



Grantee How-To Guide

Introducing, Understanding & Applying
the Design Excellence Framework

WALTON FAMILY
FOUNDATION

Gehl

ABOUT THIS DOCUMENT

How do we put Design Excellence to work?

In partnership with the Walton Family Foundation, Gehl has explored this question by engaging with Design Excellence grantees and evaluating eight Foundation-funded projects in Northwest Arkansas.

This document aspires to be a ‘one-stop shop’ for grantees as they work to understand the Framework and apply it in their projects. It includes three sections: an introduction to the Framework’s value (Introducing); an overview of the Framework’s content (Understanding); and an overview of the ways to apply the Framework throughout a project’s lifecycle (Applying).

We thank you for your commitment to bringing design excellence to life in Northwest Arkansas.

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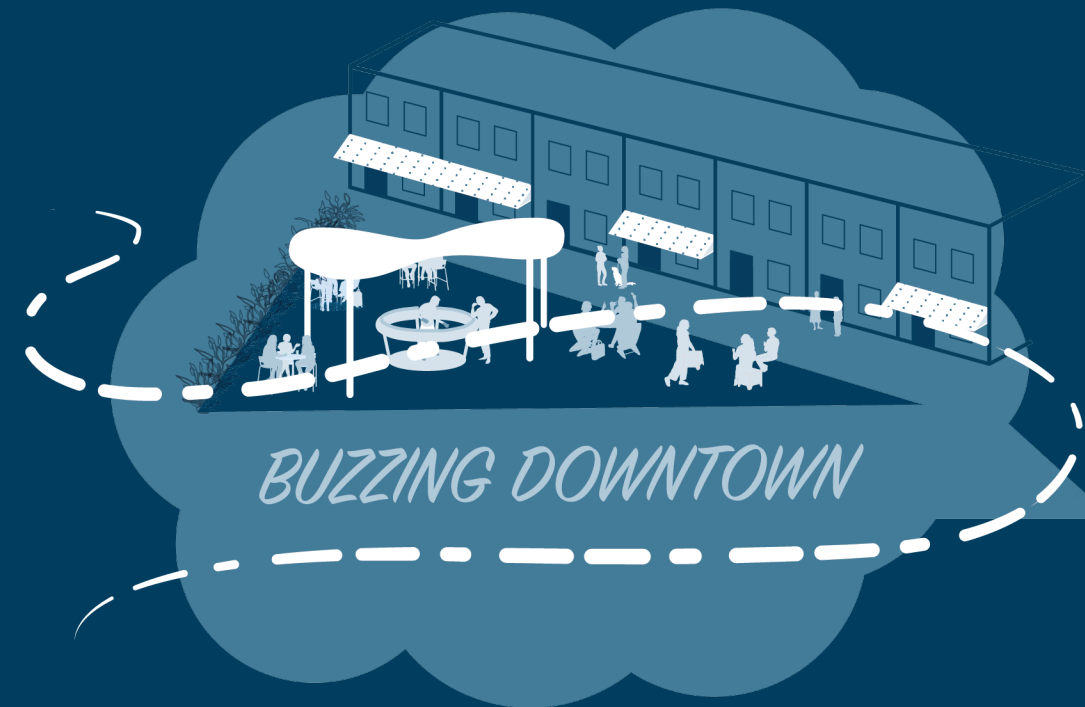
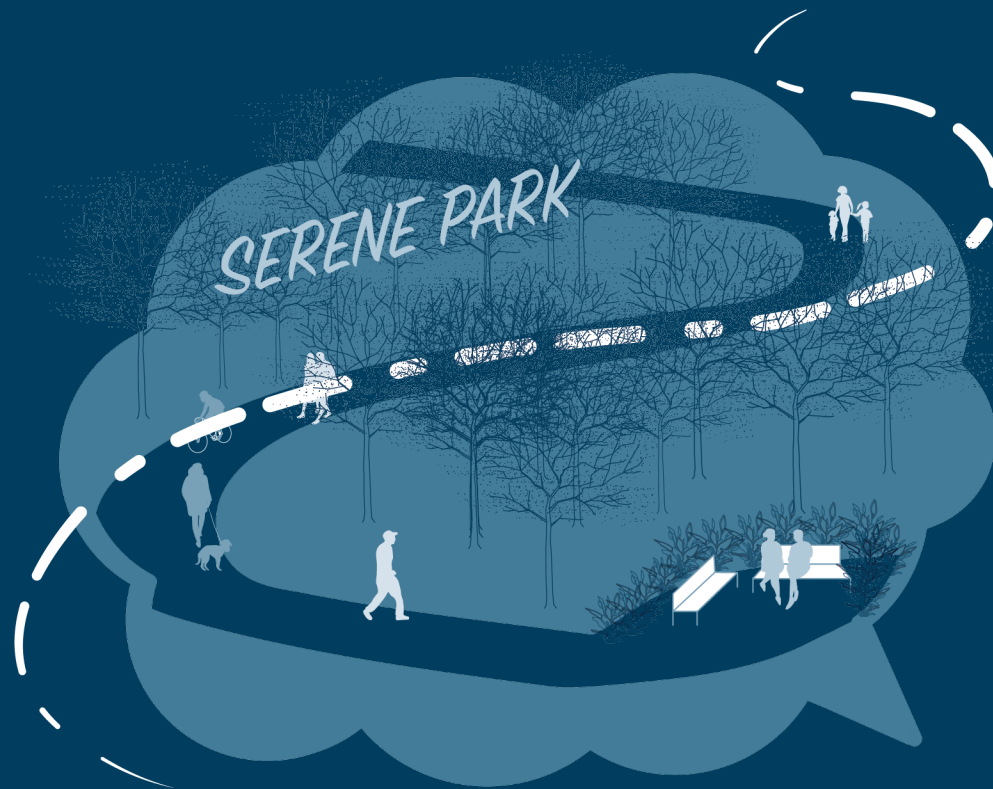
What do I do with the Design Excellence Framework?

