

# Initial Lessons From ROW Steward Accreditation

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- *Presented by John Goodfellow, ROW Stewardship Council*

# Topics

- Who is the Right of Way Stewardship Council (ROWSC)
- What is ROW Steward Accreditation
- The Research: user experience and perception of value
- The Results

# Genera of Recognition

Table 2. Types and Level of Recognition (ROW Steward will be based on accreditation)	
Type of recognition	Description
Certification	A voluntary process by which individuals are assessed against predetermined standards for knowledge, skills and competencies, and granted a time-limited credential
Licensure	A mandatory government requirement necessary to practice in a particular profession or occupation
Certificate of qualifications	Designates that participants have completed a relatively short non-degree program and passed an end-of-program assessment
Accreditation	The establishment of the status, legitimacy or appropriateness of an institution or program granted upon meeting approved criteria or standards

*Note: ROWS is focused on programmatic rather than site-specific recognition.*

# ROW Stewardship Council

ROWSC is composed of a diverse group of stakeholders who provide active management and guidance.

- *Technical Advisory Committee*. Subject matter Experts (SME), develop and maintain accreditation requirements
- *Audit Committee*. SME's responsible for verification audits of applicant submissions for accreditation.

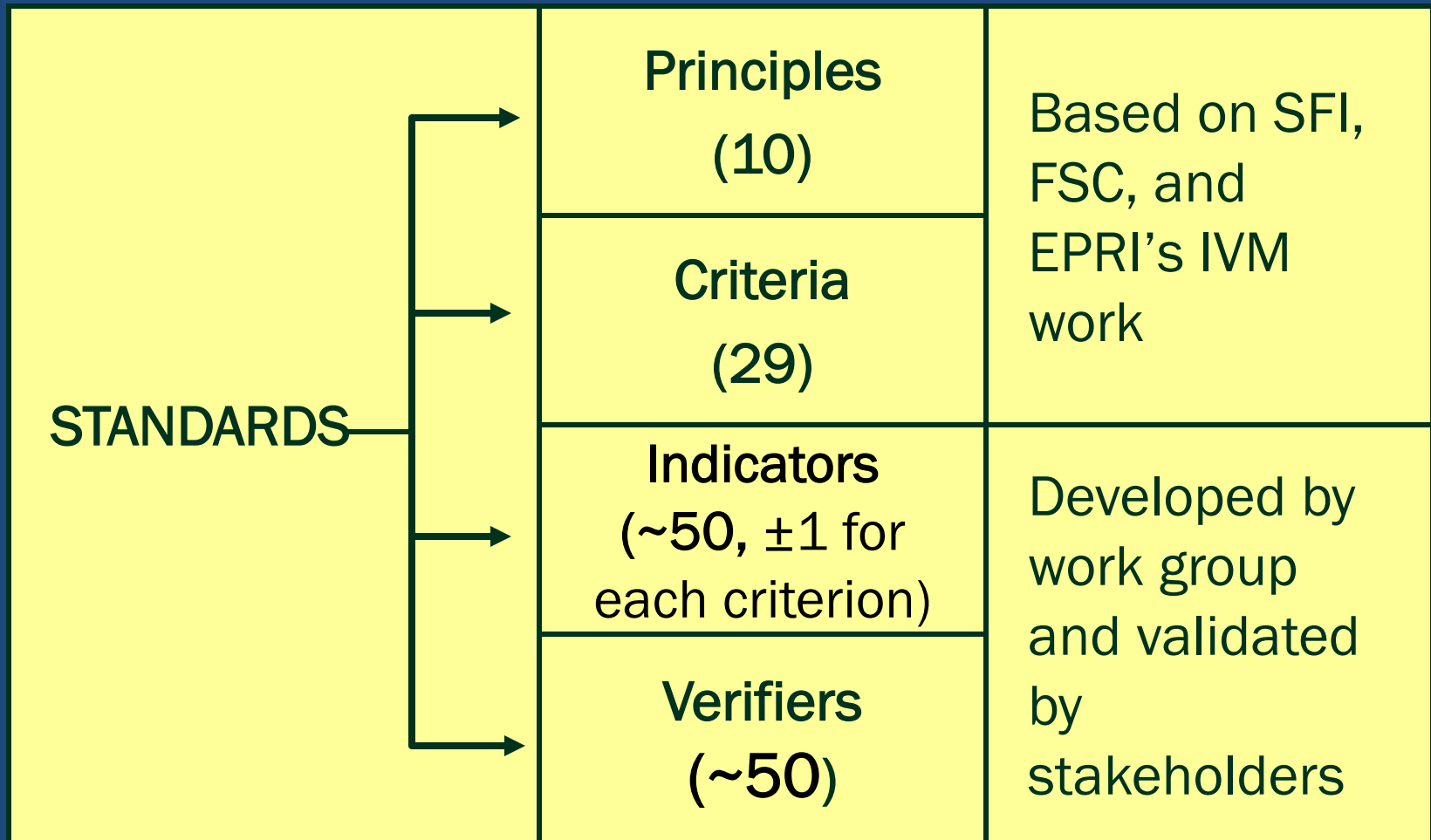
# ROW Stewardship Council

Constituency	Member	Affiliation
Environmental NGO	Josianne Bonneau	Wildlife Habitat Council
Environmental NGO	Bill Toomey	The Nature Conservancy
Environmental NGO	Vicki Wojcik	Pollinator Partnership
Academic Member	Ron Gardner	Cornell University
Public at large	Ruth Stein	Private Citizen
UVM Contractor	Lee Atkins	Progressive Solutions
UVM Consultant	Derek Vannice	CN Utility
UVM Supplier	Mark Rice	Bayer
Government/Regulator	Steve Hopkins	US EPA
Industry Organization	John Goodrich-Mahoney	Electric Power Research Institute
T-ROW Asset Owner/Manager	Rebecca Spach	First Energy
T-ROW Asset Owner/Manager	Lisa Randall	Pacific Gas & Electric
T-ROW Asset Owner/Manager	Alex Brown	Exelon
Audit Committee Chair (non-voting)	Tom Sullivan	Consulting Forester
Technical Committee Chair (non-voting)	John Goodfellow	BioCompliance Consulting, Inc.

