

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department:** EXECUTIVE OFFICE OF THE GOVERNOR

**Program:** TOURISM, TRADE & ECONOMIC DEVELOPMENT

**Service/Budget Entity:** ECONOMIC DEVELOPMENT PROGRAMS & PROJECTS: Florida Sports Foundation

**Measure:** Economic contributions from Florida Sports Foundation – sponsored regional and major sporting event grants.

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

**Data:** Event organizers submit grant applications and post event reports providing a summary of participants and spectators.

**Methodology:** The grant application's projected figures are researched to ensure accuracy, and the post event reports are verified to accurately indicate the actual number of out-of-state visitors and economic impact.

### **Validity:**

Post event reports provide a summary of generated out-of-state visitors, verifiable by onsite participant surveys, which include hotel, rental car and air fare usage. The post event report continues to be an appropriate and valid tool to determine accurate performance measures.

### **Reliability:**

Post event reports consistently use the state approved economic impact formulas. The measuring procedure is reliable due to the consistent method of verifying data and determining economic contributions. When duplicated, the results are the same.

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**Program:** TOURISM, TRADE & ECONOMIC DEVELOPMENT

**Service/Budget Entity:** ECONOMIC DEVELOPMENT PROGRAMS & PROJECTS: Florida Sports Foundation

**Measure:** Economic contributions to communities as a result of hosting Florida's Senior Games and Sunshine State Games

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

**Data:** Post event reports providing a summary of generated impact.

**Methodology:** Data is collected by on-site participant surveys and registration data that reflect the number of participants and the community in which they reside. Once data is collected, the state approved economic impact model is used to measure the indicator.

### **Validity:**

Post event reports provide a summary of generated economic impact, verifiable by onsite participant surveys, which includes hotel usage. The post event report continues to be an appropriate and valid tool to determine accurate performance measures.

### **Reliability:**

Post event reports consistently use the state approved economic impact formulas. The measuring procedure is reliable due to the consistent method of verifying data and determining economic contributions. When duplicated, the results are the same.

*Office of Policy and Budget – July, 2008*

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**Program:** TOURISM, TRADE & ECONOMIC DEVELOPMENT

**Service/Budget Entity:** ECONOMIC DEVELOPMENT PROGRAMS & PROJECTS: Florida Sports Foundation

**Measure:** Number of out-of-state visitors attending events funded through the grant programs

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

**Data:** Event organizers submit the grant applications and post event reports.

**Methodology:** The grant application's projected figures are researched to ensure accuracy, and the post event totals accurately indicate the actual number of out-of-state visitors.

### **Validity:**

Post event reports provide a summary of generated out-of-state visitors, verifiable by onsite participant surveys, which include hotel, rental car and air fare usage. The post event report continues to be an appropriate and valid tool to determine accurate performance measures.

### **Reliability:**

Post event reports consistently use the state approved economic impact formulas. The measuring procedure is reliable due to the consistent method of verifying data and determining economic contributions. When duplicated, the results are the same.

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**Program:** TOURISM, TRADE & ECONOMIC DEVELOPMENT

**Service/Budget Entity:** ECONOMIC DEVELOPMENT PROGRAMS & PROJECTS: Florida Sports Foundation

**Measure:** Satisfaction of the area sports commissions with the efforts of the foundation to promote and develop the sports industry and related industries in the state.

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

**Data:** An independent survey is conducted.

**Methodology:** The surveyor contacted the provided list of contacts of the twenty sports commissions to measure how highly clients rate Florida Sports Foundation's communications, promotional efforts and its administration of its grant program.

### **Validity:**

The summary report provided by an independent surveyor contains results, which can be reviewed for reasonableness.

### **Reliability:**

Since this is a compilation of actual data, results can be verified through the working papers of the surveyor. The measure is reliable due to the consistent method used to verify data. When measuring process is duplicated, the results are the same.

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**Program:** TOURISM, TRADE & ECONOMIC DEVELOPMENT

**Service/Budget Entity:** ECONOMIC DEVELOPMENT PROGRAMS & PROJECTS: Florida Sports Foundation

**Measure:** Number/amount of major and regional sports event grants awarded

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

**Data:** Per Florida Sports Foundation's Grant Program's Policies & Procedures, event organizers submit grant applications to Florida Sports Foundation staff on a quarterly basis.

