Performance Measures for Mode Shift

Introduction

The purpose of SACOG's Mode Shift program is to invest in, test, and expand new and existing programs that reduce car trips, provide new mobility solutions, and make options like biking, walking, tracking transit, and sharing rides the easy choice for all types of trips. In addition, the program seeks to further racial equity through projects and programs that directly reach and engage low-income, disabled, and/or communities of color to address their community's transportation needs.

SACOG will award Mode Shift grants in support of small non-infrastructure programs, events, quick build projects, tactical urbanism, or projects to reduce single occupancy vehicle trips and miles by encouraging biking, walking, riding transit, carpooling, vanpooling, and teleworking as options for reducing car trips.

To better understand the impacts of the Mode Shift program, SACOG asks grant awardees to evaluate their projects based on goals and objectives that meet the program's intent. Each project sponsor will identify **goals** and **performance measures** that highlight anticipated outcomes of the project. SACOG is available to support the project sponsor in identifying goals and objectives as well as identifying tools and strategies for gathering data.

Guide Purpose

The guide provides instructions for how to start filling out the Performance Measure Report for projects competing for Mode Shift funds. You are asked to identify what your performance measures would be if your project is awarded funding, but **you would not need to collect any project-specific data before you are awarded funds**. The intended performance measure and data collection should be included in your grant scope and funding request.

This guide includes sample goals related to the Mode Shift program and performance measures that could be used for the project evaluation and documenting lessons learned. If at any point you find this a challenging exercise or do not know options for gathering data, please reach out to SACOG staff for technical assistance.

Instructions

Goals and performance measurement will be unique to each project. The non-exhaustive list of example goals, performance metrics, and methods for collecting data for your project are described [here](#). Each project sponsor will identify which goals their project aims to achieve and then identify performance metrics.

Goals

The Mode Shift program aims to reduce car trips, provide new mobility solutions, and make options for biking, walking, taking transit, and sharing rides the easy choice for all types of trips. The Mode Shift program also aims to address the needs of disinvested communities. Project sponsors will list one to two goals that their project/programs hope to achieve.

Performance Measures

Performance measures will be Specific, Measurable, Attainable, Realistic, and Time-bound (SMART) and will directly relate to the unique characteristics of the project. Attachment A has a non-exhaustive list of example performance metrics that project sponsors can apply to their project. Project sponsors should name performance measures that are applicable to their project and show the anticipated outcomes.

Once a project sponsor has identified goals and performance metrics they can input them into the Performance Measurement template.

Step 1: Fill out project information

Example: Create temporary cycle track on __ street between __ street and __ street

Step 2: Identify one to three goals that are relevant to the expected benefits of the project.

Example:

Goals:

1) Increase active modes.

Step 3: Identify at least one performance measure with corresponding data collection methods and target outcomes; identify how to determine a baseline for your project (as applicable to your performance measure).

Example:

1) ***Increase in people biking on the facility*** *(the desired performance of the project)* ***by 20 percent*** *(the desired outcome for the project) as measured* ***using bike/ped counts before and during the pop-up installation*** *(how the performance is measured).*
2) ***Learn user response*** *(the desired performance of the project)* ***from 30 users of the demonstration project*** *(the desired outcome for the project)* ***as collected by intercept surveys of people using the facility and online public surveys*** *(how the performance is measured).*

Step 4: build in the evaluation/data needs and associated costs into your Mode Shift grant proposal.

Example: For performance measure 1), the project sponsor could include the budget for a person to conduct in-person counts at the project location before the pilot project and during the project pilot. The project sponsor could also include the budget to [borrow automated bike/ped counting equipment from SACOG](#) *and collect pre-project ("baseline") and during-project ("outcomes") counts.*

For performance measure 2), the project sponsor could include the budget for a person to conduct intercept surveys across a number of different time periods, and include the survey development in the Mode Shift funding request.

Step 5:

Submit the performance measurement proposal with your Mode Shift funding application.

SACOG staff will work with Mode Shift awardees on refining (if needed) the proposed performance measures for each project.

Mode Shift Performance Evaluation Template

Template is available at https://www.dropbox.com/scl/fi/c3nhihy3rebr4ldoqrw5v/E.2.-Mode-Shift-Performance-Metrics.xlsx?dl=0&rlkey=7zfg56bgqqwfdtvxar84uzpvr

Project Name: _____

Project Sponsor: _____

Project Objective (from application):

_____

_____

_____

_____

Performance Measures Template							
What are you working towards?	What are you measuring?	How are you measuring?			What does success look like?	How does it compare?	How did the pilot perform?
Include in your Mode Shift application						*Collect this data if your project is awarded funds; include the funding needed in your grant request.*	
Goal	Objective	Performance Metric	Tools or Resources	How to get the data	Desired outcome	Baseline	Outcomes