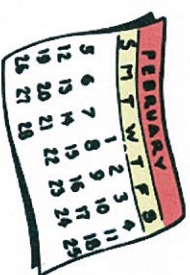# Application Components

Ideal performance measures format in the Narrative:

- Table is great, but must be accompanied with a **written narrative**

- Should include **time horizon** (e.g. "within 3 years of project completion")

- Narrative should **define** what is meant by "served" and "improved"

- Narrative should describe how outcomes will be **measured**

Examples

Performance Measure	Projected Value	Description
Businesses Served (output)	15	Provide technical assistance during the project period.
Businesses Improved (outcome)	10	Businesses improved within 3 years of project completion. See additional details in narrative below.
Jobs created (outcome)	30	Jobs created within 3 years of project completion.
Leveraged Private Investment (outcome)	$3,000,000	LPI from XYZ company during the project period. See attached letter.
Businesses Created (outcome)	3	New agri-businesses created within 3 years of project completion.

Tips for Workforce / Education Measures

Measure	Definition
Students	Those working towards a diploma or degree.
Workers/Trainees	Those developing job skills and NOT in a diploma or degree seeking program.
Participants	Attendees at a conference, workshop, or field trip where it would be difficult to track improvements resulting from attendance.

Tips for Workforce / Education Measures

Type of Student	Definition of Improvement
Adults and postsecondary students	Obtain employment, earn diploma, certification to perform job activities, etc.
Secondary students	Obtain employment, or are still enrolled in education (at the same school or another institution).

Least preferred type of improvement: Successful completion of a workshop/unit of study/course.

Tips for Business Development Measures

Measure	Tip
Jobs Retained	Only applies when ARC investment has a critical role in preventing job loss. Applicants should provide supporting documentation.
Businesses Served / Improved	Usually the number of improved is less than the number served and that is OK.
Businesses Improved	Improvement = growth in sales/profit, acquired new capital, expanded employment, new facility, launched new product/service.

Tips for Water / Sewer Measures

Measure	Tip
Households and Businesses	All non-residential customers are considered businesses
	If the project is a system-wide improvement, it's OK to count all businesses/households in the system
	Served = number that could connect to service Improved = number that will hook up to service
Jobs Created/Retained, LPI	Must be documented by a letter from employer committing to create/retain jobs or make LPI

www.arc.gov

ARC

Tips for Broadband Measures

Measure	Tip
MBPS and TB	New maximum capacity of a network or storage facility
Linear Feet	Linear feet of fiber being deployed
Telecom Sites	Number of locations where wireless broadband equipment is installed (e.g. radio towers)
Businesses / Households	Served = number that could connect to service Improved = number that will subscribe to service

Common Performance Measure Issues

8 most common Performance Measure issues:

1. **Measures aren't specific / described in detail**
2. Paired measures aren't paired
3. No explanation of how outcomes will be measured
4. No documentation from employers about jobs / LPI
5. Measures are listed as percentages
6. Activities are listed as measures
7. Measures aren't ones that we use
8. No measures at all!