

## Appendix A: Performance Measures Self-Assessment Review Checklist

(Note: Item number indicates corresponding step in the Guide for Performance Measures Self-Assessment Review)

Name of person completing this Appendix:	Veronica Delgado / Mac Montana
Date:	2/7/2017
Department:	Parks and Recreation
Activity:	Museums and Cultural Programs

1.	Measure ID Number and Name	8315—Attendance at free cultural special events
1a.	Reason for choosing this measure:	Selection based on random number generator
2a.	Did you attach to this Appendix the measures definition? (eCOMBS screenshot)	<input checked="" type="checkbox"/> Yes <input type="checkbox"/> No* *If no, explain below.
2b.	Does the measure need to be clarified in eCOMBS?	<input checked="" type="checkbox"/> Yes* <input type="checkbox"/> No
	*If yes, explain what needs to be changed. Also indicate when and by whom it will be changed.	
	Added language from 2e to the Description field about why the measure is important. Added MaryAnn Vaca-Lambert as a responsible employee. Data source was updated from RecTrac (incorrect) to the Museums & Cultural Programs Division Monthly Performance Reports. Division name was updated from HAND to Museums and Cultural Programs.	
2e.	Is this measure subject to external reporting requirements?	<input checked="" type="checkbox"/> Yes* <input type="checkbox"/> No
	Has this measure been reviewed by sources external to the department (federal, state, Office of the City Auditor, etc.)	<input type="checkbox"/> Yes* <input checked="" type="checkbox"/> No *If yes, discuss the results below.
	This measure is subject to external review by the Office of the City Auditor, as this is a measure viewable to the public through the ePerf Dashboard system. At this time there has not been any external review of this measure.	
	Briefly describe how this measure is communicated internally, how it is used, what decisions are the department making with this data?	

PARD offers a number of special events to the public on a continual basis. Special events are staffed by a combination of full time employees (FTEs) and temp/seasonal Employees. Source data is measured by front-line staff and communicated to management team in the Museums & Cultural Programs Division, after which it is reported to the Parks and Recreation Department's (PARD) Office of Performance Management (OPM) staff for monitoring and external reporting.

Front-line staff assigned to work the special event are responsible for collecting the total number in attendance at the event using sign-in sheets and/or hand held counters. The PARD Museums and Cultural Programs Division and PARD OPM has assigned a Performance Measure Single Point of Contact (SPOC) for each site. After the event takes place, event staff report the attendance totals to their assigned site SPOC for data entry and monthly reporting requirements.

This measure helps management determine the effectiveness of marketing strategies for programming and can also indicate demand for services, an indicator that the department is successfully meeting the needs of the community.

3a. List below the names and titles of all staff who collect data for the measure and the length of time that they have had responsibility for the measure.

The SPOC structure became effective August 2016. The length of time the SPOC's have each had responsibility over the data entry/collection for this measure is 5 months.

**Museums & Cultural Program Performance Measure SPOC List:**

AARC—ThuAnh Nguyen, Administrative Associate—Temp

Carver—Arrietta Allen, Administrative Specialist

DAC—Robert Poschmann, Administrative Assistant

ESB-MACC—Lindsay Barras, Exhibit Specialist

Old Bakery & Emporium—J. Savannah, Programs Supervisor

Zilker Hillside Theater—Lucy Miller-Downing, Culture & Arts Education Coordinator

3c. List below the names and titles of all staff responsible for calculation of the measures, if different from above.

MaryAnn Vaca-Lambert, Culture and Arts Education Supervisor (Division Performance Measure Administrator)

Laura Esparza, Division Manager (Museums and Cultural Programs)

Veronica Delgado, Business Process Consultant (PARD OPM)

4a. Did you attach to this Appendix a copy of the first page of summary documentation (i.e. backup) showing field headings and any pages showing totals? Documentation should include any reports that support the measure result reported in eCOMBS.

Yes       No\*

\*If no, explain below.

