



KPI INTAKE SURVEY QUESTIONS

LAST UPDATED: MAY 4, 2023

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PURPOSE OF DOCUMENT

Please note that **this document is not the survey submission tool**; Rather it is a resource to help you prepare responses for each survey question.

We **recommend** you use this document to draft your survey responses prior to opening the KPI Intake Survey emailed to you by your grant manager.

As a reminder, any responses entered into the SmartsheetGov survey will not be saved if the survey is closed prior to submission.

INSTRUCTIONS: READ BEFORE STARTING

- Please refer to NCPRO's reporting guidance at <https://ncpro.nc.gov/guidance/reporting-information> including the **KPI Intake Resource Guide**.
- Additional documentation to have on hand as you complete this template for each project:
 - Completed Logic Model Planning Worksheet
 - SFRF Project Planning Template
 - Attachments A and B, as included in the SFRF contracting process with NCPRO
 - Applicable agency plans that intersect with SFRF project implementation
- Reach out to your grant manager for additional assistance.

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PROJECT NAME: COMMUNITY HEALTH PROJECT

SECTION 1: PERFORMANCE REPORTING CONTACT INFO

Reporting performance measures to NCPRO requires submitting Key Performance Indicator (KPI) data to NCPRO via a quarterly, semi-annual, and/or annual survey. Please provide contact information for the person who will be available to provide accurate and up-to-date performance data on these surveys. If the person responsible for reporting KPI progress changes, please contact your grant manager.

Response format: Text

QUESTION	ANSWER
1. Who will report to NCPRO on performance?	Franklin D Roosevelt
2. Title/position of performance measure contact	Project Lead
3. Email address of performance measure contact	fdroosevelt@agency.gov
4. Phone # of performance measure contact	800-300-4000

SECTION 2: PROJECT TIMEFRAME

Please select the appropriate quarter for each question in this section.

Response Format: Drop-down menu including the following options:

- 2022 Quarter 1 (Jan-Mar)
- 2022 Quarter 2 (Apr-Jun)
- 2022 Quarter 3 (Jun-Sep)
- 2022 Quarter 4 (Oct-Dec)
- 2023 Quarter 1 (Jan-Mar)
- 2023 Quarter 2 (Apr-Jun)
- 2023 Quarter 3 (Jun-Sep)
- 2023 Quarter 4 (Oct-Dec)
- 2024 Quarter 1 (Jan-Mar)
- 2024 Quarter 2 (Apr-Jun)
- 2024 Quarter 3 (Jun-Sep)
- 2024 Quarter 4 (Oct-Dec)
- 2025 Quarter 1 (Jan-Mar)
- 2025 Quarter 2 (Apr-Jun)
- 2025 Quarter 3 (Jun-Sep)
- 2025 Quarter 4 (Oct-Dec)
- 2026 Quarter 1 (Jan-Mar)
- 2026 Quarter 2 (Apr-Jun)
- 2026 Quarter 3 (Jun-Sep)
- 2026 Quarter 4 (Oct-Dec)

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Note: Because we collect financial targets in this section, **you will not need to include any financial goals as KPIs unless reasonably unique from these obligation and expenditure targets.**

You may select the same quarter for multiple questions if appropriate. If you've already met an obligation or expenditure milestone, the quarter will be pre-selected for you based on when you met that milestone.

All SFRF project funds must be fully obligated by Dec. 31, 2024, and expended by Dec. 31, 2026.

QUESTION	ANSWER
5. When do you expect to complete this project?	2026 Quarter 1 (Jan-Mar)
6. Estimate when 25% of SFRF \$ will be obligated	2022 Quarter 3 (Jul - Sep)
7. Estimate when 50% of SFRF \$ will be obligated	2023 Quarter 2 (Apr-Jun)
8. Estimate when 75% of SFRF \$ will be obligated	2024 Quarter 1 (Jan – Mar)
9. Estimate when 100% of SFRF \$ will be obligated	2024 Quarter 4 (Oct-Dec)
10. Estimate when 25% of SFRF \$ will be expended	2022 Quarter 4 (Oct-Dec)
11. Estimate when 50% of SFRF \$ will be expended	2023 Quarter 3 (Jun-Sep)
12. Estimate when 75% of SFRF \$ will be expended	2024 Quarter 2 (Apr-Jun)
13. Estimate when 100% of SFRF \$ will be expended	2026 Quarter 1 (Jan- Mar)

SECTION 3: PROJECT IMPACTS

For this section, think about the overall, long-term impact you anticipate your project to have and when this impact is expected. There may be more than one project impact but focus on your **primary project impact** here.

