

Monitoring Matters



Interest Holder Meeting | November 5, 2025

We respectfully acknowledge that the city boundary lies within the Traditional Territory of Snuneymuxw First Nation who have many significant ancestral village sites throughout the city including Stiltnup (Departure Bay) and Sxwuyum (Millstone River). We recognize the Snuneymuxw Treaty of 1854, a trade and commerce treaty that forever and always preserves and protects Snuneymuxw villages, waters, enclosed fields, harvesting and gathering sites, and the right to hunt and fish as formerly.





A Monitoring Story...

GOALS FOR TODAY

- **Introduce the Monitoring Strategy**, what it does, and how it is implemented
- **Share and collectively learn from the data** gathered so far on key indicators
- **Consider actions** proposed in City Plans and talk about other actions that may warrant consideration to support progress towards the goal areas



AGENDA

1:00 – 1:05	Opening Remarks
1:05 – 1:55	Monitoring Matters Presentation: Introducing Monitoring and the Key Indicators
1:55 – 2:25	World Café Discussion Rounds
2:25 – 2:40	Coffee & Stretch Break
2:40 – 3:25	World Café Discussion Rounds
3:25 – 3:50	The Harvest: Sharing Back Key Themes
3:50 – 4:00	Closing

PARTICIPATING ORGANIZATIONS

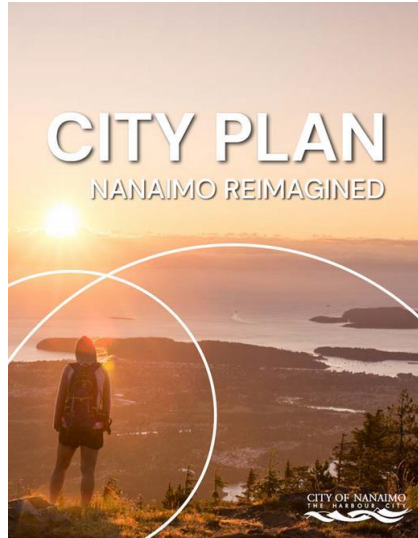
- Nanaimo Area Land Trust
- Nanaimo Climate Action Hub
- Nanaimo Area Cycling Coalition
- Strong Towns
- Regional District of Nanaimo Fleet, Project and Emergency Planning Services
- United Way
- RCMP
- Nanaimo Disability Resource Centre
- Nanaimo Foodshare
- VIHA
- Port Theatre
- Vancouver Island Military Museum
- Nanaimo Museum
- Nanaimo Art Gallery
- Nanaimo Prosperity Corporation
- Nanaimo Tourism
- City Staff & Elected Officials



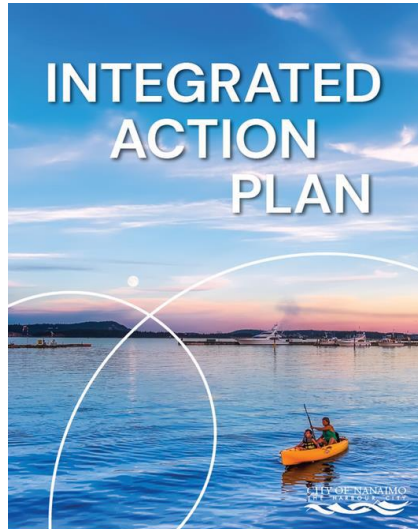
MONITORING MATTERS: AN OVERVIEW

WHY AND HOW WE MONITOR

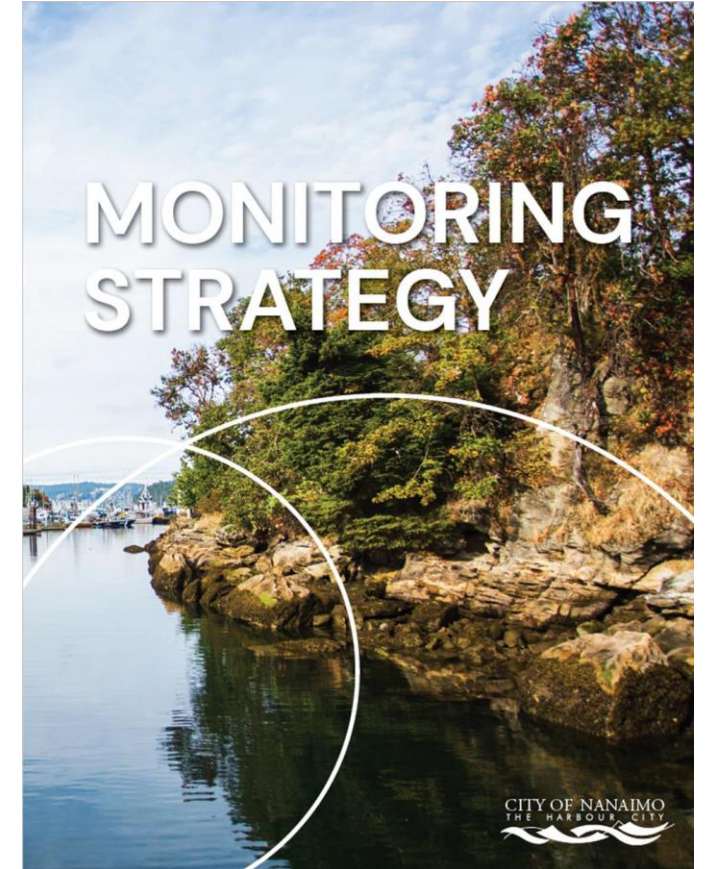
Defines
what it is
we wish to
achieve



Defines
how we
will work
towards
our vision



Tracks the progress
towards **City Goals**



Provides meaningful,
holistic **insights** and
tells us if our actions
are **effective**

WHY MONITORING MATTERS

- See progress on our goals over time
- Tells us where we're moving in the right direction; and where there is more work to do
- Helps identify focus areas for action



WHY DO WE ENGAGE ON MONITORING?

- Build awareness and understanding
- Identify challenges in how we communicate
- Brainstorm on gaps and challenges
- Talk about actions – both City-led and those led by others



CITY PLAN IMPLEMENTATION

SUMMARY OF KEY ANNUAL ACTIVITIES

	2022	2023	2024	2025	2026	2027	2028	2029	2030
City Plan	Adopted			Minor Housing Update					Full Review
Integrated Action Plan		Endorsed	Progress Review	Progress Review	Progress Review	Full Update	Progress Review	Progress Review	Progress Review
Monitoring Strategy			Endorsed	Data Update Interest Holder Check-in	Data Update Interest Holder Check-in	Monitoring Report Broad Public Check-in	Data Update Interest Holder Check-in	Data Update Interest Holder Check-in	Data Update Interest Holder Check-in

▲
This Meeting



MONITORING MATTERS: INDICATORS

WHAT WE ARE MONITORING

TWO KEY DEFINITIONS



INDICATORS

- Specific, measurable pieces of data
- Track progress towards a defined end goal
- Provide a picture of performance

END GOALS

- Our target or what we are trying to achieve
- Intentionally ambitious
- The basis for measuring progress

FIVE CITY GOALS

ONE FRAMEWORK  FIVE CITY GOALS



A GREEN NANAIMO:
RESILIENT & REGENERATIVE
ECOSYSTEMS



A CONNECTED NANAIMO:
EQUITABLE ACCESS &
MOBILITY



A HEALTHY NANAIMO:
COMMUNITY WELLBEING &
LIVABILITY



AN EMPOWERED NANAIMO:
RECONCILIATION,
REPRESENTATION & INCLUSION



A PROSPEROUS NANAIMO:
THRIVING & RESILIENT
ECONOMY

POLICY TOPIC AREAS



A GREEN
NANAIMO:
RESILIENT &
REGENERATIVE
ECOSYSTEMS



A CONNECTED
NANAIMO:
EQUITABLE
ACCESS &
MOBILITY



A HEALTHY
NANAIMO:
COMMUNITY
WELLBEING &
LIVABILITY



AN EMPOWERED
NANAIMO:
RECONCILIATION,
REPRESENTATION
& INCLUSION



A PROSPEROUS
NANAIMO:
THRIVING &
RESILIENT
ECONOMY

35 CITY PLAN POLICY TOPIC AREAS



C1.1
Greenhouse Gas
Emissions Reduction



C1.2
Climate Adaptation &
Hazard Mitigation



C1.3
Urban Tree Canopy,
Natural Areas, &
Greenways



C1.4
Healthy Watersheds



C1.5
Water, Sewer, &
Stormwater Services



C1.6
Solid Waste
Management



C1.7
Brownfield Sites



C1.8
Artificial Lighting &
Dark Skies



C2.1
Connected Communities



C2.2
Integrated Walk, Roll,
Cycle, & Transit Network



C2.3
Recreational Trails



C2.4
Safe Mobility
(Vision Zero)