Introducing

Why do we need a framework
for Design Excellence?

We all have big dreams for our projects.

Maybe you dream of a serene park where someone can take a pause in nature. Or an arts and cultural hub that celebrates Northwest Arkansas' creators. Or maybe it's an everyday place downtown, brimming with a mix of activities, run-ins, and connections. But maybe you need more funding or tools to realize these dreams.



The Design Excellence Framework helps make those dreams a reality in Northwest Arkansas.

A grant provides the funds needed to bring a vision to life, but that's just the start of the program. The Framework offers a shared language for diverse ambitions, and a system of support and tools to make sure your project achieves those goals to the fullest.



The Framework helps you hone in on measurable goals for your project.

Anchored in principles that capture the ambition for Design Excellence in Northwest Arkansas, the Framework offers a starter set of goals that can be measured before and/or after construction as a marker of project success.



**Once you set goals,
you can plan how you'll
gauge progress and
start collecting data.**

Every project's evaluation plan is rooted in a set of measurable goals. For example, you might measure the social diversity of visitors by observing the age and gender of people spending time in the place.



Analyzing this data allows your team to reshape your goals, monitor progress, and update the design.

With baseline data in hand, your team can get a pulse on everything from what people think of a place to how they tend to spend time there. Insights from data collected before construction may surface new project goals or inform tweaks to an in-progress design.



This analysis can also shape a story of impact for the project — generating support from the region and beyond.

Once you've collected and analyzed data after construction, you can take stock of project impact. Communicating project impact won't just speak to the benefits of the Design Excellence Program; it may also give you the momentum needed to capture more funding or build relationships that will set up your project for long-term success.



Understanding

What does the Design Excellence Framework cover?

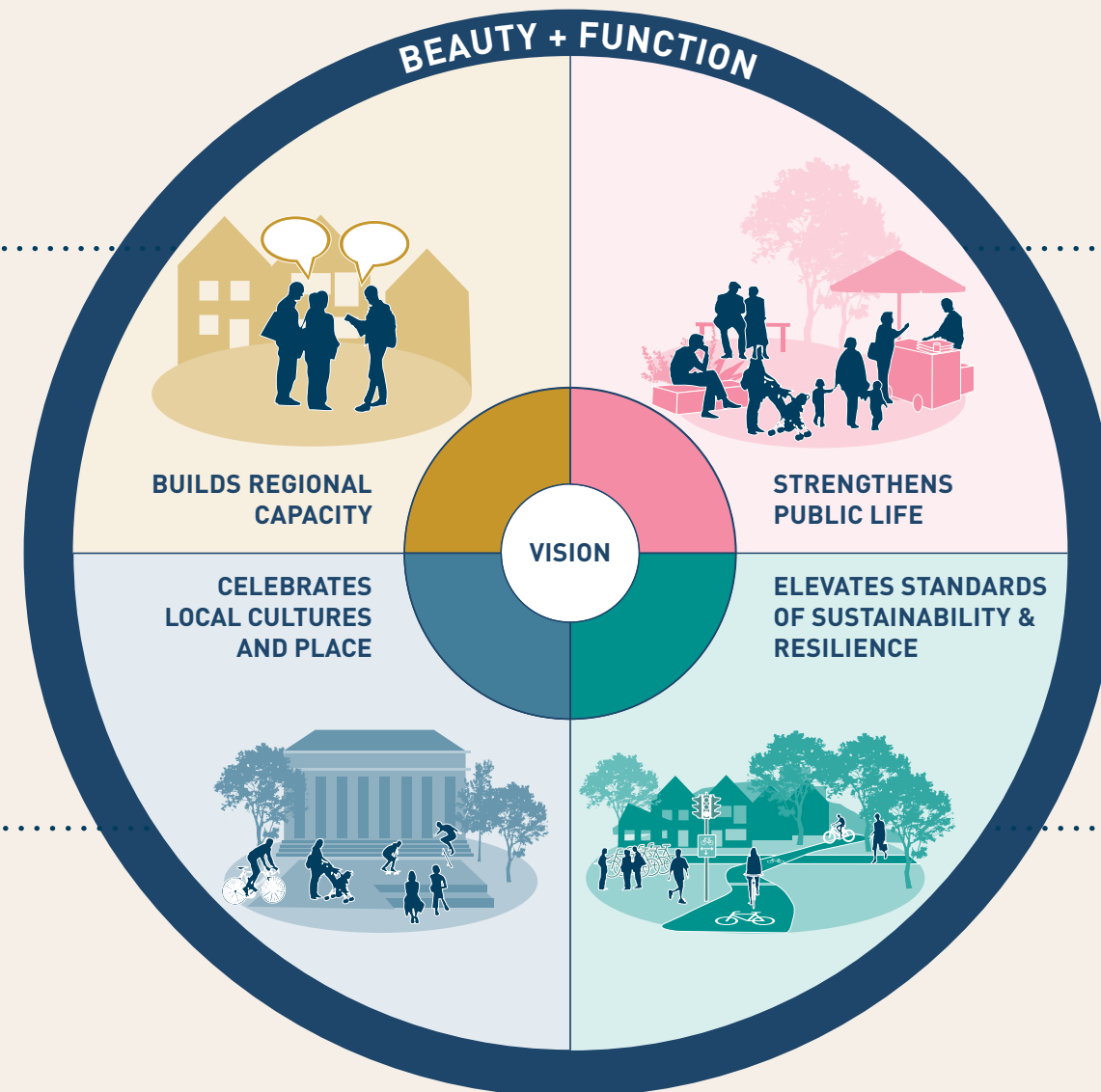
VISION

**The Northwest Arkansas
Design Excellence Program
promotes the highest level
of design in the development
of future public buildings and
spaces in Arkansas' Benton
and Washington counties.**

Four principles are at the core of design excellence, shaping beautiful places that serve local communities.

