



WORKING TOGETHER FOR THE **GEORGIA BASIN**



**ARE WE THERE YET?
Putting into Practice Performance
Measurement and Evaluation**

Canadian Pollution Prevention Roundtable Conference, June 2005



Basin Facts

- Bioregion covers an area of 135,000 square km
- The Port of Vancouver is the largest on the West coast, third largest in North America
- The Fraser River salmon fishery is among the largest in the world
- Lower Fraser Valley accounts for 50% of B.C.'s agricultural production
- Two thirds of B.C.'s population and three-quarters of the labor force live in the Georgia Basin
- Combined B.C. and Washington population in the Basin is approximately 7 million





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A Complex Jurisdiction

- 10 federal and provincial agencies with direct mandates
- 9 Regional Districts
- 63 Municipalities
- 55 First Nations
- Similar complexity on the U.S. side



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The Georgia Basin Action Plan (GBAP)

- GBAP was established in 2004 following completion of the Georgia Basin Ecosystem Initiative
- GBAP is a five year plan running over 2004 to 2009



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GBAP Partners

- Environment Canada
- Parks Canada
- Fisheries and Oceans
- BC Ministry of Water, Land and Air Protection
- BC Ministry of Sustainable Resource Management
- Coast Salish First Nations



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Environmental Pressures

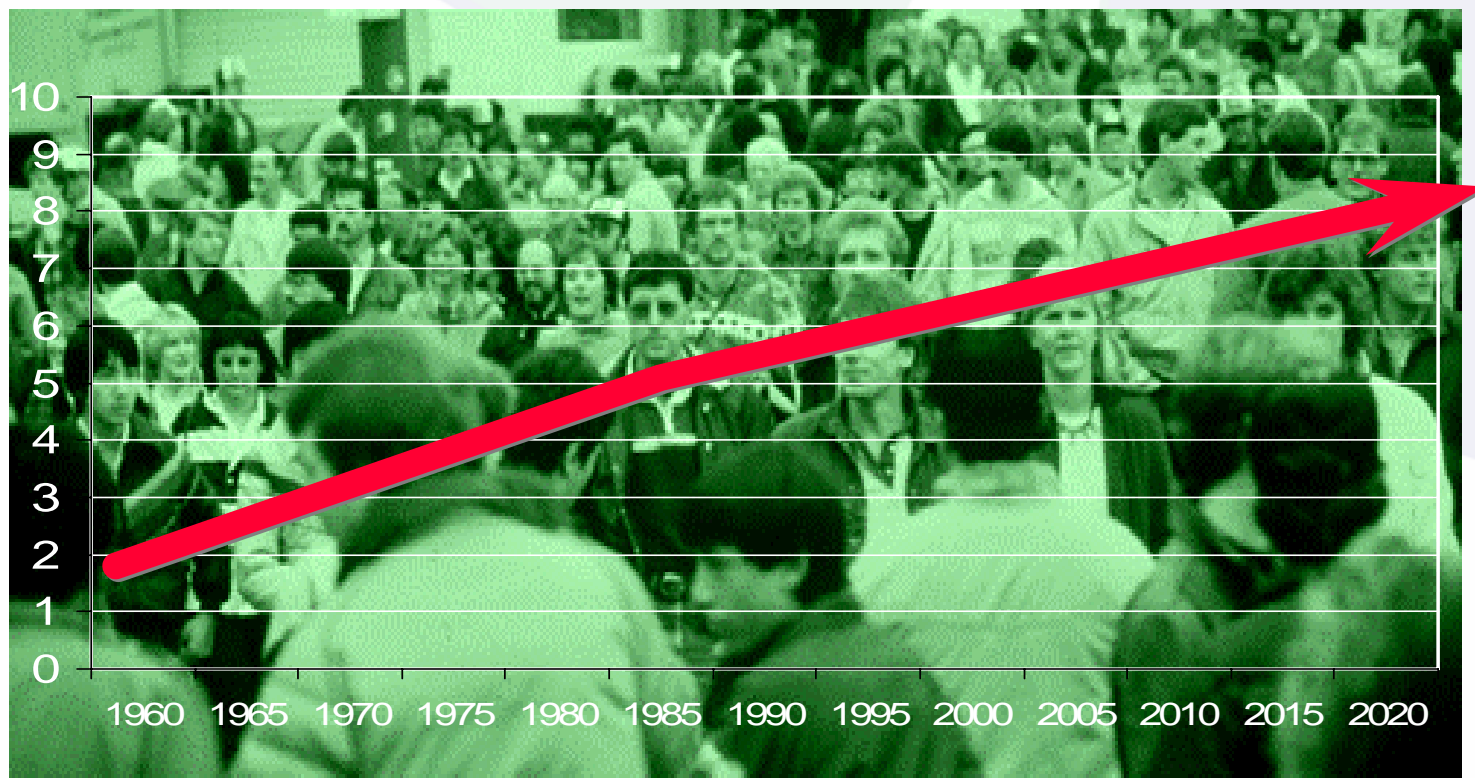
- Loss and degradation of habitat
- Air pollution and health problems
- Toxics in freshwater and marine systems
- Non-point source pollution



