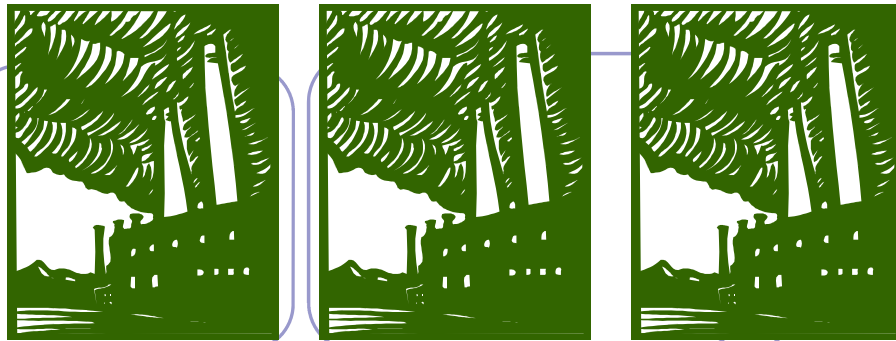


MAKING THE CASE: MEASURING PERFORMANCE

Performance measurement generally describes what a program achieved (e.g., outputs or outcomes) during a given time period, often in comparison to pre-established goals.

Program evaluation is a systematic study conducted to assess how well a program is working, typically focused on achievement of program objectives. Program evaluation can help explain *why* certain results have occurred.



TYPES OF EVALUATIONS

- Outcome evaluation assesses the extent to which programs achieve their outcome-oriented objectives.
- Impact evaluation compares a program's outcomes with an estimate of what would have happened in the absence of the program.
- Process evaluation assesses the extent to which a program or process is operating as intended and identifies opportunities for streamlining or otherwise improving the program or process.
- Cost Benefit/Cost Effectiveness identifies program benefits, outputs or outcomes and compares them with the internal and external costs (resources expended) to produce them.

Source: <http://www.epa.gov/evaluate/whatis.pdf>

***Through the development of a client tracking database, program logic model, client surveys and a cost benefit analysis the Kentucky SBAP demonstrate the following results:*

- ◆ 3:1 benefit to cost ratio for the program
- ◆ ~\$3,000,000 (average) in net benefits per fiscal year
- ◆ ~\$37,500.00 in net benefits per business assisted by the program
- ◆ 94% of businesses assisted by the program do not receive any additional violation after working with the program

ADVANTAGES

- Systematic and analytical
- Doesn't have to be complicated or expensive
- Promotional tool
- Help "make the case" for additional funding/multimedia assistance
- Opportunity to better serve the needs of the small business community

OBSTACLES

- Outcome measurement is not a requirement of the SBAPs and therefore is not funded
- Misuse of outcome data
- Resource intensiveness
- Diversity of SBAPs



KENTUCKY BUSINESS ENVIRONMENTAL ASSISTANCE PROGRAM

KENYA STUMP, SUB-COMMITTEE CHAIRPERSON, – (800) 562-2327 OR KENYA.STUMP@UKY.EDU

MEASUREMENT SUB-COMMITTEE

The overall mission of the subcommittee is to explore measurement issues of interest to the SBAP programs individually as well as nationwide and work cooperatively with EPA and other interested parties to achieve the goals outlined by this subcommittee. In general, measurement issues may include any topic from performance measurement to overall program evaluation. The subcommittee will strive to answer the central question of “Did we (SBAPs) accomplish what we (SBAPs) set out to do as mandated under the Clean Air Act?”

GOALS

Develop a mechanism to translate SBAP activities into “value added” outcomes

Provide a mechanism to assess small business compliance assistance needs

Provide measurement and evaluation training, tools and resources

Work with the promotional and multimedia subcommittee to incorporate measurement issues

Develop common measures for the SBAP programs to use nationwide and individually

SUB-COMMITTEE MEMBERS

Carl Komassa- WI CAP
Angela Suber- EPA
Elsa Bishop- EPA
Troy Johnson- MN
Reid Bermel- IA
Sally Tarowsky- ID
Brain Eaton- IN P2
Phyllis Copeland-SC
Nick Melliadis-CO
Kenya Stump-KY
Renee Lesjak Bashel- WI
Judy Mirro-VT
Sherry Davis- KS P2

ACTION ITEMS

- Subcommittee Webpage development
- Work with the NCEI Evaluation Support Group to arrange training
- Develop a nationwide Logic Model for the SBAPs



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