

Texas Top Ten Benchmark and Key Performance Indicator Examples

Benchmark

A benchmark is the point of comparison used to demonstrate that an initiative performed better than expected.

Examples include but are not limited to:

- Previous year
- Original goal or target
- Five-year average
- Before and after
- Industry standard
- Similar-sized agencies
- Budgeted or projected performance
- Other (describe)

Key Performance Indicators (KPIs)

A KPI is a metric used to evaluate the progress towards a goal. Think about what you were trying to improve. Your KPI should measure whether you actually improved it.

Examples Include but are not limited to:

- Attendance
- Enrollment
- Retention
- Customer satisfaction
- Cost recovery
- Revenue generated
- Field Utilization
- Team Registrations
- Volunteer hours
- Staff hours
- Safety incidents
- Water or energy savings
- Acres improved
- Work orders completed
- Maintenance cost
- Social media engagement
- Economic impact

A park renovation increased annual visitation from 42,000 to 61,000, while customer satisfaction through pre and post renovation surveys increased from 84% to 95%.

- Benchmark: Pre and post project
- KPIs: Attendance and Customer satisfaction

A new youth program exceeded its enrollment goal of 300 participants by 41%. 425 people participated in the youth program and it achieved 82% cost recovery in year one.

- Benchmark: Original goal
- KPIs: Enrollment and Cost recovery

An athletic complex increased field utilization from 68% to 87% while hosting 14 additional tournaments and generating \$125,000 in additional revenue.

- Benchmark: Previous year
- KPIs: Field utilization, Tournaments, and Revenue

An annual community event increased attendance by 38%, sponsorship revenue by 52%, and customer satisfaction from 91% to 97%.

- Benchmark: Previous year
- KPIs: Attendance, Sponsorship revenue, and Customer satisfaction

A new turf maintenance process reduced athletic field preparation time by 30%, reduced water consumption by 18%, and allowed staff to maintain four additional fields without additional staffing.

- Benchmark: Previous year
- KPIs: Staff time, Water consumption, Fields maintained

A new irrigation management process reduced annual water consumption by 2.1 million gallons, lowered irrigation costs by 15%, and allowed staff to maintain the same acreage with no additional staffing.

- Benchmark: Previous year
- KPIs: Water savings, Cost savings, staff per acre

A volunteer initiative increased volunteer participation from 350 to 625 hours and expanded participation from 30 to 52 volunteers.

- Benchmark: Previous year
- KPIs: Volunteer hours and Total volunteers

A new sponsorship program generated \$25,000 in revenue, exceeding the original \$8,000 goal by 212% without increasing program fees.

- Benchmark: Original goal
- KPIs: Revenue and Cost recovery

A new staff development program increased participation in certification programs from 24% to 60% and resulted in 18 employees earning professional certifications.

- Benchmark: Previous year
- KPIs: Training participation and Certifications