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Bottom Line Challenge Unprecedented Growth

Georgia Basin and Puget Sound Population Trends (millions)





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Taking a Proactive Approach to Demonstrating Results

- Desire to demonstrate the contributions and value of the initiative to peers and the public
- Treasury Board Secretariat evaluative requirements
- Responding to "demands" for accountability



The Framework and Underlying Process

Key Elements of Framework

- Program profile and logic model
- Evaluation matrix and approaches
- Performance measures (outcome-based and administrative)
- Data collection and reporting strategy
- Workplans

Process

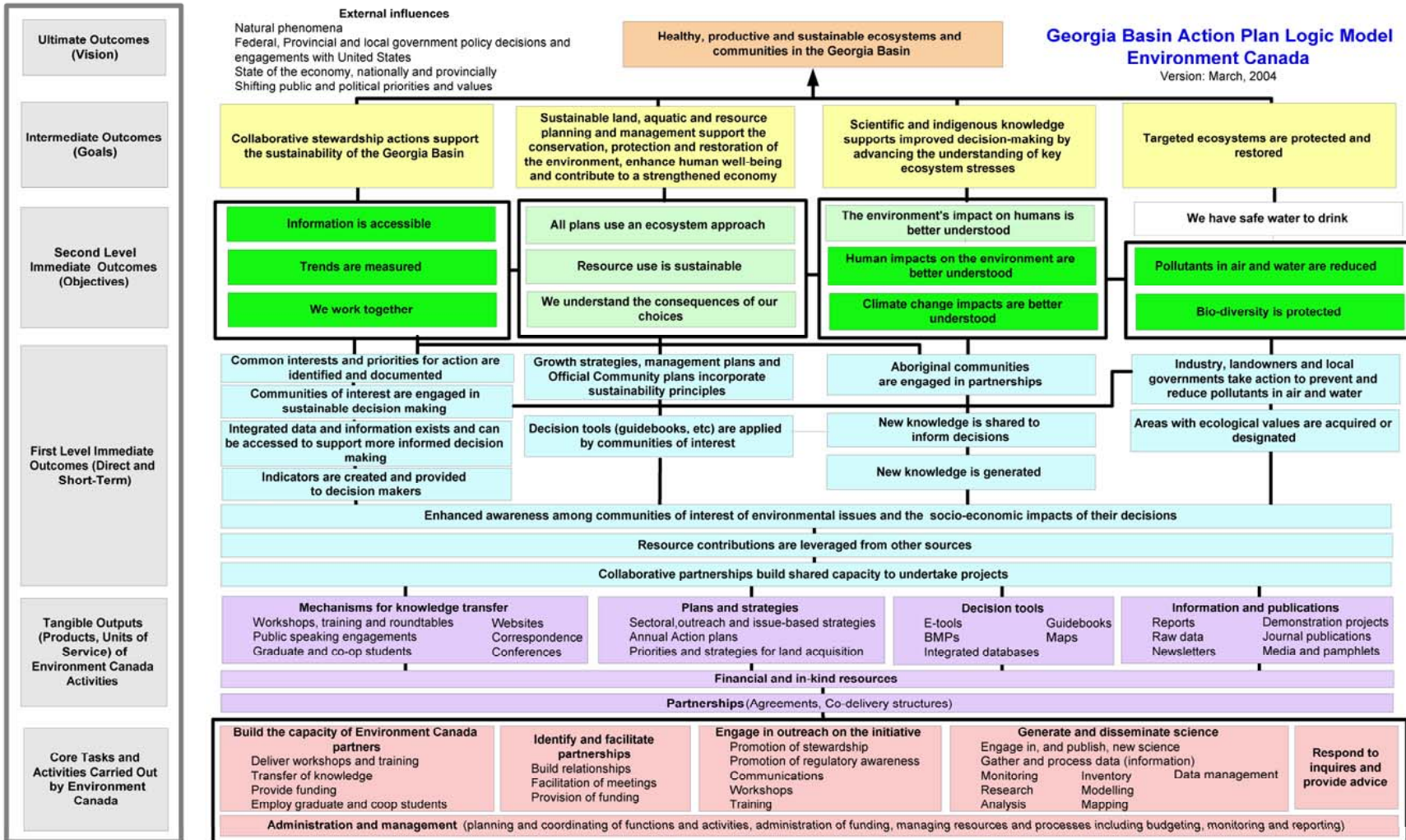
- Workshops
- Interviews
- Document review
- Presentation to partners