# 10 Principles of IVM

1. Compliance with Laws, Standards and BMPs
2. Tenure and Use Rights and Responsibilities
3. Community Relations
4. Management Planning
5. Understanding Pest and Ecosystem Dynamics
6. Setting Management Objectives and Tolerance Levels
7. Compilation of a Broad Array of Treatment Techniques
8. Accounting for Economic and Ecological Effects of Treatments
9. Site-specific Implementation of Treatments
10. Adaptive Management and Monitoring

# ROW Steward Accreditation Requirements



There is a “Market Claim” for each Indicator

# Example from Requirements

Principle 1	Compliance with laws, standards, and Best Management Practice
Criterion 1.1.	VM program respects applicable laws and incorporates applicable BMP's etc.
Indicator 1.1.a	Documentation exists that assures accreditation body that all federal, state and local regulations are being met.
Evidence of compliance (Verifier)	<p>✓ (REQUIRED) Evidence of intent to comply with all relevant requirements is found in policies and management plans.</p> <p>✓ (REQUIRED) Records confirm personnel are trained with respect to applicable regulations and hold appropriate licenses and certificates.</p> <p>✓ (REQUIRED) No observations of violations are made during audits.</p>
Market Claim	ROW Stewards demonstrate due diligence and care in meeting legal requirements.

# Purpose of Process Stage

Application: gather sufficient info from applicant to develop a cost estimate for accreditation

Gap Analysis: determine the level of readiness of applicant, Go/No-go decision to proceed

On-site Assessment: team of SME's evaluate systems and procedures on the ground to ensure compliance

Report: findings are basis of determination if accreditation granted and provides an opportunity for feedback and clarify next steps

Recurring Assessments: annual assessment and determination of continued accreditation

*(note: experience with annual assessment was no within the scope of this study)*

# Founding Utilities

- Arizona Public Service (APS)
- Vermont Electric Company (Velco)
- New York Power Authority (NYPA)
- Pacific Gas & Electric (PG&E)
- Bonneville Power Administration (BPA)
- Sacramento Municipal Utility District (SMUD)
- Altalink

# PURPOSE OF THIS RESEARCH...

*To explore the experience of participants to-date in the ROWSC accreditation process in order to better understand their motives for accreditation, results thus far, and areas for potential process improvement.*