C2.5
Complete Streets



C3.1
Community
Safety & Security



C3.2
Affordable Housing



C3.3
Intergenerational Living



C3.4
Food Security



C3.5
Emergency
Management



C3.6
Recreation, Culture, &
Wellness



C4.1
Truth & Reconciliation



C4.2
Equity & Inclusivity



C4.3
Access for All



C4.4
Political Voice &
Engagement



C4.5
Culture



C4.6
Archaeology & Heritage



C4.7
Public Art Projects &
Programs



C4.8
Community Events,
Festivals, Tournaments,
& Gatherings



C4.9
Parkland & Park Amenity
Management



C4.10
Waterfront Use &
Protection



C5.1
Economic Capital



C5.2
Human, Social, &
Environmental Capital



C5.3
Business Development



C5.4
Innovation & Technology

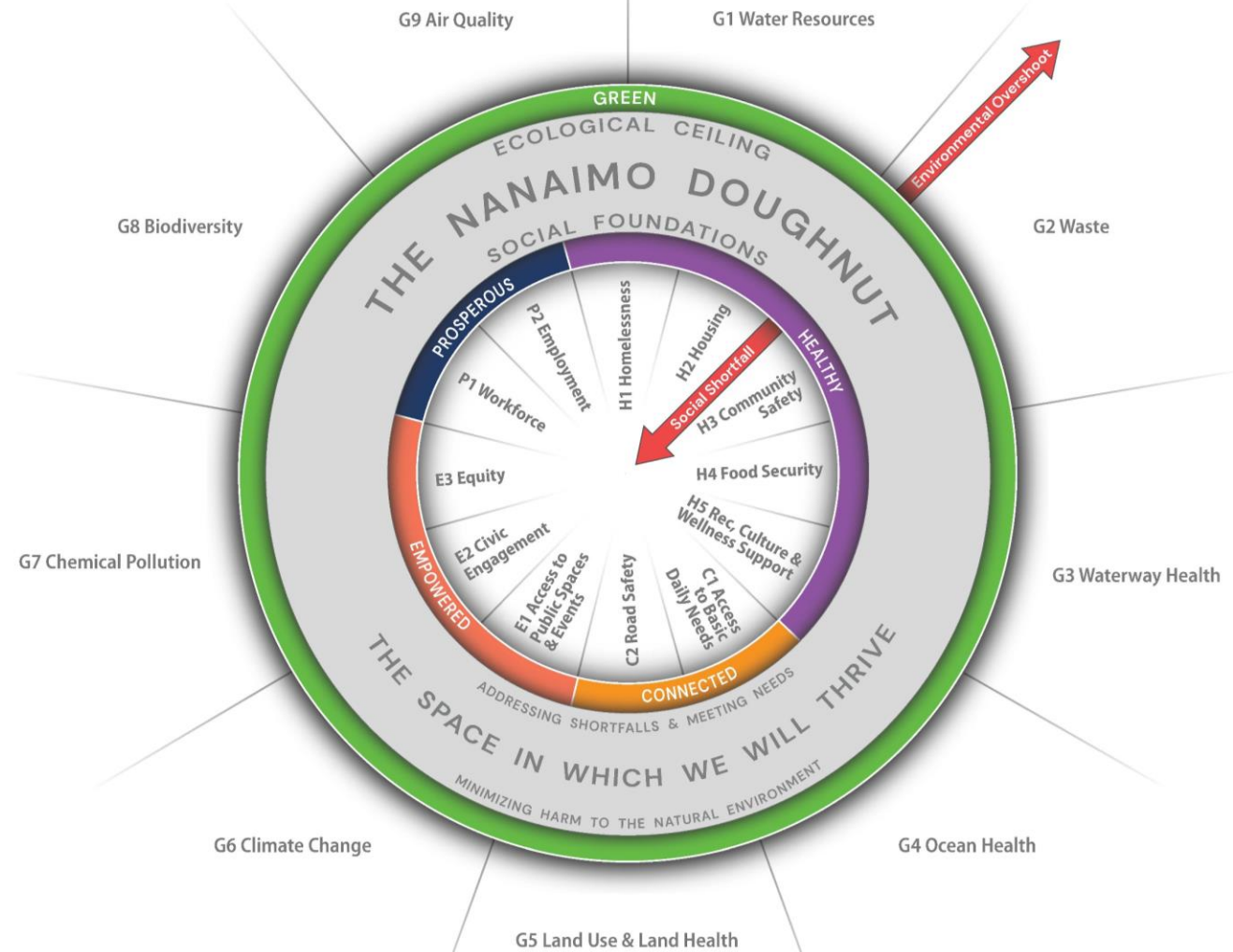


C5.5
Place Making &
Investment Attraction



C5.6
Tourism

AREAS OF IMPACT SUMMARY



CHOOSING WHAT TO MONITOR

- Measurable
- Meaningful
- Manageable



TWO TYPES OF INDICATORS

KEY INDICATORS

- Small number, high-level
- Consistent over time
- Meant to be viewed together to illustrate broad trends and interconnections
- Always shown as a percentage score ($\geq 100\%$ shows sustainable, and $< 100\%$ shows unsustainable)

SUPPORTIVE INDICATORS

- Help measure key indicators and/or see additional trends of interest
- Adaptable, can change over time
- Tracked with actual data and can be expressed as numbers, percentages, or other means

KEY INDICATOR DEVELOPMENT

A FOUR STEP PROCESS

STEP 1: CAN WE INFLUENCE THIS AREA?

- Is this a significant and relevant issue in our community that the City has tools to deal with?
- Can we find scientific evidence or an ethical standpoint to describe a sustainability end goal in this area of impact?





STEP 2: CONSIDER POTENTIAL INDICATORS

- Will the indicator help us see progress towards our desired goals?
- Is there a way to quantify the goal and measure performance?

STEP 3: DEVELOP METRICS (CALCULATE AS A PERCENTAGE)

ACTUAL IMPACT OR PERFORMANCE
(what we are measuring)

_____ x 100%

A SUSTAINABILITY END GOAL
(what we ultimately want to maintain or achieve)



STEP 4: COLLECT DATA AND CALCULATE

- Score $\geq 100\%$ means sustainable or ideal
- Score $< 100\%$ means unsustainable or not ideal
- Closer to 100% means closer to goal



KEY INDICATOR EXAMPLE

MUNICIPAL WASTE DIVERSION

SUSTAINABILITY END GOAL: Municipal waste diversion rate of 90%

METRIC (how it is measured)

$$\frac{\text{Actual \% of residential waste diverted from landfill in a year}}{90\% \text{ end goal}} \times 100\%$$

2024 MEASUREMENT

$$\frac{70\% \text{ actual}}{90\% \text{ end goal}} \times 100\% = \mathbf{78\%} \text{ SUSTAINABILITY SCORE}$$

KEY INDICATOR EXAMPLE

MUNICIPAL WASTE DIVERSION

WATCHING TRENDS: Are we moving towards our target?

	2017	2018	2019	2020	2021	2022	2023	2024
Diversion Rate	64%	65%	66%	65%	65%	64%	61%	70%
Target	90%	90%	90%	90%	90%	90%	90%	90%
Sustainability Score	71%	72%	73%	72%	72%	71%	68%	78%

In 2024, there was a significant step towards the sustainability score of 100%

23 KEY INDICATORS

Now a closer look at Supportive Indicators

GREEN	
1	Community Greenhouse Gas Emissions
2	Tree Canopy Coverage
3	Fresh Water Quality
4	Chemical Pollution
5	Biodiversity (under development)
6	Sufficiency of Reservoir Supply
7	Environmental Flow
8	Municipal Residential Waste Diversion
*	Ocean Health
*	Air Quality
CONNECTED	
9	Access to Basic Daily Needs by Walking
10	Traffic Related Fatalities
11	Traffic Related Injuries











HEALTHY	
12	Real Crime
13	Perception of Safety (under development)
14	Housing Affordability
15	Vacancy Rate
16	Homelessness – Temporary Relief
17	Food Security (under development)
18	Rec, Culture & Wellness Support (under development)

EMPOWERED	
19	Equity (under development)
20	Civic Engagement (under development)
21	Access to Public Spaces & Events (under development)

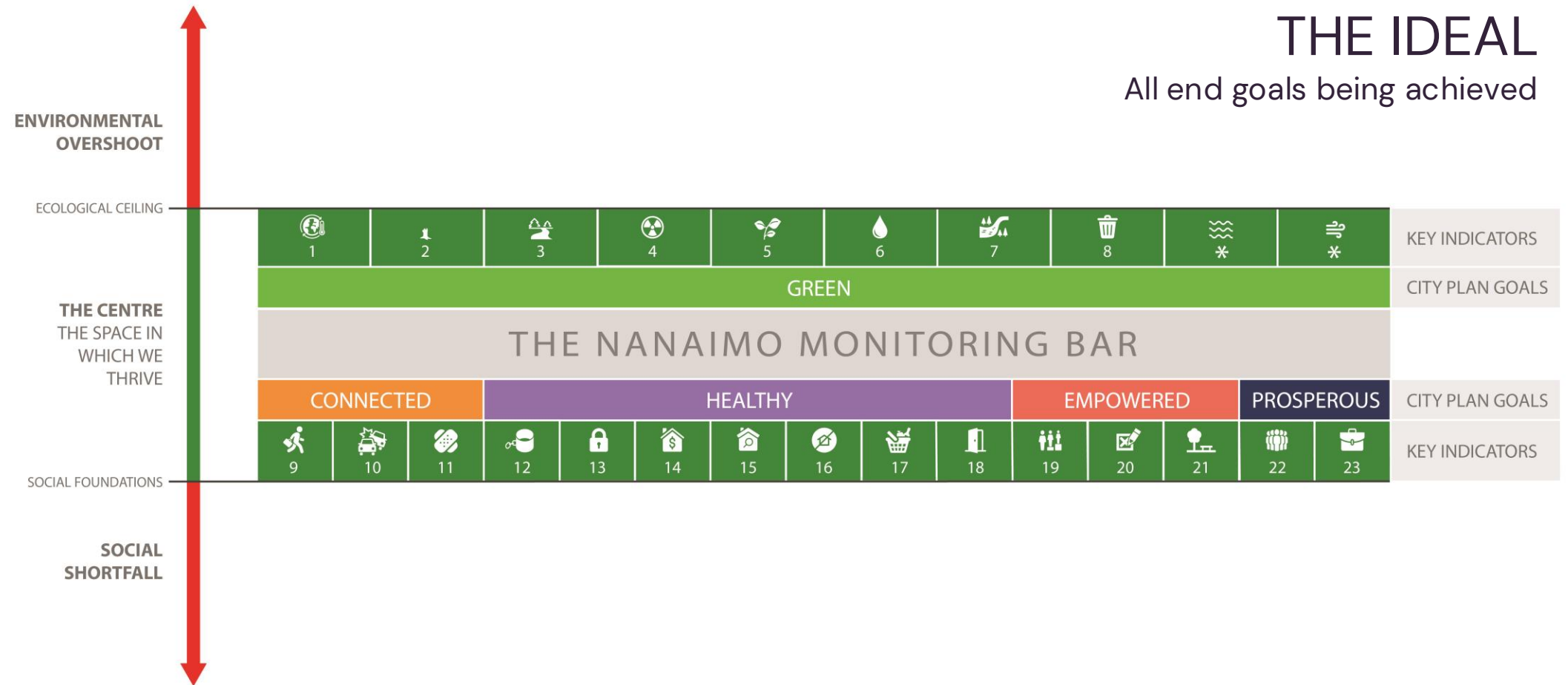
PROSPEROUS	
22	Workforce Sufficiency
23	Labour Market Performance

