



Nottawasaga Valley
Conservation Authority



MEDIA RELEASE

FOR IMMEDIATE RELEASE

NVCA and the Township of Clearview launch public consultation on Upper Mad River Flood Hazard Study

UTOPIA, Ontario (February 15, 2024) – The Nottawasaga Valley Conservation Authority (NVCA) and the Township of Clearview invite members of the public to review and comment on the draft Upper Mad River Flood Hazard Study.

The study provides NVCA and the Township with detailed analysis of flooding dynamics and flood hazards, and further establishes the areas in the settlement of Creemore that are safe from natural hazards such as flooding. The draft study will be available on NVCA's website on February 22, 2024 for public review and comment.

"Our council is pleased to support the work being done to update flood hazard mapping through the Creemore settlement area," said Mayor Doug Measures. "This study will greatly improve our knowledge of the Mad River and support our planning for future growth in an area that many long-time residents know too well the damage that can come from a flood."

A Public Information Centre (PIC) has been scheduled on Thursday, February 29, 2024 for members of the public to learn more about this important project. It will be held from 3:30 p.m. to 6:30 p.m. at the Creemore Community Centre. The PIC will feature a live demonstration of the flood model results and will provide additional information on the project. Staff from the Township, NVCA and the consulting firm Aquafor Beech Limited will be available to answer questions.

"The community of Creemore in the Township of Clearview has had a history of flooding since the early 1900s," said Doug Hevenor, CAO of NVCA. "Thanks to funding from the Province of Ontario, Natural Resources Canada and the Township of Clearview, we can now update and refine the flood hazard mapping through the Creemore settlement area."

The commenting period will be open until March 15, 2024. For comments on the Upper Mad River Flood Hazard Study, please email Dalia Al-Ali, Manager, Engineering Services at NVCA at dal-ali@nvca.on.ca.

For more information, visit <https://www.nvca.on.ca/floodstudy>.

This project is funded in part by the Government of Canada.

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 705-424-1479 ext.254,
mleung@nvca.on.ca