# The Research Process

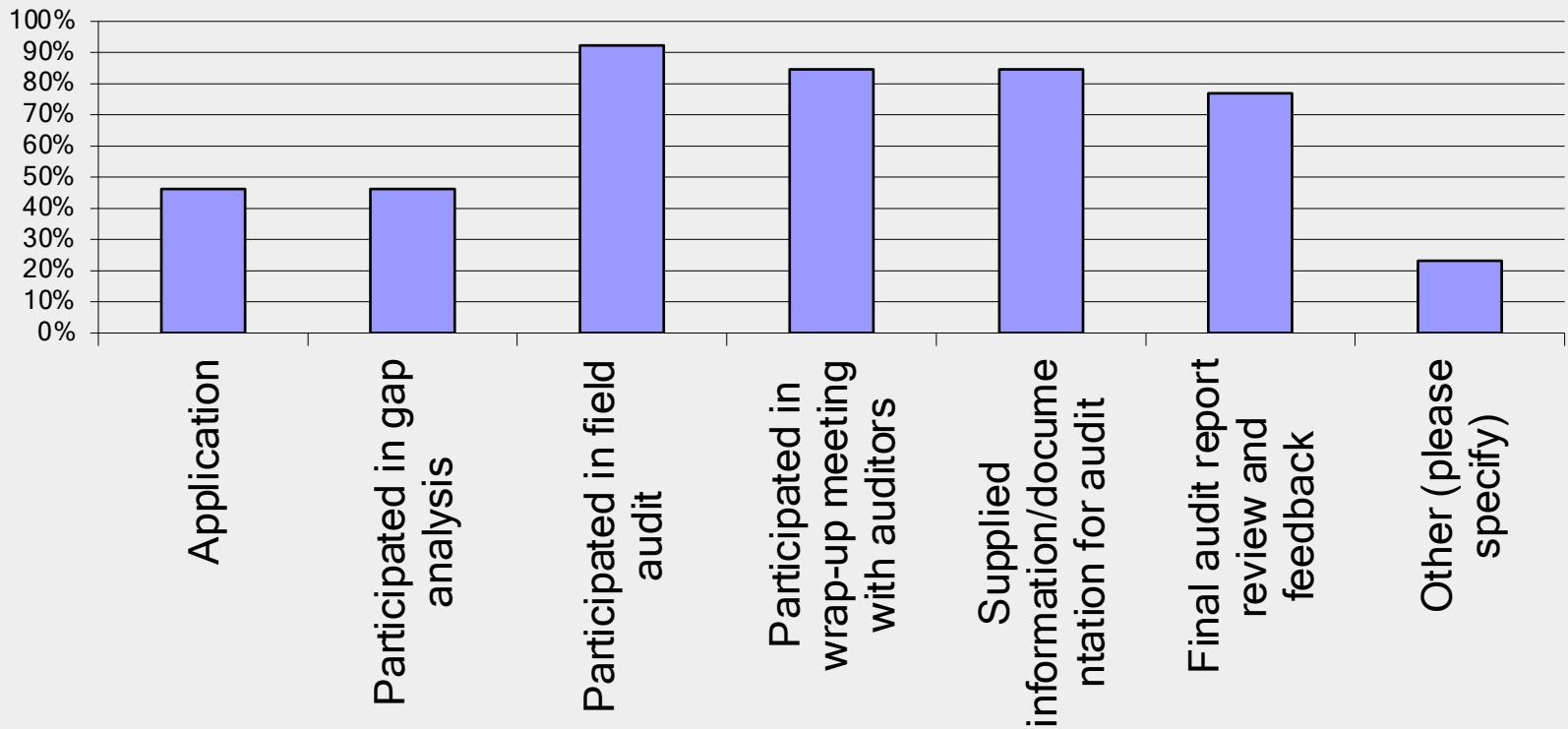
- Participants from the 5 Founding Utilities were asked to respond to an online questionnaire
- There were 13 individual respondents that participated in the survey
- They were asked 28 questions,
  - 21 close-ended
  - 7 open ended
- Respondents were also asked to indicate areas for improvement and to provide general recommendations

# 28 Survey Questions

Some examples of questions:

