### Tool 4a: Characterizing the Change

**Purpose:** Summarize the change from your program, breaking down end benefits into performance measures – either qualitative and quantitative measures or good proxies.

**Refer to:** Tool 2a, 3a, 3b

**Used in:** Tool 4b

Table 8: Benefits and Performance Measures Summary

| **End Benefit (from Step 3)** | **Describe the Baseline**  Use qualitative descriptions or quantitative measures – what was it like before your CBWM program and what it would have been like without the program (counterfactual) | **Describe the Change**  Use qualitative descriptions or quantitative measures to describe the changes that have occurred after the program has been implemented. | **Describe the Performance Measure**  Either a natural, proxy, or index/scale, describe a measure that can best capture the baseline and changes. You can have multiple measures for each benefit. |
| --- | --- | --- | --- |
| *Community peace of mind* | *Unknown exposure to fecal coliform*  *Limited use for water recreation*  *Unknown illnesses, anecdotal* | *Monitoring lead to water quality alerts and number of “safe swimming” days (350 days)*  *Psychological benefit being confident of safe swimming* | *# of safe swimming days*  *Community-scale rating confidence in swimming* |
| *Improved natural recreational experience* | *Annual revenue from park day fees is $100,000* | *Annual revenue from day fees is $150,000* | *$ Community park revenue* |
| *Ecological health* | *Low fish health, benthic invertebrates.*  *Poor biodiversity*  *Poor water quality* | *Fish population recovering*  *High presence of benthic invertebrates*  *Good water quality* | *# Species identified* |
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▲ **Helpful hint**

Look back to Tool 2a and 3a, where the program objectives and outcomes were identified, and relate them to the performance measure. Think about the means and ends you listed in Tool 3b and brainstorm what indicators and data you can pull from to tell that story.