

The following examples are the types of performance indicators that can be part of your project. These are only examples. Your project proposal must include indicators that are pertinent to your project.

<b>Performance measurement results</b>	
List your performance measurement indicators and measurable results. Add rows as required.	
<b>Performance measurement indicators</b>	<b>Measurable results</b>
National campaigns: Campaign reach	- number of individuals and individual jurisdictions that participated in campaigns
Idling campaigns: Number of people that attended events or participated in campaigns - measured by ballots in draws, completion of surveys, completion of pledge forms to reduce unnecessary idling, etc. - measured by follow-up telephone surveys with people that completed pledge forms  Positive retention rates for anti-idling behaviours (post campaign) - measured by pre- and post-campaign surveys	- number of completed ballots - number of completed surveys - number of completed pledge forms - number of people pledging to reduce unnecessary idling time - number of people who have self-reported reducing their unnecessary idling time - average number of minutes in reduced idling time x the number of people reporting  - percentage of people who retain and employ anti-idling habits post campaign
Tire inflation campaigns: Number of people that attended events or participated in campaigns - measured by ballots in draws, completion of surveys, completion of pledge forms to maintain proper tire pressure, etc. - measured by follow-up telephone surveys with people that completed pledge forms	- number of completed ballots - number of completed surveys - number of completed pledge forms - number of people pledging to maintain proper tire pressure - number of people who have self-reported that they measure their tire pressure at least once a month - average number of litres of fuel saved by maintaining proper tire pressure as measured in pre and post campaign surveys

<p>Driver education: Workshops for driver instructors</p> <p>Drivers reached with the Auto\$mart training kit - measured by the number of students reached by registered Auto\$mart instructors</p>	<ul style="list-style-type: none"> <li>- number of workshops</li> <li>- number of participants per workshop</li> <li>- number of Auto\$mart certified instructors</li> </ul> <ul style="list-style-type: none"> <li>- number of students trained</li> </ul>
<p>Distribution of ads: - circulation rate of publications to relevant audiences and segments</p>	<ul style="list-style-type: none"> <li>- number of ads</li> <li>- circulation rate of publications</li> </ul>
<p>Distribution of project guides, brochures, etc.: - measured by the number of project guides, brochures etc. distributed</p>	<ul style="list-style-type: none"> <li>- number of project guides, brochures, etc. distributed</li> </ul>
<p>Number of promotional items given: - items developed to promote the campaign and related action on reducing unnecessary idling</p>	<ul style="list-style-type: none"> <li>- number of promotional items distributed</li> </ul>
<p>Media coverage:  - Post campaign awareness</p>	<ul style="list-style-type: none"> <li>- number of print articles, TV ads, etc.</li> <li>- circulation and reach statistics</li> <li>- awareness rates after campaigns end</li> </ul>
<p>Other: could include presentations, workshops, mall displays, etc.</p>	<ul style="list-style-type: none"> <li>- number of presentations, workshops, mall displays, etc.</li> </ul>