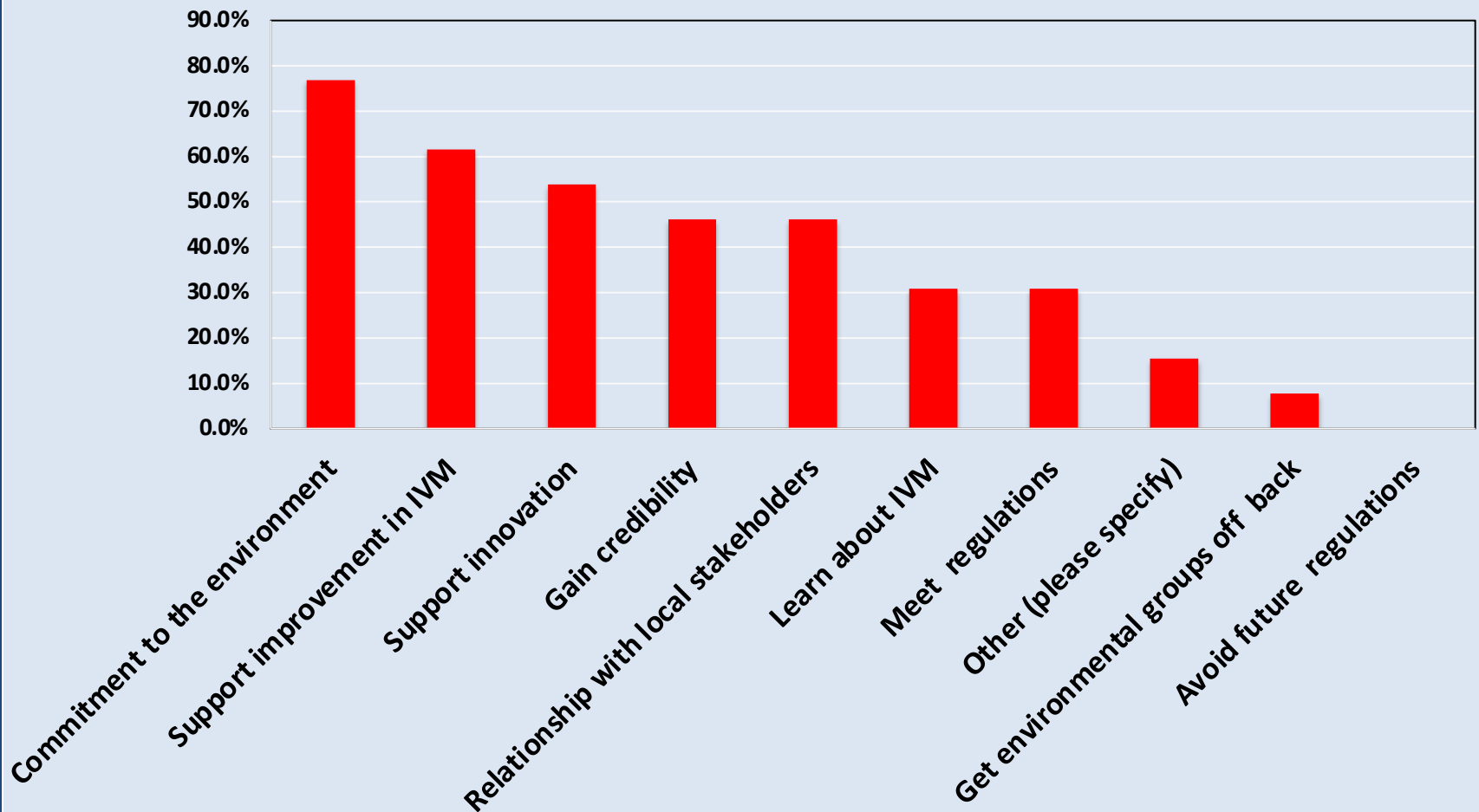
- ...which of the following...best describes why you sought ROWS accreditation?
- To what degree did the accreditation process meet your expectations?
- Did you find the process to be a beneficial experience?
- Select phrases that best represent your agreement with statements about process.

