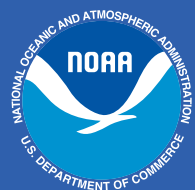




OFFICE OF OCEAN AND COASTAL RESOURCE MANAGEMENT

Reporting Guidance for Recommendations and Evaluation Metrics



JUNE 2013



A. Overview

This document provides guidance to Coastal Management Programs (CMPs) and National Estuarine Research Reserves (NERRs) on requirements for reporting on their Section 312 evaluation metrics and the status of evaluation recommendations (necessary actions, program suggestions, and recommendations). It is anticipated that this guidance will apply to reporting years 2012 through 2017 and will only be updated if necessary. The guidance builds on existing performance reporting guidance and provides additional information and examples of reports.

The evaluation metrics and status of evaluation recommendations progress provide important data for the periodic evaluation of individual programs. In addition, the evaluation team plans to use the data provided in an effectiveness study of the evaluation process. The data provided will also be collated by the evaluation team and provided to OCRM management and program specialists. It is important that the data be uniform and collected in a systematic matter to facilitate the collation and analysis of data.

It is preferred, but not required, that evaluation reporting (Section 312 evaluation metrics and the status of Section 312 recommendations) be submitted as a separate document in the performance progress reporting task module in NOAA Grants Online.

B. Status of Section 312 Evaluation Progress

Section 312 evaluations provide recommendations to programs to ensure they are in compliance with the CZMA and its implementing regulations and to improve program effectiveness. This information is collected to determine a program's progress towards implementing recommendations in its most recent evaluation. Beginning with FY13 grants, this information will be collected annually through performance progress reports for both coastal programs and reserves.

1. Reporting Requirements

This information will no longer be collected at the start of an evaluation and instead will be solely be tracked through performance progress reports. The following format should be used for reporting:

1. Recommendation

- **Type of Recommendation** ("Necessary Action," "Program Suggestion," or "Recommendation.") *Note: Under the new evaluation process there will be "necessary actions" and "recommendations."*
- **Full Text, Summary, or Title of Recommendation**

2. Short Summary

- **Description of key activities and results** that address the recommendation during the reporting period. Most descriptions should be 1-5 sentences.

- If the status of the recommendations is either “not started” or “not on schedule” include a short explanation and describe any future plans to address the recommendation.
3. Deadline(s) established by the evaluation recommendation(s), if applicable.
 4. Status (“Completed” + completion date, “In-progress”, “Not on Schedule”, or “Not Started”)

If a program has fully addressed a recommendation during a reporting period, they should mark the status as completed in their next performance progress report. For this submittal, a brief paragraph summary of how the recommendation was addressed over multiple reporting periods should be included. A recommendation that is not a necessary action may also be marked as complete if a program explores pursuing the recommendation but determines it is not in the best interest of the program. A brief paragraph summary describing how the conclusion was reached should be included. After a recommendation is reported as complete, no future reporting is necessary.

Please note that not all recommendations are written as tasks with endpoints and in some cases programs will need to continue to report on recommendations until the next evaluation.

C. Section 312 Evaluation Metrics

The Section 312 Evaluation Metrics were developed to track the effectiveness of individual programs. Each CMP and NERR developed three metrics, in consultation with the Office of Ocean and Coastal Resource Management (OCRM), based on their program’s goals and objectives. Each metric contains a goal, objective, strategy, performance measure and target. Completed metrics were then submitted to OCRM for approval.

1. Reporting Requirements

CMPs and NERRs are required to report annually on their progress in meeting targets in the second semi-annual performance progress report of their most recent cooperative agreement. Below are the documentation requirements for evaluation metrics that were developed by individual CMPs and NERRs specifically for evaluations and evaluation metrics that are also part of the NERRS or CZM Performance Measurement Systems.

2. Section 312 Metrics Developed Specifically For Evaluations

Please note that for metrics that are part of the national system you have the option of using this format to report on metrics or the format described in Section B.3.

