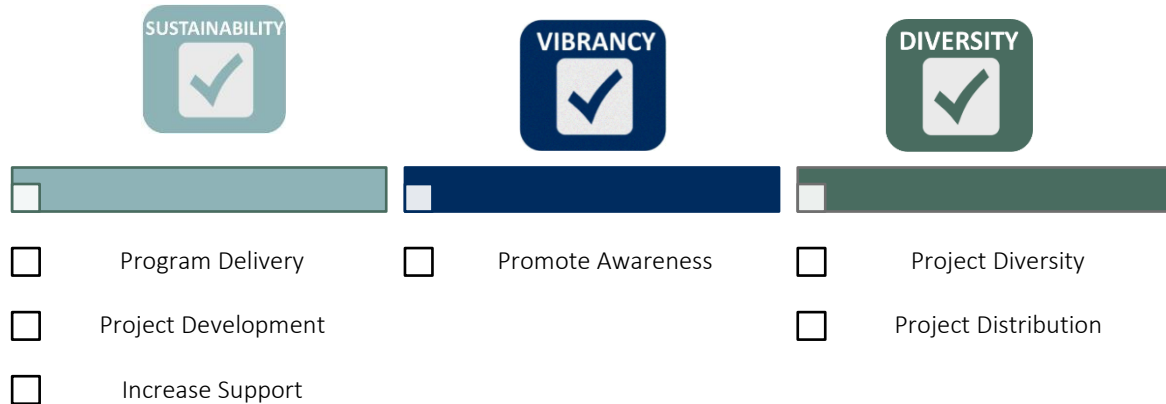


ALTERNATIVE LAND USE SERVICES (ALUS)

WHAT ARE OUR GOALS?



HOW WILL WE ACCOMPLISH OUR GOALS?

Key Strategies

STRATEGY	DESCRIPTION
Effective and efficient programs	Utilize expertise, technology, workflows and processes for effective program delivery
Develop Communications	Develop and launch a communications campaign to target producers, specific project types and producer interest.
Foster Opportunities	Foster opportunities for relationships with internal departments, government, and non-governmental organizations.
Increase PAC Participation	Maintain farmer participation in the Partnership Advisory Committee (PAC).
Monitoring & Verification Implementation	Implement monitoring and verification plan to quantify ALUS program benefits.

WHEN & HOW WILL WE DO THIS?

Actions/Initiatives

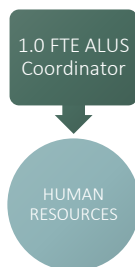
ACTION	EXPLANATION	ACHIEVEMENT DEADLINE
Staff Resources	*Employ an ALUS Coordinator to run, administer and promote ALUS within the County of Vermilion River and provincially. *Provide continuous ALUS program delivery across CVR and integrate into County administration structure.	Ongoing
Management Processes	*Utilize and maintain the ALUS database. *Illustrate internal workflows for improved ALUS program delivery, coordination and implementation. *Train staff on tools provided by ALUS Canada. *Remain in compliance with the Provincial <i>Water Act</i> during all phases of ALUS projects.	Ongoing

