

Sierra Nevada Conservancy Performance Measures Description

August 4, 2008

Number and Value of New, Improved, or Preserved Economic Activities

Purpose

The purpose of this Performance Measure (PM) is to provide the types, quantities, and, where appropriate, estimated dollar values of new, improved or preserved economic activities, products and services. This PM relates to SNC's goals to develop tourism and recreational opportunities, aid in the preservation of working landscapes, and assist the regional economy.

Likely Project Categories

Reporting on this PM is required of all projects where relevant.

Variations

This PM is further classified into the following variations:

- New and Improved Products (e.g., natural resources, agriculture, and manufacturing outputs)
- New and Improved Services (e.g., hospitality, recreation, education, information, transportation)
- Products Preserved
- Services Preserved

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. Provide the number of economic products or services directly created, improved, or preserved by your SNC-funded project. For example, a conservation easement on a working landscape may preserve the production of livestock, crops, or lumber.

- b. Provide the amount of the product or services created, improved, or preserved that can be directly attributable to the SNC-funded project.
 - ✓ For new or improved products, provide the new or increased annual production volume.
 - ✓ For new or improved services, provide the increased capacity to provide these services, such as number of beds, increased tour capacity and participation, etc.
 - ✓ For economic products and services preserved, provide the annual total amount of product or service. For a project involving the preservation of a working landscape, this would be head of livestock, crop yield, or board feet of timber anticipated annually.
 - c. Where possible, identify the known market value of your product or service. Where a known market value is not available, consider whether you can estimate values and explain your estimate to SNC. Multiply the dollar value per unit of product by the total annual quantity produced. This results in an estimate of total annual dollar value. If you are unable to make an estimate of market value, you may skip this step.
- Reporting: The grantee should provide the following information:
- a. Type(s) of products and services provided.
 - b. Total number of new, improved, or preserved products and services.
 - c. Quantity of each product or service provided, per year.
 - d. Estimated annual dollar value of new or improved products and services.

Note that quantities, dollar values, and total numbers of economic activities should be directly attributable to the SNC-funded project.

Other

The level of effort required to measure, analyze, and report the number of new, improved or preserved economic activities should be minimal, less than 40 hours. This performance measure requires careful tracking over the life of the project and accurately researching and identifying market values of products, but no special skills or knowledge are required.