For each metric the performance progress report should include:

Background information from the approved Section 312 Metrics

1. **Goal** from the approved Section 312 Evaluation Metrics
2. **Objective** from the approved Section 312 Evaluation Metrics
3. **Strategy** from the approved Section 312 Evaluation Metrics

4. **Performance Measure** from the approved Section 312 Evaluation Metrics
5. **Target** from the approved Section 312 Evaluation Metrics

Results

6. **Annual Data** total towards target over the previous fiscal year. If your measure requires a calculation, include the numbers used in the calculations. For example, 60% = 60 survey respondents chose “satisfied” / 100 surveys returned.
7. **Cumulative Data** total towards target over the five-year period
8. **Documentation** (table format where possible when large number of data points)
9. **Narrative**

Documentation

Documentation should be provided for each unit counted. Enough documentation should be provided to enable an evaluator to verify and validate results. Evaluators will verify and validate a random sampling of the data during an evaluation. As the evaluation metrics vary significantly by program, only select examples are shown below to demonstrate the type of information that should be provided. Photographs of on-the-ground projects and maps where appropriate are strongly encouraged. Documentation may be submitted as a separate file(s).

Example 1: Ordinance Development

- Name of government
- Ordinance Adoption Date
- Name of plan and citation number
- 1-2 sentences on the subject of the ordinance and/or likely results
- Website where ordinance can be found, if available
- Role of CMP or NERR in project
- If used CZMA funds, the cooperative agreement number and task number

Example 2: Number of local gov’t projects completed

- Project Name
- Name of government
- Location/site (GIS coordinates and/or address)
- Coastal Resources addressed (habitat, water quality, beaches/dunes/shorelines, etc.)
- 1-2 sentence description of projects and results
- Role of CMP or NERR in project
- If used CZMA funds, the cooperative agreement number and task number

Example 3: Number of articles published

- Title of article
- Authors
- Publication Date
- Journal
- Website address, if available
- Role of CMP or NERR in project
- If used CZMA funds, the cooperative agreement number and task number

Example 4: New research projects undertaken

- Name of project
- Lead scientist and other scientists involved
- Key partners
- Date project initiated
- 1-2 sentence description of project
- Anticipated or known completion date
- Role of CMP or NERR in project
- If used CZMA funds, the cooperative agreement number and task number

Example 5: Number of datasets collected

- List of completed datasets during the year, should include enough information to determine what data is being collected
- Available to the public? Yes/No
- If Yes, how it was made available (upon request, website, etc...)
- Include website link, if available
- Role of CMP or NERR in project
- If CZMA funding provided, the cooperative agreement number and task number

Example 6: Miles of Trail completed

- Project Name
- Location/site (GIS coordinates, if available)
- Map of trail areas completed
- 1-2 sentence description of projects and results
- Role of CMP or NERR in project
- If used CZMA funds, the cooperative agreement number and task number

Example 7: Acreage of Restored Habitat

- Project name
- Location/Site (GIS coordinates, if available)
- Map identifying areas restored
- Description of project and results including types of actions under taken
 - Names of plants removed and/or treated and methods used
 - Names of natives planted and methods
 - level of work completed which might be described in approximate number of plants treated and/or planted if known, acreage sprayed, or more general description if detailed information is unavailable and results
- Role of CMP or NERR in project
- If used CZMA funds, the cooperative agreement number and task number

Example 8: Number of Students Attending Outdoor Education Programs

- Name of education program
- Date of Education Program

- Number of attendees*
- 1-2 sentence description of education program
- Role of CMP or NERR in project
- If used CZMA funds, the cooperative agreement number and task number

**You do not need to increase your current level of documentation, but if you have sign-in sheets or other documentation, please keep this on file until you are evaluated so that the information can be accessed when a random spot check of the data is done as part of the evaluation.*

Narrative

If the role of the CMP or reserve program and staff in progress towards the targets is not included in the documentation table it should be discussed here. The narrative should also discuss any significant events or issues that have accelerated progress towards the target or have inhibited progress towards the target.

3. Section 312 Metrics that are also part of the NERRS or CZM Performance Measurement Systems

For measures that are part of the NERR or CZM national performance measurement system or a subset of a national measure, you have the option of reporting your progress annually in the following format.