# Level of Survey Respondent Participation in the Accreditation Process



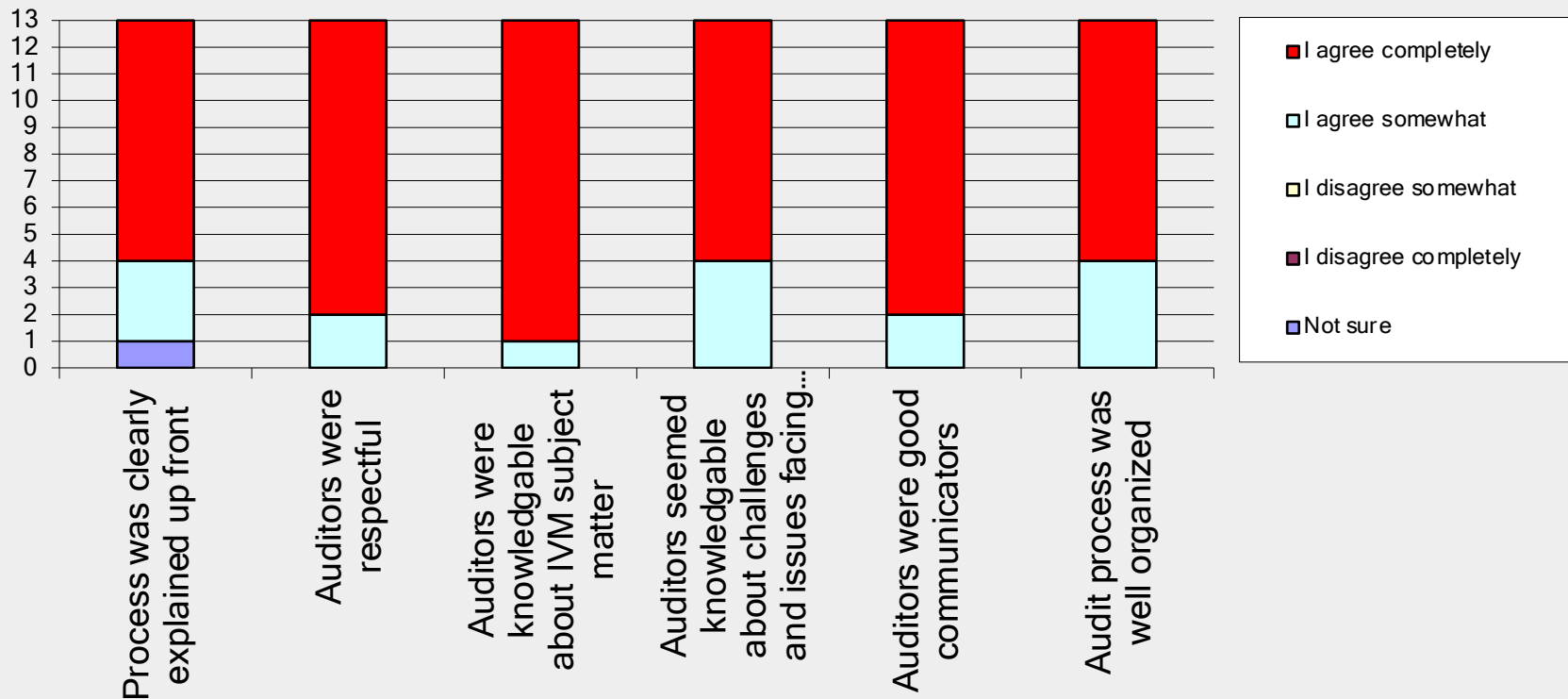
# Reasons for Seeking Accreditation

Overall, which 3 following reasons do you believe best describes why your organization became accredited?



# Opinion of Respondents (n=13)

What was your experience with the audit process? (Select the answer that best fits your experience for each of the following items)



# Value Proposition, Benefits Achieved

Answer Options	Response Percent
We have learned more about IVM	76.9%
Accreditation has helped gain support for improvement in IVM process	76.9%
It is clearer to all that we meet/comply with current government regulations	69.2%
We gained credibility in the marketplace	61.5%
Accreditation provides support for innovation in utility management	53.8%
People report that we have more clearly demonstrated our commitment to the environment	53.8%
We have received positive feedback from environmental groups	46.2%
Accreditation has helped with our relationship with local stakeholders (e.g. abutters)	23.1%
Other (please specify)	15.4%
We expect to avoid increases in future government regulations	7.7%



# Areas for Improvement

- Increase awareness of program, especially to government agencies
- Get more environmental groups actively supporting the program
- Create benchmarking for utilities (a way to evaluate how they did against others)

# Conclusions

## ROWS Accreditation Process

- Most respondents found the ROWSC accreditation process to have been beneficial
- Most respondents found the ROWSC accreditation process to be well planned and implemented

## Value of ROWS Accreditation

- Most respondents have found ROWSC accreditation to be beneficial in a number of ways to their organization
- Most respondents believe that the ROWSC accreditation leads to better managed ROWs


For More Information go to [www.rowstewardship.org](http://www.rowstewardship.org)


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Call: 612-333-0430


The screenshot shows the homepage of the Right-of-Way Stewardship Council. At the top is a navigation bar with links for News, Standards, Supporters, Resources, About Us, and Donate, along with a search icon. Below the navigation is a large banner image of power lines in a forest. A semi-transparent white bar across the middle of the banner contains the organization's logo and the text "RIGHT-OF-WAY STEWARDSHIP COUNCIL". Below the banner are four white boxes with icons and labels: "STANDARDS" (book icon), "ACCREDITED UTILITIES" (power line icon), "BECOME ACCREDITED" (award ribbon icon), and "DOVETAIL PARTNERS" (dovetail icon). At the bottom, there is a copyright notice and contact information.


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 **RIGHT-OF-WAY STEWARDSHIP COUNCIL**

STANDARDS  


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