QUESTION	ANSWER
<p>14. Describe the expected overall impact of the project</p> <p><i>Response Format: Text</i> <i>Expected length: 2-5 sentences.</i></p>	<p>We hope that the project will positively impact health outcomes for rural North Carolinians by providing them greater access to wellness workshops and other learning opportunities that will result in long-term healthier habits. We are particularly concerned with targeting households underneath the federal poverty line.</p>

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<p>15. When do you expect the project impact to be realized?</p> <p><i>Response format: Drop-down menu with the following options: Short-term (<2 years), intermediate-term (2-5 years), or long-term (>5 years).</i></p>	<p>Intermediate-Term (2-5 years)</p>

SECTION 4: GEOGRAPHIC SCOPE

For this section, think about whether your project affects only specific counties or all of North Carolina. You may select “statewide” if your project affects the entire state, or select as many counties as needed from the dropdown.

QUESTION	ANSWER
<p>16. What area of NC does your project impact?</p> <p><i>Response Format: Drop-down menu listing all counties and a “statewide” option</i></p>	<p>Chatham, Durham, Johnston, Lee, Moore, Orange, and Wake</p>

SECTION 5: PROJECT INPUTS AND ACTIVITIES

For this section, focus on **major** inputs and activities for your project.

Remember: **Inputs** are defined as “resources needed to implement a project.” **Activities** are defined as “Actions using inputs to implement a program.”

Response Format: Text

QUESTION	ANSWER
<p>17. List major project inputs</p>	<p>Staff to administer the workshops, outreach materials, instructional documents, surveys, and workshop locations</p>
<p>18. List major project activities</p>	<p>Conducting outreach, conducting workshops, developing and conducting surveys</p>

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SECTION 6: KEY PERFORMANCE INDICATORS (KPIs)

For this section think about what KPIs you use to gauge project progress and/or success.

We have provided answer tables and space on the survey for up to **10 KPIs**. You are not required to have 10 KPIs. If you have more than 10 KPIs please contact your grant manager. For more details on KPIs please see the **KPI Intake Resource Guide**.

KPI 1 TABLE	
QUESTION	ANSWER
Name of measure <i>Response Format: Text</i>	Advertisement
Type of measure <i>Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</i>	Tracking Measure
Brief description <i>Response Format: Text Expected length: 1 to 3 sentences</i>	Number of radio/newspaper ads promoting the workshops
Unit of measurement <i>Response Format: Text Expected length: 3-5 words</i>	Number of ads
Measuring Strategy/ Data Source <i>Response Format: Text Expected length: 1 or 2 sentences</i>	Receipts and invoices from radio stations and news agencies
Measure start date <i>Response Format: Drop-down menu with list of quarters</i>	2022 Quarter 4 (Oct-Dec)
Measure end date <i>Response Format: Drop-down menu with list of quarters</i>	2025 Quarter 4 (Oct-Dec)
Frequency of reporting to NCPRO <i>Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</i>	Quarterly
Does KPI have an equity component? <i>Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race,</i>	No

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<p><i>ethnicity, gender, language, socioeconomic status, religion, or ability.”</i> <i>Response format: Yes/no Drop-down menu</i></p>	
<p>How is KPI data disaggregated? <i>Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc.</i> <i>If it is not disaggregated, state “KPI data not disaggregated”</i> <i>Response format: text</i></p>	<p><i>KPI data not disaggregated</i></p>

