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Measuring Sustainability

Indicators for your Community

Kitselas, October 2011



Fraser Basin Council



Smart Planning
for Communities



Smart Planning for Communities

a partnership program of the Fraser Basin Council



*The Fraser Basin Council Directors and staff
at a meeting in the Cariboo 2010*



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What is SPC?



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What do we do?



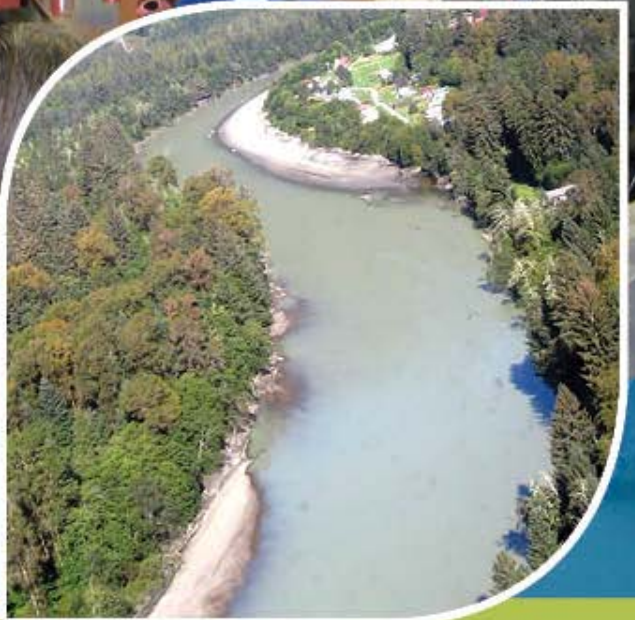
Process Advice
Strategic Support
Education & Training
Technical Expertise
Online resources