**Methodology:** Grant applications are then forwarded to a Florida Sports Foundation Board of Director's Grant Committee for review and submission to the full Board for discussion and a vote. Grants are awarded quarterly at the full Board of Directors meetings.

### **Validity:**

Florida Sports Foundation's Board of Directors' meeting minutes verify the discussions regarding the Grant Committee's recommendations and the results.

### **Reliability:**

The measuring procedure is reliable due to the Florida Sports Foundation's Board of Directors following the Grant Program's Policies and Procedures.

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**Program:** TOURISM, TRADE & ECONOMIC DEVELOPMENT

**Service/Budget Entity:** ECONOMIC DEVELOPMENT PROGRAMS & PROJECTS: Florida Sports Foundation

**Measure:** Percentage increase/number of athletes competing in Florida's Senior Games and Sunshine State Games

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

**Data:** Event registration forms, final event participations reports, previous year-end reports.

**Methodology:** Data from event registration forms is entered into a Games database. Totals by sport are verified with individual sport directors, combined to determine overall participation and then compared to previous year for the percentage increase/decrease.

### **Validity:**

The process collects the data necessary to determine the number of participants, and is an appropriate measure to collect the required data.

### **Reliability:**

The data collected is reliable due to the consistent process used. When duplicated, the results are the same.

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department:** Executive Office of the Governor – OTTED \_\_\_\_\_

**Program:** FAVACA – Florida International Volunteer Corps

**Service/Budget Entity:** 2636 SPECIAL CATEGORIES

**Measure:** Number of international and domestic development missions (FAVACA)

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

FAVACA conducts development and evaluation missions to monitor volunteer impact, identify funding sources, and solicit/secure new Caribbean and Latin American partners.

### **Validity:**

The number of development missions is determined by the number of FAVACA representatives traveling and the location of travel.

### **Reliability:**

This data is collected based on the number of actual missions completed by FAVACA representatives.

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department:** Executive Office of the Governor – OTTED \_\_\_\_\_

**Program:** FAVACA – Florida International Volunteer Corps

**Service/Budget Entity:** 2636 SPECIAL CATEGORIES

**Measure:** Ratio of donated services and contributions to the amount of state funding (FAVACA)

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

Donated services include but are not limited to volunteer and consultant time in completing FAVACA projects, in-kind donations by volunteers and partner organizations, and private financial contributions.

### **Validity:**

The ratio is determined by comparing the total amount of donated services and contributions to FAVACA to the total number of funds provided by the state.

### **Reliability:**

The data used to calculate the ratio is audited annually by an independent auditor in accordance with the requirements of the State of Florida and the Government Auditing Standards.

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department:** Executive Office of the Governor – OTTED \_\_\_\_\_

**Program:** FAVACA – Florida International Volunteer Corps

**Service/Budget Entity:** 2636 SPECIAL CATEGORIES

**Measure:** Percent of overseas clients who indicate assistance is very responsive (FAVACA)

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

FAVACA collects and analyzes evaluations of partner organizations and submits quarterly progress reports to OTTED. Number of actual placements will vary per quarter, depending on conditions overseas.

### **Validity:**

The measuring instrument is the “FAVACA Partner Organization Survey” which was evaluated and modernized during the last quarter of 2005 with the assistance of a Florida State University in Department of Urban and Regional Planning. The survey instrument and FAVACA’s evaluation process is reviewed annually.

### **Reliability:**

Acts of God, holidays and other actualities out of the control of the contractor will impact this number. Only data available at the time of the quarterly report will be used in calculations. Sufficient numbers of surveys are returned to ensure the accuracy and reliability of the evaluation tool.

*Office of Policy and Budget – July, 2008*

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department:** Executive Office of the Governor – OTTED \_\_\_\_\_  
**Program:** FAVACA – Florida International Volunteer Corps  
**Service/Budget Entity:** 2636 SPECIAL CATEGORIES  
**Measure:** Percent of volunteer-consultants who would volunteer again  
**(FAVACA)**

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

FAVACA collects and analyzes evaluations of volunteer consultants and submits quarterly progress reports to OTTED. Number of actual placements will vary per quarter, depending on conditions overseas.

### **Validity:**

The measuring instrument is the “FAVACA Volunteer Consultant Survey” which was evaluated and modernized during the last quarter of 2005 with the assistance of a Florida State University in Department of Urban and Regional Planning. The survey instrument and FAVACA’s evaluation process is reviewed annually.