Raises the bar for local design, fosters economic development, and inspires the design community and the public

Reflects and enhances local history and identity, and fosters stewardship among community members



Creates opportunities for people to spend quality time in public — moving or staying, alone or with others

Adheres to and elevates standards of sustainability — environmentally, financially, and operationally

Projects can address each principle by setting goals in a range of areas.



To measure progress on these goals, you will set metrics and collect data.

NOTE · We have tools to help you do this!



Metrics can be collected using a variety of methods.

Gauge Perception

- › On-Site Intercept Survey
- › Off-Site Intercept Survey
- › Focus Group
- › Civic Engagement
- › Social Media

Observe Activity

- › People Moving
- › People Staying

Map Conditions

- › 12 Quality Criteria
- › Place Inventory (including Seating, Facade, Sidewalk, Shading, and Lighting Studies)

Collect Internal Data

- › Environmental Data
- › Operational Data
- › Financial Data

Every Design Excellence project must collect a ‘Top 10’ set of baseline metrics, so the Foundation can understand the program’s collective impact.

THE TOP 10 DESIGN EXCELLENCE METRICS

- 1

QUALITY
% who feel positively about the place, and why (On- and Off-Site Intercept Survey)
- 2

ACCESSIBILITY
#, age, gender, and mode of people moving through or by the place (People Moving)
- 3

SOCIAL DIVERSITY
Self-reported demographics of site visitors vs. area residents (On- and Off-Site Intercept Survey)
- 4

SOCIAL DIVERSITY
#, age, gender, and type of activity of people staying (People Staying)
- 5

INCLUSION
% who report feeling welcome, and why (On- and Off-Site Intercept Surveys)
- 6

ENVIRONMENT
Use of eco-friendly features, e.g., energy efficiencies, trees (Internal Data)
- 7

FINANCE
Budget performance (Internal Data)
- 8

OWNERSHIP
% who feel the project is ‘their place,’ and why (On- and Off-Site Intercept Survey)
- 9

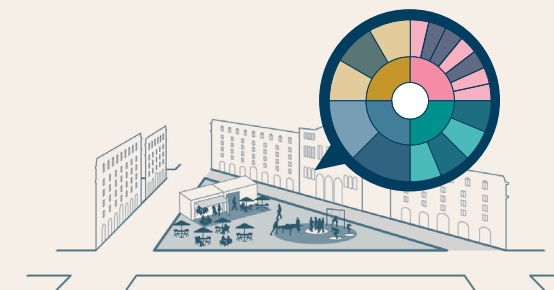
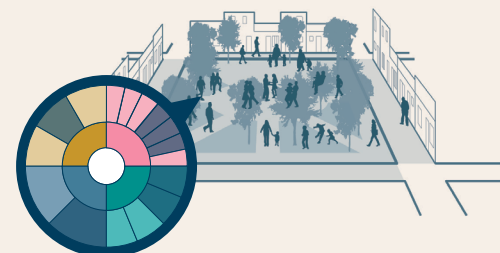
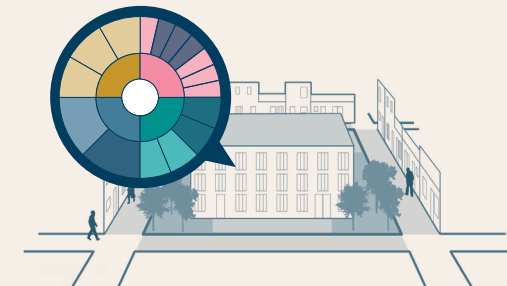
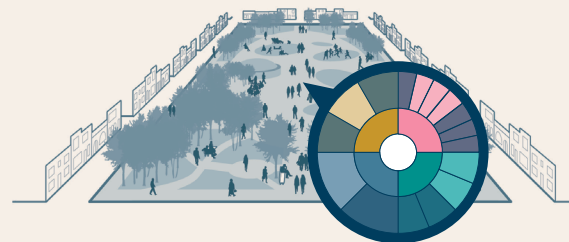
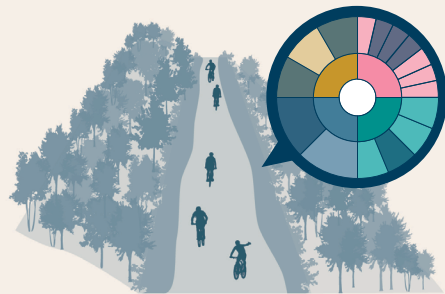
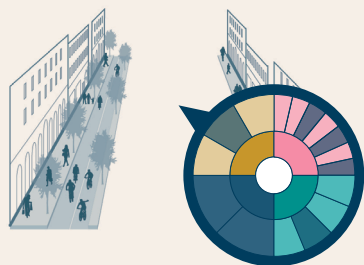
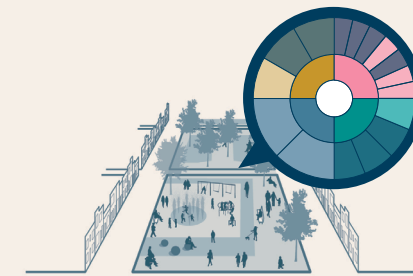
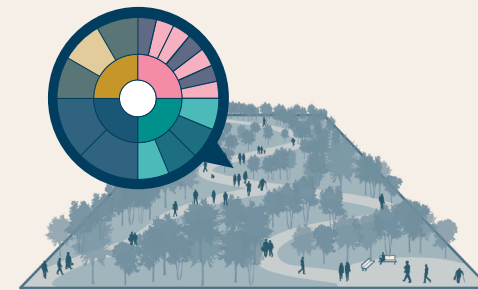
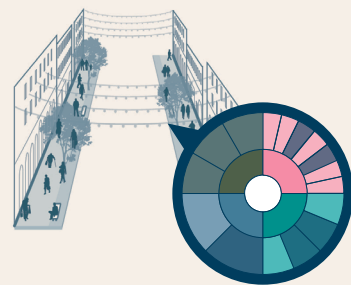
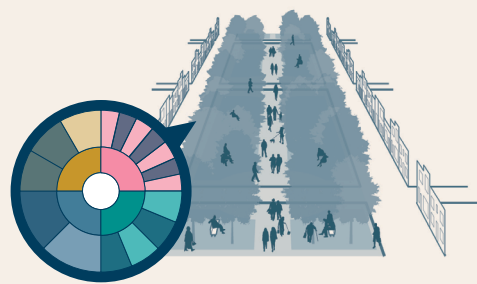
AUTHENTICITY
% who feel place reflects NWA identity, and why (On- and Off-Site Intercept Survey)
- 10

