better tracking tools and the use of external peer reviewers to expedite approvals. The team also began developing an e-permitting platform that was launched earlier this year.

Customer satisfaction was also strong across NVCA's stewardship, education, lands and events programs. The Tiffin Centre for Conservation received perfect ratings for its wedding venue services, and community events like the Festival at Fort Willow drew widespread praise.

"Our staff are deeply committed to public service and it shows in the feedback received," said Jennifer Vincent, NVCA's new Chief Administrative Officer. "From permits to public programming, we are focused on continuous improvement to serve our watershed communities better."

The full 2024 Customer Satisfaction Report is available at [nvca.on.ca](https://nvca.on.ca).

**About NVCA:** The Nottawasaga Valley Conservation Authority is a public agency dedicated to the preservation of a healthy environment through specialized programs to protect, conserve and enhance our water, wetlands, forests and lands.

**Media contact:** Maria Leung, Senior Communications Specialist at 705-424-1479 ext.254, [mleung@nvca.on.ca](mailto:mleung@nvca.on.ca)