

Changing the rhetoric

How asset managers can help elected officials with decision making

Chris Champion

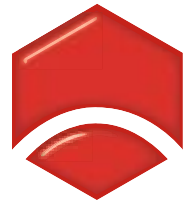
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NAMS Canada

Firstly, need to explain
asset management
to decision makers



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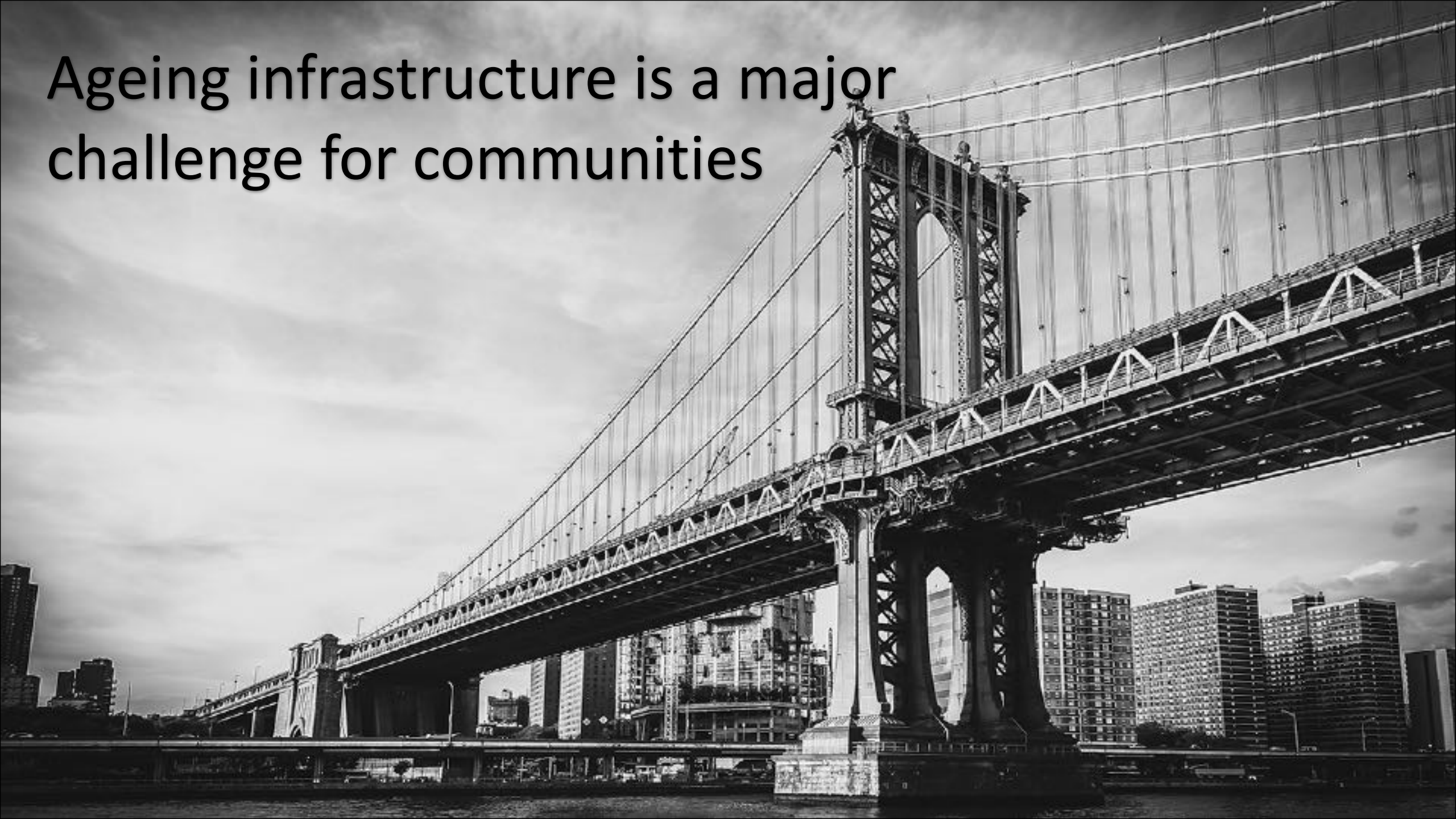
Secondly, get better
at telling the story