CITIZEN APPRECIATION FOR DESIGN
% who feel project has raised the standards for NWA design (On-Site Intercept Survey)

NOTES
Metrics should be analyzed against respondent demographics to understand variations by race, income, education, age, and gender

- STRENGTHENS PUBLIC LIFE
- ELEVATES STANDARDS OF SUSTAINABILITY & RESILIENCE
- CELEBRATES LOCAL CULTURES AND PLACE
- BUILDS REGIONAL CAPACITY

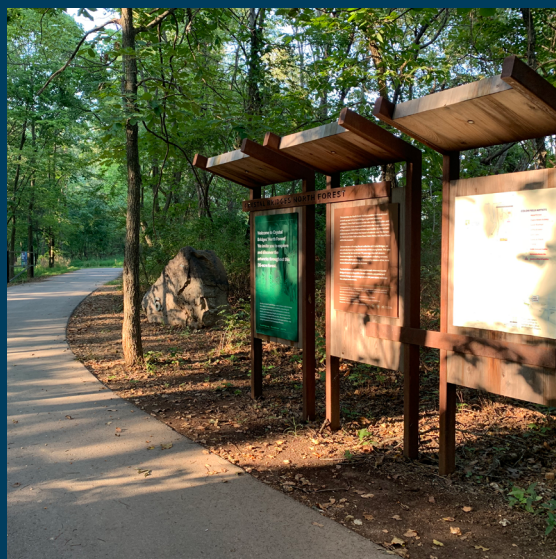
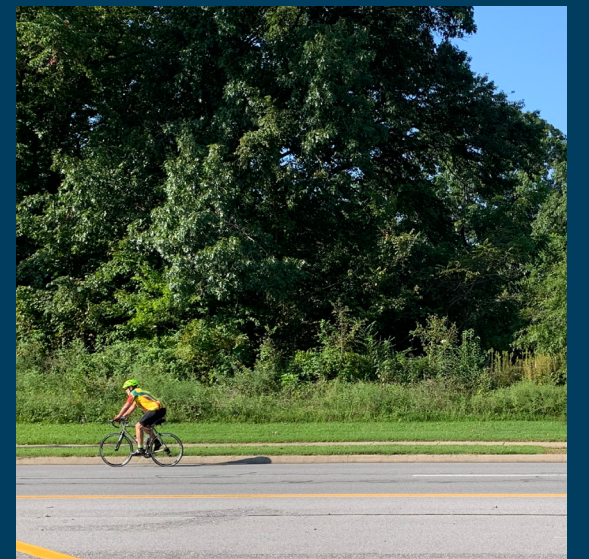
Beyond the 'Top 10' metrics, each project sets its own goals and metrics within the four Design Excellence principles.





This is not a checklist!

The Framework aspires to foster creative and thoughtful expressions of design excellence, allowing for a diversity of outcomes across all projects.



Applying

What do I do with the
Design Excellence
Framework?

There are many ways that grantees and the Foundation can use the Framework.

- FOR GRANTEES

1

Define Goals and Evaluation Plan

Develop an evaluation plan for measuring project goals — so you know where you’re headed and can keep track of progress
- 2

Measure & Extract Insights

Evaluate site performance based on your evaluation plan — so you can identify opportunities and measure impact
- 3

Review Design Progress

Explore how draft designs meet project goals — so designers can iterate based on core project aims
- Beyond Grant Purview*

4

Take Performance Check-Ups

Test, evaluate, and refine project programming, operations, and design — so the project thrives past opening day, for years to come
- 5