Fraser Basin Council

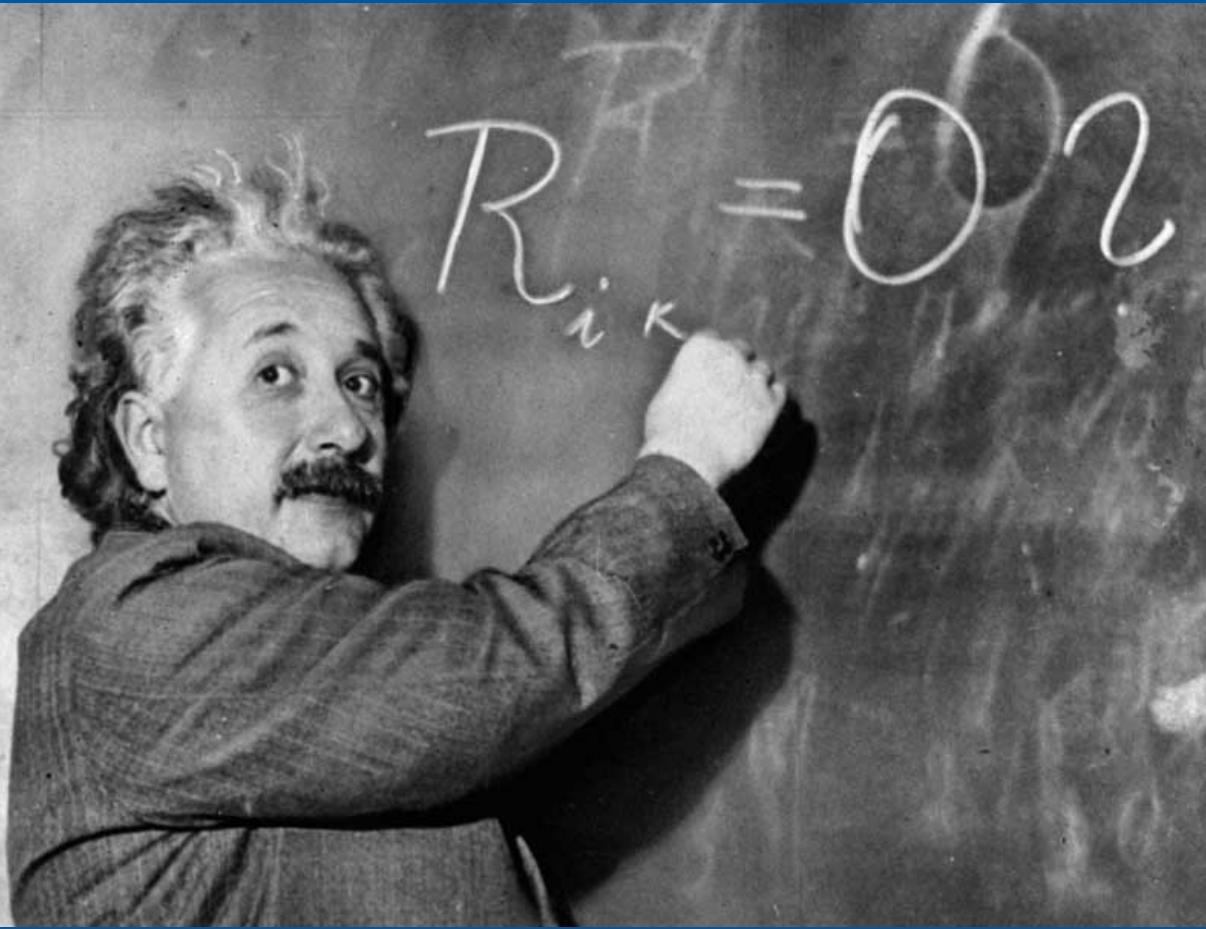


Smart Planning
for Communities



Rural Expertise, Small Community focus

Measuring What Matters



“Not everything that counts can be measured.

Not everything that can be measured counts.”

Why Measure?

- To Report to the community
- To increase public awareness and understanding
- To identify critical issues and responses to improve progress
- To inform and influence decisions and actions
- To advance sustainability and community well-being

Target Audience

A broad audience, which varies at different scales:

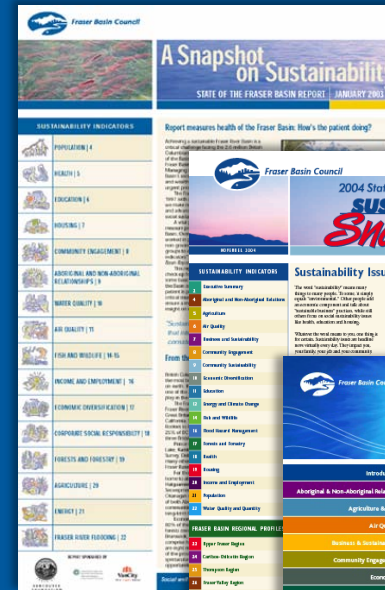
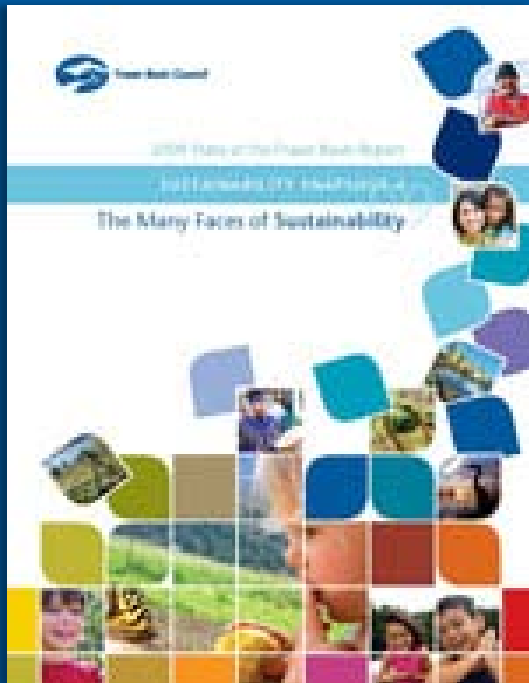
- Communities and Regions
- Orders of Government
- Volunteer Organizations
- Business and Industry
- General Public
- Media
- Educators



Process

1. Define the scope and timeframe
2. Select appropriate indicators
3. Analyze public preferences vs. technical recommendations
4. Collect data
5. Analyze trends
6. Write / edit / write / edit!
7. Design the publication and print
8. Distribute
9. Seek feedback and evaluate to refine issues, indicators, data sources
10. Repeat!

FBC's Reports



2004 STATE OF THE FRASER BASIN REPORT

SUSTAINABILITY INDICATORS

- POPULATION | 4
- HEALTH | 5
- EDUCATION | 6
- HOUSING | 7
- COMMUNITY ENGAGEMENT | 8
- ADDITIONAL AND NON-ADDITIONAL RELATIONSHIPS | 9
- WATER QUALITY | 10
- AIR QUALITY | 11
- WILDLIFE AND BIODIVERSITY | 12
- FOREST AND WILDLIFE | 13
- INCOME AND EMPLOYMENT | 14
- ECONOMIC OVERSIGHT | 15
- CORPORATE SOCIAL RESPONSIBILITY | 16
- FORESTS AND FORESTRY | 17
- AGRICULTURE | 18
- INDUSTRY | 19
- FRASER RIVER ECOSYSTEM | 20

