

Considerations for Including Performance Measurement Activities in Your Application for the Climate Resilience Regional Challenge

Performance measures are metrics used to assess the efficiency and effectiveness of projects, programs, and initiatives. It is a systematic approach to collecting, analyzing, and evaluating how “on track” an effort is.

Identifying how you will identify and report performance measures will make your proposal more competitive, and will help NOAA understand your technical assistance needs. To help you clearly communicate the performance measures associated with your proposal, answer the following questions.

Does your application include:

- A description of metrics for evaluating performance of the overall effort and for specific activities?**

Think about: For Track One, what processes will you use to determine and track project outcomes such as number of plans, strategies, or ordinances developed; new partners committed; engagement opportunities provided; or other metrics? For Track Two, what process is used to determine and track the number of acres acquired, acres restored, acres of natural infrastructure installed, or other metrics for implementation activities?

- Other measures that would help you tell your story?**

Think about: How can your team be creative about helping others understand your progress? (e.g. about land acquisition, people, habitats, or infrastructure protected, policies now in place, etc.)

- Methods used to evaluate the anticipated ecosystem, social, and economic benefits?** (applies to Track Two proposals)

Think about: What are some qualitative and quantitative methods for describing social and economic benefits?

- A methodology for how your team will track and report measures every six months (and cumulatively) over the course of the project?**

Think about: What processes will you use to ensure timely submission of reports?

- A staffing plan that supports performance measure collection and reporting?**

Think about: Who (and how many) will be dedicated to monitoring and reporting performance?

- Funding for evaluation activities?**

Think about: Will you be hiring staff or external contractors? Will you need new software?

- A plan for leveraging partnerships for evaluation?**

Think about: Who can you work with to learn from previous experience and increase efficiency?

Consideration of milestone and evaluation timing?

Think about: When can you expect to reach certain performance milestones? What is the best time to collect data?

Plans to support longer-term monitoring beyond the period of performance?

(applies to Track Two proposals)

Think about: How will you sustain your monitoring efforts? Will you have the necessary resources?

*Climate Resilience Regional Challenge grant funding can only be used during the award period. Long-term monitoring after the award period must be funded through other sources.

Requests for technical assistance related to performance measurement and evaluation?

Think about: How could NOAA help you?

*Applicants are strongly encouraged to identify known technical assistance needs for project implementation, but this information is not a requirement and will not impact scoring or competitiveness.