SAMPLE

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KPI 2 TABLE

QUESTION	ANSWER
<p>Name of measure Response Format: Text</p>	Household outreach
<p>Type of measure Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</p>	Tracking Measure
<p>Brief description Response Format: Text Expected length: 1 to 3 sentences</p>	Number of households contacted and invited to participate in workshops
<p>Unit of measurement Response Format: Text Expected length: 3-5 words</p>	Number of households
<p>Measuring Strategy/ Data Source Response Format: Text Expected length: 1 or 2 sentences</p>	List of applicable households that had been called on the phone with a record of whether or not someone picked up the phone
<p>Measure start date Response Format: Drop-down menu with list of quarters</p>	2022 Quarter 4 (Oct-Dec)
<p>Measure end date Response Format: Drop-down menu with list of quarters</p>	2024 Quarter 2 (Apr-Jun)
<p>Frequency of reporting to NCPRO Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</p>	Quarterly
<p>Does KPI have an equity component? Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.” Response format: Yes/no Drop-down menu</p>	Yes
<p>How is KPI data disaggregated? Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc. If it is not disaggregated, state “KPI data not disaggregated” Response format: text</p>	Addresses are associated with zip codes which can be used to determine socioeconomic status.

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KPI 3 TABLE

QUESTION	ANSWER
<p>Name of measure Response Format: Text</p>	Curriculum completion rate
<p>Type of measure Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</p>	Tracking Measure
<p>Brief description Response Format: Text Expected length: 1 to 3 sentences</p>	The workshop curriculum was completed before the first workshop and distributed to administrators.
<p>Unit of measurement Response Format: Text Expected length: 3-5 words</p>	Percent of curriculum completed
<p>Measuring Strategy/ Data Source Response Format: Text Expected length: 1 or 2 sentences</p>	Project manager to keep track of curriculum progress
<p>Measure start date Response Format: Drop-down menu with list of quarters</p>	2022 Quarter 3 (Jul – Sep)
<p>Measure end date Response Format: Drop-down menu with list of quarters</p>	2022 Quarter 3 (Jul – Sep)
<p>Frequency of reporting to NCPRO Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</p>	Quarterly
<p>Does KPI have an equity component? Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.” Response format: Yes/no Drop-down menu</p>	Yes
<p>How is KPI data disaggregated? Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc. If it is not disaggregated, state “KPI data not disaggregated” Response format: text</p>	The curriculum will be made accessible to the hearing impaired and available in multiple languages.

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KPI 4 TABLE

QUESTION	ANSWER
<p>Name of measure Response Format: Text</p>	Attendance
<p>Type of measure Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</p>	Output Measure
<p>Brief description Response Format: Text Expected length: 1 to 3 sentences</p>	Number of people who attend health workshops
<p>Unit of measurement Response Format: Text Expected length: 3-5 words</p>	Number of attendees
<p>Measuring Strategy/ Data Source Response Format: Text Expected length: 1 or 2 sentences</p>	Attendees will fill out an anonymous survey after completing the workshop.
<p>Measure start date Response Format: Drop-down menu with list of quarters</p>	2023 Quarter 3 (Jun-Sep)
<p>Measure end date Response Format: Drop-down menu with list of quarters</p>	2026 Quarter 1 (Jan- Mar)
<p>Frequency of reporting to NCPRO Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</p>	Quarterly
<p>Does KPI have an equity component? Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.” Response format: Yes/no Drop-down menu</p>	Yes
<p>How is KPI data disaggregated? Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc. If it is not disaggregated, state “KPI data not disaggregated” Response format: text</p>	Demographic information will be collected in the exit survey

