**Insights Tracker**

Assessing Project Impact Through Observation and Data

**Purpose**

This worksheet is a tool for grantees of the Walton Family Foundation’s Design Excellence program. After data and observations have been collected, you can use this worksheet to start evaluating the impact of your project.

Key steps for this worksheet include:

1. **Map out baseline and post-construction measurements for key metrics**, as previously expressed them through the Project Goals Framework (Note: Not all goals in the table may be a priority; feel free to edit as necessary.)
2. **Calculate quantitative or qualitative impact for key metrics**, by calculating % change in a metric, or perceived impact for qualitative data
3. *If applicable,* **include supporting evidence from other qualitative feedback**, by entering key quotes (e.g., from surveys) that speak to the progress on a specific metric, and ultimately help with telling the story of the project’s impact
4. **Consider key takeaways**, so that you can begin to not just report out progress on metrics, but identify what features of the project (e.g., design, programming, operations) impacted this progress

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| ▼ **Project Goal** | ▼ **Metrics** | ▼ **Baseline**  | ▼ **Post** | ▼ **Impact** | ▼ **Quote(s)** | ▼ **Takeaway** |
|  |  |  *Date:* |  *Date:* |  |  |  |
| **STRENGTHENS PUBLIC LIFE** |
| ACCESSIBLECan be reached and used by all people and multiple modes**Illustrative tracker fields at right** | **# of people staying on site per hour** | **5 people per hour** ***(Include date)*** | **20 people per hour*****(Include date)*** | **300% increase in people staying on site**  | **“I love lying on the chairs underneath the shading canopies.” (Intercept Survey)** | **Adding amenities (e.g., seating, shade structures) encourages more people to stay** |
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| SOCIALLY DIVERSEAll people feel welcome |  |  |  |  |  |  |
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| COMFORTABLEProtected from elements and noise |  |  |  |  |  |  |
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| SAFEProtects from danger |  |  |  |  |  |  |
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| DELIGHTFULOffers playful features for all |  |  |  |  |  |  |
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| HUMAN SCALEScale proportional to people |  |  |  |  |  |  |
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| SOCIALPromotes interaction |  |  |  |  |  |  |
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| **ELEVATES STANDARDS OF SUSTAINABILITY AND RESILIENCE** |  |
| RESOURCE EFFICIENTUses renewable energy and reduces waste |  |  |  |  |  |  |
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| FINANCIALLY EFFICIENTSticks to budget, considerate of costs |  |  |  |  |  |  |
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| FLEXIBLE / ADAPTABLECan adapt to multiple conditions |  |  |  |  |  |  |
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| PRACTICALMaintenance is inexpensive, easy |  |  |  |  |  |  |
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| **CELEBRATES LOCAL CULTURES AND PLACE** |  |
| REFLECTIVE OF AN UNDERSTANDING OF LOCAL PLACEHonors regional architecture |  |  |  |  |  |  |
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| RESPONSIVEResponds to community needs |  |  |  |  |  |  |
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| **BUILDS REGIONAL CAPACITY** |  |
| INSPIRATIONALDevelops and strengthens community skills and knowledge |  |  |  |  |  |  |
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| INFORMATIVEInspires local design firms |  |  |  |  |  |  |
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| COLLABORATIVEPromotes collaboration with regional entities |  |  |  |  |  |  |
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| **OTHER PROJECT GOALS** |  |
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