

Changing the rhetoric

How asset managers can help
elected officials with decision making

Chris Champion

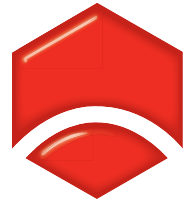
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ENGINEERS
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Federation of
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NAMS Canada

Firstly, need to explain
asset management
to decision makers



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Firstly, need to explain
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Secondly, get better
at telling the story



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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



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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



You need a plan of action

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

3 take-aways from the video

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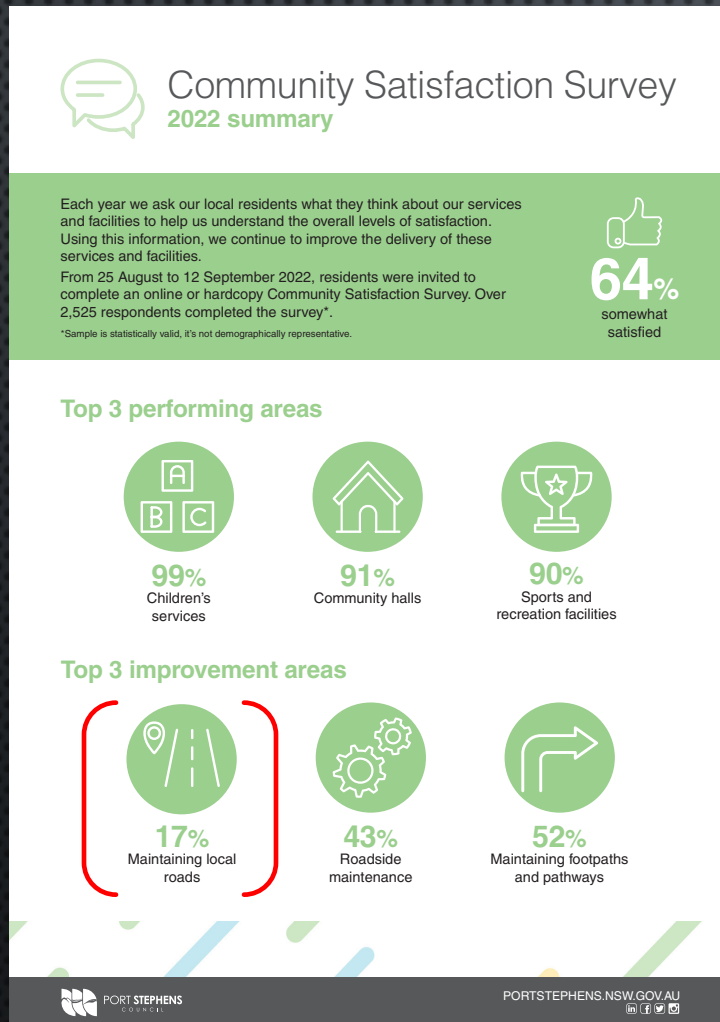