FRASER BASIN REGIONAL PROFILE

- Upper Fraser Region | 21
- Central Fraser Region | 22
- Lower Fraser Region | 23
- Lower Mainland Region | 24
- Fraser Valley Region | 25
- Coastal Region | 26

Regional Agreements/Initiatives

- Aboriginal & Non-Aboriginal Relations | 27
- Agriculture & Food | 28
- Air Quality | 29
- Business & Sustainability | 30
- Community Engagement | 31
- Economy | 32
- Educational | 33
- Energy & Climate Change/Climate Change | 34
- Energy & Climate Change/Climate Change | 35
- Health | 36
- Health & Welfare | 37
- Forests & Forestry | 38
- Health | 39
- Housing | 40
- Income | 41
- Natural Heritage | 42
- Population & Consumption | 43
- Waste & Toxic | 44
- Water Quality & Quantity | 45

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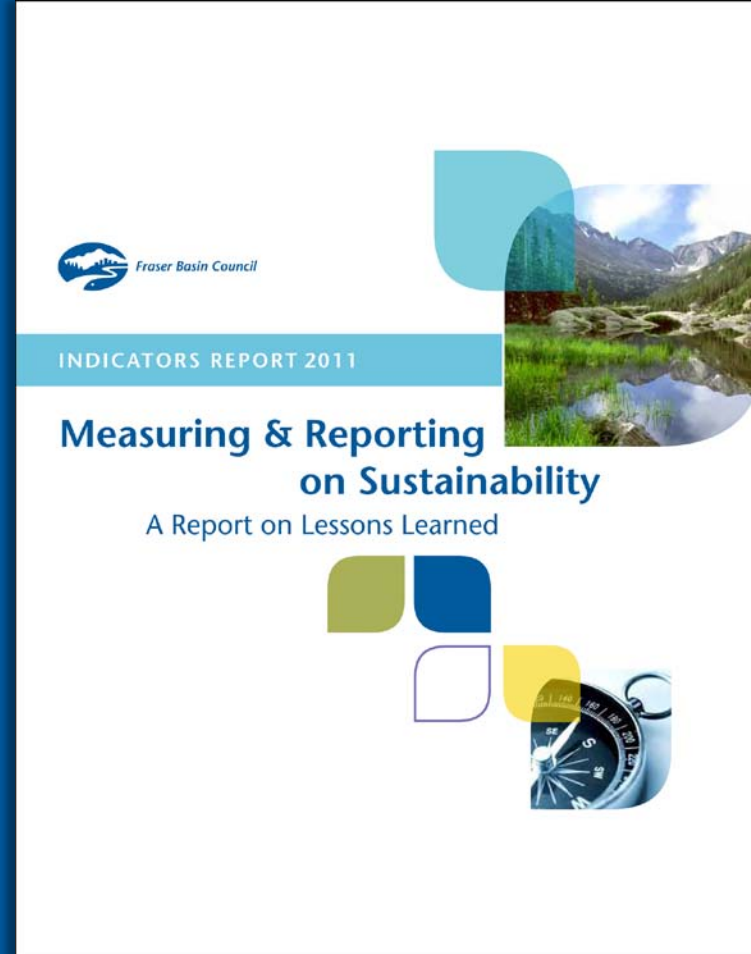


Upper Fraser 2008 Snapshot



FBC Indicator Guide

1. Process Plan & Design
2. Data to Knowledge
3. Presenting Results
4. Indicators to Action



FBC Indicator Guide cont'd

1. Getting Started - Process Plan & Design

Why - the purpose

Who - your audience

Project scope

Selecting indicators

Involving community

Budget & staff

2. Data to Knowledge

Data sources

Data limitations

Acquiring & managing data

Analyzing & interpreting

Benchmarks - standards - targets

3. Presenting Results - Communicating

Writing the report

Telling stories

Summaries-at a glance

Format & graphics

Media?

Distributing & discussing

4. Indicators to Action

How will info' be used

What comes next

What We Measure: Examples

- Aboriginal & Non-Aboriginal Relations
- Agriculture and Food
- Air Quality
- Biodiversity
- Business & Sustainability
- Climate Change
- Community Engagement
- Consumption & Waste
- Economy
- Education
- Energy
- Fish and Fisheries
- Forests and Forestry
- Health
- Housing
- Income & Employment
- Population & Demographics
- Water Quality and Quantity

How Indicators Are Used

Setting Priorities

Moving Plans Forward

Decision-making

Developing Policy

Informing Community



Community Involvement



We measure
what we care
about, and care
about what we
measure.



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