### **Reliability:**

Acts of God, holidays and other actualities out of the control of the contractor will impact this number. Only data available at the time of the quarterly report will be used in calculations. Sufficient numbers of surveys are returned to ensure the accuracy and reliability of the evaluation tool.

*Office of Policy and Budget – July, 2008*

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department: Executive Office of the Governor**

**Program: Office of Tourism, Trade and Economic Development**

**Service/Budget Entity: Executive Direction and Support Services;  
Economic Development Programs and Projects**

**Measure: Number of visitors to space related tourism facilities**

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

**Data Sources and Methodology:**

**Actual number of visitors that visit the Kennedy Space Center Visitor Complex**

**Validity:**

**Not a relevant or meaningful metrics.**

**Reliability:**

*Office of Policy and Budget – July, 2008*

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department: Executive Office of the Governor**

**Program: Office of Tourism, Trade and Economic Development**

**Service/Budget Entity: Executive Direction and Support Services;  
Economic Development Programs and Projects**

**Measure: Number of tradeshow and conferences Space Florida exhibited  
or attended**

**Action (check one):**

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

**Data Sources and Methodology:**

**Actual number of tradeshow and conferences attended.**

**Validity:**

**Not a relevant or meaningful metrics.**

**Reliability:**

*Office of Policy and Budget – July, 2008*

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department: Executive Office of the Governor**

**Program: Office of Tourism, Trade and Economic Development**

**Service/Budget Entity: Executive Direction and Support Services;  
Economic Development Programs and Projects**

**Measure: Number of Non Disclosure Agreements entered into by Space  
Florida**

**Action (check one):**

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- X Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

**The contractual documents entered into with outside entities and Space  
Florida.**

### **Validity:**

**Relevant and meaningful metrics in reaching Space Florida's business  
development and financing activities objectives.**

### **Reliability:**

**Actual number of contractual documents signed.**

*Office of Policy and Budget – July, 2008*

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department: Executive Office of the Governor**

**Program: Office of Tourism, Trade and Economic Development**

**Service/Budget Entity: Executive Direction and Support Services;  
Economic Development Programs and Projects**

**Measure: Number of Qualified Investment Opportunities**

**Action (check one):**

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

**The contractual documents entered into with third party.**

### **Validity:**

**Relevant and meaningful metrics in reaching Space Florida's business development and financing activities objectives.**

### **Reliability:**

**Actual number of Qualified Investment Opportunities entered into by Space Florida.**

*Office of Policy and Budget – July, 2008*

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department: Executive Office of the Governor**

**Program: Office of Tourism, Trade and Economic Development**

**Service/Budget Entity: Executive Direction and Support Services;**

**Economic Development Programs and Projects**

**Measure: Number of Space Florida educational launches**

**Action (check one):**

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

**Data Sources and Methodology:**

**Actual number of educational launches.**

**Validity:**

**Not a relevant or meaningful metrics.**

**Reliability:**

*Office of Policy and Budget – July, 2008*

## LRPP EXHIBIT IV: Performance Measure Validity and Reliability

Department: Executive Office of the Governor

Program: General Office

Service/Budget Entity: System Design and Development Services

Measure: LAS/PBS Systems costs: number of users

Action (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### Data Sources and Methodology:

#### Data Sources

Two main data sources were used for this exercise:

1. Total number of systems users. Total number of users was determined by the number of users for each of the major systems provided by Systems Design and Development.
2. Operating budget.

#### Methodology

The methodology used to collect the data is as follows:

1. Total number of users of each of the major systems provided by Systems Design and Development. For purposes of this exercise, a major system was defined as any proprietary application written and supported by Systems Design & Development that supports more than 50 users. The LAS/PBS Local Area Network (LAN) was also included as a major system in this listing as it provides the infrastructure necessary for these systems to operate. The below table shows a breakout of the aforementioned applications.

#### Procedure

The formula used to establish the indicator is as follows:  
(\$ Actual Expenditures) / (Total Number of Users)

**Validity & Reliability:**

Validity and reliability of the number of systems users was determined by comparing the number of users identified for each of the major systems provided by Systems Design & Development with the security profiles and tables for each of these systems. Since each separate application has associated security and user profiles, a highly accurate number of users can be determined. The totals for each of these systems were added to create the final output quantity.

Validity and reliability for the dollar amount was verified by comparing the Operating Budget amount against the figure used in this exercise.