Firstly, need to explain
asset management
to decision makers

Ageing infrastructure is a major
challenge for communities



You are responsible for delivering
sustainable services from infrastructure

...valued in the millions

You are responsible for delivering
sustainable services from infrastructure

...don't compromise ability of
future generations to meet their
own needs

You don't have sufficient funding to manage your infrastructure



You don't want to leave a liability for future generations



You need a plan of action

Short video clip explaining AM

*Ageing Infrastructure
Critical Communities*
to Elected Members

[insert video here]

You need a plan of action

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3 take-aways from the video



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3 take-aways from the video

1.

Know the key elements for future viability

2.

Answer critical questions for your community

3.

Build your understanding & capacity in AM

You need a plan of action

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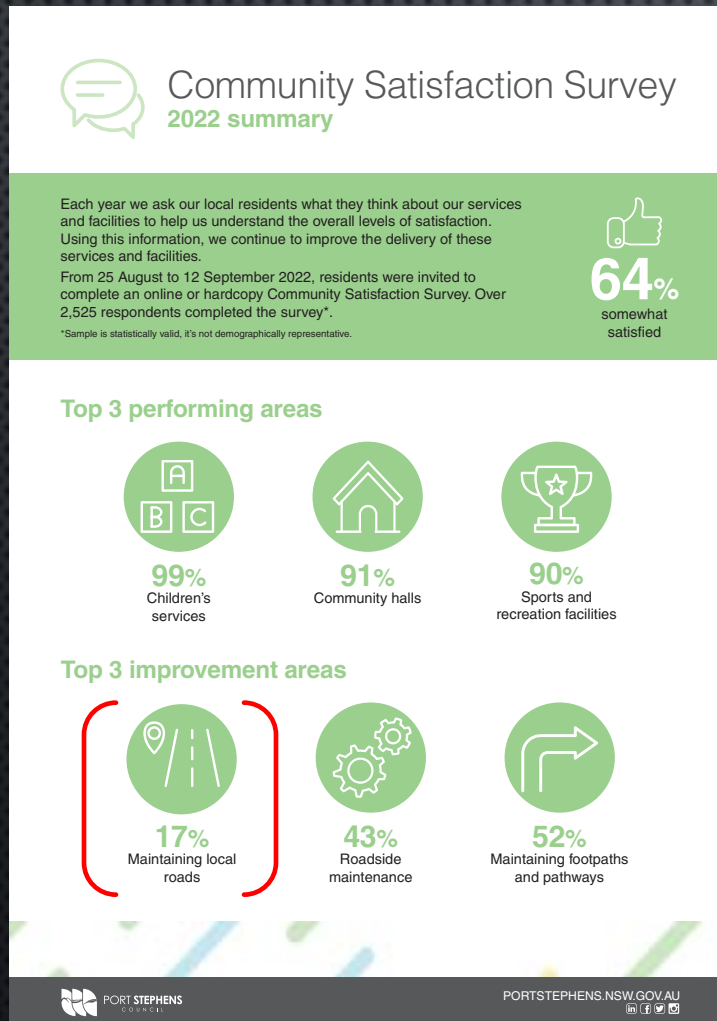
Getting better at telling the story

- May need professional communication help
- Use data-driven insights
 - Benefits of Investing
 - Risk of not...