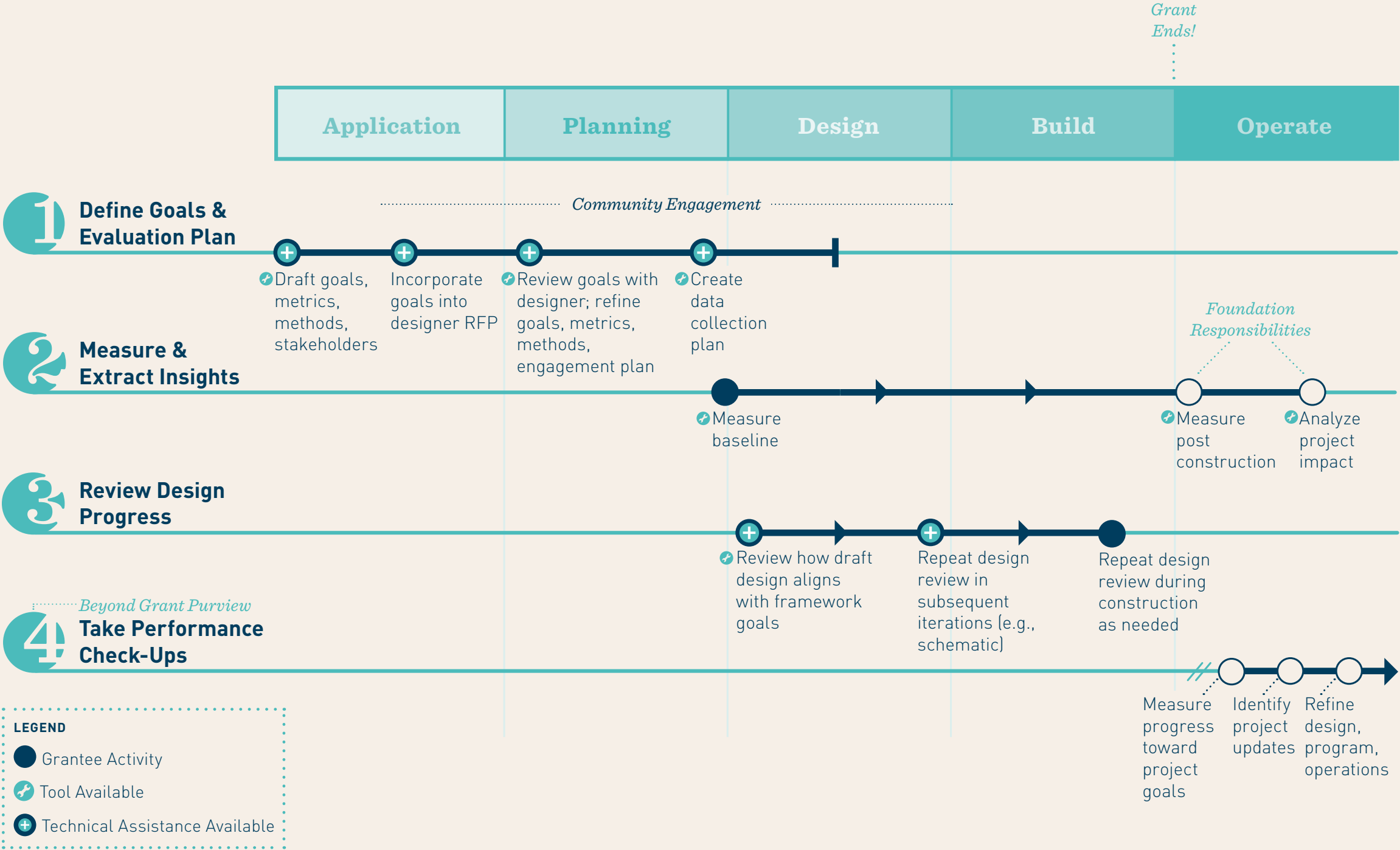
Document & Tell a Story of Impact

Leverage analysis of project assessments to communicate regional impact of the Design Excellence program
- 6

Guide Future Investments

Take stock of lessons learned to inform future grants and other pushes for change in the region

The four ways of applying the Framework cut across the project lifecycle.



STEP-BY-STEP GUIDE AHEAD!
Click on the links to access tools and resources



Define Goals & Evaluation Plan

*Develop an evaluation plan
for measuring project goals
— so you know where you're
headed and can keep track of
progress*

SETTING GOALS

The Project Goals Framework is the first tool to turn to when you begin your Design Excellence journey.



Use the Project Goals Framework to reflect on the goals you have for your project. Make sure to set goals for each Design Excellence principle — choosing from the illustrative goals included in the document, and/or adding your own. These goals should be the DNA of your project.



Incorporate the Project Goals Framework into designer selection (e.g., RFP). Ask candidates to articulate how their process will incorporate your goals. Once you’ve picked a designer, meet with them to review your Project Goals Framework.

Design Excellence Program – Project Goals Framework

Project Goals Framework

Articulating Project Goals, Metrics, & Measurement Methods

You are applying for funding from the Walton Family Foundation to shape design excellence in Northwest Arkansas. Each project that the Foundation funds is unique, but we still want to know how yours relates to the Framework that guides the overall program.

Aligned to each of your goals, metrics are the specific features or conditions that help you know you’re making progress. Sample metrics are provided in the worksheet. (Note: See Metrics Guide for more background on potential metrics.)

What measurement methods will you use to observe and collect data on your metrics?

Design Excellence Program – Project Goals Framework

D.E. Goal	How will your project fulfill this goal?	What metrics will you use to measure impact?	What methods will you use to measure metrics?
STRENGTHENS PUBLIC LIFE			
ACCESSIBLE Can be reached and used by all people and multiple modes		e.g., # of pedestrians moving through site	People Moving (mode)
SOCIALLY DIVERSE All people feel welcome		e.g., # of senior citizens moving through site	People Moving (age and gender)
COMFORTABLE Protected from elements and noise		e.g., # of shading trees per block	Place Inventory
SAFE Protects from danger		e.g., User perception of safety	Intercept Survey
DELIGHTFUL Offers playful features for all		e.g., # of people engaging in play per hour	People Staying
HUMAN SCALE Scale proportional to people		e.g., # of ground-floor amenities	Place Inventory

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Project Goals Framework Word Document

Columns for you to fill in goals, organized by principle, and how your project will fulfill them.

SETTING METRICS & METHODS

Once you set your goals, you can update the Project Goals Framework with the metrics and methods you'll use to measure progress.



Pair each goal in your Project Goals Framework with a way of measuring it (metric) and a way of collecting data about it (method). Unsure how to make the leap from goal-setting to evaluation planning? See the **Metrics Guide** for a starter list of potential metrics by principle, and the **Methods Guide** for a closer look at potential methods.

Design Excellence Program – Project Goals Framework

Project Goals Framework
Articulating Project Goals, Metrics, & Measurement Methods

You are applying for funding from the Walton Family Foundation to shape design excellence in Northwest Arkansas. Each project that the Foundation funds is unique, but we still want to know how yours relates to the Framework that guides the overall program.