*Office of Policy and Budget – August, 2007*

**Supporting Table for Methodology –  
Systems and Corresponding Number of Users**

<b>System Name</b>	<b>Number of Users</b>	<b>Comments</b>
Legislative Appropriation System/Planning and Budgeting Subsystem (LAS/PBS)/LAS/PBS Web	450	
LAS/PBS Local Area Network (LAN)	260	
Appropriations Amendment Tracking System (AMTRK)	120	
Governor's Budget Information System (e-Budget)	680	This system will provide access to an unlimited number of world wide web users. For this exercise, the total number of users was determined as follows (480 – Legislative; 200-Executive Office of the Governor).
Community Budget Issue Request System (CBIRS)	480	
Legislative Bill Analysis (LBA)	120	This number is comprised of OPB and Governor's Executive Office staff.
Budget Amendment Processing Systems (ABAPS)	450	
Committee Meeting Minutes	100	
Special Interest Tracking System (SITS)	100	
Grants Management System (GMS)	80	
Agency Bill Analysis Request	120	
Comparison Issue Tracking System (CITS)	150	
<b>Total</b>	<b>3090</b>	

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department: Executive Office of the Governor**

**Program: General Office**

**Service/Budget Entity: Office of Drug Control**

**Measure: Percentage of Floridians who are current users of illegal drugs.**

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

This measure previously relied upon the National Household Survey on Drug Abuse (NHSDA) and regional and local snapshots to develop estimates of the percentage of Floridians ages 12 and older reporting past-month use of an illicit drug. In 2002, however, the National Household Survey on Drug Abuse (NHSDA) was significantly revised and the methodology was changed. As a result of these changes, NHSDA was renamed the National Survey on Drug Use and Health (NSDUH), and results from 2002 onward are not comparable with previous years. We seek to revise this measure so that it is based on the new National Survey on Drug Use and Health and the new baseline estimates.

### **Validity and Reliability:**

The National Survey on Drug Use and Health provides valid and reliable measures of self-reported drug use. This survey instrument is derived from decades of rigorous scientific research designed ensure the validity and reliability of drug use surveys based on self-reports. Details about the elaborate strategies incorporated for the purposes of increasing reliability and validity are published in methodological appendices in the yearly reports. This widely used survey is sponsored by the Substance Abuse and Mental Health Services Administration (SAMHSA) and is planned and managed by SAMHSA's Office of Applied Studies (OAS). The fieldwork is conducted by the esteemed RTI International. All of these expert agencies and research institutions work to continually ensure the validity and reliability of this extensively used national survey.

*Office of Policy and Budget – July, 2007*

## LRPP EXHIBIT IV: Performance Measure Validity and Reliability

Department: Executive Office of the Governor

Program: Office of Tourism, Trade and Economic Development

Service/Budget Entity: Economic Development Programs and Projects

Measure: **Percentage increase in the salary average of high wage jobs facilitated by Enterprise Florida, Inc. News Jobs pay 126% of the state average wage**

Action (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### Data Sources and Methodology:

Information on the average wage to be paid for new jobs created is provided by all companies. This information is captured in the EFI project database as it processes the projects before they are announced.

The state average wage is defined as either the state average wage according to AWI, or the county average wage in rural counties.

If the new project is in a rural county the project wages are compared to the local prevailing wage, if the project locates in a non-rural area the wages are compared to the state average wage.

### Validity:

Identifying jobs as “high wage” requires that they be measured against a standard; the state average wage is used since it is used in National comparisons of state wages. The reason that the county average wage is used in Rural counties is that jobs tend to be extremely low wage there and wages that might not be higher than the state average wage still improve the local economy by providing higher than the average local wage. Average wages are determined by AWI.

### Reliability:

Projected job wages are reported by a project contact and put into the database. Information is available to state auditors, although it may remain business confidential if no incentives are used. This measure has been developed by staff to measure the impact of EFI in creating higher than average quality jobs. The measure has been approved by the Legislature, the Governor’s Office and the Enterprise Florida board. Changes in the economy and natural disasters could and may impact the results achieved by Enterprise Florida staff.