Background information from the approved Section 312 Metrics

1. **Goal** from the approved Section 312 Evaluation Metrics
2. **Objective** from the approved Section 312 Evaluation Metrics
3. **Strategy** from the approved Section 312 Evaluation Metrics
4. **Performance Measure** from the approved Section 312 Evaluation Metrics
5. **Target** from the approved Section 312 Evaluation Metrics

Results

6. **Annual Data** total towards target over the previous fiscal year. If your measure requires a calculation, include the numbers used in the calculations. For example, 60% = 60 survey respondents chose “satisfied” / 100 surveys returned.
7. **Cumulative Data** total towards target over the five-year period.
8. **Documentation and Narrative** – see choices below

(a) For metrics that are the same as, or directly equivalent to, a national measure

A statement that additional Documentation and Narrative has been reported through the national performance reporting system for X measure (include the number of the measure).

(b) For metrics that are a subset of a national measure and reported separately (for example “Public Access 1.a. Number of education activities offered and 1.b. Number of training events related to public access offered”)

A statement that additional Documentation and Narrative is reported through the national performance reporting system of X.a or X.b. national measure

(c) For metrics that are a subset of a national measure and not reported separately

Provide information on which specific items reported through the national performance reporting system are being counted towards the evaluation metric. You may submit a copy of the national report for the performance measure with the items to be counted towards the evaluation metric target highlighted or any other method of reporting which clearly identifies which items are being counted towards the evaluation metric target.

4. Changes to Metrics

It is expected that data for each metric will be collected for the full five years. There may however, be circumstances in which a program may significantly shift direction and wish to modify their metrics to reflect this change. In this case programs should work with their specialists and the evaluation team to develop new metrics for approval by OCRM.

It is anticipated that national performance measures will not change over the five-year period, but:

- If a minor change to a national performance measure is made, a program may continue to track progress towards the original measure or choose to measure progress towards the new measure at the beginning of the fiscal year. If a program chooses to adopt the revised measure, this should be noted in the semi-annual report.
- If a program chooses to adopt a revised performance measure that has changed significantly, such as a change in the unit of measurement, a new target will need to be set and approved by OCRM.
- If a measure is dropped by the national performance measurement system, programs are expected to continue to measure their progress towards their target unless the individual program has also shifted programmatic direction. In this case, a new metric can be developed in consultation with program specialists and the evaluation team, with approval by OCRM.

During an evaluation, the evaluation team will consider both the original metric and progress towards the target and the new metric and progress towards the target.

D. Examples of Evaluation Metric Reports

Example 1

Goal: Healthy habitats that sustain resilient and thriving coastal resources

Objective: By 2017, six local governments will have developed and/or adopted new local wetlands or other coastal habitat protection ordinances as a result of some technical or financial assistance from the coastal management program

Strategy: The approach for meeting this goal and target is described in our 2011-2016 309 Strategy Protecting Wetlands.

Performance Measure: The number of local wetlands or other coastal habitat protection ordinances developed and/or adopted as a result of some documented coastal management program assistance

Target: 6 local government wetlands or other coastal habitat protection ordinances developed and/or adopted by 2017.

Annual Data: 1 local government adopted a new local wetlands protection ordinance.

Cumulative Data Total: 1 local government adopted a new local wetland or other co protection ordinance.

Documentation:

Town/City	Plan Name	Ordinance #	Ordinance Title	Date Adopted
Town of Silver River	Silver River Land Use and Development Codes	Ordinance 12.34	Prohibiting Wetland Fill	March 19, 2013

Narrative: CZM staff funded provided technical assistance to planning staff in the Town of Silver River to develop an ordinance prohibiting development or fill within wetlands within the town's designated high priority habitat zone. The new ordinance is available online at http://www.aswm.org/pdf_lib/model_ordinance_1209.pdf. The CZM program had also provided an earlier grant to the town (NA10NOS4190000, Task 306-12, subtask 1) through the Coastal Community grant program that supported the town's work to map the designated high priority habitat zone.

Example 2

Goal 1: To increase accessibility to Reserve lands and foster a sense of stewardship for resources within the Reserve.

