



### 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 has selected targets for the goals and policies of its Regional Growth Strategy. In the Regional Growth Strategy, targets represent the desired outcome as we move towards or away from our goals. Since the Regional Growth Strategy 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 Regional District of Nanaimo, member municipalities, provincial agencies and the public have selected 23 targets for each indicator used in monitoring the Regional Growth Strategy. An example of a target used in monitoring the Regional Growth Strategy is 'to reduce greenhouse gas emissions 33 per cent below 2007 levels by 2020 and 80 per cent by 2050.'

### 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.





### Goals

### Targets