## LRPP EXHIBIT IV: Performance Measure Validity and Reliability

Department: \_\_\_\_\_ Executive Office of the Governor \_\_\_\_\_

Program: \_\_\_\_\_ Office of Tourism, Trade and Economic Development \_\_\_\_\_

Service/Budget Entity: \_\_\_\_\_ Economic Development Programs and Projects

Measure: Number of direct full-time jobs facilitated as a result of Enterprise Florida's recruitment, expansion, and retention efforts (with subsets counted within the total) (I) Rural areas ; (II) Urban core areas; and, (III) Critical industries (subset)

Action (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### Data Sources and Methodology:

Project database: database maintained by Enterprise Florida that tracks all projects, updated on a weekly basis;

Capital projects' files: additional job creation information that also contains confidential business information

#### Methodology

Businesses that EFI assists must indicate how many initial and/or final employees they anticipate having after the project is announced. Project managers input the information into the project database system. The database manager verifies that the information is complete and provides quality assurance. The database manager runs quarterly and annual reports on total jobs facilitated and jobs in designated sub sectors in projects announced during the defined timeframe.

Director of Capitol Development gathers information on businesses that are using the Enterprise bond program. Most of this information is placed in the projects database, except for any business confidential information.

A computer report that counts within the database is run on a quarterly basis.

Subsets are assigned unique field identifiers within the database so they can be identified separately within the total.

### Validity:

All project projected employment can be verified through direct contact with the local economic development organizations.

Database manager cross checks the information with project managers to ensure that numbers are not duplicated. Any necessary changes are noted in reports to OTTED

This is an excellent tool for counting number of projected jobs facilitated. The database structure allows for the information to be presented with both narrow and all-encompassing views

**Reliability:**

Number of jobs facilitated is a performance measure that is commonly used within the field of economic development.

The measure has been approved by the Legislature, the Governor's Office and the Enterprise Florida board. These measures were developed by staff as realistic expectations based on current trends, conditions and the economy as well as from our program activities. Changes in the economy and natural disasters could and may impact the results achieved by Enterprise Florida staff. Records and incentive use can be reconstructed by auditors and individuals engaged in research

Information is checked by database manager, project managers and against OTTED incentive files for any inaccuracies.

*Office of Policy and Budget – July, 2008*

## LRPP EXHIBIT IV: Performance Measure Validity and Reliability

Department: \_\_\_\_\_ Executive Office of the Governor \_\_\_\_\_

Program: \_\_\_\_\_ Office of Tourism, Trade and Economic Development \_\_\_\_\_

Service/Budget Entity: \_\_\_\_\_ Economic Development Programs and Projects

**Measure:** Documented export sales attributable to programs and activities

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

Data sources :

Data is reported from all trade events, consultations, missions and sales. The data is linked to the businesses assisted.

Methodology:

All project managers and international representatives input the results of their activities and sales into a unified database system. The system requires that affidavits from assisted companies be attached to any reported sales.

### **Validity:**

Counting the verified sales by Florida exporters assisted by EFI is the appropriate way to measure EFI's contribution to Florida's exports sales. The use of a unified database system simplifies the data analysis.

### **Reliability:**

Results from all reports are reviewed for accuracy and inadvertent duplication. Records are maintained for all events & sales confirmations. Reports may be run to cross check the results for quality assurance.

Reports are public record (although business confidential). Reports and results are available to state auditors. Measures are accepted practice within the field of economic development as effectiveness measures.

Reports compiled from the final reviewed data will yield the same results.

Staff developed these measures as realistic expectations based on current trends, conditions and the economy as well as our program activities. Changes in the economy and natural disasters could and may impact the results achieved by Enterprise Florida staff.

*Office of Policy and Budget – July, 2008*

## LRPP EXHIBIT IV: Performance Measure Validity and Reliability

Department: Executive Office of the Governor

Program: Office of Tourism, Trade and Economic Development

Service/Budget Entity: Economic Development Programs and Projects

Measure:

**Number of qualified marketing leads generated through Enterprise**

**Florida's comprehensive marketing programs, (with subsets adding to total)**

**(I) Trade leads (subset)**

**(II) Investment leads (subset)**

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

Data sources:

Cooperative marketing program – marketing programs that are funded by EFI in cooperation with economic development partners, a rural program is more extensively underwritten by EFI to support participation at a reduced cost to rural economic development organizations

National and international trade shows – trade shows are focused on the sector strategy industries

Targeted marketing program – marketing in various media outlets targeted to strategic business sectors

International representatives – promote Florida both for new businesses and as a trading partner. As they identify business investment or new markets for Florida products, they send the information to EFI.