SUPPORTIVE INDICATORS

EXAMPLE: COMMUNITY GREEN HOUSE GAS EMISSIONS

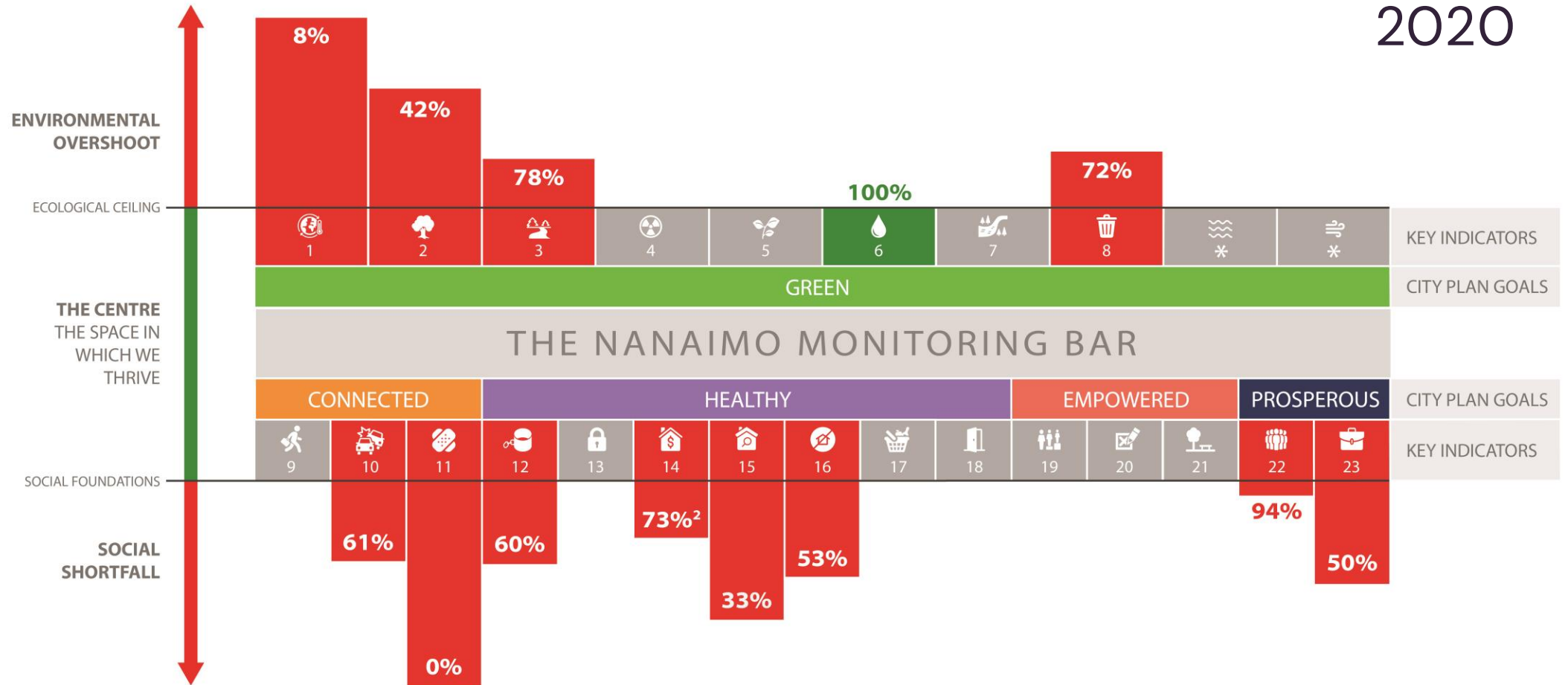
Supportive Indicators	2022	2023	2024
Community GHG Emissions (tCO ₂ e)	520,933	524,251 	544,287 
GHG Emissions from Buildings and Infrastructure (tCO ₂ e)	128,579	123,865 	135,971 
GHG Emissions from Transportation (tCO ₂ e)	319,700	320,730 	325,113 
GHG Emissions per Capita (tCO ₂ e/person)	4.9	4.8 	4.9 
Corporate GHG Emissions (tCO ₂ e)	5,548	5,287 	5,165 

THE NANAIMO BAR – OVERVIEW



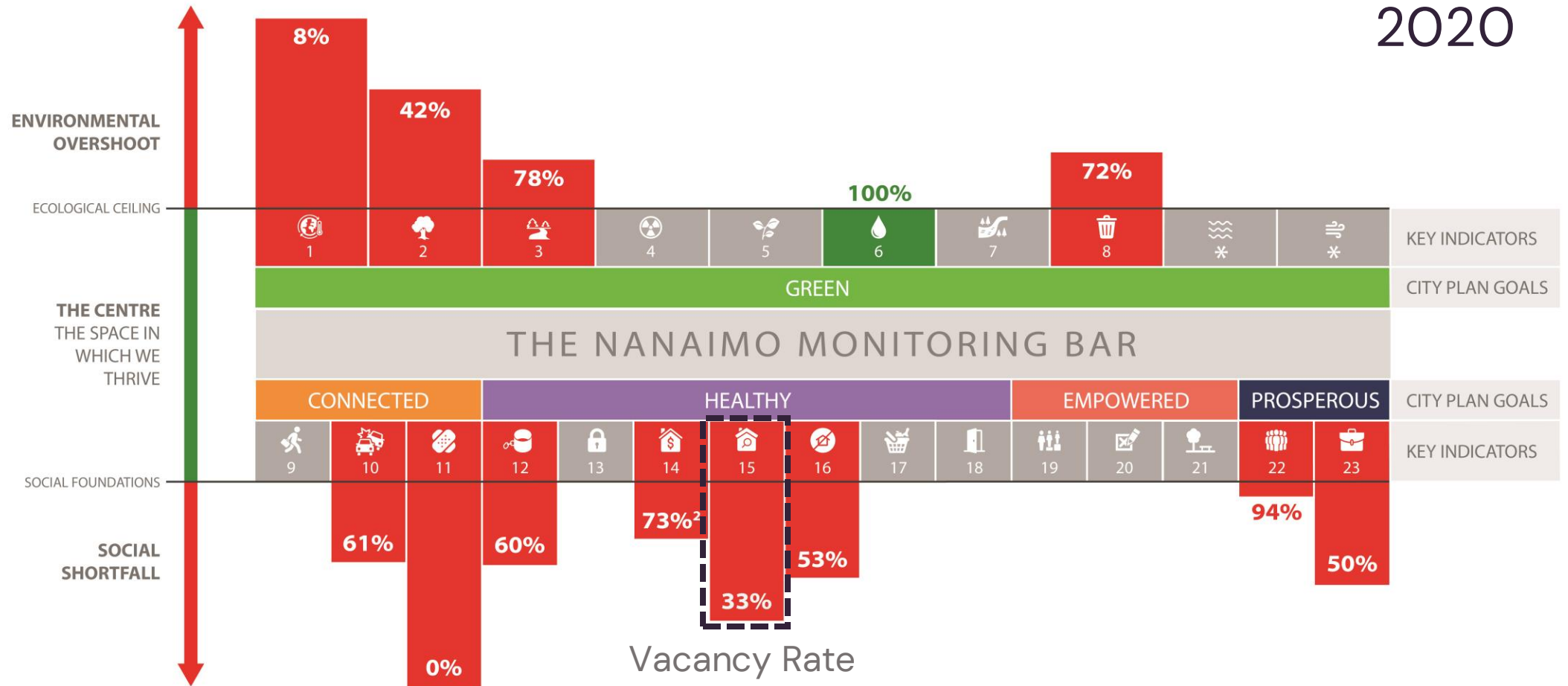
THE NANAIMO BAR – ANNUALLY

2020



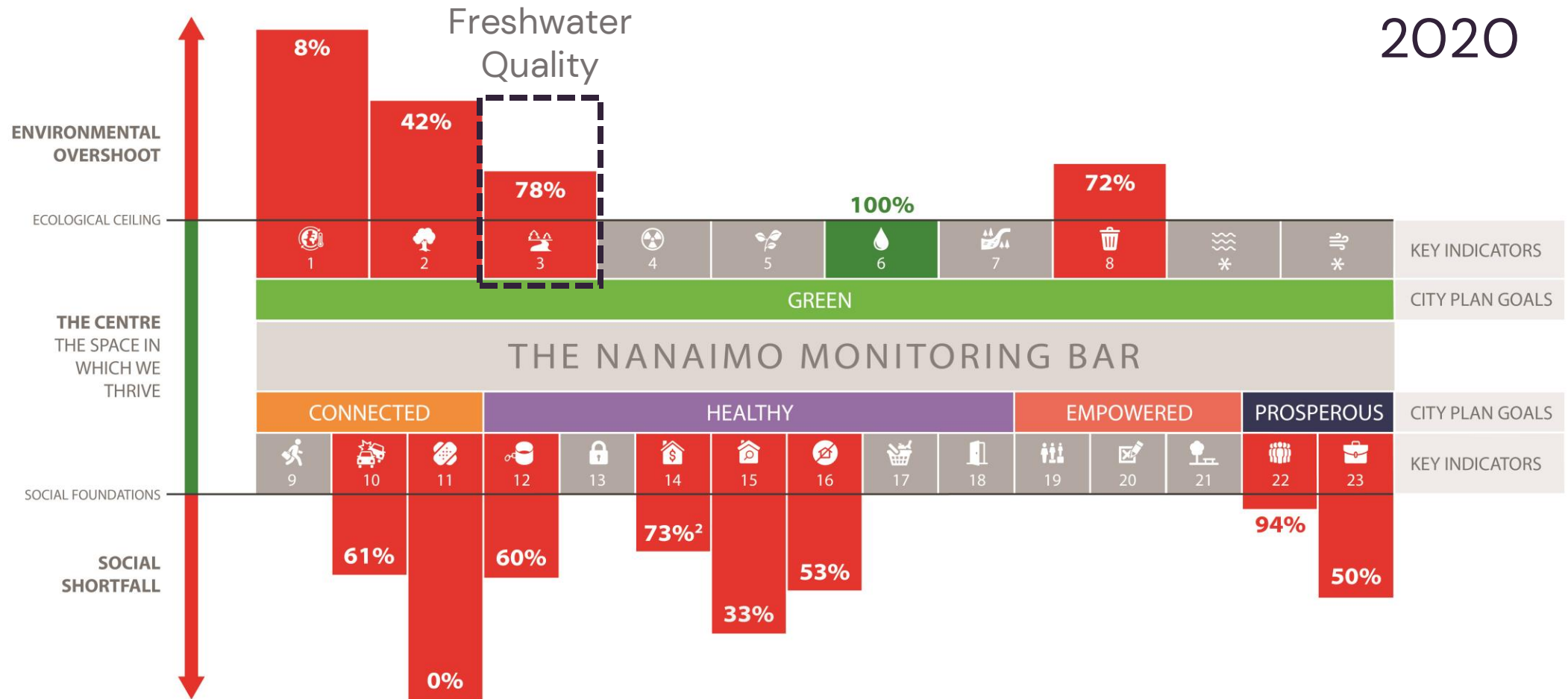
THE NANAIMO BAR – ANNUALLY

2020



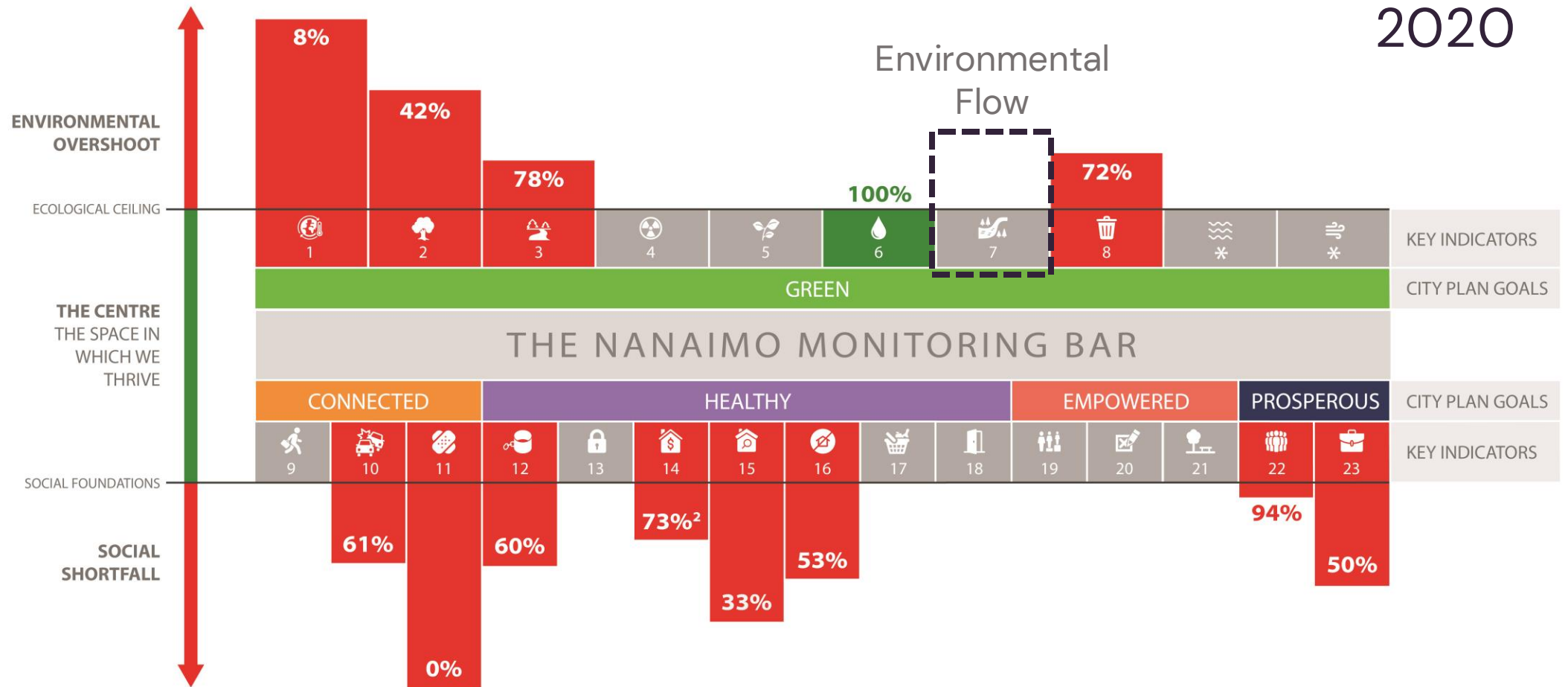
THE NANAIMO BAR – ANNUALLY

2020



THE NANAIMO BAR – ANNUALLY

2020



A FEW TAKEAWAYS

- It is okay not to be meeting targets today
- Monitoring uses objective data, but the story it tells is subjective
- Data tells stories, but actions write the script





