

SBEAP Recommended Performance Measures



Valuing Compliance Assistance

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Background

The measurement subcommittee of the SBEAP National Steering Committee (NSC) was initiated as a result of the Working Session at the 2004 SBO/SBAP National Conference in Sacramento, California. Sally Tarowsky was instrumental at coordinating the efforts of the session at that time. At the 2005 National Conference in Biloxi, Mississippi, there was a renewed interest in the measurement subcommittee considering the current issues with multimedia assistance and the efforts of the promotional subcommittee. Since that time the subcommittee has been chaired by Kenya Stump of the Kentucky Business Environmental Assistance Program. The subcommittee is composed of 13 members representing various states and federal program as well as a variety of state program types. The overall mission of the measurement subcommittee is to work cooperatively to support the SBO/SBEAP National Steering Committee, improve SBEAP measurement information, training, and resources, and respond to SBEAP measurement needs in a timely manner.

Accomplishments to Date

Since the 2005 SBO/SBEAP National Conference in Biloxi, MS, the Measurement Subcommittee has held two online training sessions with Yvonne Watson of EPA's NCEI Evaluation Support Division and with the assistance of the Kentucky Small Business Development Center. The training sessions provided a roadmap from which the Subcommittee could work to develop a standard set of core measures for use by SBEAPs nationwide. From those training sessions, the Measurement Subcommittee developed three complete logic models for the three elements of an SBEAP: (1) Ombudsman (2) Compliance and Technical Assistance Program, and (3) Compliance Advisory Panel. Those logic models resulted in the development and administration of a nationwide SBEAP Survey of Measures in July of 2006. The survey was designed to gauge interest in measurement as a whole and provide a mechanism for prioritizing the host of measures identified by the logic models.

Recommended SBEAP Measures

Following the completion of the SBEAP Survey of Measures, the Subcommittee met in August and October of 2006 to identify a system of prioritization and finalize its recommendation of core measures. It is the Subcommittee's vision that these core measures will be incorporated into the ICR workgroup led by EPA's Office of Small Business Ombudsman. Table 1 presents the recommended core measures by category. Table 2 presents optional measures that the subcommittee felt should be included but not be mandatory. The core measures recommended by the Subcommittee are meant to be a foundation by which states can then build to incorporate state specific or program specific measures. Therefore; the core measures are not designed to replace any existing state or program level measurement

system but to augment and normalize compliance assistance activities nationwide thereby increasing SBEAP capacity to communicate and acquire additional support at the federal, state, and local levels. The subcommittee in its recommendation extends a concern and urges the ICR workgroup to consider carefully data definitions. The recommended measures are meaningless without proper definitions data definition are a key factor in the success of any performance measurement program and helps ensure consistency and accuracy of data reported. The Subcommittee recommends that the ICR workgroup incorporate those elements of OECA’s Compliance Assistance Definitions where appropriate.

TABLE 1: RECOMMENDED CORE SBEAP MEASURES BY CATEGORY

RESOURCES	OUTPUTS	CUSTOMER	SHORT TERM OUTCOME	INTERMEDIATE OUTCOME	WORK QUALITY
#FTEs/program	# of compliance assistance activities by type *	# of small businesses assisted by sector**	# of small businesses indicating an increased understanding of regulatory requirements	# of permit applications submitted by small businesses assisted	Level of usefulness of assistance materials/tools
Program \$/yr (Budget)	# of outreach activities by type & audience reached by type*	# of small businesses assisted by type of compliance assistance activity		# of small businesses indicating they made a change after working with the program	% customer satisfied with overall service
					% small business indicating SB services met their needs
					% customer who would use our services again
					% customer who would recommend SBEAP services

* Compliance assistance and outreach activities should be clearly defined

**Sectors should be the 2002 NAICS Generic Categories

TABLE 2: RECOMMENDED OPTIONAL SBEAP MEASURES BY CATEGORY

SHORT TERM OUTCOMES	ULTIMATE GOAL
# of small businesses indicating an increased understanding of environmental resources available	Tons of emissions reduced by small businesses
# of small businesses indicating increased awareness of air quality emissions	Tons of toxic emissions reduced by small businesses

Action Items

The Measurement Subcommittee of the SBEAP National Steering Committee is submitting these recommended measures for review and comment. Upon approval by the NSC, the Measurement Subcommittee will work with the ICR workgroup to incorporate the recommended measures. It is anticipated that several SBEAP programs nationwide will require assistance in incorporating these recommended measures. The Subcommittee is committed to assisting any program in need with tools for data collection, storage, analysis in order to make a smooth and successful transition to these newer measurement elements. The Subcommittee anticipates the continued support from EPA’s NCEI Evaluation Support Group and from EPA’s Office of Small Business Ombudsman to assist with potential projects to aid states as they move into improving current measurement systems and programs.

Contact Information

For more information regarding performance measurement, please visit http://www.smallbiz-enviroweb.org/sba/measurement_subcommittee.html and EPA’s Evaluation Support Division at <http://www.epa.gov/evaluate/index.htm>

For information regarding the NSC Measurement Subcommittee, please contact Kenya Stump at 800-562-2327 or via email at kenya.stump@uky.edu.