

Attachment: Evaluation Framework Indicators and Performance Measures

GOAL 3: SUPPORT AND FOSTER ENTREPRENEURIALISM AND SMALL BUSINESSES

Objectives	Regional Partners	Metrics
3a: Support incubators and coworking space in the County.	Economic Development Boards, Cities, County	Number of Incubators and coworking spaces
3b: Host innovation competitions in key industry clusters.		Utilization of incubators and coworking spaces
3c: Unify and strengthen coalitions to effectively support developing businesses and their workforces.		Number of new businesses and previous locations
3d: Market Santa Cruz County as an alternative to Silicon Valley.		Number of inter-regional events and collaborations
3e: Identify and assess opportunities to partner with other regions to increase awareness and connectivity to Santa Cruz County's innovation and entrepreneurs.		
3f: Explore potential program to match and partially fund entrepreneurs and small businesses with local students interested in internships or part-time work.	UCSC, Community Colleges, Workforce Development Board, Economic Development Board, Cities, County	Number of students interning or working part-time at local businesses relevant to their course of study

GOAL 4: INVEST IN INFRASTRUCTURE & PROGRAMS THAT PROMOTE REGIONAL ECONOMIC VITALITY & ENHANCE QUALITY OF LIFE

Objectives	Regional Partners	Metrics
4a: Ensure adequate infrastructure is in place for new and existing businesses. This includes improving transit, as well as providing fast internet and reliable water and sewage.	Parks and Recreation Departments, Cities, County	Average Internet speeds Internet Accessibility Commute Times Water and Sewer Complaints
4b: Ensure that Santa Cruz County remains a place of natural beauty with pockets of undisturbed wildness.	Parks and Recreation Departments, Cities, County	Number of visitors to public recreational attractions
4c: Maintain public services and recreation centers, such as parks, libraries, and beaches.		
4d: In addition to Measure D, consider additional transportation and traffic congestion mitigation efforts and initiatives.	Residents, Department of Public Works, Cities and County	Public Opinion

