

Appendix G

(this appendix appears only in the website version of the PAR)

MEASURES THAT HAVE BEEN EITHER DISCONTINUED OR CHANGED SINCE THE FY 2009 PAR

STRATEGIC GOAL 1

Maximize U.S. competitiveness and enable economic growth for American industries, workers, and consumers

STRATEGIC OBJECTIVE 1.1

Foster domestic economic development as well as export opportunities

Performance Outcome	Broaden and Deepen the U.S. exporter base (ITA)
Corresponding measure	<ul style="list-style-type: none">• Percentage of advocacy bids won
Change	Measure added
Justification	This measure illustrates US&FCS effectiveness in winning bids by comparing the number of advocacy client successes over time to the US&FCS average annual average caseload.

Performance Outcome	Increase access to the marketplace and financing for minority-owned businesses (MBDA)
Corresponding measure	Cumulative economic impact
Change	Measure added
Justification	In reviewing its annual activities related to the dollar value of contracts and financial awards, the long term goal of achieving \$30 billion dollars in cumulative economic impact by 2020 has been established (base year of FY 1999). Progress toward this goal is tracked annually.

STRATEGIC OBJECTIVE 1.3

Advance key economic and demographic data that support effective decision-making of policymakers, businesses and the American public

Performance Outcome	Provide timely, relevant and accurate economic statistics (ESA/BEA)
Corresponding measures	Meeting U.S. international obligations Measuring the knowledge economy
Change	Measure deleted
Justification	BEA determined that these measures did not sufficiently portray the work of BEA and therefore were dropped.

STRATEGIC GOAL 2

Promote U.S. innovation and industrial competitiveness

STRATEGIC OBJECTIVE 2.2

Protect intellectual property and improve the patent and trademark system

Performance Outcome	Optimize patent quality and timeliness (USPTO)
Corresponding measures	<ul style="list-style-type: none"> • In-process examination compliance rate • Allowance compliance rate
Change	<p>USPTO replaced this measures with:</p> <ul style="list-style-type: none"> • Non-final In-process examination compliance rate • Final rejection allowance compliance rate
Justification	The USPTO is seeking input from stakeholders on how quality should be measured. A federal register notice has been published, asking for stakeholders' comments on quality. New quality measures will be introduced based on this feedback. In the meantime, USPTO shifted resources from end-process review to place more emphasis on front-end quality and reviewing non-final actions in order to prevent unnecessary re-work. This approach also allows USPTO to focus on final disposition of applications including final rejections.

Performance Outcome	Provide Domestic and Global Leadership to Improve Intellectual Property Policy, Protection and Enforcement Worldwide
Corresponding measures	<ul style="list-style-type: none"> • Percentage of counties on the USTR 301 list, awaiting WTO accession, or targeted by OIPPE for improvements that have positively amended or improved their IP system • Number of counties that implemented at least 75% of action steps which improve IP protections in the joint cooperation, action or work plans.
Change	<p>USPTO consolidated these measures with:</p> <p>Percentage of prioritized countries that have implemented at least 75% of action steps in the country-specific action plans toward progress along following dimensions:</p> <ul style="list-style-type: none"> • Institutional improvements of IP office administration for advancing IPR • Institutional improvements of IP enforcement entities • Improvements in IP laws and regulations • Establishment of government-to-government cooperative mechanisms
Justification	Measure better reflects all of what USPTO does in this activity

STRATEGIC OBJECTIVE 2.3

Advance global e-Commerce as well as enhanced telecommunications and information services

Performance Outcome	Ensure the4 effective implementation of the Broadband Technology Opportunities Program
Corresponding measures	To be added in FY 2010
Change	This outcome was added in late FY 2009 as a result of the Recovery Act. Funding was provided beginning in FY 2009 with measures (targets / results) to be added during FY 2010 to be reported on in FY 2011. Completely new measures have been developed.
Justification	This new outcome and measures to begin in FY 2010 reflect the results of Recovery Act investment beginning in FY 2009.

STRATEGIC GOAL 3

Promote environmental stewardship

Strategic Objective 3.2

Advance understanding of climate variability and change

Corresponding measure	Determine the National Explained Variance (%) for Temperature and Precipitation for the Contiguous United States using USCRN stations
Change	Measure deleted
Justification	The performance measure targets and the project's goals were achieved and exceeded by the end of FY 2009. Therefore, the measure is no longer relevant in terms of measuring improved performance.

Strategic Objective 3.3

Provide accurate and timely weather and water information

Corresponding measure	Cumulative Percentage of U.S. Shoreline and Inland Areas that Have Improved Ability to Reduce Coastal Hazard Impacts
Change	Measure replaced by: Percentage of U.S. coastal states and territories demonstrating 20% or more annual improvement in resilience capacity to weather and climate hazards (%/yr.)
Justification	This replacement measure surpasses its predecessor by broadly measuring NOAA's ability to quantify its contributions to this important goal across NOAA's coastal programs, measuring how NOAA is improving the nation's capacity for resilience to hazards and is contributing significantly to NOAA's efforts to improve integration of its coastal programs, and expanding beyond the three coastal integration programs providing inputs to the measure (CSC, OCRM, and Sea Grant). The measure is being piloted in FY 2010 and will not have results until FY 2011.