KEY INDICATORS OVERVIEW

WHAT ARE WE CURRENTLY MONITORING

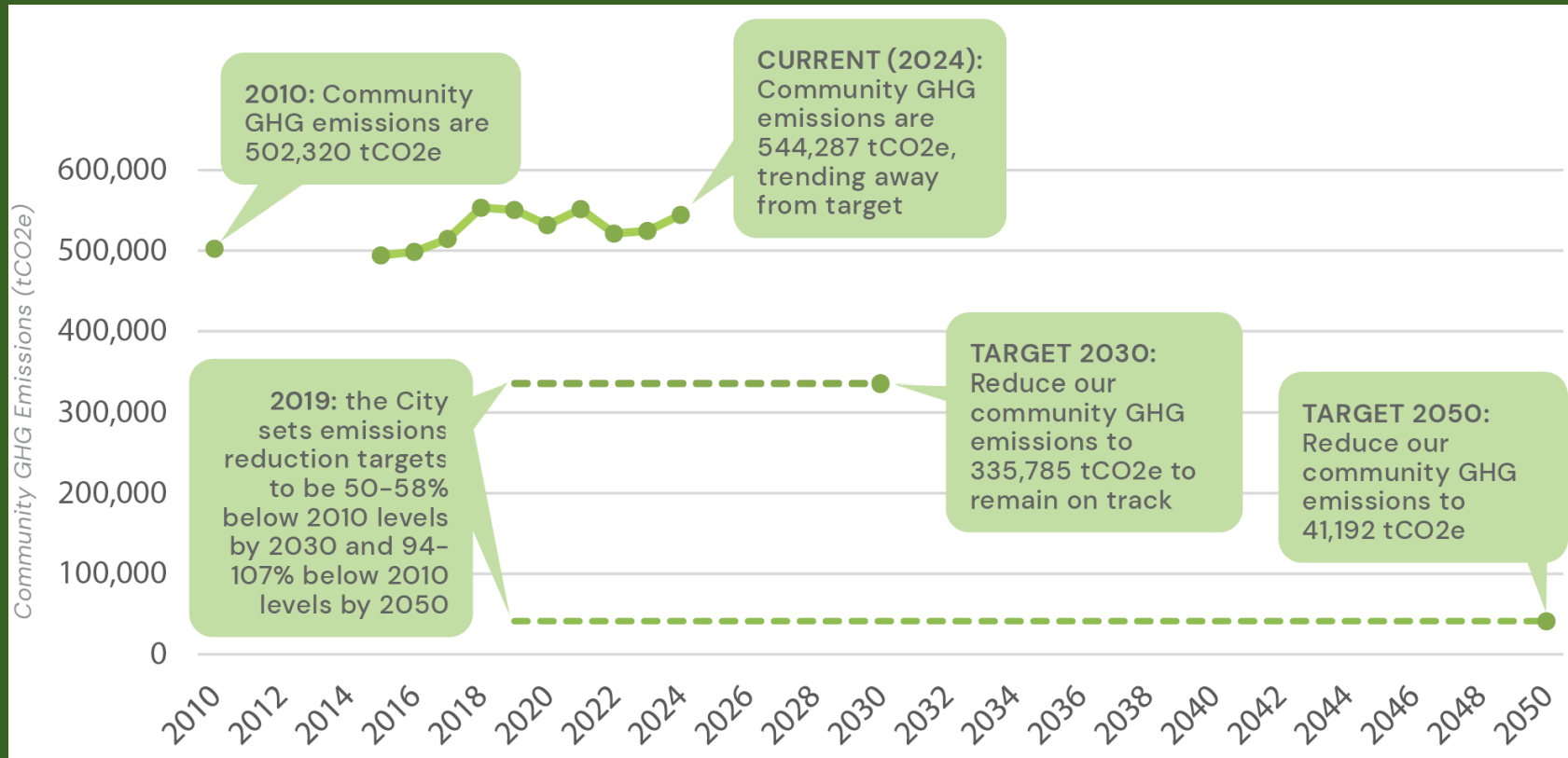
A GREEN NANAIMO: RESILIENT & REGENERATIVE ECOSYSTEMS

GREEN	
1	Community Greenhouse Gas Emissions
2	Tree Canopy Coverage
3	Fresh Water Quality
4	Chemical Pollution (proxy above)
5	Biodiversity (under development)
6	Sufficiency of Reservoir Supply
7	Environmental Flow
8	Municipal Residential Waste Diversion
*	Ocean Health
*	Air Quality





