Targets in the RGS

Targets are a specific result to achieve over time within a social, cultural, economic or environmental system. The Regional District of Nanaimo (RDN) is in the process of choosing targets for the goals and policies of its Regional Growth Strategy (RGS). In the RGS, targets represent the desired outcome as we move towards or away from our goals. Since the RGS only influences decision making and does not prescribe actions, targets can establish a standard of success for achieving specific measures or characteristics (called indicators) of a sustainable region.

The RGS currently only has one target on greenhouse gas emission reductions which is the same as the Provincial target ‘to reduce greenhouse gas emissions 33 per cent below 2007 levels by 2020 and 80 per cent by 2050.’ The RGS directs that targets be established to achieve key RGS policies.

Relationship to Indicators

Targets and Indicators are closely linked. Indicators tell us whether or not the results of our actions are consistent with achieving our targets. A target that cannot be easily measured using an indicator is of limited use as it will be difficult to determine if progress is being made and if different actions need to be taken to improve outcomes.

Reasons for Target Setting

Targets can help:

- **Increase Accountability** by defining who is responsible for different actions to work towards a target
- **Prioritize** actions needed to reach a target including management decisions and resource allocation
- **Motivate** community members and stakeholders to take actions that clearly work towards achieving a target

Target Selection

Targets are usually set by considering past performance and anticipating future capacity to improve performance over a set period of time. In order for targets to be effective they must be challenging yet achievable, as well as publicly and politically acceptable. Targets differ from benchmarks or external standards in that they are set by an organization in relation to their own goals and policies.
Regional Growth Strategy

Climate Change & Energy Consumption

- Reduce Expected Demand for Electricity by the year 2020 by at least 66 per cent  
  Province of BC Clean Energy Act
- Increase energy savings target to 9,800 GWh/year by 2021 (1,000 GWh/year more than the current plan) through conservation and efficiency programs, incentives and regulation —BC Hydro Draft Integrated Resource Management Plan
- Reduce greenhouse gas emissions by 33 per cent below 2007 levels by 2020 and by 80 per cent by 2050  
  RDN Regional Growth Strategy

Environmental Protection

- By 2020 water use in BC will be 33 per cent more efficient and 50 per cent of new municipal water needs will be met through conservation—Province of BC Living Water Smart
- Protect 12 per cent of its land base by the year 2000  
  Province of BC Protected Areas Strategy (1993)

Transportation & Land Use

- Double transit ridership by 2020  
  BC Transit The Provincial Transit Plan (2008)
- Ensure that at least 90 per cent of residents and employees within the RDN’s Growth Containment Boundary are within 400m of a transit route—RDN Transit Business Plan 2008

Existing and Potential Targets to Consider for RGS Goals