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KPI 5 TABLE

QUESTION	ANSWER
<p>Name of measure Response Format: Text</p>	Targeted community
<p>Type of measure Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</p>	Output measure
<p>Brief description Response Format: Text Expected length: 1 to 3 sentences</p>	Participants who belonged to the targeted community (people who belong to households that are below the federal poverty line)
<p>Unit of measurement Response Format: Text Expected length: 3-5 words</p>	Number of attendees who are members of the targeted community
<p>Measuring Strategy/ Data Source Response Format: Text Expected length: 1 or 2 sentences</p>	Attendees will fill out an anonymous survey after completing the workshop.
<p>Measure start date Response Format: Drop-down menu with list of quarters</p>	2023 Quarter 3 (Jun-Sep)
<p>Measure end date Response Format: Drop-down menu with list of quarters</p>	2026 Quarter 1 (Jan- Mar)
<p>Frequency of reporting to NCPRO Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</p>	Quarterly
<p>Does KPI have an equity component? Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.” Response format: Yes/no Drop-down menu</p>	Yes
<p>How is KPI data disaggregated? Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc. If it is not disaggregated, state “KPI data not disaggregated” Response format: text</p>	Socioeconomic status

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KPI 6 TABLE

QUESTION	ANSWER
<p>Name of measure Response Format: Text</p>	Workshops Completed
<p>Type of measure Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</p>	Output Measure
<p>Brief description Response Format: Text Expected length: 1 to 3 sentences</p>	Number of planned workshops that were completed
<p>Unit of measurement Response Format: Text Expected length: 3-5 words</p>	Completed workshops
<p>Measuring Strategy/ Data Source Response Format: Text Expected length: 1 or 2 sentences</p>	Maintain schedule of workshops
<p>Measure start date Response Format: Drop-down menu with list of quarters</p>	2023 Quarter 3 (Jun-Sep)
<p>Measure end date Response Format: Drop-down menu with list of quarters</p>	2026 Quarter 1 (Jan- Mar)
<p>Frequency of reporting to NCPRO Quarterly, Semi-annually, Annually</p>	Quarterly
<p>Does KPI have an equity component? Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.” Response format: Yes/no Drop-down menu</p>	Yes
<p>How is KPI data disaggregated? Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc. If it is not disaggregated, state “KPI data not disaggregated” Response format: text</p>	Workshops can be disaggregated by zip code and census tract, which could provide socioeconomic information.

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KPI 7 TABLE

QUESTION	ANSWER
<p>Name of measure Response Format: Text</p>	Healthier Habits One Month Following Workshop
<p>Type of measure Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</p>	Outcome Measure
<p>Brief description Response Format: Text Expected length: 1 to 3 sentences</p>	Percent of workshop attendees that report healthier habits 1 month after the workshop
<p>Unit of measurement Response Format: Text Expected length: 3-5 words</p>	Percent of attendees
<p>Measuring Strategy/ Data Source Response Format: Text Expected length: 1 or 2 sentences</p>	A survey asking about habits to be administered as a baseline before attendance with a follow-up survey to gauge how habits might have changed after workshop attendance
<p>Measure start date Response Format: Drop-down menu with list of quarters</p>	2023 Quarter 3 (Jun-Sep)
<p>Measure end date Response Format: Drop-down menu with list of quarters</p>	2026 Quarter 1 (Jan- Mar)
<p>Frequency of reporting to NCPRO Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</p>	Quarterly
<p>Does KPI have an equity component? Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.” Response format: Yes/no Drop-down menu</p>	Yes
<p>How is KPI data disaggregated? Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc. If it is not disaggregated, state “KPI data not disaggregated” Response format: text</p>	Survey data can be disaggregated by a variety of demographic indicators, including race and socioeconomic status

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KPI 8 TABLE

QUESTION	ANSWER
Name of measure <i>Response Format: Text</i>	<i>Healthier Habits One Year Following Workshop</i>
Type of measure Response format: Drop-down menu with the following options: <i>Tracking, Output, or Outcome</i>	<i>Outcome Measure</i>
Brief description <i>Response Format: Text</i> <i>Expected length: 1 to 3 sentences</i>	<i>Percent of workshop attendees that report healthier habits 1 year after the workshop</i>
Unit of measurement <i>Response Format: Text</i> <i>Expected length: 3-5 words</i>	<i>Percent of attendees</i>
Measuring Strategy/ Data Source <i>Response Format: Text</i> <i>Expected length: 1 or 2 sentences</i>	<i>A survey asking about habits to be administered as a baseline before attendance with a follow-up survey to gauge how habits might have changed after workshop attendance</i>
Measure start date <i>Response Format: Drop-down menu with list of quarters</i>	<i>2024 Quarter 3 (Jun-Sep)</i>
Measure end date <i>Response Format: Drop-down menu with list of quarters</i>	<i>2026 Quarter 1 (Jan- Mar)</i>
Frequency of reporting to NCPRO <i>Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</i>	<i>Annually</i>
Does KPI have an equity component? <i>Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.”</i> <i>Response format: Yes/no Drop-down menu</i>	<i>Yes</i>
How is KPI data disaggregated? <i>Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc.</i> <i>If it is not disaggregated, state “KPI data not disaggregated”</i> <i>Response format: text</i>	<i>Survey data can be disaggregated by a variety of demographic indicators, including race and socioeconomic status</i>