4b.	Record below the results of determining whether the summary documentation was within a range of +/-3% of what was reported in eCOMBS.  Summary documentation was within a range of +/- 3% of what was reported in eCOMBS.
4c.	<div data-bbox="233 275 1024 407">Did the measure deviate from the measure definition and caused more than a three percent difference between the performance reported in eCOMBS and the correctly calculated number?</div> <div data-bbox="1029 275 1333 407"> <input type="checkbox"/> Yes*    <input checked="" type="checkbox"/> No**            *If yes, explain below.         </div> <div data-bbox="233 413 1333 674"> <p><b>Note:</b> The measure description entered in eCOMBS was outdated and reflected inaccurate information like the division name and data source. This is a new measure and was entered into eCOMBS in calendar year 2014 for FY16. Since calendar year 2014, PARD has gone through a number of re-orgs and unit name changes.</p> <p>The calculation method was not affected because FY16 was the first year of data collection. The outcome did not deviate from the calculation method.</p> </div>
	<div data-bbox="233 680 1024 812">**If no, is the department using the planning to use the same calculation and process used in prior years for the current and proposed years?</div> <div data-bbox="1029 680 1333 812"> <input checked="" type="checkbox"/> Yes    <input type="checkbox"/> No*            *If no, explain below.         </div>
6.	<div data-bbox="233 890 1024 1010">Did you attach to this Appendix a copy of the high-level process flowchart that you developed?</div> <div data-bbox="1029 890 1333 1010"> <input checked="" type="checkbox"/> Yes    <input type="checkbox"/> No*            *If no, explain below.         </div>
7a.	<div data-bbox="233 1085 1024 1205">Are any input, process, or review controls missing?</div> <div data-bbox="1029 1085 1333 1205"> <input type="checkbox"/> Yes*    <input checked="" type="checkbox"/> No            *If yes, explain below.         </div>
7b.	<div data-bbox="233 1281 1024 1413">Are there any data collection limitations or calculation limitations inherent in the data?</div> <div data-bbox="1029 1281 1333 1413"> <input checked="" type="checkbox"/> Yes*    <input type="checkbox"/> No            *If yes, explain below.         </div> <div data-bbox="233 1419 1333 1820"> <p>The only limitation is that the data collection process is entirely manual (through sign in sheets and manual counters), increasing the risk of data collection and data entry errors. PARD OPM is actively implementing automated data collection processes where possible, but infrastructural limitations (ex. facilities that are not Wi-Fi capable) along with lack of funding resources to purchase applicable technology (ex. laser counters that upload directly to RecTrac), prevents the department from implementing an automated process for data collection at this time. All data undergoes a stringent quality assurance review, but some controls are not possible with manual data tracking. See 'MPR-Workbook-Instructions' PDF for more detailed information about quality controls, in <a href="#">G:\Budget\Perf Measure Assessments\FY18\PARD\8315 - Attendance at free cultural special events\4a, 8c - summary documentation and records tested\Communication Management</a>).</p> </div>
8b.	List below the process and criteria you used to test each sample item:



# Attachments

## Attachment 2A—Measure Definition (eCOMBS screen shot)

eCOMBS
Computerized Operation and Maintenance Budget System

[Budget](#) | [Revenue](#) | [Measures](#) | [Personnel](#) | [Fee Schedule](#) | [Financials](#) | [Reports](#) | [Logout](#)

**User Info**

Emp ID: 10081471  
Dept: PR  
Role: Manager

**Measures**

My Measures  
Mission / Goals  
Program  
Activity  
Add Measure  
In Progress Meas  
Approval Queue  
Rejected  
Budget Assessment  
Self-Assessment  
Business Planning  
Grant Planning  
Budget Planning  
Measure Variance  
Change Matrix

**Search**

FDU  
Task Order  
Measures

**Links**

Contact Us  
User Guides  
Change Password  
Edit Your Info

### View Measure

Measure ID: 8315
Status: In Progress

Measure Name: Attendance at free cultural special events  
Measure Units: na  
Data Reporting Type: Number  
Entered By: Waters, Lauren (12/02/2014)      Last Updated: Waters, Lauren (12/15/2014)

2018	2017	2016
------	------	------

Category: Activity  
Department: Parks and Recreation  
Program: Community Services  
Activity: Museums & Cultural Programs

Amended	Approved	Proposed	CYE	Actuals	Long Term Goal
No Data	No Data	No Data	No Data	No Data	No Data

Long Term Goal Justification

No Data

[Edit Data](#)

#### Reporting Information

Cumulative:  Non-Cumulative

Measure Type: Demand

Level: Performance

ICMA Measures:

Graphed Measure:

Supports Goal:

Internal Measure:  Viewable to the public

Frequency: Monthly

[Edit Reporting Info](#)

Active:  Active

Key Performance Indicator:

Dashboard Indicator:

Program Page:

Self-Assessment Queue:

Self-Assessment Date:  Not Self-Assessed

Budget Assessment Queue:

Budget Assessment Date:  Not Assessed

#### Description Information

**Description:** Attendance at free educational and cultural events sponsored or co-sponsored by HAND sites (does not include the ZBG or ANSC).