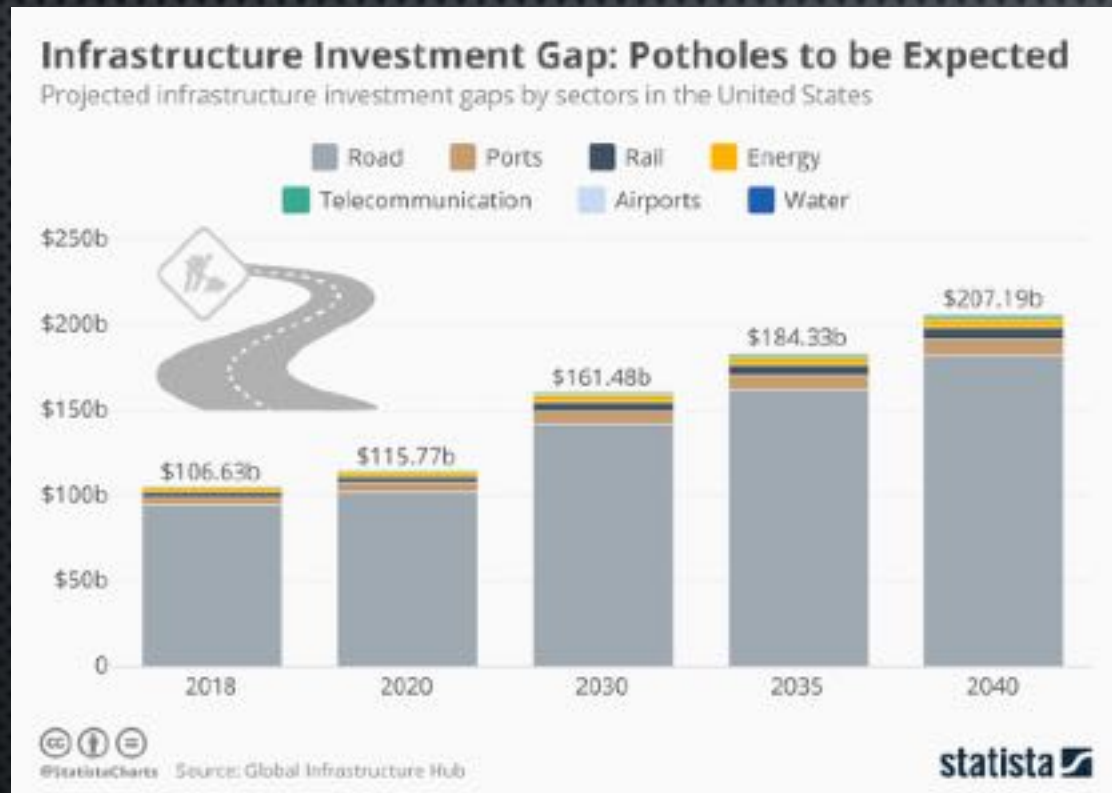
Getting better at telling the story

Qualitative



Getting better at telling the story

Quantitative



It's all about the kids!

Appeal to the heart

- It's about inter generational equity
- Getting the balance right
 - Those who benefit now
 - Vs not burdening future generations



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It's all about the kids!

Appeal to the heart

- Children today represent 21% of population but 100% of our future
- Stewardship role
 - Leave a better place than found
 - Pass the torch to next generation



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Sustainable Service Delivery

- Current needs & delivery don't compromise ability of future generations
 - To meet their own needs
- Core asset management!
 - The purpose & desired outcome

Impacts of Climate Change

- Infrastructure is long-lived
- CC is about planning for uncertainty, impacts
- Risk management approach
- AM > managing risk & consequence

Natural Asset Management

New paradigm

- Consider as an option
- Can be more cost effective than grey
- Consequences if we don't
 - Many benefits '*just taken for granted*'

