
VII. EVALUATION AND REPORTING

A. Outline of the Process

A review of the accomplishments being made in carrying out the Regional Action Plan, and its effectiveness in meeting goals will be made on an annual basis by the CEDS Committee. Staff will prepare a draft Annual CEDS Report covering a July-June period for presentation to the CEDS Committee. The report will address the accomplishments or advancements being made; changes in economic conditions; changes in resources and funding; and other factors which may affect performance of the plan.

The desired outcome of this review will be to determine what strategies are working and which are not; where we are getting the best return on investment of staff time and resources; improvements needed in the strategy design or effort placed; relevancy of goals and strategies to current situations; revisions needed in the priority order; and improvements or revisions needed in the evaluation criteria or process itself.

Following the review and input from the CEDS Committee, and any revisions or updates made to the Regional Action Plan, a final report will be prepared and submitted to EDA. In addition, staff is also preparing annual Progress Reports for the EDA Planning Grant work program which cover a calendar year period.

B. Performance Measures

The initial performance factors selected by the CEDS Committee are subject to further refinement and revisions as part of the ongoing CEDS process, and are as follows:

- Total jobs created or retained as a result of DRG activities, regardless of goal category, objective, strategy, tool, source, or partnership arrangement.
- Quality of jobs created or retained in terms of wages, occupation, skills, benefits, and other factors.
- Accomplishments or advancements made on any of the high and medium priority agribusiness sector objectives and strategies including value-added processing, and the new markets and products category.
- Accomplishments or advancements made on any of the high priority objectives and strategies in the non-ag sectors including the efforts on industry replacement, labor force, and technology-based businesses. Significant accomplishments or advancements made on any of the medium priority items may substitute.
- Accomplishments or advancements made on any of the high and medium priority tourism sector objectives and strategies including planning and development, tourist railroads, and new types of tourism.

- Accomplishments or advancements made on any of the high and medium priority objectives and strategies in the business recruitment group to create new business diversity and higher paying jobs.
- Accomplishments or advancements made on any of the high and medium priority objectives and strategies in the financial and business assistance group including the Revolving Loan Fund, Enterprise Zone, business incubator, and other objectives.
- Accomplishments or advancements made on any of the high and medium priority objectives and strategies in the infrastructure group including wastewater treatment projects, transportation planning, local infrastructure initiatives, and telecommunications.
- Accomplishments made in arranging for technical workshops, training, and other DRG or partnership-sponsored forums and events to increase the capacity of local governments and county-based development groups.
- Accomplishments or advancements made on any of the high and medium priority objectives and strategies in the community services and facilities group.
- Accomplishments or advancements made on any of the high and medium priority objectives and strategies in the natural resources and environment group.
- Accomplishments or advancements made in the data collection, management, and research group.
- Accomplishments or advancements made in responding to objectives and strategies listed for individual counties, particularly those which match regional priorities or activities in progress.

Staff will provide data and information to measure performance factors as part of the ongoing data management and collection functions. Sources will include reports for the RLF loan program; Enterprise Zone reports on job creation and business expansion segments; documentation from assisted businesses; newspaper articles; ES 202 confidential establishment records; on-site visits; Board minutes; correspondence files; and reports from government offices and nonprofit agencies.

Analysis of data and information to assess changes in economic conditions will also be part of the ongoing functions. Population change, employment and unemployment changes, per capita personal income, retail sales, and national and state trends will be used primarily for assessment of the economy, and will not be relied upon as indicators of performance in the Regional Action Plan.