**Data Source:** Rec Trac

**Calculation:** Sum of reported attendance at all free cultural and educational events sponsored by HAND sites.

**Rationale:** This measure will track attendance at free educational and cultural events sponsored or co-sponsored by PARD. As we try to advertise and build on our cultural programs, this measure will help us track progress towards this goal.

## Attachment 2A—Updated Measure Definition (eCOMBS screen shot)

Note: This screen shot shows the updated measure description information to reflect an updated definition, division name (previously HAND, now Museums and Cultural Programs), data source (previously RecTrac, currently Museums and Cultural Programs Monthly Performance Reports), and the addition of MaryAnn Vaca-Lambert as a responsible employee.

e
COMBS

Computerized Operation and Maintenance Budget System

+]
Budget
Revenue
Measures
Personnel
Fee Schedule
Financials
Reports
Logout

**User Info**

Emp ID: 10140159

Dept: PR

Role: City Finance

**Measures**

My Measures

Mission / Goals

Program

Activity

Add Measure

In Progress Meas

Approval Queue

Rejected

Budget Assessment

Self-Assessment

Business Planning

Budget Planning

Lock Data

Measure Variance

Change Matrix

**Search**

FDU

Measures

Fee Schedule

Task Order

Personnel

**Administration**

Add New FTE

Budget Reductions

Change Department

Dept Admin

User Accounts

Fund Summary

Review New FTEs

**Links**

Contact Us

User Guides

Change Password

Edit Your Info

**View Measure**

Measure ID: 8315

Status: In Progress

Measure Name: Attendance at free cultural special events

Measure Units: na

Data Reporting Type: Number

Entered By: Waters, Lauren (12/02/2014)

Last Updated: Montana, Mac (02/01/2017)

2018	2017	2016
------	------	------

Category: Activity

Department: Parks and Recreation

Program: Community Services

Activity: Museums & Cultural Programs

Amended	Approved	Proposed	CYE	Actuals	Long Term Goal
No Data	No Data	No Data	No Data	No Data	No Data

**Long Term Goal Justification**

No Data

**Edit Data**

**Reporting Information**

Cumulative: Non-Cumulative

Measure Type: Demand

Level: Performance

ICMA Measures:

Graphed Measure:

Supports Goal:

Internal Measure: Viewable to the public

Frequency: Monthly

Active: Active

Key Performance Indicator:

Dashboard Indicator:

Program Page:

Self-Assessment Queue:

Self-Assessment Date: Not Self-Assessed

Budget Assessment Queue:

Budget Assessment Date: Not Assessed

**Edit Reporting Info**

**Description Information**

**Description:** Attendance at free educational and cultural events sponsored or co-sponsored by Museums & Cultural Programs sites. The measure helps management determine the effectiveness of marketing strategies for programming and also can indicate demand for services, which serves as an indicator that the department is successfully meeting the needs of the community.

**Data Source:** Museums & Cultural Program Division Monthly Performance Reports

**Calculation:** Sum of reported attendance at all free cultural and educational events sponsored by Museums & Cultural Programs Division Sites.

**Rationale:** This measure will track attendance at free educational and cultural events sponsored or co-sponsored by PARD. As we try to advertise and build on our cultural programs, this measure will help us track progress towards this goal.

# Attachment 4A—FY16 Tabulation Screen Shots

Measure 8315-- Attendance at free cultural special events  
 Self-Assessment Review by V.Delgado  
 Timeframe: FY16

**FY16 Tabulation--DataSource Museums and Cultural Programs Monthly Reports**

Month	Total
Oct	2827
Nov	1205
Dec	2732
Jan	801
Feb	2331
Mar	5161
April	2685
May	7117
June	1658
July	45519
Aug	23219
Sept	3983
<b>YTD Total</b>	<b>99238</b>

eCOMBS Screen Shot

**Edit Periodic 2016**

Department: Parks and Recreation  
 Program: Community Services  
 Activity: Museums and Cultural Programs  
 Measure ID: 8315  
 Measure Name: Attendance at free cultural special events  
 Frequency: Monthly

**Monthly**

Oct	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep
2827	1205	2732	801	2331	5161	2685	7117	1658	45519	23219	3983