KEY INDICATOR #1: COMMUNITY GREENHOUSE GAS (GHG) EMISSIONS



SUSTAINABILITY
SCORES TO DATE

2024
8%

2023
8%

2022
8%

2021
7%

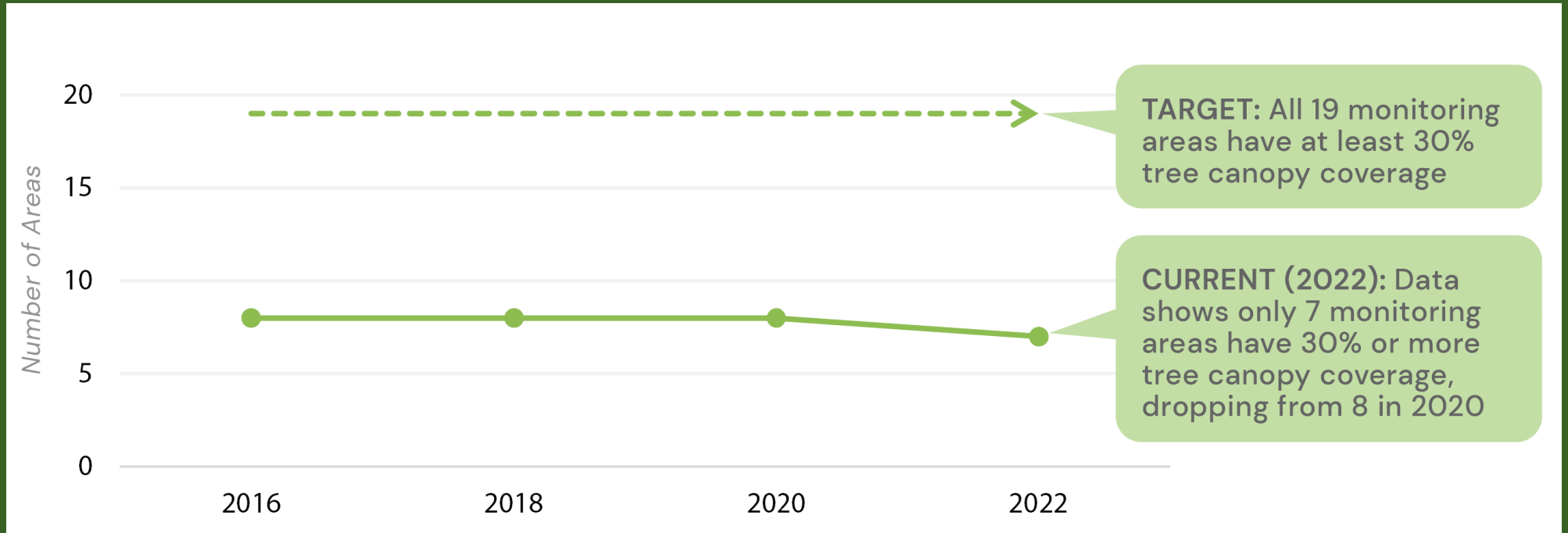
2020
7%

2019
7%

2018
7%



KEY INDICATOR #2: TREE CANOPY COVERAGE – AREAS WITH SUFFICIENT TREE CANOPY



SUSTAINABILITY
SCORES TO DATE

2024
PENDING

2022
37%

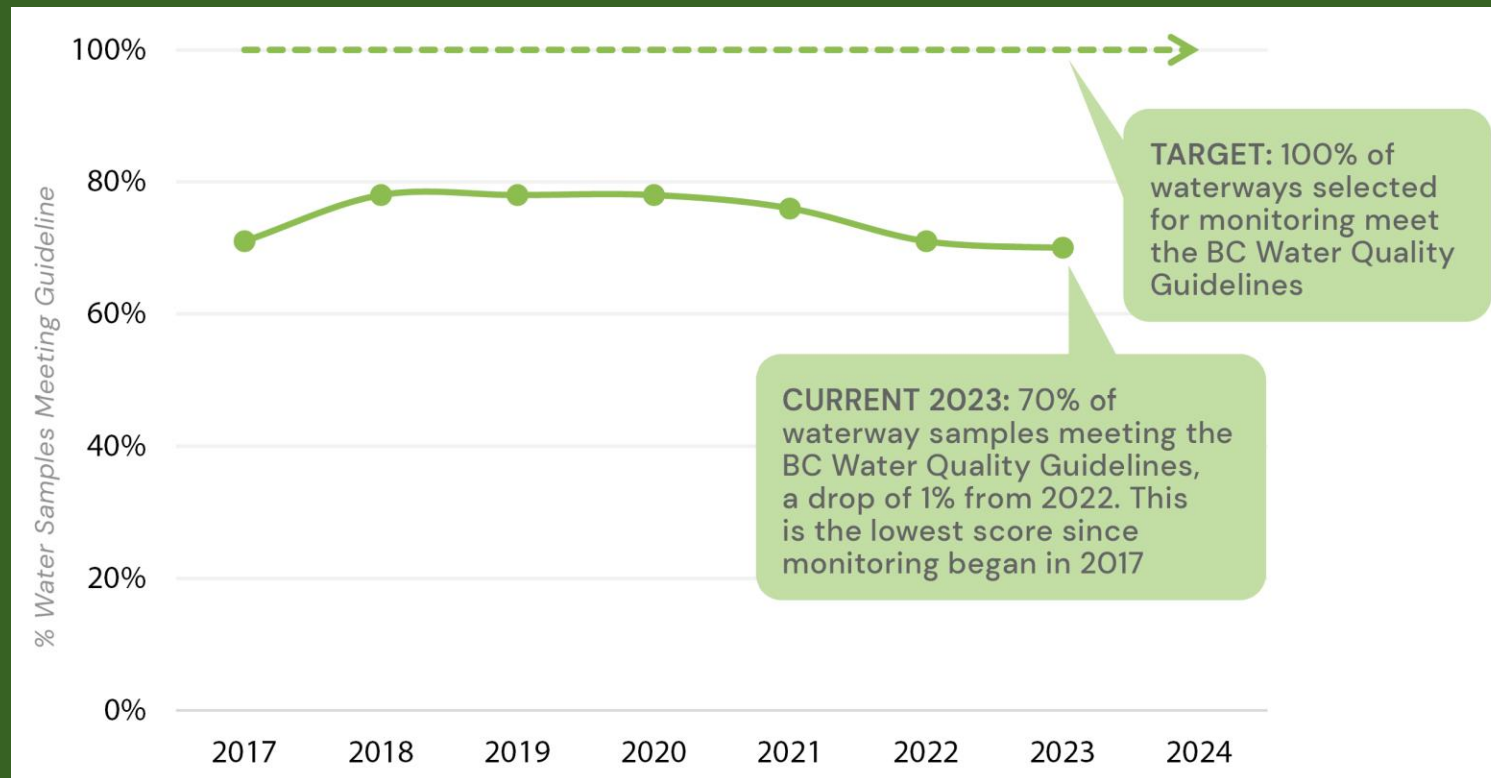
2020
42%

2018
42%

2016
42%



KEY INDICATOR #3: FRESHWATER QUALITY



SUSTAINABILITY SCORES TO DATE

2024
PENDING

2023
70%

2022
71%

2021
76%

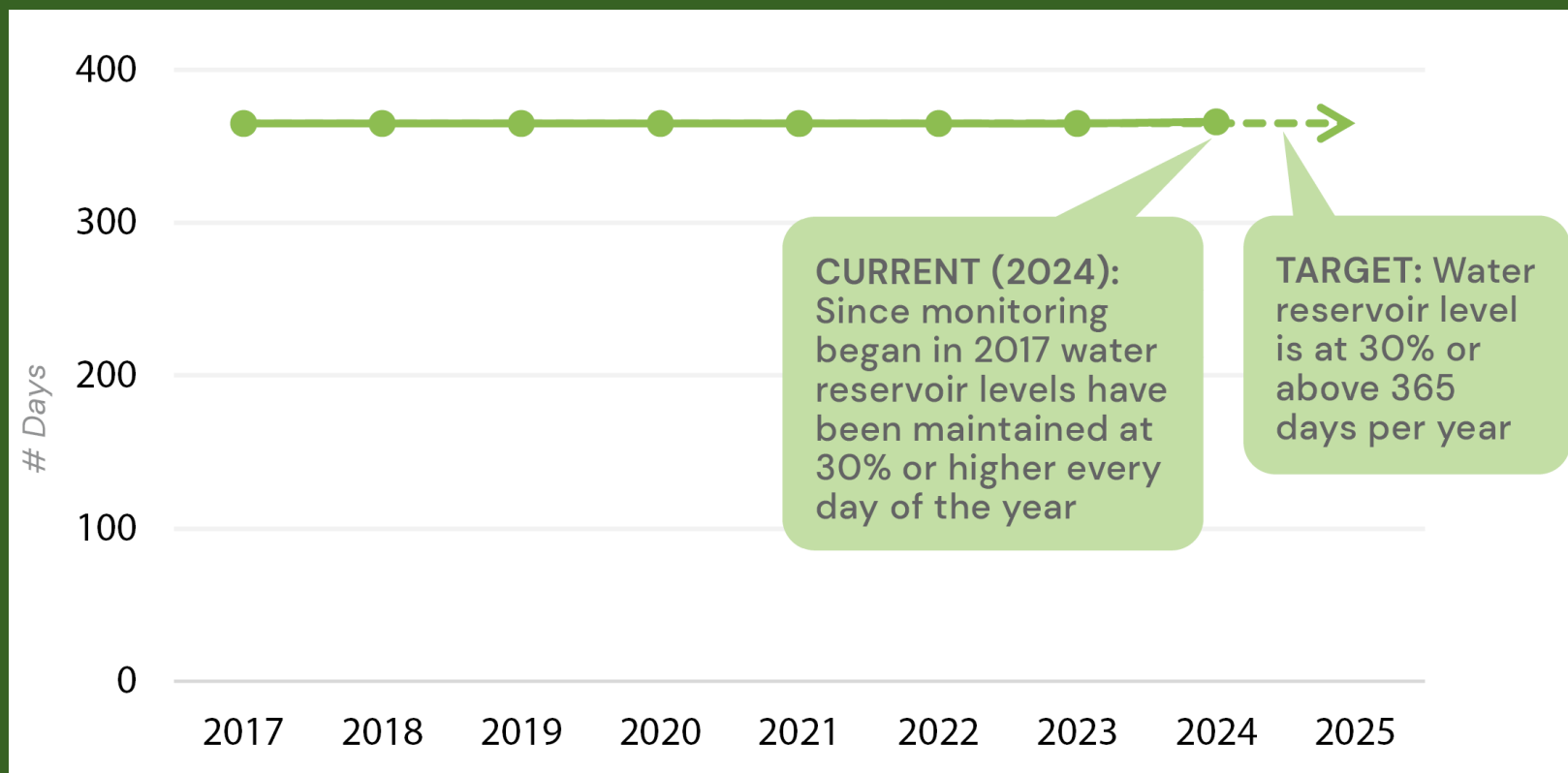
2020
78%

2019
78%

2018
78%



KEY INDICATOR #6: SUFFICIENCY OF RESERVOIR SUPPLY



SUSTAINABILITY
SCORES TO DATE

2024
100%

2023
100%

2022
100%

2021
100%

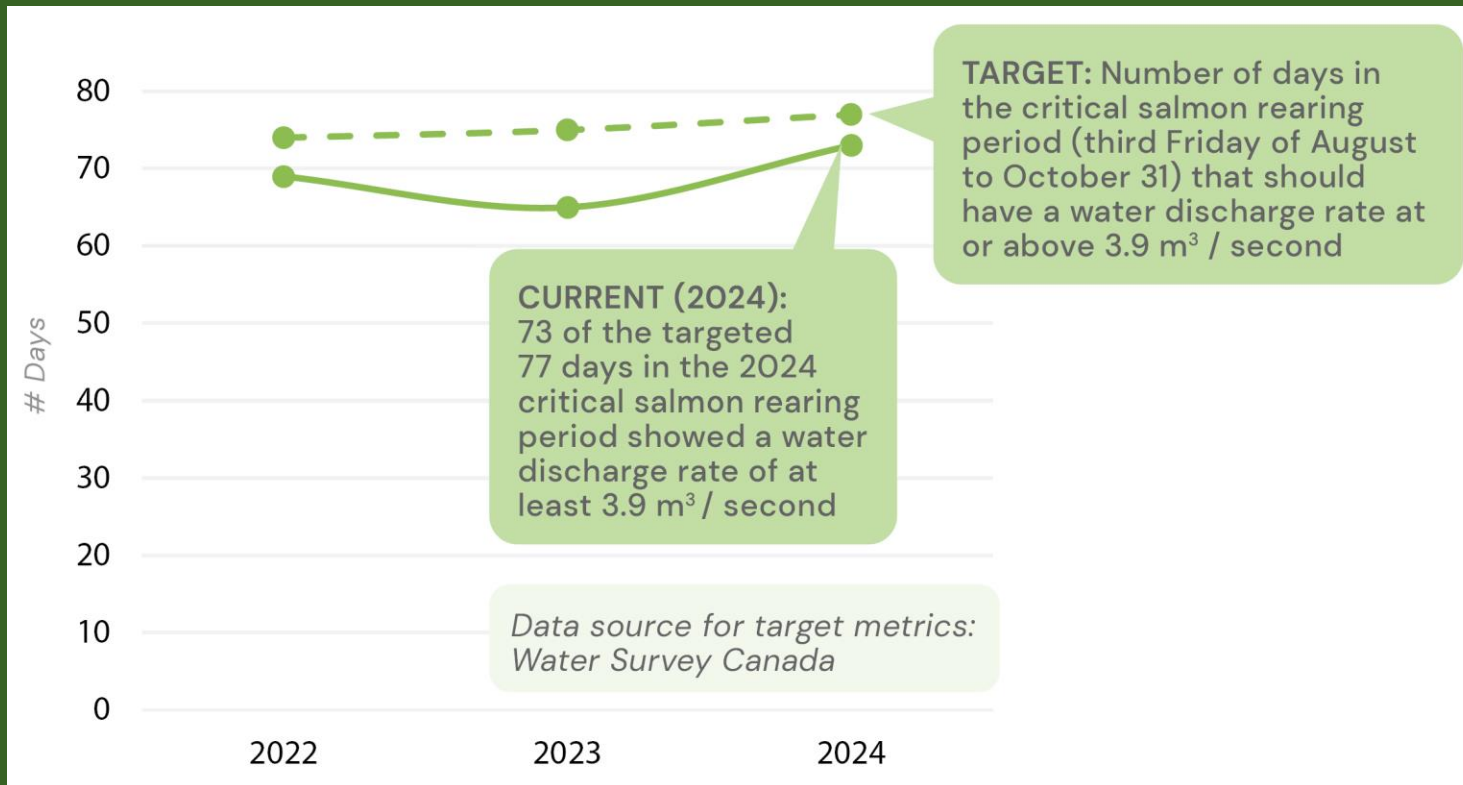
2020
100%

2019
100%

2018
100%