In the goals, there's a link to the Request for Proposals. What do you choose for your project? What do you choose for your project?

Aligned to each of your goals, metrics are the specific features or conditions that help you know you're making progress. Sample metrics are provided in the worksheet. (Note: See Metrics Guide for more background on potential metrics.)

What measurement methods will you use to observe and collect data on your metrics?

Y D.E. Goal	Y How will your project fulfill this goal?	Y What metrics will you use to measure impact?	Y What methods will you use to measure metrics?
STRENGTHENS PUBLIC LIFE			
ACCESSIBLE Can be reached and used by all people and multiple modes		e.g., # of pedestrians moving through site	People Moving (mode)
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Project Goals Framework
Word Document

Columns for you to fill in metrics and methods for each goal, organized by principle

STRENGTHENS PUBLIC LIFE — ACCESSIBLE & HUMAN SCALE

Is the site easy to get to, and is it connected to the nearby area?

Accessibility comes in many forms. For example, one project might focus on the walking experience around a site, and another on linking to a regional trail network. These metrics capture this diversity.

Metric	Tool
# of people moving through or by site on foot or bike	People Moving
% who feel site is accessible	People Moving
Frequency of visits to space	People Staying
% who plan to visit site	People Staying
% who go to site by foot / bike / personal car / transit / taxi or rideshare	People Moving
% who go to local businesses before or after visit	People Staying
Facade quality around site	Place Inventory
Sidewalk quality around site	Place Inventory
Open-ended reaction (e.g., "How easy does it feel to get to this site?")	Interrupt Survey

Legend — Use these tools based on the metric you're using.

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Metrics Guide
PDF Document

Overview of Methods

Developing a fuller picture of public life on a site, before and after the construction process

The methods included in this document collect and generate quantitative and qualitative data that serve as benchmarks. They can be used to evaluate current conditions, understand potential future conditions, and generate insights to build on, and address potential challenges that impact urban quality and public life.

Within this document are four key categories of methods:

- Interrupt Survey** — Capture data on user demographics, experience, and perception of space
- Social Observation** — Observe movement through the space, and behaviors of people staying there
- Spatial Observation** — Document specific physical features and perceptions of how a space feels
- Additional Methods** — Explore additional methods, such as time engagement or aerial, to help in collecting data

The sample methods we've included here can be used to collect baseline (before construction) and post-occupancy (after construction) data. For these, the methods contribute to understanding existing conditions. Indeed, through our work with the Program that we've found that the baseline approach and use of methods used for evaluation often hinges on the level of public life at the site already.

On the other hand, if a Design Excellence site is an existing park slated for a redesign, then an interrupt survey is useful as both a baseline and a post-occupancy method. During the same question of respondents in each survey (e.g., "Do you feel safe from falling for your comparison of results from before and after the project was completed" — in short, it helps us test a very specific project's impact.

What's most important to remember is that each project is distinct. We ask that you and your team work with us to be defined on a project-by-project basis — and we encourage you to use the use of additional evaluation methods not included in this document.

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Methods Guide
PDF Document

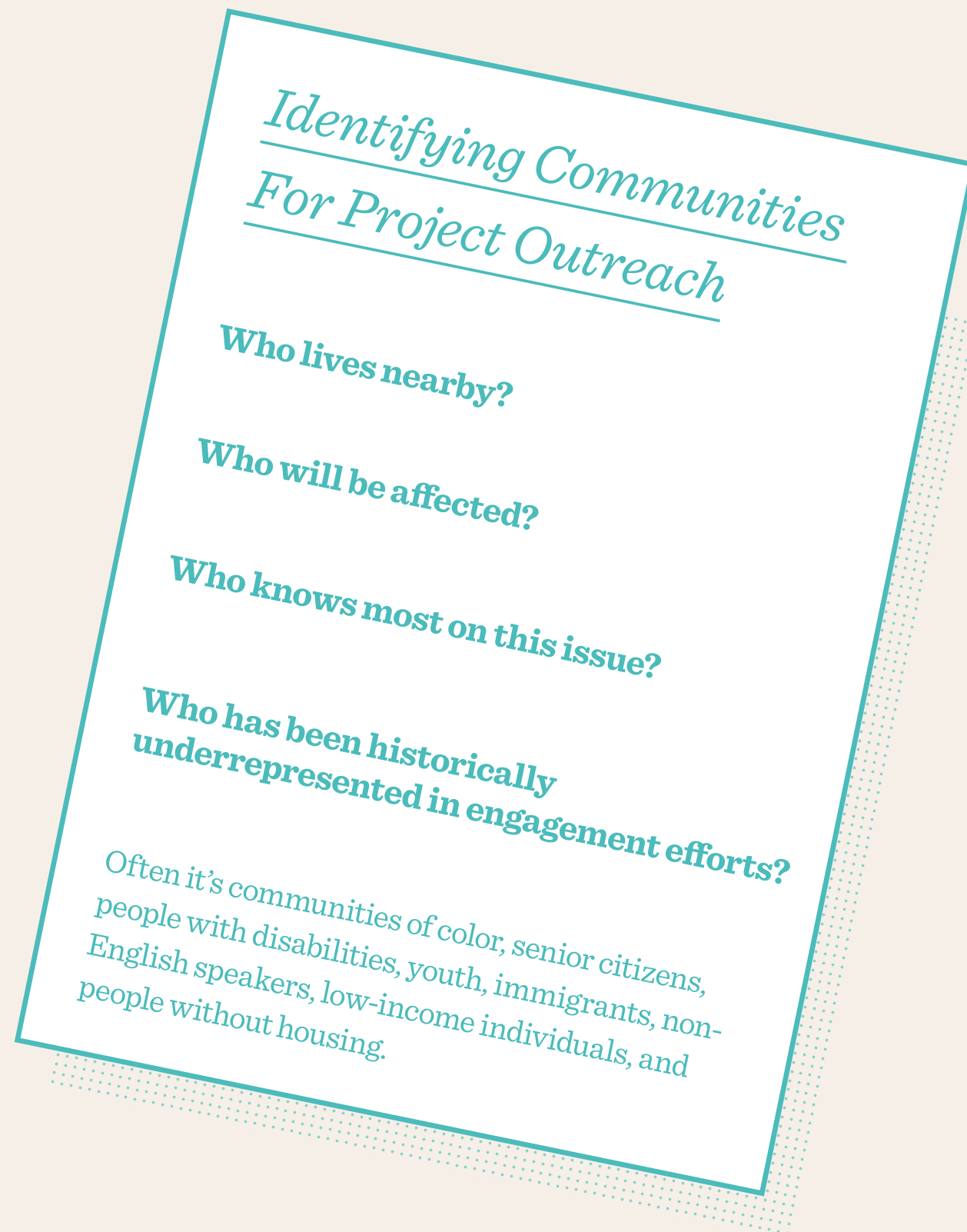
Deeper overviews of how to collect data, including sample materials

