

Opportunity City Program Program Evaluation Model

Evaluation Model for Program Effectiveness:

Providing a method to evaluate how public funds are being used has become significant and instructive in recent years due to limited financial resources and increase public scrutiny. In addition, setting performance targets and tracking the progress of the programs against benchmarks will provide a level of understanding to government officials that become critical during the annual budget process.

Cities that incorporate meaningful measures of performance within their housing plans realize significant benefits, which increase as the system evolves and improves. Performance measurement can:

- Strengthen decision-making at all levels. Timely and relevant reports on performance lay the groundwork for sound decision-making. In addition, performance measurement systems enable decision-makers and staff to diagnose the lack of performance, identify and address causes for lack of performance, and track improvement.
- Enhance program outcomes. Performance measurement helps provide focus on achieving results. Effective performance measures should be directly relevant to the program goals.
- Improve communication of outcomes to key audiences. Quantifying achievements and the impact of the programs helps to demonstrate positive results to both public officials and residents.

Each City program should include a specific goal over a period of years. The goals for performance measurement should be quantitative (numbers) and measurable. Evaluation of the goals should be done consistently both in time and with the same method of evaluation. The following is a sample model that can be used to evaluate the performance of existing and new programs understanding that in some circumstances a qualitative (comments, ideas) nature or public policy issue may skew the quantitative performance results but still achieves the public interest and overall goals of the program.

Suggested Evaluation Model				
Program Sample	Goal	Evaluation Method	Performance (results)	Improvement Methods
Low interest Loan Program	Provide xx number of loans to households below 50% of median income per year	Review loan activity annually	Record results and compare to goals.	If performance is below the goals, evaluate methods to make improvements. If performance exceeds goals, celebrate and report success.
Code Enforcement Program	Reduce the number of code enforcement cases by xx percent, evaluate which are the most important issue	Review and report code enforcement cases and case load annually	Record results and compare to goals annually	If performance is below the goals, evaluate methods to make improvements. If performance exceeds goals, celebrate and report success.
Scattered Site Program	Increase property tax value by xx percentage after property is sold and new home is constructed	Track property assessment within a specified period of years from the time purchased to the time a new home is constructed.	Record results and compare to goals	If performance is below the goals, evaluate methods to make improvements. If performance exceeds goals, celebrate and report success
Affordable Housing	Meet or exceed annual Met Council performance score	Complete annual survey to record community activities associated with affordable housing	Evaluate scores provided by Met Council.	If performance is below the goals, evaluate methods to make improvements. If performance exceeds goals, celebrate and report success.

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