Objective: By 2017, increase opportunities to access and enjoy Reserve-managed lands and waters and raise public awareness regarding these opportunities

Strategy: The Reserve will establish and maintain trail systems with interpretive signage within the Reserve's boundaries to allow the public to learn more about the habitats and species that are commonly found in the area. Nature trails would be used for self-guided tours and for lectures/classes offered by the Reserve. A trail system will be built with the visitor center as the hub. A trail will travel along shoreline property that is susceptible to erosion and through mitigation projects, two living shoreline projects have been established to help with stabilization. The trail system will allow the public to learn more about the habitats and species that are commonly found along the nearby coast. They would be able to learn about restoration efforts including living shorelines and prescribed burning. Other demonstration areas could be integrated into the trail system such as xeric gardening, butterfly gardening and green building practices.

Performance Measure: Number of miles of nature trails created.

Target: 5 miles of nature trails created.

Annual Data: 1 mile of nature trails created

Cumulative Data Total: 1 mile of nature trails created

Documentation:

- ADA Nature Trail Loop
- Generic Reserve Visitor Center 1212 The Road, State
- Map of trail area completed is provided
- A one mile loop trail beginning and ending with the nature center was constructed. The trail is dirt with RoadOyl stabilizer and meets proposed ADA accessibility guidelines for trails, outdoor recreational access routes, beach access routes, and picnic and camping facilities.
- Reserve stewardship staff with the assistance of volunteers constructed the trail and supplies were funded through the CZMA cooperative agreement NA12NOS4190000 Task 8.
- **Narrative:** CZMA funds in the amount of \$75,000 were used to construct the trail. The Reserve is on track to meet its five-year target and no resource issues are foreseen.

Example 3

Goal: To complete benthic mapping of high priority areas in Generic Bay

Objective: By 2017, provide the following geospatial products and documentation covering 50% of Generic Bay for use by government planning and regulatory bodies, academia, and the private sector:

- Seafloor topography
- Sediment texture
- Sediment environment (erosional, depositional, sorting)
- Benthic habitat diversity

Strategy: Critical resource information on the physical, geological, and ecological nature of the benthic environment is lacking for Generic Bay. As a result, regulatory decisions are prone to be reactionary and lack appropriate scope or context, and planning activities are limited. Making this information available to all, including the public, via an internet portal, will help foster rational and effective decision making. High priority areas where detailed and relevant benthic mapping data are required were developed from stakeholder input and cover 50% (10 sq. miles) of Generic Bay (map provided). The coastal program will provide funding support and program staff will assist with coordinating the effort.

Performance Measure: By 2017, percentage of benthic mapping data for high priority areas completed and made available publicly.

Target: By 2017, 100% of benthic mapping data for high priority areas completed and made available publicly.

Annual Data: 10% of benthic mapping completed =

(1 sq. mile benthic mapping completed) / (10 sq. miles benthic mapping to be completed)

Cumulative Data: 10% of benthic mapping completed

Documentation:

- A map is provided showing areas for which mapping has been completed.
- The data is available on Generic Bay Information website at <http://www.nauticalcharts.noaa.gov/csdl/coastalmaps.html>
- The project was funded under cooperative agreement NA12NOS4190000 Task 4.

Narrative: The coastal program provided \$200,000 in CZMA funding and the state contributed \$500,000 towards the project. Other major partners who assisted during this time frame include NOAA's Office of Coast Survey and the U.S. Coast Guard. Coastal Program staff also led the coordination of an interagency workgroup focused on coordinating mapping in the bay and outreach efforts to encourage use of the data. The Coastal Program partnered with Generic Bay Reserve to hold a training course, Using Generic Bay Data, for local government officials and staff on March 3, 2013 which was attended by 25 local government representatives. The Coastal Program is on track to meet its five-year target and no resource issues are foreseen.

E. Additional Questions

Please contact Carrie Hall at (301) 563-1135 or Carrie.Hall@noaa.gov if you have any additional questions on what should be included in your Section 312 evaluation metrics or status of Section 312 evaluation recommendations.