Site selection consultant special events – information and relationship building events with consultants that are regularly selected to assist companies in identifying new business locations, events in state and out of state

Web site responses – business investment inquiries from [www.eflorida.com](http://www.eflorida.com) ; trade leads identified through partner websites: [www.floridaproducts.com](http://www.floridaproducts.com) and [www.FloridaServicenetwork.com](http://www.FloridaServicenetwork.com)

Methodology

All verified leads are put into a unified database system. Cooperative marketing – All leads and requests for information are received by EFI and copies are sent directly to participating partner communities. EFI maintains a copy of all these requests for information.

Trade shows – Staff and community partners attend the shows with a trade show booth that promotes Florida and their communities. Trade show attendees

request information about Florida as a business site. All booth sponsors and participants receive the trade show leads.

Targeted marketing program – All leads and requests for information are received by EFI. Some respondents go directly to the website for information.

International representatives – As they identify business investment or new markets for Florida products, they send the information to EFI staff and input it into the database system.

Consultants contact staff directly when they are identifying new sites for business expansions.

Web site responses – investment responses are automatically sent to EFI Marketing. Qualified leads are then sent to the appropriate EFI division for follow up. Trade leads are sent to EFI from trade organization partners

Number of responses are monitored by site software. Leads are entered into a database for ease of tabulation.

System database totals all trade and investment leads. All totals may be verified by the project managers and the contract manager.

**Validity:**

This measure of effectiveness of the marketing programs is quantifiable on an on-going basis.

Measures are accepted practice within the field of economic development for tracking effectiveness of marketing programs

**Reliability:**

Data is transferred electronically to reduce transcription errors

Responses can be totaled electronically.

Responses are public record (although businesses confidential). All results are available to state auditors.

*Office of Policy and Budget – July, 2008*

## LRPP EXHIBIT IV: Performance Measure Validity and Reliability

Department: Executive Office of the Governor

Program: Office of Tourism, Trade and Economic Development

Service/Budget Entity: Economic Development Programs and Projects

Measure: (REVISED) Satisfaction of economic development primary partners and other appropriate entities with efforts of Enterprise Florida in providing economic development leadership supports the state's strategic plan for economic development<sup>1</sup>

Action (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### Data Sources and Methodology:

Anonymous opinion surveys from primary partner economic development economic development organizations, and all businesses directly assisted by EFI in the past year.

EFI provides a list of which companies to contact from its project and trade databases. Survey firm makes at least three attempts to contact surveyed companies through U.S. mail, email and some phone calls.

Per legislation, an opinion polling firm is hired to conduct the satisfaction survey. The survey form was developed by EFI and the consultants and approved by OPPAGA.

Satisfaction is calculated based on the responses of those that have used EFI services.

### Validity:

Raw data collected, analyzed and reported on by outside firm.

### Reliability:

Auditors and individuals engaged in research may contact survey contractors for raw data

If the information is provided by the survey contractor, survey respondents and non-respondents may be contacted to verify that they received survey and that they responded as reported

Surveys were conducted to be statistically reliable and valid by organizations outside of the survey group.

Raw data, without respondent identification, may be reviewed for calculation purposes.

*Office of Policy and Budget – July, 2008*

<sup>1</sup> Modified to target ED Strategic Plan leadership

## LRPP EXHIBIT IV: Performance Measure Validity and Reliability

**Department:** \_\_\_Executive Office of the Governor\_\_\_  
**Program:** \_\_\_Office of Tourism, Trade and Economic Development\_\_\_  
**Service/Budget Entity:** \_ Economic Development Programs and Projects  
**Measure: (REVISED) Satisfaction of economic development primary partners and other appropriate entities with Enterprise Florida's services and information to support business development initiatives.<sup>2</sup>**

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

Anonymous opinion surveys from primary partner economic development economic development organizations, and all businesses directly assisted by EFI in the past year.

EFI provides a list of which companies to contact from its project and trade databases. Survey firm makes at least three attempts to contact surveyed companies through U.S. mail, email and some phone calls.

Per legislation, an opinion polling firm is hired to conduct the satisfaction survey. The survey form was developed by EFI and the consultants and approved by OPPAGA.

Satisfaction is calculated based on the responses of those that have used EFI services.

### **Validity:**

Raw data collected, analyzed and reported on by outside firm. Change in measure reflects satisfaction with actual services received.