IDENTIFYING KEY USERS

Understanding the needs of users is key to design excellence and should inform your goals. Identify who you need to engage early in the design process.



Think through who you will engage during the design process. Who will use your space (e.g., locals, visitors, age ranges, types of interests)? What are the underrepresented groups in your community who need to be at the table to articulate their needs (e.g., racial and ethnic minorities)?

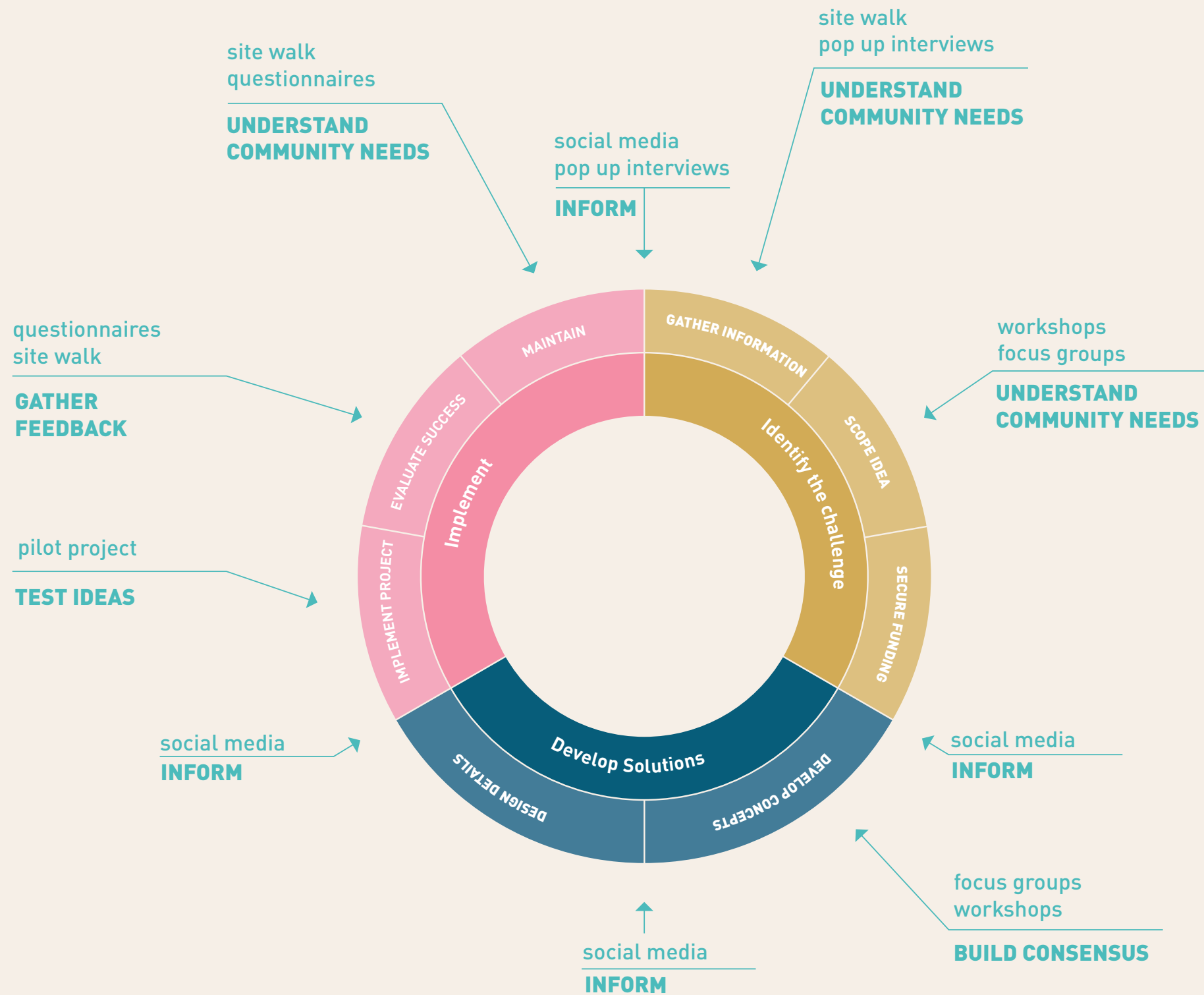


PLANNING ENGAGEMENT

Once you’ve identified key stakeholders, consider how you will engage them throughout the process.



Begin to plan out when and how you will reach out to the community. Engagement is crucial to success for a number of reasons. You might engage with the community to understand their needs; to gather feedback and test ideas; to build consensus; or to inform and get the word out about your project. Keep in mind that traditional forms of engagement often fail to reach the right people; when possible, try to meet people in places that are convenient to them, rather than asking them to make time and arrange to travel to you.



