

Sierra Nevada Conservancy Performance Measures Description

August 5, 2008

Number and Diversity of People Reached

Purpose

The purpose of this Performance Measure (PM) is to measure progress of information-sharing and education efforts and inclusiveness of other project efforts such as plan development.

Likely Project Categories

Reporting on this PM is required of all projects if relevant. This PM is likely to be most relevant for projects receiving funding through a Strategic Opportunity Grant 2.

Variations

This PM is further classified into the following variations:

- Diversity of Participants:
 - ✓ General public
 - ✓ Sierra Nevada residents
 - ✓ Youth (under 18 years of age)
 - ✓ Recreational users/tourists
 - ✓ Users of Sierra Nevada Resources (e.g., water and electricity)
 - ✓ Conservation groups/individuals
 - ✓ Landowner groups/individuals
 - ✓ Resource Professionals
 - ✓ Government officials
 - ✓ Other

Guidance on Applying this PM to Your Project

This is a recommended approach to collecting data and reporting on this PM. Grantees are asked to further evaluate how these steps may best be applied to your specific project and discuss with SNC any steps or considerations that may be unique to your project.

- Data collection:

- a. For each SNC-sponsored educational, outreach, or collaborative activity, record the following information:
 - ✓ Number of people reached. Use sign-in sheets to count numbers of people attending events. Use numbers of publications distributed or unique web site visitors to estimate numbers of people reached with written material. If a publication or event is co-sponsored by someone other than SNC, record the percentage of the effort funded by SNC.
 - ✓ Type(s) of participants. Collect information on the number of participants that fall within each of the categories listed above, under "Variations." In addition, you are likely to have other participant types that are relevant to your project based on the results you are trying to achieve. In particular, document types of individuals or groups representing different interests.
 - b. Compile all data in a table or spreadsheet to show total number of people reached, organized by types of participants. In some instances, you will not know the types of people you reach, e.g. if you are counting web site visitors. In those instances, simply report number of people reached.
- Reporting : Report total numbers of people and diversity of participants reached. Note that some people may have been reached more than once, so total number of contacts may be higher than actual numbers of people reached.

Other

The level of effort required to measure, analyze, and report number of people reached should be minimal. This performance measure requires careful tracking over the life of the project, but no special skills or knowledge are required.