Goals, Objectives and Evaluation Criteria: what are they, and how are they used?

Example:

GOAL:

Preserve or enhance environmental health

Goals:

Goals are a statement of what we intend or hope to achieve with *The I-81 Challenge*. One of our goals is "Preserve or enhance environmental health".

OBJECTIVE:

Maintain or improve air quality

Objectives:

Objectives are the specific and practical steps we can take to achieve our goals. Using the goal above, one objective is to "Maintain or improve air quality".

EVALUATION CRITERIA:

Change in emissions and air pollutants

Evaluation Criteria:

Evaluation criteria identify the specific measures and outputs that can be used to determine the effectiveness of different strategies and options at meeting our objectives and ultimately reaching our goals. Continuing the example above, we could measure and compare the change in emissions and air pollutants across different options.

OPTION A:

2% Increase

OPTION B:

No Change

OPTION C:

2% Decrease