Targeted Projects	*Target a variety of project types to ensure diversity and interest, including surface water and wetland related projects to improve water quality, water management and erosion control.	On-going
Project Distribution	*Target areas low in ALUS project distribution to improve the overall representation of ALUS across CVR.	On-going
Develop Communications	*Utilize and improve a communications campaign that will target producers and specific project types with the goal of increasing producer interest in the ALUS program through fundraising events, local conferences, tradeshow & events, tours & information sessions, CVR newsletter, social media, and CVR and ALUS Canada website.	Ongoing
Foster Opportunities	<p>*Foster internal opportunities with other CVR departments, ALUS Canada Delta Waterfowl, and ALUS Alberta to strengthen program delivery.</p> <p>*Promote ALUS at the provincial level as an effective non-regulatory approach for protecting and enhancing the environment on privately held farms through Regional Plans, Environmental Farm Plans, Canadian Agricultural Partnership (CAP), and Watershed Partnerships.</p> <p>*Partner with other municipalities to support the provincial growth of ALUS.</p> <p>*Promote ALUS with Non-Governmental Organizations (NGOs) and secure productive relationships with NGOs such as Agroforestry and Woodlot Extension Society (AWES), Lakeland Agricultural Research Association (LARA), Alberta Biological Monitoring Institute (ABMI), Nature Conservancy of Canada (NCC), Alberta Native Plant Council (ANPC), Agricultural Research and Extension Council of Alberta (ARECA), Ducks Unlimited (DUC), North Saskatchewan Watershed Alliance (NSWA), North Saskatchewan River Basin Council (NSRBC), Ag Service Board (ASB), Cows & Fish, and Alberta Conservation Association (ACA).</p> <p>*Promote ALUS with the private sector and secure productive relationships with appropriate private sector organizations.</p>	Ongoing
Project Implementation	<p>*Work with producers to develop detailed project plans, which meet ALUS and PAC expectations.</p> <p>*Assist participants to implement projects effectively.</p> <p>*Implement all previously approved projects by organizing biophysical assessments, obtaining detailed pricing for each approved project component, utilizing partner expertise and resources, and ensuring project agreements are in place.</p> <p>*Utilize the findings from the Conservation of Agricultural lands and the Environmentally Sensitive Areas reports to target the promotion of ALUS on privately held environmentally sensitive and significant lands in CVR.</p>	Ongoing
Increase PAC Participation	<p>*Increase and promote the important role that farmer members play in terms of promoting ALUS to the farming community.</p> <p>*Relay the successes that farmer liaisons have contributed by initiating contacts with local farmers about ALUS and helping them through the ALUS process.</p> <p>*Maintain participation of 50% farmer members with an emphasis on those farmers that have implemented or are implementing ALUS projects on their lands.</p>	Ongoing
Monitoring & Verification Implementation	*Implement a monitoring and verification plan to quantify ALUS program benefits by using internal report cards and third party verification.	Ongoing
Enhance Revenue for ALUS program and/or County Environmental Activities	<p>*Explore opportunities to develop other programs which will compliment ALUS and other county ag/environmental initiatives.</p> <p>*Investigate and actively pursue other grants and funding opportunities that would enhance or compliment ALUS delivery and/or environmental programs in general.</p>	Ongoing

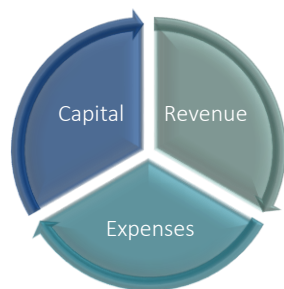
HIGHLIGHTS OF ACCOMPLISHED ACTIONS/INITIATIVES FROM LAST YEAR

*In ~~2018~~2019, 10 projects have been put forward to date, with 4 completed.

HUMAN RESOURCES



FINANCIAL RESOURCES



	DETAILS
REVENUE	-Annual ASB Grant (\$168,359); ALUS Canada (\$50,000) \$90 000 including \$30,000 \$70 000 from Weston Foundation); future revenue from Weston Foundation not determined
EXPENSES	-Coordinator position (<u>CVR</u>); project establishment costs (50% <u>grant/50% landowner</u>); ALUS land payments (<u>grant</u>); workshops; training; promotional
CAPITAL	N/A

REGULATIONS/POLICIES

- A) Agriculture Service Board Act.
- B) Soil Conservation Act.
- C) Weed Control Act.
- D) Water Act
- E) Species at Risk Act
- F) Wildlife Act
- G) Federal Fisheries Act
- H) AG Policies/Management Plans (AG001 – AG016).

MEASUREMENTS

CATEGORY	MEASUREMENT	GOAL
FINANCIAL	Budget	Operate within budget
ORGANIZATIONAL	Timeframes	Complete actions in allotted time frame
CUSTOMER CARE	Awareness Involvement	Improved general awareness of ALUS activities Increased number of projects
VISION	Sustainability	Implement all previously approved projects

HISTORY/BACKGROUND

- ALUS has a simple, yet revolutionary goal...create a healthy landscape that sustains agriculture, wildlife and natural spaces for all Canadians.
- CVR and Delta Waterfowl inked a 3 year agreement in May 2009 to begin work on establishing a local ALUS

pilot project.

- CVR and ALUS Canada signed a MoU in December 2015 for the next three years.
- CVR and ALUS Canada re-signed an ongoing MOU in 2018.
- Since the ALUS program started in CVR in 2010, there are ~~26~~39 ALUS participants with 48 agreements and a total of ~~228~~631 projects covering ~~2570~~3255 acres on the ground. The type of projects vary based on the vision of the farmer and include riparian fencing, alternative watering systems, native prairie preservation, native grass establishments, wetland and riparian enhancement, pollinator habitat ~~watersheds~~ and shelterbelts.