Last Update: Delgado, Veronica on 11/18/2016

**Annually**

Annual Amount
99238

Last Update: Delgado, Veronica on 11/18/2016

OPM Tracking Sheet Screen Shots

OPM Tracking Sheet Screen Shots

8315	Attendance at free cultural special events (add total number of participants for each free event)	2827	1205	2732	801	2331	5161	2685	7117	1658	45519	23219	3983	99238
		16%	8%	13%	6%	12%	20%	10%	24%	9%	77%	62%	17%	

## MONTHLY PERFORMANCE REPORT - MUSEUMS & CULTURAL CENTERS

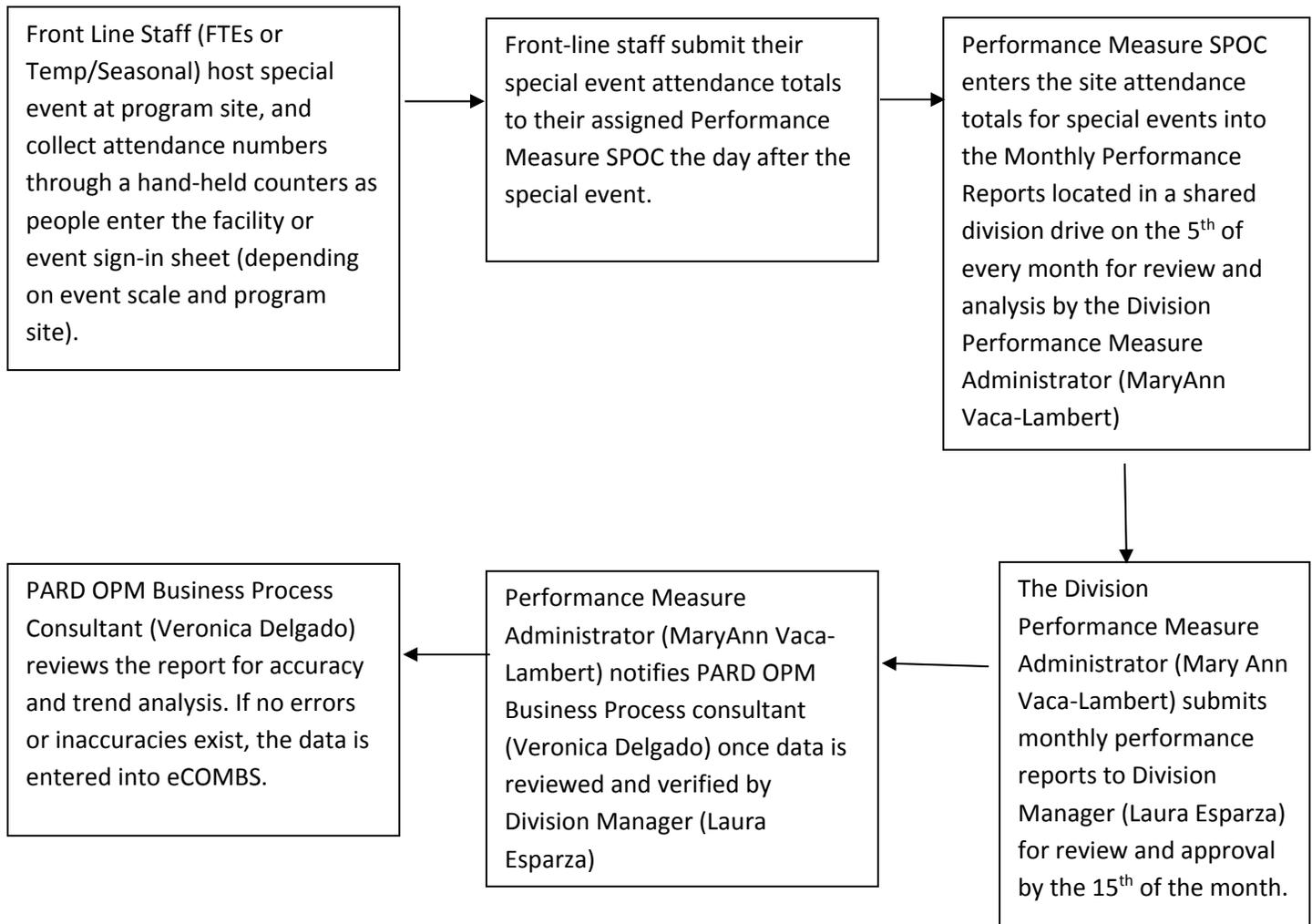
Survey Information	AARC	Carver	Carver Genealogy	DAC	ZHT	ESB-MACC	OHENRY	DICKINS ON	NEY	OLD BAKERY	YTD TOTAL	AVERAGE
<b># of Surveys</b>	108	191	23	657	2	816	39	40	121	32	2029	203
% of Monthly Surveys Received of Total Received	5%	9%	1%	32%	0%	40%	2%	2%	6%	2%	100%	10%
Community Engagements	0	4	1	0	0	0	0	0	63	0	68	680%
Other	0	0	0	0	0	0	0	0	0	0	0	0%