### **Reliability:**

Auditors and individuals engaged in research may contact survey contractors for raw data

If the information is provided by the survey contractor, survey respondents and non-respondents may be contacted to verify that they received survey and that they responded as reported

Surveys were conducted to be statistically reliable and valid by organizations outside of the survey group.

Raw data, without respondent identification, may be reviewed for calculation purposes.

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<sup>2</sup> Modified to reflect satisfaction with services received and used

## LRPP EXHIBIT IV: Performance Measure Validity and Reliability

Department: \_\_\_\_\_ Executive Office of the Governor \_\_\_\_\_

Program: \_\_\_\_\_ Office of Tourism, Trade and Economic Development \_\_\_\_\_

Service/Budget Entity: \_\_\_\_\_ Economic Development Programs and Projects

Measure: Number of companies assisted by Enterprise Florida in the area of international trade

Action (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### Data Sources and Methodology:

Information about companies counseled by international and domestic representatives is put in a system-wide database by the end of each month.

### Validity:

Totaling the number of companies assisted is the most reasonable way to reach a number measure. This is the appropriate measure for ensuring that businesses receive all necessary export information. This measure is used to track quantity of services received.

### Reliability:

These measures are the accepted standard within the field of economic development for tabulating total number of counseling activities with companies. The Legislature, the Governor's Office and the Enterprise Florida board have approved the program measures. Staff developed these measures as realistic expectations based on current trends, conditions and the economy as well as from our program activities. Reports may be viewed by staff and management to monitor activity.

*Office of Policy and Budget – July, 2008*

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department:** \_\_\_\_\_ **Executive Office of the Governor** \_\_\_\_\_  
**Program:** \_\_\_\_\_ **Office of Tourism, Trade and Economic Development** \_\_\_\_\_  
**Service/Budget Entity:** \_\_\_\_\_ **Economic Development Programs and Projects** \_\_\_\_\_

**Measure: Number of times Enterprise Florida's information services are accessed (unique visitors)**

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

### **Data Sources and Methodology:**

The number of unique visitors that access information on eflorida.com is tracked by a software program. The program is used to analyze the website usage files. Website usage is analyzed on a quarterly basis, although this information can be accessed for any specified time period. At the end of the year, user tracking information is reviewed to ensure a user is counted only once during the specified timeframe, ensuring a more accurate measure of new visitors to the website.

### **Validity:**

System reports may be run at any time to review user usage and information accessed. Tracking the usage of the website indicates how often the site resources are used and its effectiveness to new and returning users.

### **Reliability:**

Website traffic statistics are measured electronically. Quarterly reports of website usage are available for review.

Responses are public record (although businesses confidential). All results are available to state auditors.

*Office of Policy and Budget – July, 2008*

## **LRPP EXHIBIT IV: Performance Measure Validity and Reliability**

**Department:** Executive Office of the Governor-Agency for Enterprise Information Technology

**Program:** 160300000-Information Technology

**Service/Budget Entity:** 319010000-Agency for Enterprise Information Technology (ACT7050-AEIT-Technology and Security Coordination

**Measure:** NEW MEASURE: Number of hours of information security training provided.

**Action** (check one):

- Requesting revision to approved performance measure.
- Change in data sources or measurement methodologies.
- Requesting new measure.
- Backup for performance measure.

**Data Sources:** The data source is the actual ISM (Information Security Manager) participant and existing agency employee as the primary customer as established by statute, the General Appropriations Act, and the OIS training program.

**Methodology:** The ISM positions, FTE count, as well as the number of agencies are relatively static so that a baseline or benchmark can be established from either a previous assessment or from an OIS training survey. Subsequently, the AEIT can utilize a percent increase as a viable metric over time and collect the necessary data via surveys, attendance sheets and via pre and post test instruments in support of the future stated goal.

**Procedure:** The systematic collection of data in the form of surveys, attendance sheets, registrations, CPE credits, pre and post test forms and assessments addressing training, both traditional and computer-based, by the AEIT/OIS, past, present or future.

**Validity & Reliability:**

**Validity:** The systematic collection of data in the form of surveys, attendance sheets, registrations, CPE credits, pre and post test forms and assessments addressing training are consistent and reliability methods of data collection.

**Reliability:** The curriculum, sites selected, consumer participation and instructor are relatively standard so that metrics selected are repeatable measures in order to provide relevant performance trends over time, and be useful for tracking performance and directing resources. Therefore the reliability of this data is high because the same data sources within similar settings and same methodology are used from time period to time period.