

**Idea Lab Project Evaluation Metrics: September 2016 (Launch) - February 2017 (6 months of service)**

Goal	Threshold Measure	Target	Stretch Measure	Department Collecting
<b>The Idea Lab is a vibrant space, actively used by the Calgary community.</b>				
Indicator 1: Bookings of the lab increase each month for the first six months as knowledge of the space spreads.	10% increase / month	25% increase / month	30% increase / month	IT can pull stats for SDS
Indicator 2: Groups are making return/repeat bookings of the space.	5 groups make repeat bookings	8 groups make repeat bookings	10 groups make repeat bookings	IT can pull stats for SDS
Indicator 3: The space is in frequent use and is a hub of activity.	Space is booked 60% of the time	Space is booked 70% of the time	Space is booked 80% of the time	IT can pull stats for SDS
Indicator 4: The continuous engagement and community ownership of the space results in requests for other programs.	1 new program request	2 new program requests	Several new program requests	Service Design/SDS
Indicator 5: There is an increasing pool of long-term volunteers indicating satisfaction with the volunteer experience in the Idea Coaching program.	2 long-term volunteers	4 long-term volunteers	6 long-term volunteers	Volunteer Resources
Indicator 6: The number of participants in the Idea Coaching program increases each month.	5% increase / month	10% increase / month	15% increase /month	Information Services
Indicator 7: The Startup Moms program successfully engages mom entrepreneurs and leads to an increase in attendance.	5% increase / month	10% increase / month	15% increase /month	Information Services
<b>The Idea Lab creates new partnerships and strengthens existing relationships between the Library and community groups.</b>				
Indicator 1: The Lab is booked by partner agencies regularly.	2 bookings /month	5 bookings /month	7 bookings/month	Service Design/SDS
Indicator 2: The Lab is booked by agencies that the library does not currently have relationships with.	1 bookings/month	2 bookings/month	3 bookings/month	Service Design/SDS
Indicator 3: Quality, external partner-led programs are provided free of charge to the public (e.g. Hackathons, Lego challenges) in the space.	1 partnership program in the first six months	2 partnership programs in the first six months	3 partnership programs in the first six months	Service Design/SDS
<b>The Idea Lab helps to raise the profile of the Library as a place for innovation in the community.</b>				
Indicator 1: The hashtag ( #IdeaLab) is actively used on social media platforms including Twitter, Instagram, and Snapchat.	3 mentions/month	5 mentions/month	10 mentions/month	MarCom

Indicator 2: The Idea Lab gets mentioned in traditional media (radio, TV, metro, Calgary Herald etc.) in the first 6 months.	1 mention	2 mentions	3 mentions	MarCom
Indicator 3: Ideation Calgary evening events attract increasing numbers of people to the Idea Lab for a fun adult evening.	20+ people	30+ people	40+ people	Information Services
Indicator 4: The amount of demand for the Idea Lab space and its programming results in the spread of the model to community libraries.	0 requests for this in the first six months	1 request for this in the first six months	2 requests for this in the first six months	Service Design
Indicator 5: Percentage of the booking requests are directly related to the intended function of the space.	75% on target	90% on target	100% on target	IT can pull stats for SDS
Indicator 6: Service Delivery Staff report impact statements made by patrons using the space and include them in their monthly report.	1 statement	2 statements	3 statements	Information Services