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KPI 9 TABLE	
QUESTION	ANSWER
<p>Name of measure Response Format: Text</p>	
<p>Type of measure Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</p>	
<p>Brief description Response Format: Text Expected length: 1 to 3 sentences</p>	
<p>Unit of measurement Response Format: Text Expected length: 3-5 words</p>	
<p>Measuring Strategy/ Data Source Response Format: Text Expected length: 1 or 2 sentences</p>	
<p>Measure start date Response Format: Drop-down menu with list of quarters</p>	
<p>Measure end date Response Format: Drop-down menu with list of quarters</p>	
<p>Frequency of reporting to NCPRO Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</p>	
<p>Does KPI have an equity component? Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.” Response format: Yes/no Drop-down menu</p>	
<p>How is KPI data disaggregated? Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc. If it is not disaggregated, state “KPI data not disaggregated” Response format: text</p>	

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KPI 10 TABLE	
QUESTION	ANSWER
<p>Name of measure Response Format: Text</p>	
<p>Type of measure Response format: Drop-down menu with the following options: Tracking, Output, or Outcome</p>	
<p>Brief description Response Format: Text Expected length: 1 to 3 sentences</p>	
<p>Unit of measurement Response Format: Text Expected length: 3-5 words</p>	
<p>Measuring Strategy/ Data Source Response Format: Text Expected length: 1 or 2 sentences</p>	
<p>Measure start date Response Format: Drop-down menu with list of quarters</p>	
<p>Measure end date Response Format: Drop-down menu with list of quarters</p>	
<p>Frequency of reporting to NCPRO Response format: Drop-down menu with the following options: Quarterly, Semi-annually, Annually</p>	
<p>Does KPI have an equity component? Equity is defined by OSBM as “ensuring opportunities, access, and impact are not determined by race, ethnicity, gender, language, socioeconomic status, religion, or ability.” Response format: Yes/no Drop-down menu</p>	
<p>How is KPI data disaggregated? Describe if your KPI data is (or can be) disaggregated across equity dimensions including race, socioeconomic status, gender, ethnicity, ability, etc. If it is not disaggregated, state “KPI data not disaggregated” Response format: text</p>	

SECTION 7: IMPACT EVALUATION

For this section, think about whether you will be conducting an evaluation of the overall, long-term impacts of your project, and let us know if you would be interested in collaborating with NCPRO and/or agency partners to evaluate project impacts.

QUESTION	ANSWER
20. Do you plan to evaluate project impacts? <i>Response format: Yes/No Drop-down menu</i>	Yes
21. Are you interested in evaluation collaboration? <i>Response format: Yes/No Drop-down menu</i>	Yes

SECTION 8: OTHER CONSIDERATIONS

Please share any additional thoughts, concerns, or questions you have regarding your project KPIs.

QUESTION	ANSWER
22. Provide any additional info on KPIs here <i>Response format: Text</i>	I am confident that our KPIs are suitable for measuring the overall success of my project!

FINISH: SUBMITTING THE SURVEY

- Congratulations! You have completed the template for the KPI Intake Survey for one of your SFRF-funded projects. You can now proceed to the survey link provided in the email from your grant manager.
- Copy and paste your responses from this document to the applicable spaces in the KPI Intake Survey.
- Click **submit** when you are finished.
- Please reach out to your grant manager if you need additional assistance.