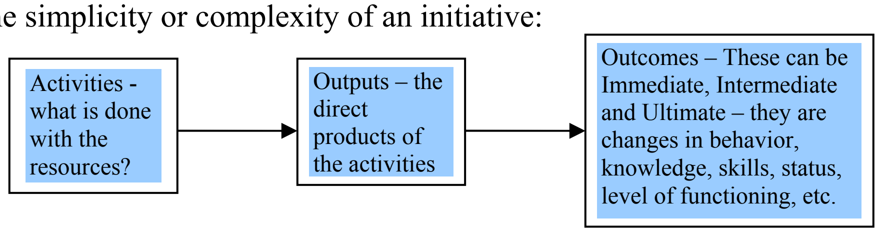
Section	Information to Include:
Purpose of the Initiative	Description of and rationale for the policy/program. ✓ Who are the program's clients? ✓ Why is the program being established? What is the need? ✓ What will the initiative do and how? ✓ What is it intended to achieve?
Clients/ Beneficiaries and Primary Stakeholders	**Clients/Beneficiaries:** While the purpose statement identifies the program's clients, this section highlights the socio-economic and other relevant characteristics of the target group (e.g., size of the target group, age, gender, relevant social/economic/health descriptors, geographic dispersion, etc.; for target groups of an economic or business nature, the type or characteristics of the eligible business or organizations, the sector of the economy, geographic location/s, etc.). **Primary Stakeholders:** Identify key stakeholders and the nature of their involvement. Stakeholders are key departments or external organizations which would have an interest in the initiative and could include organizations directly partnering in delivery, those whose existing services may complement the new program, those which lobby on behalf of the target group, etc.
Accountabilities	Identify roles and responsibilities of the department (e.g., division/s involved and their particular responsibilities, any regional participation, etc.) and other key stakeholders directly involved in implementing the initiative. For collaborative arrangements (i.e., managed with other departments or external groups/organizations), outline how this relationship will be managed including how decision-making will take place, what processes will be used to ensure performance of external partners/organizations, etc..
Logic Model	A logic model is a text diagram illustrating the logical relationships between the program components and the issue to be solved. It systematically and visually presents the relationships among the resources you have to operate the program, the activities you plan, and the changes you hope to achieve. The following is a logic model in its simplest form. There are various approaches to develop a logic model and departments may want to modify their approach based on the simplicity or complexity of an initiative:  Where an initiative has multiple program components, outputs and outcomes, the Logic Model should be included as an Attachment to the template.

<table>
<tr><th>Section</th><th colspan="3">Information to Include:</th></tr>
<tr><td rowspan="2">Indicators and Targets</td><td>Output Indicators: Outputs are direct products or services generated from the activities of the initiative. Identify quantitative or qualitative indicators which provide evidence of the progress and success of implementation for all outputs in the Logic Model. Where feasible, SMART (Specific, Measurable, Achievable, Relevant and Time bound) targets are to be identified for each indicator. When no targets are available, explain why they are not available, how and when they will be developed or how success will be determined in their absence.</td><td>Baseline:</td><td>Target for Each Indicator:</td></tr>
<tr><td>Outcome Indicators: Outcomes are the changes resulting from the initiative (e.g., in behavior, knowledge, skills, etc.). They can be immediate, intermediate or ultimate. Indicators that will be tracked to provide evidence of the achievement of outcomes are to be identified for all Outcomes identified in the Logic Model. Where feasible, SMART targets are to be identified for each indicator. When no targets are available, explain why, how and when they will be developed or how success will be determined in their absence.</td><td>Baseline:</td><td>Target for Each Indicator:</td></tr>
<tr><td>Performance Monitoring Plan</td><td colspan="3">Outline how data related to the identified performance indicators will be gathered, by whom, how often performance monitoring reports will be developed, who will receive these reports and how the reports will be used. Departments may find development of the Performance Measurement template (Attachment I) will help with completion of this section. The Performance Measurement Table is a working document and does not have to be attached to the Cabinet Paper but should be available for review by your Cabinet Officer. If the department will be partnering with external organizations/groups in the delivery of the initiative, include all performance reporting requirements of these partners.</td></tr>
<tr><td rowspan="3">Evaluation Plan</td><td colspan="3">In this upper portion, provide a general discussion of plans for any evaluations. If none are planned, discuss why not or what might trigger a decision to evaluate at some point. If evaluations are planned, provide a summary of the type, by whom it would be done (e.g., internal, external consultant, combination of the two) and the date or timeframe in the lower portion of this section.</td></tr>
<tr><th>Type of Evaluation</th><th>Who Would Conduct?</th><th>Date/ Timeframe</th></tr>
<tr><td></td><td></td><td></td></tr>
</table>

APPENDIX I
Performance Measurement Plan

	INDICATORS	BASELINE	TARGET	DATA SOURCE	RESPONSIBILITY FOR COLLECTION	FREQUENCY OF COLLECTION	FREQUENCY OF REPORTING	RESPONSIBILITY FOR REVIEWING & ACTING ON REPORTS
OUTCOMES (refer to the logic model) ***CLIENT/STAKEHOLDER BENEFITS/IMPACTS and SOCIAL AND ECONOMIC IMPACTS***								
Identify from your Logic Model and list here the desired Outcomes of your initiative. The Logic Model focuses on those outcomes whose achievement, or lack of, can make or break the program.	*Identify the indicators required to monitor whether or not the outcomes on the left is being achieved.* *<u>Have as few</u> indicators as needed to monitor achievement. **Focus on the critical few, not the trivial many.***	*Where feasible, identify baseline measures against which future performance can be compared.*	*Where feasible, establish SMART targets for identified indicators.*	*State the data source that will support each indicator*	*Indicate who/what division/what group, etc. will be responsible for collecting the data.*	*How frequently will you collect data on each indicator?*	*How frequently will you report on the data?*	*To whom will the report be provided in the department and how will they use the report?* *Will the report be circulated outside the department (e.g., to Cabinet, Treasury Board, other departments, other organizations, other levels of government, etc.) and if so how often and how will they use it?*
Add rows as required.								
ACTIVITY OUTPUTS (refer to the logic model)								
Identify and list the activity outputs that need to be accomplished to deliver the client benefits/impacts in order that the strategic outcomes might be achieved. These can be derived from your Logic Model.	*Identify the indicators required to monitor whether or not the output on the left is being achieved.* *<u>Have as few</u> indicators as needed to monitor achievement. **Focus on the critical few, not the trivial many.***	*Where feasible, identify baseline measures against which future performance can be compared.*	*Where feasible, establish SMART targets for identified indicators.*	*State the data source that will support each indicator*	*Indicate who/what division/what group, etc. will be responsible for collecting the data.*	*How often will you collect data on each indicator?*	*How frequently will you report on the data?*	*To whom will the report be provided in the department and how will they use the report?* *Will the report be circulated outside the department (e.g., to Cabinet, Treasury Board, other departments, other organizations, other levels of government, etc.) and if so how often and how will they use it?*
Add rows as required.								