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GBAP Logic Model

Georgia Basin Action Plan Logic Model
 Environment Canada
 Version: March, 2004





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Realities of Practice: Leadership

- Utilizing information on results for funding and program decisions
- Communicating with "one voice" the value and benefits of results-based management
- Maintaining capacity for, and investment in, performance assessment (frameworks, evaluations, measurement, etc)



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Realities of Practice: Process

- Refining measures and linking them to the projects
- Challenges in collecting information from various communities of interest

"The way to deal with an impossible task is to chop it down into a number of merely very difficult tasks, and break each one of them into a group of horribly hard tasks, and each of them into tricky jobs, and each of them..."

Terry Pratchett
Truckers



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Realities of Practice: Information Systems and Tools

- Developing and maintaining the system architecture
- Ensuring the quality and currency of information entered into, and maintained in, the system
- Maintaining the link with performance measures and the information needs of key "audiences" for reporting



Realities of Practice: People and Culture

- Addressing the “great, more work and I do not have the time” perception
- Fostering more of a shared ownership rather than a belief that “this is a corporate initiative”

“We don't think ourselves into a new way of acting, we act ourselves into a new way of thinking.”

Larry Bossidy and Ram Charan
Execution: The Discipline of Getting Things Done



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Making the Link: Example #1

Healthy, productive and sustainable ecosystems
and communities in the Georgia Basin

Targeted ecosystems are protected from harmful human activities and
affected key ecosystems components are restored

Pollutants in air and water are reduced

**Outcome 10 - Industry, landowners and local governments take action
to reduce pollutants in air and water**

Protect shellfish areas

Project - Mitigation of pollution in shellfish growing areas



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Making the Link: Example #2

**Healthy, productive and sustainable ecosystems
and communities in the Georgia Basin**

**Collaborative stewardship actions support the sustainability of the
Georgia Basin**

Trends are measured

Outcome 4 - Indicators are created and provided to decision makers

Scientific articles and presentations

Project - Air quality report against objectives and assess progress



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Questions and Contacts



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