

Guide to ARC Project Performance Measures – Planning Projects

Standalone Measures

Plans/Reports <i>Output</i>	
Definition	The number of plans or reports produced as a result of an ARC project
Example grant activities	This could include strategic plans, master plans, concept plans, capital improvement plans, research reports, feasibility studies, market research studies, engineering/design plans (when construction is not part of the project), etc.
How might this be measured?	Number of plans or reports produced
Typical timeframe	By grant closeout
Additional guidance	

Paired Measures

	Communities Served <i>Output</i>	Communities Improved <i>Outcome</i>
Definition	The number of communities served or impacted by an ARC project	The number of communities with a measurable improvement as a result of an ARC project
Example grant activities	Feasibility studies, market research studies, downtown revitalization plan, etc.	
How might this be measured?	Number of communities that are included in scope of study/plan	Number of communities that will benefit from study/plan
Typical timeframe	By grant closeout	Up to 3 years after grant closeout
Additional guidance		Communities served and improved are frequently the same number.