KEY INDICATOR #7: ENVIRONMENTAL FLOW



SUSTAINABILITY
SCORES TO DATE

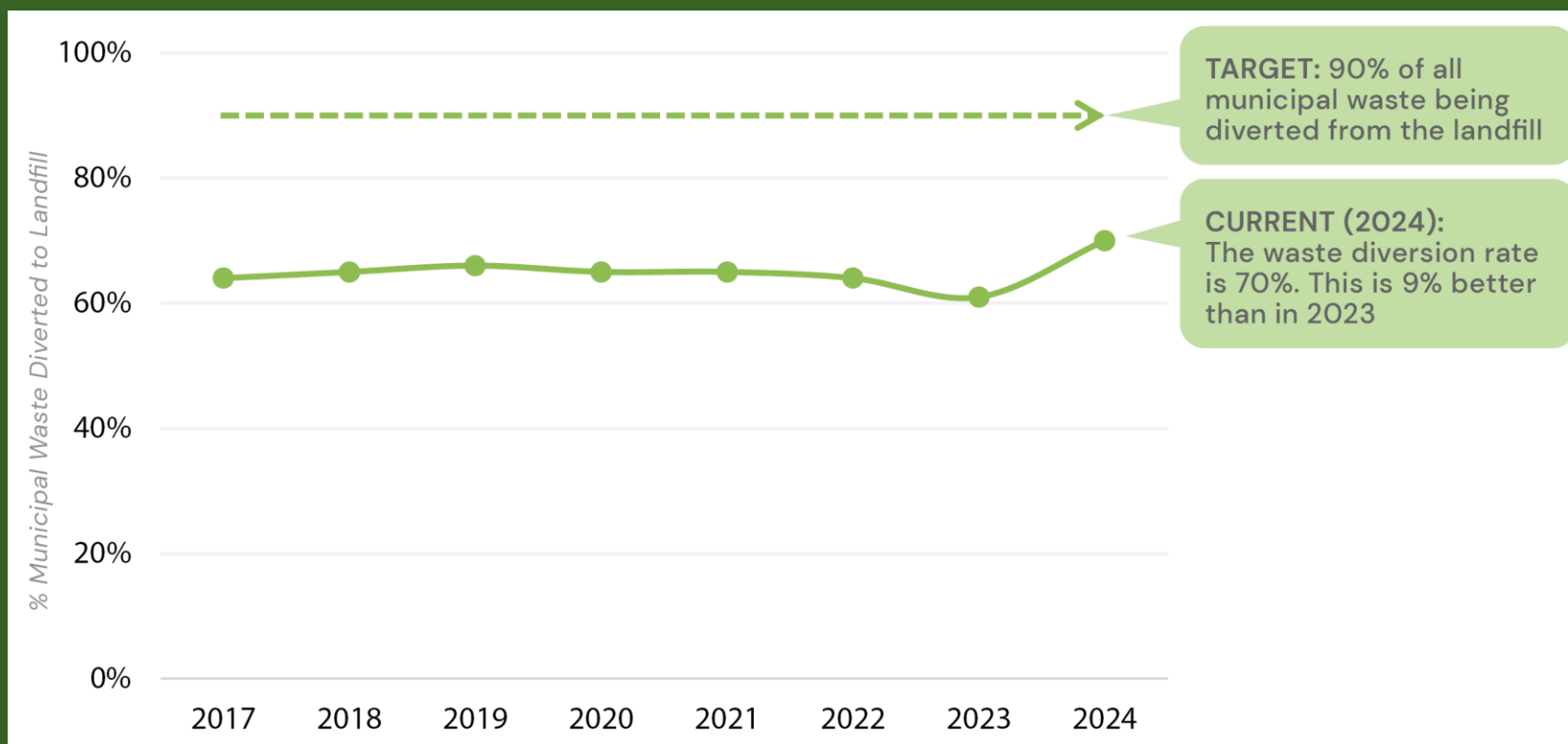
2024
95%

2023
87%

2022
93%



KEY INDICATOR #8: WASTE



SUSTAINABILITY
SCORES TO DATE

2024
78%

2023
68%

2022
71%

2021
72%

2020
72%

2019
73%

2018
72%

A CONNECTED NANAIMO: EQUITABLE ACCESS & MOBILITY

CONNECTED	
9	Access to Basic Daily Needs by Walking (partially developed)
10	Traffic Related Fatalities
11	Traffic Related Injuries





- ## Identify Basic Needs Destinations:

- Schools
- Parks and green space
- Pharmacies
- Grocery stores

Identify Safe Pedestrians Routes between Origins and Destinations:

- Concrete sidewalks
- Marked and unmarked crosswalks

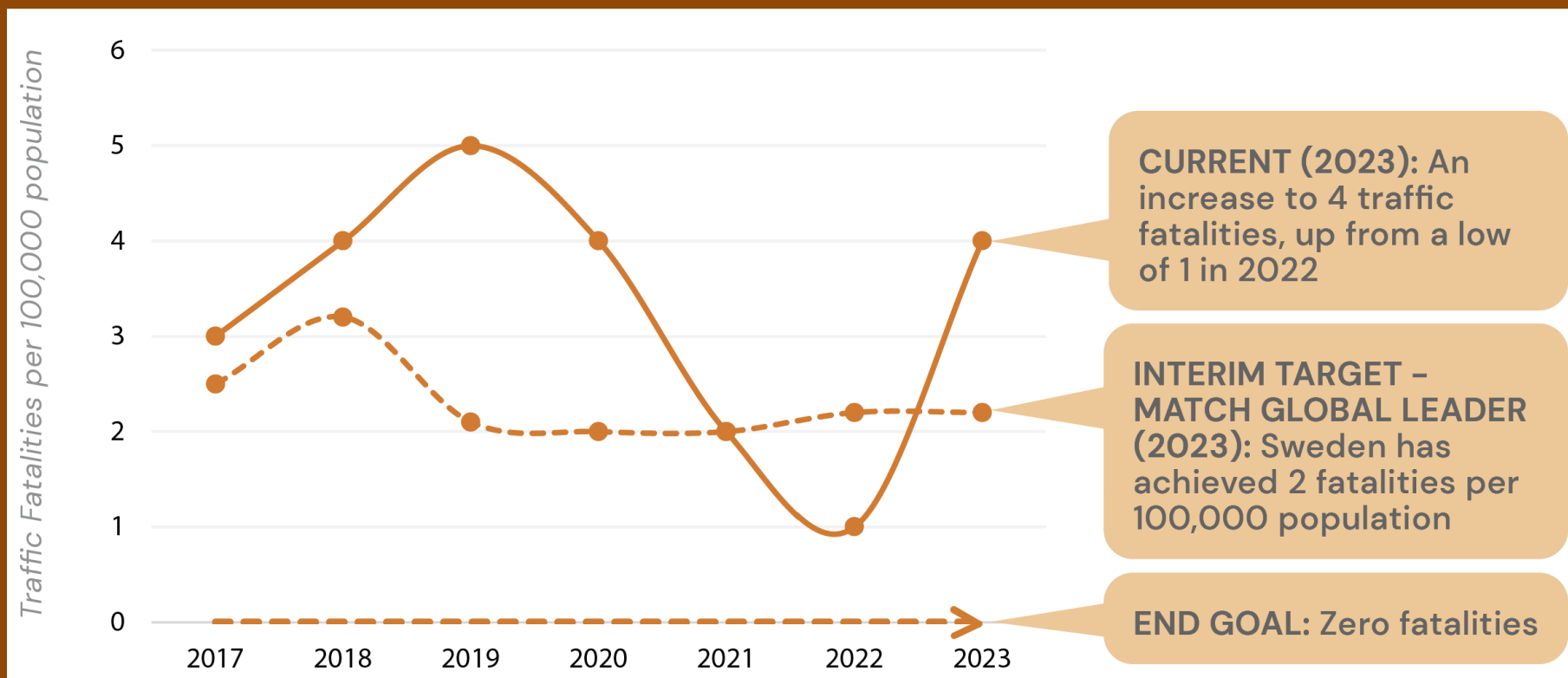
Identify connections / barriers and model future scenarios to see how they impact connectivity