Managing the gap *(not just funding it)*

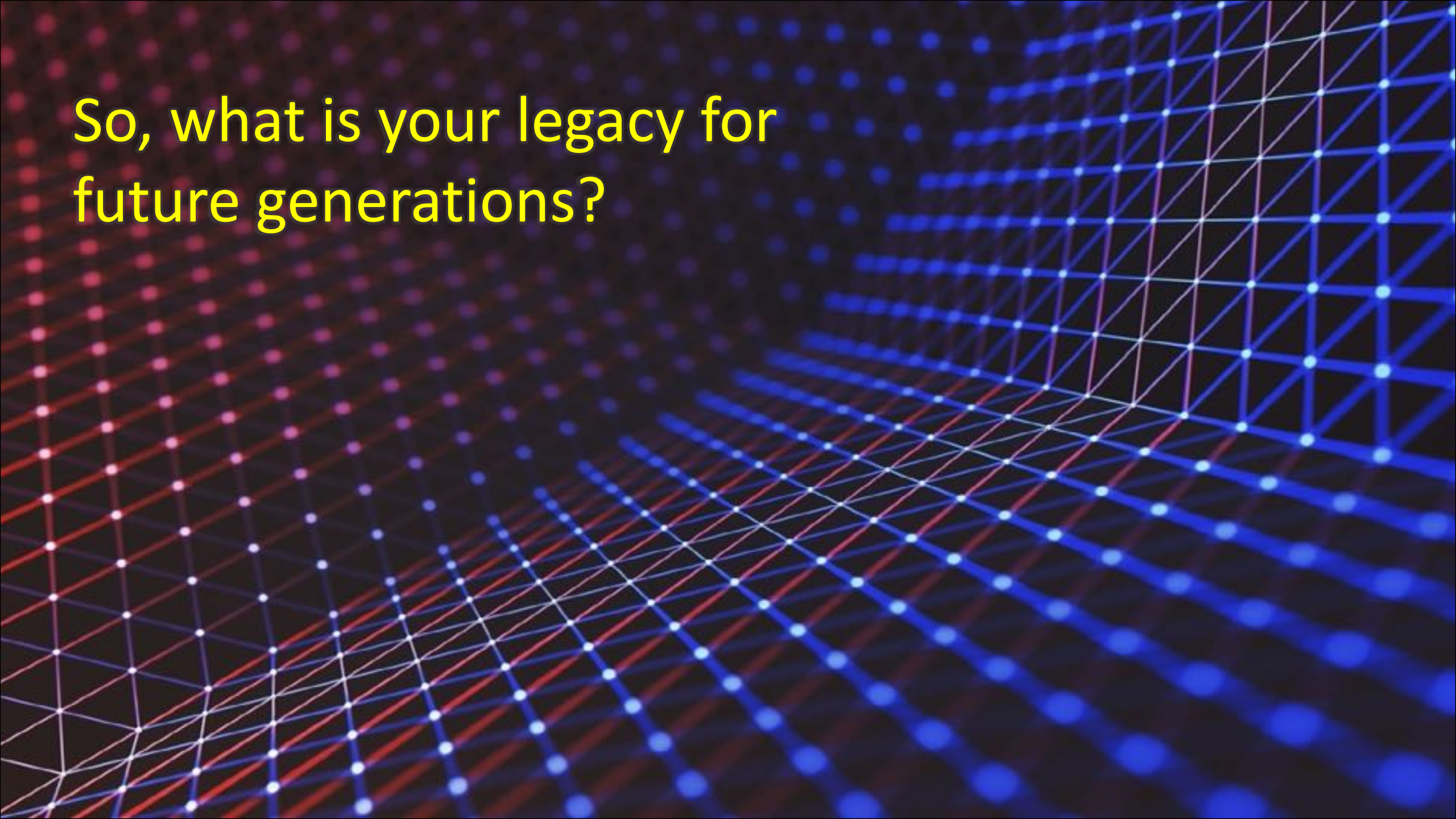
- Disposal of assets
- Alternative service delivery
- Lower levels of service
- Innovative solutions
- Understanding impact new assets
- Better asset information
- Timely maintenance
- Improved work practices

Resources

www.IFMEworld.org/elected-members

- Video clip: English, French, Finish
- IFME/IPWEA new publication
 - “Benefits & Drivers of Good AM Practice”
- AM BC Canada
 - “What would you tell your Council”
 - Mayor, councillor, CEO, CFO, CAO, Public Works, Planner
 - “Climate Change & AM”
- This presentation

So, what is your legacy for
future generations?



The background is a dark blue field filled with a complex, three-dimensional grid of lines and dots. The lines are primarily blue, with some red lines interspersed, creating a sense of depth and perspective. The dots are small, glowing points of light, also in blue and red, that form the vertices of the grid. The overall effect is reminiscent of a digital or scientific visualization, such as a network diagram or a representation of spacetime curvature.

So, what is your legacy for
future generations?

You need a plan of
action

The background is a dark blue field filled with a complex, three-dimensional grid of lines and dots. The lines are primarily blue, with some red lines interspersed, particularly on the left side. The dots are small, glowing spheres in blue and red, positioned at the intersections of the grid lines. The overall effect is a sense of depth and digital connectivity.

So, what is your legacy for
future generations?

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You need to tell the story



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