

GUIDANCE FOR PERFORMANCE MEASURES WORKSHEET

To comply with a new Federal requirement that funding agencies must standardize the tracking and documenting of program results and how they benefit low-income families and communities, the U.S. Department of Housing and Urban Development (HUD) has implemented a new system to provide a standardized methodology to demonstrate the outcomes of the Community Development Block Grant (CDBG) program.

The Performance Measures Worksheet (Attachment E-7) is designed to provide the City and applicants with a concise description of how the proposed project will meet Federal objectives and create desired change in citizens and the community. The information provided in this form will be used by reviewers to determine if your program should be funded.

Some general suggestions for completing these tables:

- ❑ It is very important that you do not ‘over-promise’ on what your project can realistically deliver. Do not project that you can start delivering services one week after your contract is finalized, if you need to hire and train staff. Be realistic about the time frame for implementation. Similarly, do not project serving 200 individuals if your staffing and budget simply will not enable you to do so. View this proposal as the beginning of a long-term relationship with a funding source. If you over-promise now, you will not be believed in the future. If your project is funded and you do not deliver on what you have projected in these tables, it is possible that your payments will be delayed or the funds will be reprogrammed.
- ❑ Be as specific and concise as possible.
- ❑ Do not feel compelled to have multiple goals and objectives. A very strong proposal could have one goal and two objectives. You must provide at least one process objective and one outcome objective.

At the orientation meetings for prospective applicants, technical assistance on identifying and describing performance measures will be provided.

FY2009-2011 CDBG funding will support the following categories of community programs as described in detail in Attachment A:

- Youth Services
- Senior Services
- Blight/Healthy Environment
- Capital Improvement

Performance Measures do not apply to projects seeking funding under the Capital Improvement category, therefore the worksheet should not be filled out and submitted for these activities.

The kinds of goals and objectives of these different programs vary significantly. However, all applicants should be able to characterize the goal(s) and the objectives of the project and the means by which they will be measured and reported.

Should your project be funded, the Performance Measures Worksheet will be used as the data base for drafting your contract and as a framework for monitoring implementation of the project. Because your projections will be translated directly into the contract scope of work, and into the reporting requirements that are part of the monitoring process, it is important that you are realistic about your estimates. Successful applicants will be provided technical assistance to identify data collection tools and procedures that verify outcomes.

If you are awarded a contract, you will be required to report outcomes monthly. The outcomes will report the percentage of change that occurred among the actual number of clients served/services provided as a result of the project activities. For example,:

- For youth services: of 300 young adults who received job training, 150 completed the program = 50% changed
- For senior services: of 25 seniors who received nutritional assistance, 25 were provided with a hot meal daily = 100% changed
- For blight/healthy environment services: of 60 youth who received education in healthy alternatives to junk food, 45 improved their eating habits = 75% changed

Definition of Terms:

1. **Goals:** A goal is a broad statement that describes what can reasonably be achieved by completing the project.

The goals established by HUD for the CDBG-funded program components are:

- a. Youth and Senior Services Programs: To seek to enhance the quality of life via supportive services for low- and moderate-income residents of Oakland.
- b. Blight/Healthy Environment Programs: To seek to promote a suitable living environment for low- and moderate-income residents of Oakland.

Based on the purpose of your organization and the program component goal relevant to your proposed project, concisely state the goal you would meet and how you would accomplish the goal. Examples are:

- By improving math skills of students K-5
- By improving access to child care services for children and youth
- By creating opportunities for parents to improve their parenting skills
- By improving access to safe after-school and summer physical recreation for youth
- By creating new job opportunities that pay a living wage for unemployed and under-employed youth/young adults
- By improving the employability skills of low-income youth/young adults
- By increasing/improving the literacy skills of young adults
- By providing services to reintegrate young parolees into the community

- By improving the mental health care for developmentally disabled senior adults
- By increasing access to legal services to seniors without financial resources
- By leveraging access to existing services for seniors
- By providing companionship for isolated seniors
- By providing counseling for residents and business owners in financial distress
- By increasing the number of green jobs
- By facilitating access to removal of blight on public and private property
- By improving access to commercial revitalization

2. **Objectives** are more specific descriptions of what your project is intended to accomplish through the activities to be performed. They should be specific, time-limited, and measurable. Objectives are of two general types:

a. **Process Objectives** describe the services/activities you propose to provide for clients, or other tasks that you propose to undertake. The following are process objectives:

- To distribute 100 nutritious meals weekly to low-income elderly Oakland residents
- To conduct 6 four-week parenting training sessions for 8 families in each session
- To refer 250 seniors per month to appropriate health services
- To provide employment skills training and referral for 80 young adults each year
- To provide after-school recreation and homework assistance services for 50 elementary school children during the school year

b. **Outcome Objectives** describe the intended effect of the services/activities described in the process objectives. They should be realistic and realizable within the time-frame of the grant. They are often evaluated on the basis of Client Satisfaction Surveys, which assess the degree to which clients or others (parents/teachers/probation officers/customers) consider that the outcome objectives have been met. Sometimes more objective measures are used, e.g. pre- and post-tests. The following are examples of outcome objectives:

- By June 30, 2008 the test scores of 20 participating students will have increased 10%.
- 80% of clients will rate services as “very effective” or “effective.”
- Based upon self-reporting, 40% of clients will change their eating habits.
- 80% of clients receiving free mediation/legal services will rate service as “highly satisfactory”. 50% will indicate that the service enabled them to resolve their legal problem.

In completing the Performance Measures Worksheet, provide at least one process objective that relates to the services you would deliver, and at least one outcome objective that relates to the impact that program is expected to have on the community or person(s) benefiting from the activity.

3. **Number of Clients to be Served:** The number of persons to be served, the business district or neighborhood to be revitalized.

4. **Methods:** How to collect the data for the number of clients to be served and the measurable objectives.
- a. Measurements Tools: A description of what will be used to document the impact of the service/assistance on clients, e.g.:
- Pre-/post-test to assess level of knowledge
 - Before/after photographs
 - Enrollment and attendance data
 - Client satisfaction survey specific to program objectives
 - Record of individual client status
- a. Sources of Data: A description of the type of data that will be used to document progress on achieving objectives and where the data will be drawn from, e.g.:
- Your agency records of clients served
 - Your agency records of businesses assisted
- b. Processing of Data: A description of how the data will be tracked and the procedures for analyzing data, e.g.:
- Spreadsheets (Excel, Lotus, etc.)
 - Manual tallies
 - Database (ACCESS, other customized database, etc.)
 - Computations of differences between pre- and post-test results
 - Frequency of computation of answers to survey questions