SUSTAINABILITY SCORES TO DATE

2024
5%



KEY INDICATOR #10: TRAFFIC RELATED FATALITIES



SUSTAINABILITY SCORES TO DATE

2024
PENDING

2023
60%

2022
91%

2021
81%

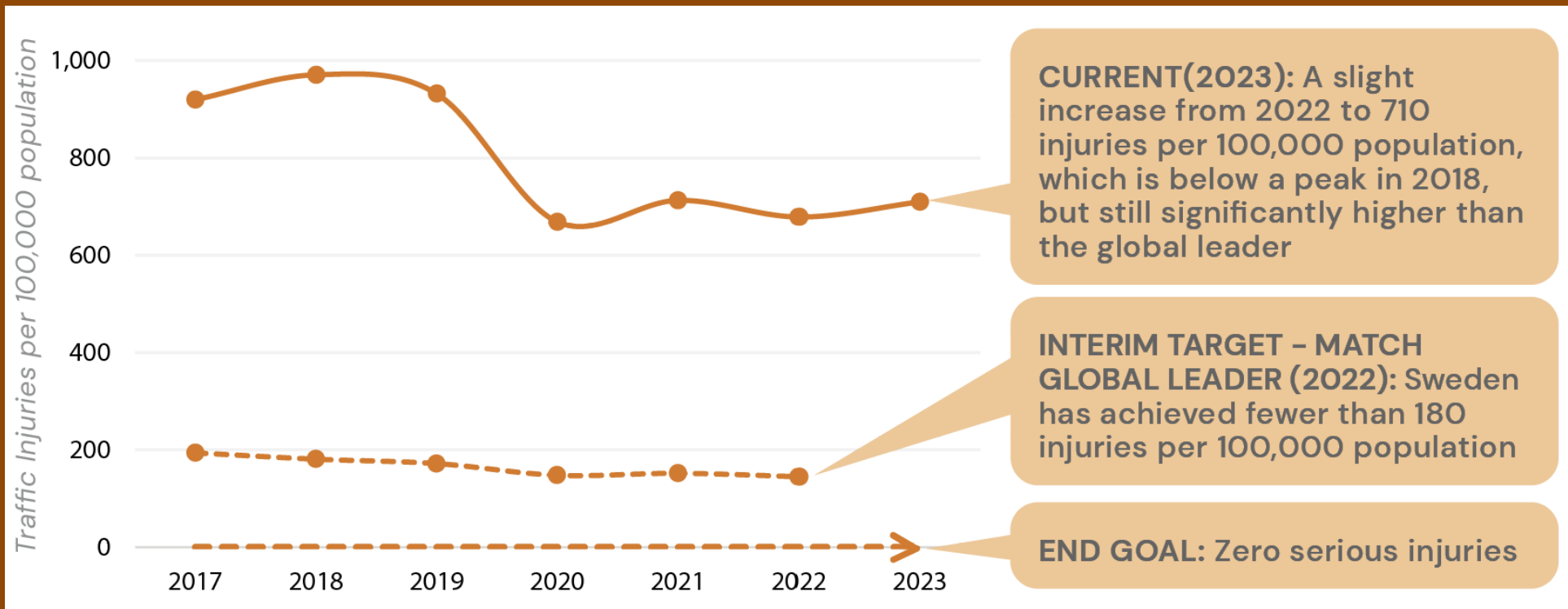
2020
61%

2019
51%

2018
60%



KEY INDICATOR #11: TRAFFIC RELATED INJURIES



SUSTAINABILITY
SCORES TO DATE

2024
PENDING

2023
0%

2022
0%

2021
0%

2020
0%

2019
0%

2018
0%

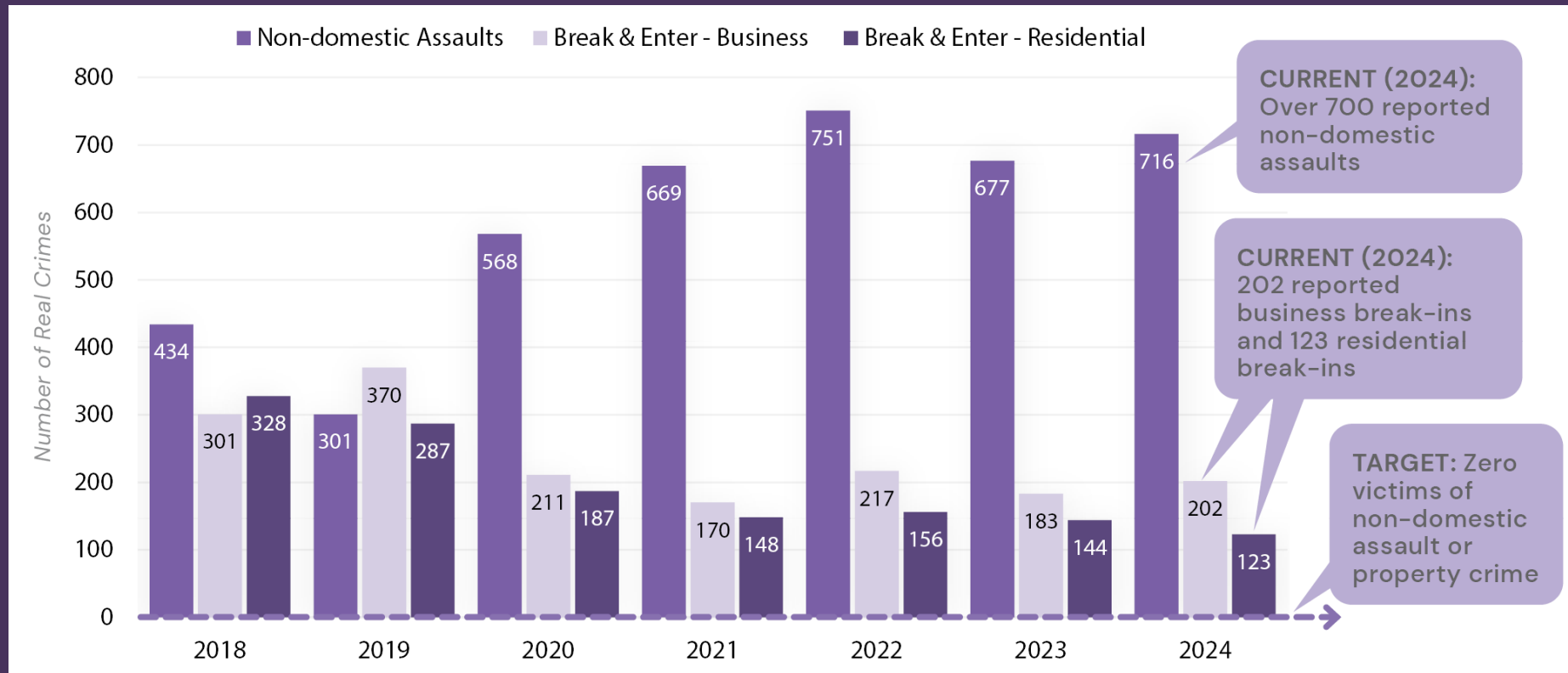
A HEALTHY NANAIMO: COMMUNITY WELLBEING & LIVABILITY

HEALTHY	
12	Real Crime
13	Perception of Safety (under development)
14	Housing Affordability
15	Vacancy Rate
16	Homelessness – Temporary Relief
17	Food Security (under development)
18	Rec, Culture & Wellness Support (under development)