Getting better at telling the story

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



Getting better at telling the story

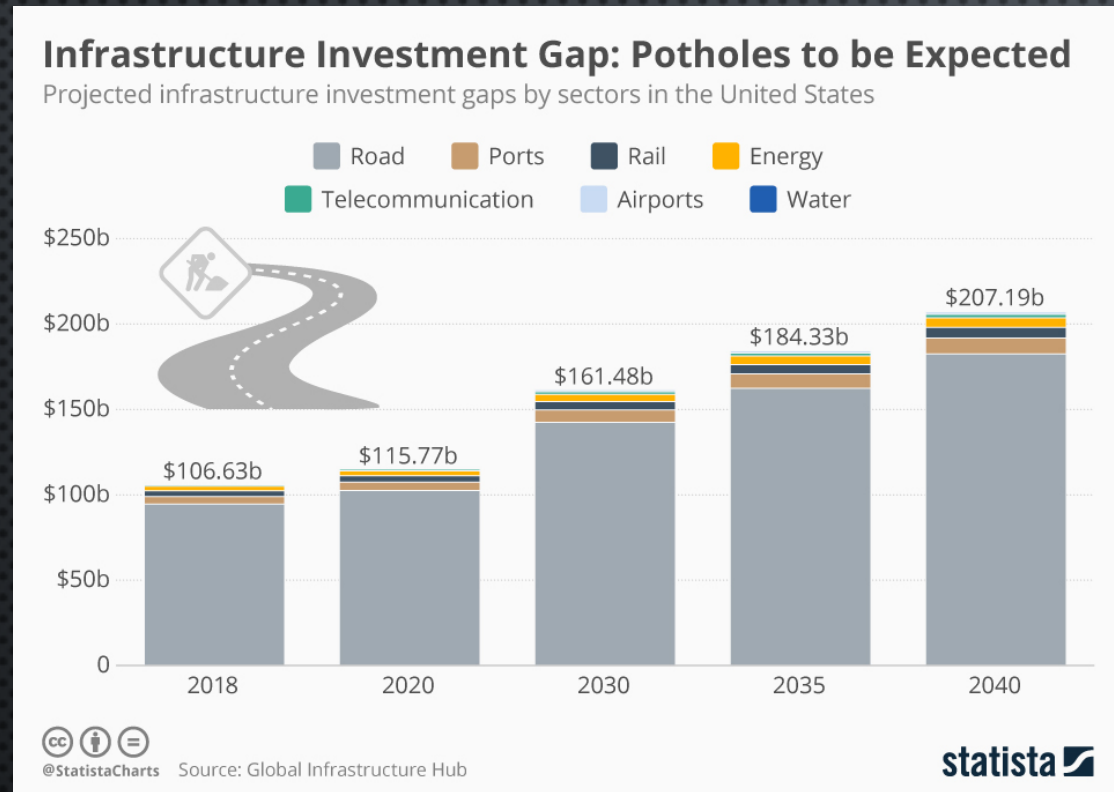


Qualitative



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)*

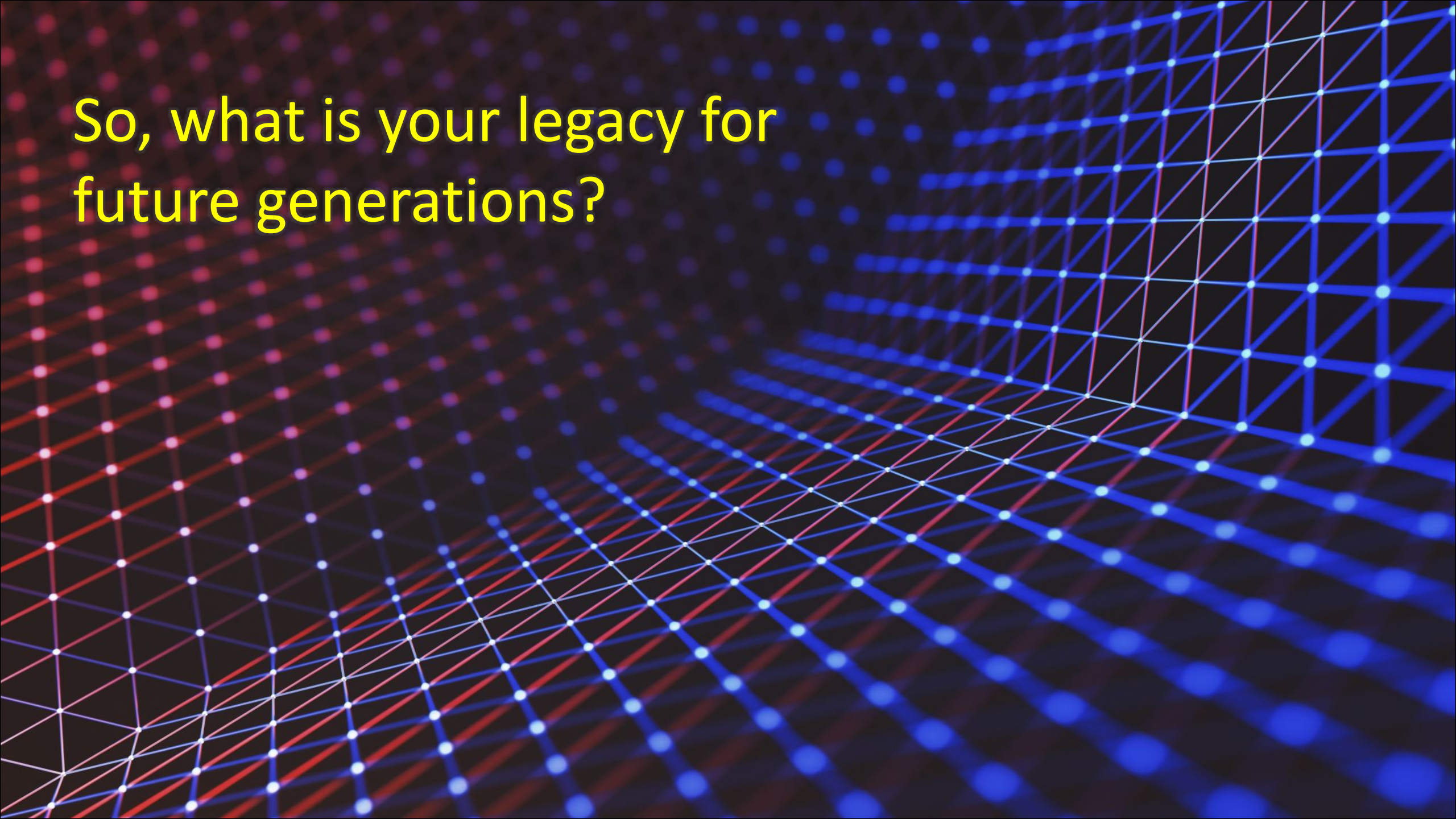
- Disposal of assets
- Alternative service delivery
- Lower levels of service
- Innovative solutions
- Understanding impact new assets
- Better asset information
- Timely maintenance
- Improved work practices

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?





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You need to tell the story



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