

KEEPING OUR PROMISE

A GUIDE FOR EVALUATION IN SACRAMENTO'S PROMISE ZONE

In April 2015, Sacramento received the federal Promise Zone designation awarded by the U.S. Department of Housing and Urban Development (HUD), which creates a 10-year partnership between federal, state, and local agencies to address the needs of distressed communities. This places the City of Sacramento among 22 jurisdictions nationwide awarded the federal Promise Zone designation. In support of these efforts, the Center for Regional Change partnered with the Sacramento Housing and Redevelopment Agency (SHRA) and Converge Consulting, Research & Training (Converge CRT) to develop an evaluation guide for this work.

EXECUTIVE SUMMARY

Taking into consideration the varying levels of capacity and resources that exist among Promise Zone partners, this guidebook outlines three levels of evaluation for stakeholders, each one increasing in complexity and requiring additional collaboration, time, and resources. These include:

- 1. Basic output evaluation:** The simplest evaluation structure that will meet HUD reporting requirements for the Promise Zone designation.
- 2. Enhanced outcome evaluation:** A thorough evaluation structure that supports continuous learning and enables data to have a greater impact on decision-making.
- 3. Advanced impact evaluation:** An in-depth, complex, and long-term evaluation structure that encourages innovative approaches and fosters a culture of learning.

To create a process of continuous learning and improvement in the Sacramento Promise Zone, four components are essential to the evaluation:



COMMON VISION & GOALS



SHARED MEASUREMENTS



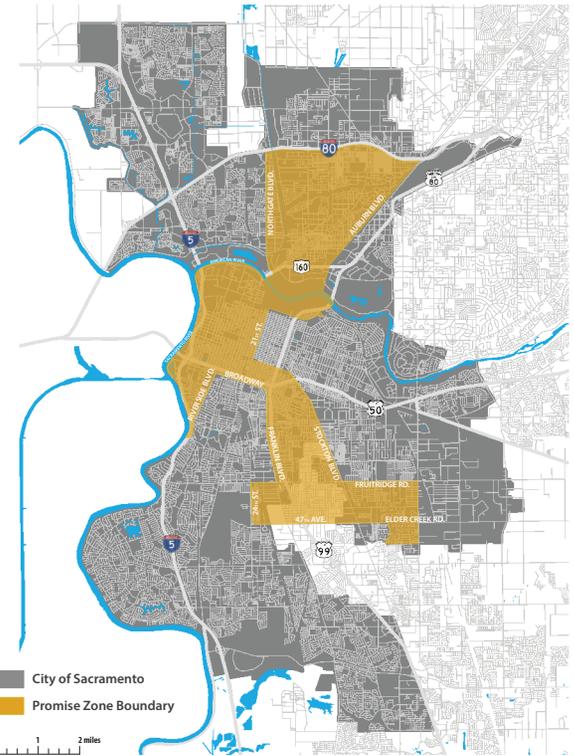
DATA COLLECTION & ANALYSIS



REFLECTION & REPORTING

CONTINUOUS LEARNING & IMPROVEMENT

Each section of the guidebook explains the significance of these components, outlines “next steps” for stakeholders to move forward with the evaluation, and provides resources to support these efforts. By working collectively to measure and reflect on progress in the Sacramento Promise Zone, partners can deepen their understanding of what works to create positive community change.



UC DAVIS CENTER FOR REGIONAL CHANGE

The CRC is a catalyst for innovative, collaborative, and action-oriented research. It brings together faculty and students from different disciplines, and builds bridges between university, policy, advocacy, business, philanthropy, and other sectors. The CRC's goal is to support the building of healthy, equitable, prosperous, and sustainable regions.

<http://regionalchange.ucdavis.edu> | crinfo@ucdavis.edu



Converge CRT is dedicated to creating social change and improved health through the facilitation of multi-stakeholder collaborative planning projects.

<http://www.convergecrt.com> | info@convergecrt.com