KEY INDICATOR #12: REAL CRIME



SUSTAINABILITY
SCORES TO DATE

2024
56%

2023
60%

2022
54%

2021
60%

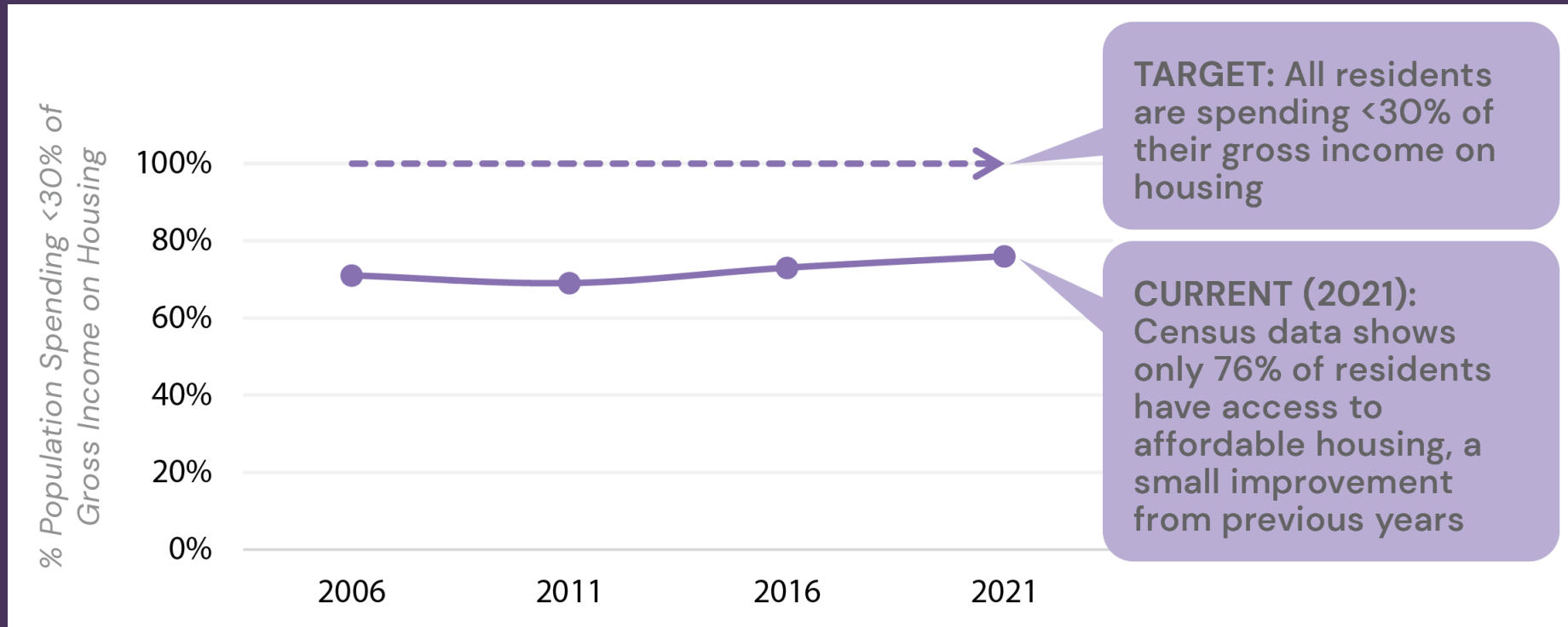
2020
60%

2019
51%

2018
47%



KEY INDICATOR #14: HOUSING AFFORDABILITY



SUSTAINABILITY
SCORES TO DATE

2021
76%

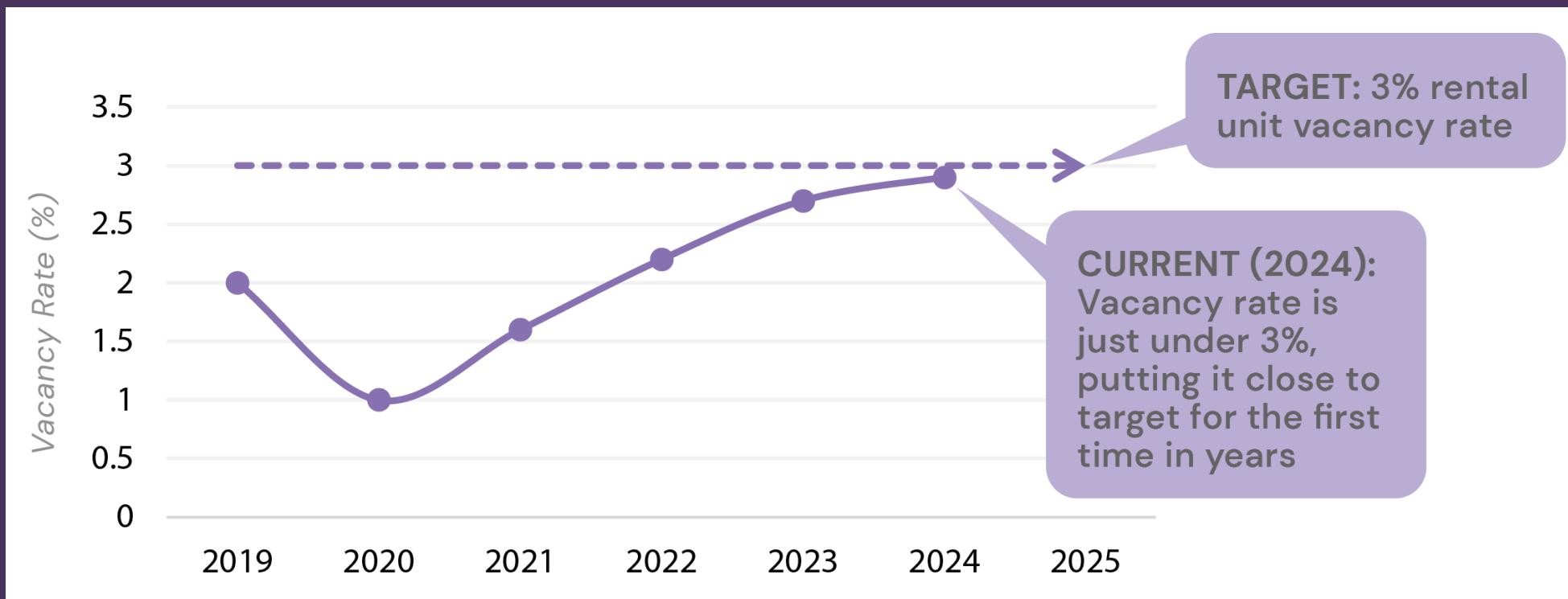
2016
73%

2011
69%

2006
71%



KEY INDICATOR #15: VACANCY RATE



SUSTAINABILITY
SCORES TO DATE

2024
97%

2023
90%

2022
73%

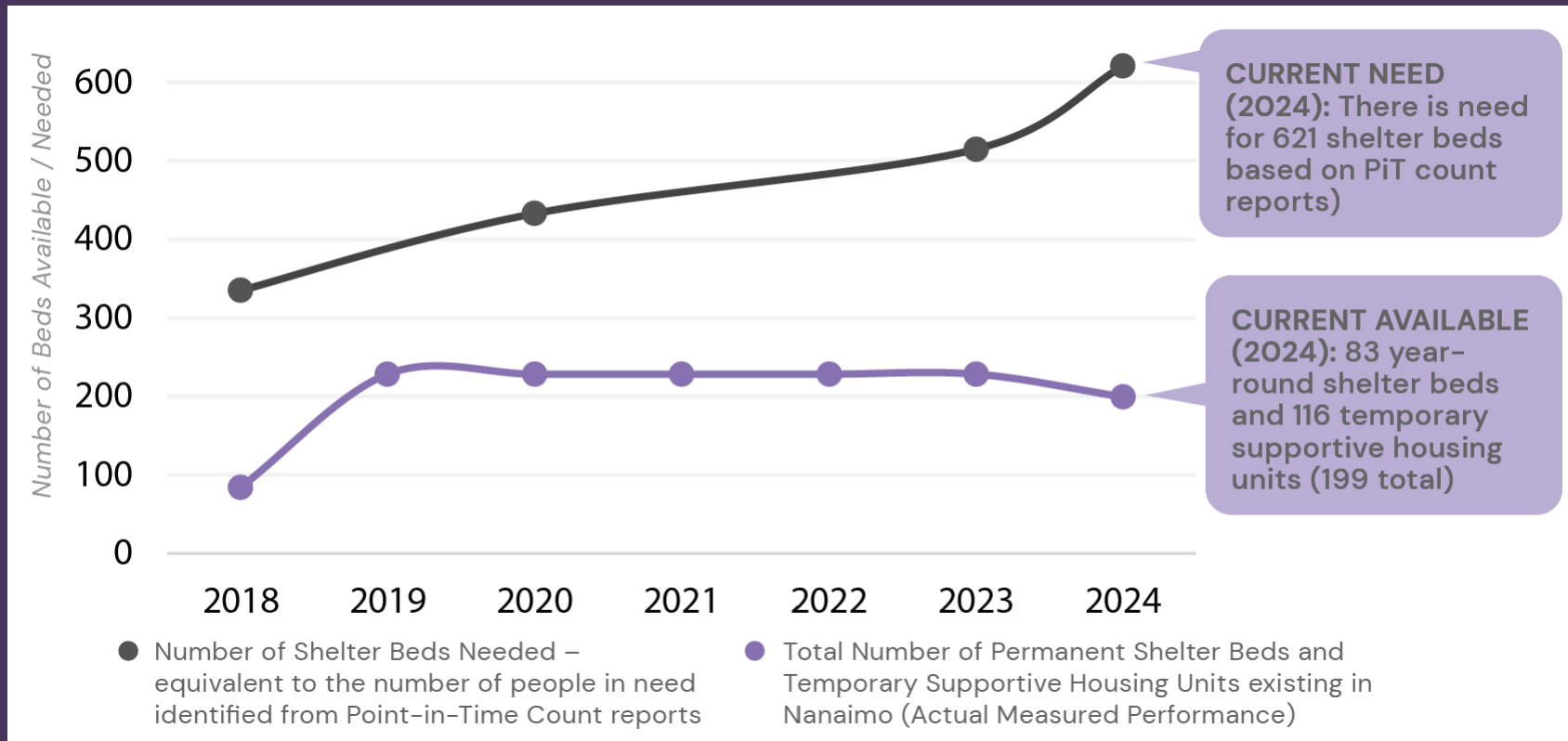
2021
53%

2020
33%

2019
67%



KEY INDICATOR #16: HOMELESSNESS – TEMPORARY RELIEF



SUSTAINABILITY
SCORES TO DATE

2024
32%

2023
44%

2020
53%

2018
25%

AN EMPOWERED NANAIMO: RECONCILIATION, REPRESENTATION & INCLUSION

EMPOWERED	
19	Equity (under development)
20	Civic Engagement (under development)
21	Access to Public Spaces & Events (under development)





KEY INDICATOR #19: **EQUITY** (UNDER DEVELOPMENT)

END GOAL: Everyone has the resources and services necessary to thrive in each person's own unique identity, circumstances, and history.

- **Candidate Indicator:** Distribution of resources and community benefits through the lens of income distribution
- **How:** GIS data of how select benefits differ between wealthiest and poorest neighbourhoods
- **Examples:** Calgary Equity Index, Toronto Urban HEART, Dallas Equity Indicators



KEY INDICATOR #20:
CIVIC ENGAGEMENT (UNDER DEVELOPMENT)

END GOAL: Everyone feels informed and represented.



KEY INDICATOR #21:
ACCESS TO PUBLIC SPACES (UNDER DEVELOPMENT)

END GOAL: Everyone feels safe, welcomed, and included in City-owned facilities, public spaces, and events.

- **How:** A method being considered is a statistically valid survey completed every 2–3 years.

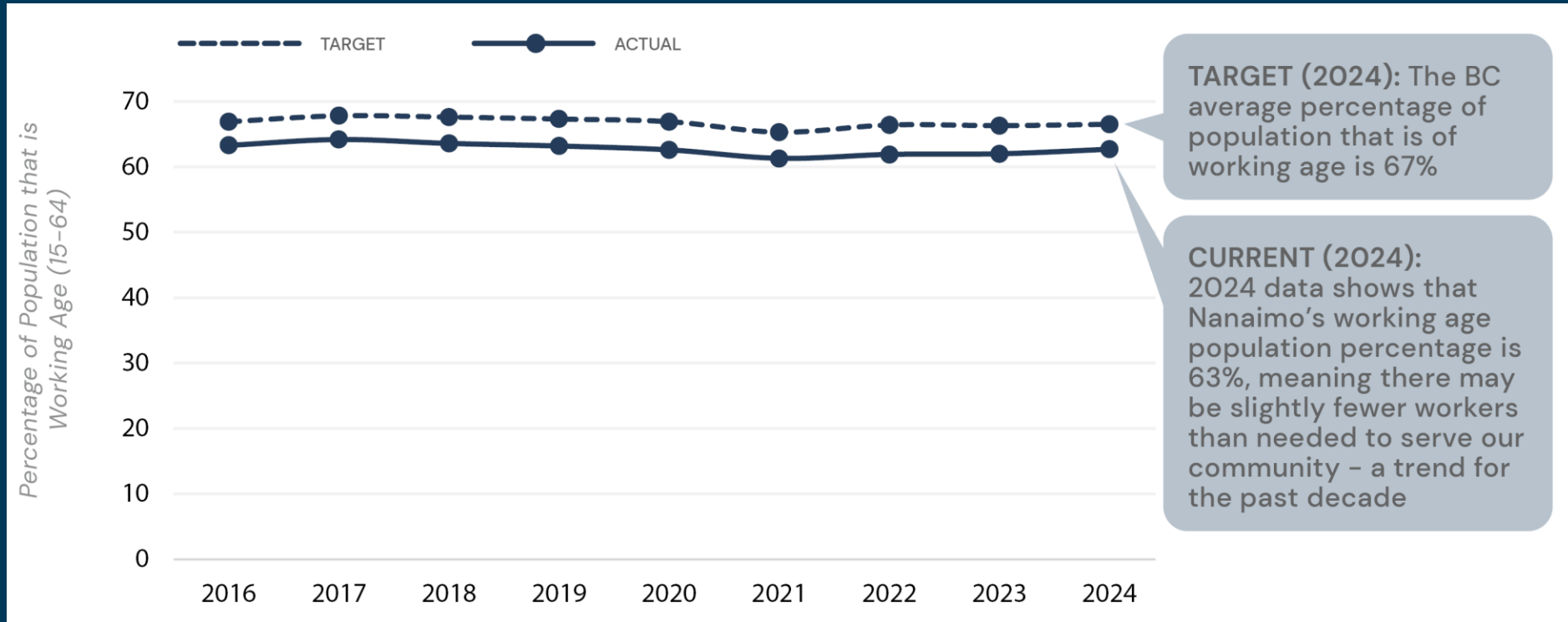
A PROSPEROUS NANAIMO: THRIVING & RESILIENT ECONOMY

PROSPEROUS	
22	Workforce Sufficiency
23	Labour Market Performance





KEY INDICATOR #22: WORKFORCE SUFFICIENCY



SUSTAINABILITY SCORES TO DATE

2024
94%

2023
94%

2022
93%

2021
94%

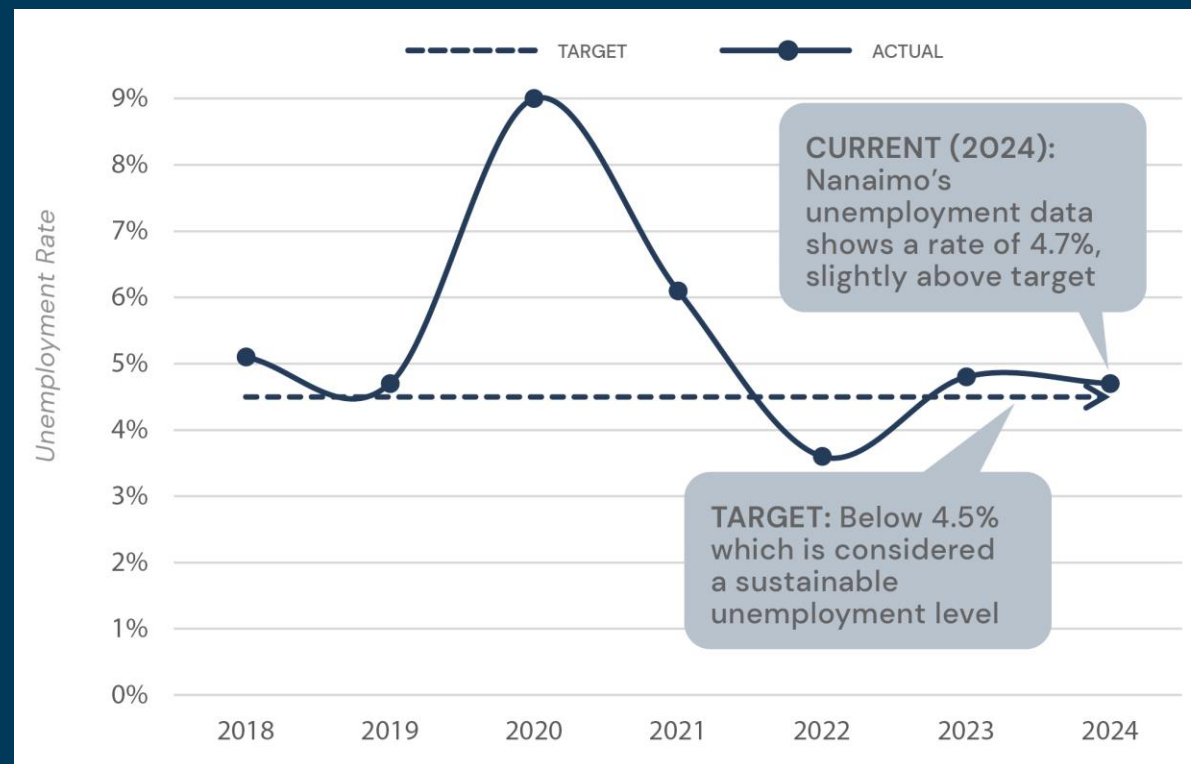
2020
94%

2019
94%

2018
94%



KEY INDICATOR #23: LABOUR MARKET PERFORMANCE



SUSTAINABILITY
SCORES TO DATE

2024
96%

2023
94%

2022
125%

2021
74%

2020
50%

2019
96%

2018
88%



DISCUSSION

HOW IT WILL WORK

WORLD CAFÉ

INSTRUCTIONS

- There are 5 topic stations: one for each Goal Area
- You will visit each table for 15 minutes to discuss the table questions and bring up your ideas and questions
- You will be prompted to change stations. A facilitator will provide an overview of previous discussions upon your arrival and then open the table up for discussion
- We will have a coffee and stretch break after Round 2
- We will harvest our learnings before we close

WORLD CAFÉ

HARVEST QUESTIONS

1. Issues or Questions on Key Indicators?
2. Notable Observations about Data?
3. Actions Discussed?

CITY PLAN MONITORING PAGE



- Regularly updated indicators as data becomes available
- Find it:
 - Property & Development > Sustainability > Monitoring Strategy
 - Scan the QR code



THANK YOU!



Interest Holder Meeting | November 5, 2025