Performance Measure	AARC	Carver	Carver Genealogy	DAC	ZHT	ESB-MACC	OHENRY	DICKINS ON	NEY	OLD BAKERY	YTD TOTAL	AVERAGE
<b>8196</b> Number of participants who increased their knowledge and understanding of culture, history & art	102	174	22	637	2	796	38	40	108	32	1951	195
<b>8469</b> Number of art and cultural program participants reporting an improvement to their quality of life	108	175	14	623	2	816	36	35	108	32	1949	195

	AARC	Carver	Carver Genealogy	DAC	ZHT	ESB-MACC	OHENRY	DICKINS ON	NEY	OLD BAKERY	YTD TOTAL	AVERAGE
<b>8314</b> Number of <b>Free</b> cultural special events sponsored by Museums and Cultural Centers	490	90	26	109	0	203	255	237	64	12	1486	149
Number of <b>Fee Based</b> Programs	30	23	0	307	0	40	1	0	0	0	401	40
<b>Total # of Events</b>	520	113	26	416	0	243	256	237	64	12	1887	188.7
Number of <b>Free</b> Facility Rentals	316	286	16	509	53	52	0	0	0	0	1232	123.2
Number of <b>PAID</b> Facility Rentals	151	140	347	183	66341	32	0	0	0	0	67194	6719.4
<b>Total # of Free/Paid Rentals</b>	467	426	363	692	66394	84	0	0	0	0	68426	6842.6
<b>8315</b> Attendance at free cultural special events (add total number of participants for each free event)	3992	2797	347	4921	66341	11880	3425	457	4968	110	99238	9924

## Attachment 6—Flow Chart

8315—Attendance at free cultural special events



## Attachment 8c—Records Reviewed (G Drive Screen Shots)

Excel Spreadsheets are provided in Documentation Folder Submitted with this Check List.

**Museums and Cultural Programs**

Search Results in pard (\\coacd.org\dfs) (G:) > Performance Measures > 2016Measures > Museums and Cultural Programs

File Edit View Tools Help

Organize Burn New folder

Name ^	Date modified	Type	Size
Meetings	4/26/2016 8:42 AM	File folder	
REPORTS	10/4/2016 3:31 PM	File folder	
Copy of MPR.2015-2016-OHENRY	5/14/2016 4:27 PM	Microsoft Excel Wor...	365 KB
Definitions	6/28/2016 2:38 PM	Microsoft Word 97 -...	38 KB
DIVISION-ROLLUP-MPR.2015-2016	11/2/2016 11:26 AM	Microsoft Excel Wor...	258 KB
MPR.2015-2016-AARC	11/14/2016 1:28 PM	Microsoft Excel Wor...	590 KB
MPR.2015-2016-CARVER	10/12/2016 3:40 PM	Microsoft Excel Wor...	572 KB
MPR.2015-2016-CGENEOLOGY	10/14/2016 11:36 AM	Microsoft Excel Wor...	349 KB
MPR.2015-2016-DAC	10/17/2016 1:39 PM	Microsoft Excel Wor...	580 KB
MPR.2015-2016-DICKINSON	10/14/2016 11:42 AM	Microsoft Excel Wor...	356 KB
MPR.2015-2016-MACC - Shortcut (2)	5/2/2016 10:33 AM	Shortcut	1 KB
MPR.2015-2016-MACC - Shortcut	6/3/2016 12:44 PM	Shortcut	3 KB
MPR.2015-2016-MACC	10/18/2016 7:00 PM	Microsoft Excel Wor...	579 KB
MPR.2015-2016-NEY	10/18/2016 10:16 AM	Microsoft Excel Wor...	365 KB
MPR.2015-2016-OHENRY	10/14/2016 11:40 AM	Microsoft Excel Wor...	356 KB
MPR.2015-2016-OLD_BAKERY	10/14/2016 11:47 AM	Microsoft Excel Wor...	352 KB
MPR.2015-2016-ZHT	10/10/2016 2:13 PM	Microsoft Excel Wor...	342 KB