DRAFT
Foundry Performance Metrics
For all Community Spaces

The Foundry Governing Documents refer to performance measures, the role of the Foundry Advisory Committee, and the responsibilities of the Operator (now designated as the Foundry Consortium).[1] We are currently at a stage of development where it is necessary to advance and fine tune our thinking about performance metrics, including how they will be incorporated into the CRA/Foundry Consortium sub-lease and how they will become the basis for a process of annual assessment, evaluation, and planning for each successive year.

The Performance Metrics outlined below build on the draft Use Principles of January 24, 2019 developed jointly by the Foundry Consortium, Foundry Advisory Committee, and CRA. They are also informed by a review of evaluation processes of other US-based community maker spaces. In addition to just collecting performance metrics, the process for using them in assessment and evaluation also requires more elaboration at this point.

PROCESS

Before the start of each fiscal year, the Foundry Consortium will be required to report on the operations of the Foundry and engage in a process of assessment and evaluation with the Foundry Advisory Committee, the CRA, and the City. There are two documents the Foundry Consortium will provide to the FAC, the CRA and the City: An **annual report** will include analysis of the performance metrics, outlining the past year's programs, participants, financials, and impacts of the building's use. The performance metrics data of each prior year will also inform an **annual business plan** that proposes strategies to continue to achieve the vision and objectives for the Foundry in each successive year. These strategies may include programs that achieve greater engagement of under-represented populations, and should also establish a budget that demonstrates a financially sustainable building operation.

PERFORMANCE METRICS

The minimum data that would be required for annual reporting and assessment is outlined below. The attached sample application and survey demonstrate how that data might be collected, recognizing that the Foundry Consortium staff will need to adapt and fine-tune data collection, including via different online and other platforms.

Event and Rental Data

1. Publicly accessible vs. private event

2. Type of program (use category)

3. Program characteristics (alignment with vision and objectives)

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[1] 2017 Amended Demonstration Plan; 2018 Master Lease and Cooperation Agreement

4. Targeted age group, including intergenerational and open

5. Demographics if applicable (e.g. income, race/ethnicity, Cambridge residents, etc.)

6. Type of entity (private, non-profit, individual, other) and location (address)

7. Assigned room, day, hour, duration, and rental rate

8. Rental requests (food service, use of equipment, other)

9. Number of attendees

Annual Summary Data

10. Total number of applications received requesting reservation of space

11. Total applications rejected who did not receive space

12. Reasons for rejections

13. Total completed reservations at each of the fee levels [market, reduced rate(s), free]

14. Number of events and total attendance

15. Use patterns by season, day, hour

16. Financial summaries regarding rooms, times, and rates

17. Other patterns related to program, use, and entities, including repeat users

18. Summary of user evaluations

SAMPLE FOUNDRY APPLICATION

Thank you for your interest in coming to the Foundry!

Please complete this form with information on the specific program(s) you would like to offer in the building.

<u>*SECTION ONE – For all applicants*</u>

1. **Is your program a private event, by invitation only?**
   No
   Yes
   (If yes, skip to Section Three)

2. **What is the name of the program you want to offer at the Foundry?**

3. **Provide a brief (fewer than 50 words) program description**

4. **Which of the following program characteristics does your program fall under? Choose all that apply.**
   a) Focuses on visual and performing arts, entrepreneurship, technology, "making", and/or workforce education
   b) Allows for creativity and/or collaboration; allows for spontaneity within or across adjacent programs; supports and complements other uses and activities in the building
   c) Represents new programs, approaches, or ideas (e.g., incubates a new businesses; brings a new artist or art form to the Foundry)
   d) Connects residents to dynamic working and learning environments
   e) Gives back to community and Foundry (e.g. internships, teaching, mentoring, services, equipment use)

5. **Which ages can participate in your program?**

   My program is open and suitable for participants of all ages

   Or, select all that apply:

   Youth under the age of 12
   Teenagers
   Young Adults
   Adults
   Seniors

6. **Does your program focus on or track participation among low-income participants?**

   No. We do not focus on or track the income of our participants
   Yes. We focus on low-income participants but do not require proof of income
   Yes. We track low-income household participation by collecting proof of income

   If yes:
   How do you define low-income?

   What percentage of your program participants come from low-income households?

7. **Does your program focus on or track participation among people of color?**

   No. We do not target or track the race or ethnicity of our participants
   Yes. We focus on participants of color but do not ask them how they identify
   Yes. We focus on participants of color and ask them how they identify

   If yes:
   What percentage of your participants are people of color? ___

8. **What percentage of your program participants are Cambridge residents?**
   ___% Cambridge Residents, based on address data that we collect
   ___% Cambridge Residents, based on staff estimates

9. **Please describe in 150 words or fewer how your program is unique in Cambridge; or how it differs, meets a need, and/or is complementary to similar local programs.**

SECTION TWO - Only complete if you are seeking a reduced or free space

Please answer the following questions in fewer than 150 words.

1. **What is the cost to participate in your program?** _____
   Do you consider this program to be affordable for low-income families? Why?

2. **What was your organization's total annual operating budget during your last complete fiscal year?**

SECTION THREE – for all applicants

1. **Name of Organization and Website**

2. **Which type of entity are you?**
   Grassroots or civic association, unincorporated
   501(c)(3) or fiscally sponsored by a 501(c)(3)
   501(c)(4)*
   501(c)(5)
   501(c)(6)
   Government entity
   For profit corporation
   Individual or sole proprietor

   * Please note that the Foundry does not allow programming that endorses or supports candidates in their run for political office.

3. **Contact Name, email, phone and address**

4. **Which space(s) do you seek to reserve?**

5. **During which days and hours?**

6. **Will you be serving food?**

7. **Do you have any special requests for set up or equipment?**

SAMPLE FOUNDRY POST-RENTAL EVALUATION FORM

1. Name of organization

2. Dates of use

3. Space(s) used

4. Total number of individuals participating in your program at the Foundry during those dates

5. What worked well regarding your reservation process and interaction with Foundry staff?
    Useful information on the website
    Ease of application process
    Good response by staff to questions
    Good availability of the spaces and times that I needed
    Foundry staff assistance in setting up the space or helping me solve a problem
    Other:

6. What could we improve about our reservation process or staffing?

7. What did you like about the space you reserved?

    Location in Cambridge
    The design and feel of the space
    Being in a multi-use building; the energy of other users
    The equipment that is available to use in the space
    The price
    Other:

8. What could we improve about the space?

9. Do you expect to return to use the Foundry? If not, why not?

10. Other comments: