**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** | | | | | | |
| ACCESSIBLE  Can 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 DIVERSE  All people feel welcome |  |  |  |  |  |  |
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| COMFORTABLE  Protected from elements and noise |  |  |  |  |  |  |
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| SAFE  Protects from danger |  |  |  |  |  |  |
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| DELIGHTFUL  Offers playful features for all |  |  |  |  |  |  |
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| HUMAN SCALE  Scale proportional to people |  |  |  |  |  |  |
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| SOCIAL  Promotes interaction |  |  |  |  |  |  |
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| **ELEVATES STANDARDS OF SUSTAINABILITY AND RESILIENCE** | | | | | | |  |
| RESOURCE EFFICIENT  Uses renewable energy and reduces waste |  |  |  |  |  |  |
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| FINANCIALLY EFFICIENT  Sticks to budget, considerate of costs |  |  |  |  |  |  |
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| FLEXIBLE / ADAPTABLE  Can adapt to multiple conditions |  |  |  |  |  |  |
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| PRACTICAL  Maintenance is inexpensive, easy |  |  |  |  |  |  |
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| **CELEBRATES LOCAL CULTURES AND PLACE** | | | | | | |  |
| REFLECTIVE OF AN UNDERSTANDING OF LOCAL PLACE  Honors regional architecture |  |  |  |  |  |  |
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| RESPONSIVE  Responds to community needs |  |  |  |  |  |  |
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| **BUILDS REGIONAL CAPACITY** | | | | | | |  |
| INSPIRATIONAL  Develops and strengthens community skills and knowledge |  |  |  |  |  |  |
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| INFORMATIVE  Inspires local design firms |  |  |  |  |  |  |
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| COLLABORATIVE  Promotes collaboration with regional entities |  |  |  |  |  |  |
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| **OTHER PROJECT GOALS** | | | | | | |  |
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