SELECTING YOUR DESIGNER

When selecting your design team, consider how they will integrate your project goals and community engagement into the process.



Ask design team candidates to propose (1) a process to ensure that design decisions are steered by the Project Goals Framework and (2) an approach to stakeholder engagement. Once designers are selected, meet with them to review the Project Goals Framework in detail. Make a plan together to ensure that the project goals are the driving force when comparing design alternatives and making decisions.

Design Excellence Program – Project Goals Framework

Project Goals Framework
Articulating Project Goals, Metrics, & Measurement Methods

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Aligned to each of your goals, metrics are the specific features or conditions that help you know you're making progress. Sample metrics are provided in the worksheet. (Note: See Metrics Guide for more background on potential metrics.)

What measurement methods will you use to observe and collect data on your metrics?

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Project Goals Framework
Word Document

Columns for you to fill in metrics and methods for each goal, organized by principle

Identifying Communities For Project Outreach

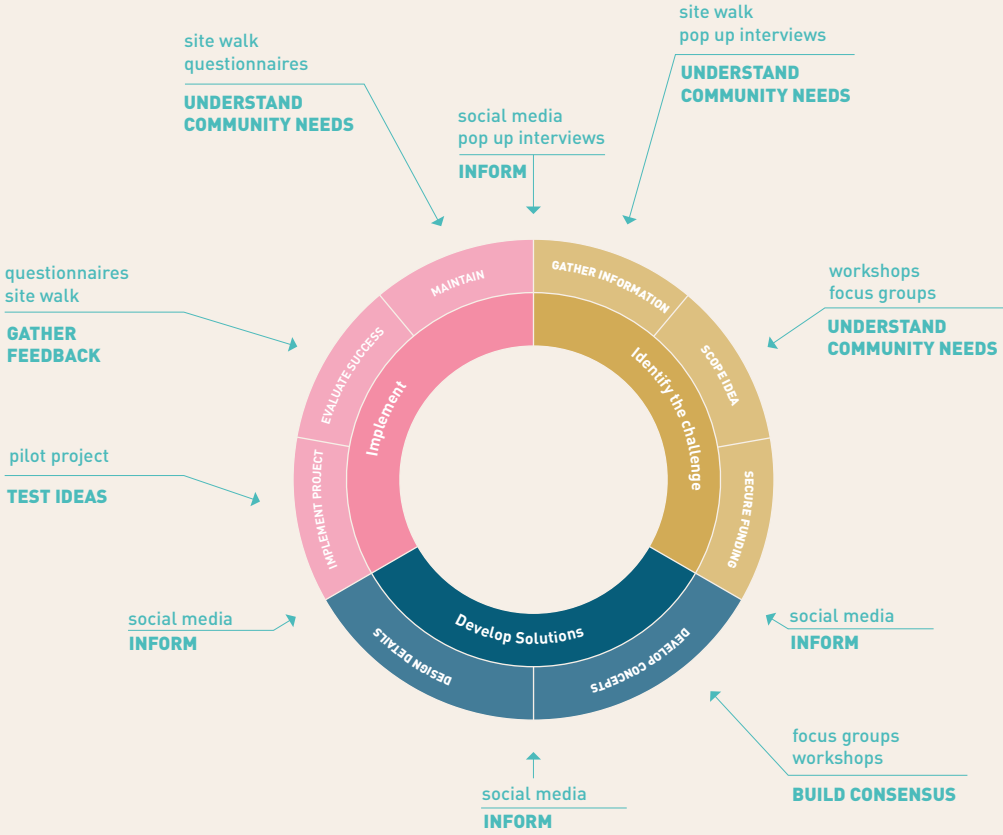
Who lives nearby?

Who will be affected?

Who knows most on this issue?

Who has been historically underrepresented in engagement efforts?

Often it's communities of color, senior citizens, people with disabilities, youth, immigrants, non-English speakers, low-income individuals, and people without housing.





Measure & Extract Insights

*Evaluate site performance based
on your evaluation plan — so you
can identify opportunities and
measure impact*

PREPARING MATERIALS

With your goals, metrics and methods decided, you can start preparing materials for data collection.



Use the templates and sample materials from the **Methods Guide** to prepare your survey materials. The Methods Guide includes tips for creating a data collection plan and defining a catchment area, as well as method overviews and sample materials for gauging perception, observing activity, mapping conditions, and collecting internal data.



Methods Guide PDF Document

Sample and illustrative materials for you to draw from when preparing to collect data

SAMPLE MATERIAL: Intercept Questionnaire
Convergence Example

DATE: _____

WELCOME - Hi there! I'm working with the Walton Family Foundation to understand how people experience this path. Do you have five minutes to answer a few questions about your experience here? Your input will help ensure future projects best serve you and your community.

1. How often do you use this path?
☐ Daily
☐ Several times a week
☐ Weekly
☐ Several times a month
☐ Once a month
☐ Less than once a month

2. How did you get here today?
☐ Walk
☐ Bike
☐ Scooter
☐ Skateboard
☐ Wheelchair
☐ Stroller
☐ Other: _____

3. Have you ever had an issue here today?
☐ Yes
☐ No

4. If yes, what kind of issue did you have? (Check all that apply)
☐ Safety
☐ Cleanliness
☐ Accessibility
☐ Other: _____

5. How would you rate your level of safety here today?
☐ Very Safe
☐ Safe
☐ Somewhat Safe
☐ Not Safe
☐ Very Not Safe

6. What would make you feel safer here today?
☐ More lighting
☐ More signage
☐ More trees/shrubs
☐ More benches
☐ More water features
☐ More art
☐ Other: _____

SAMPLE MATERIAL: People Moving

For 10 mins, count the pedestrians, cyclists, and people on wheels who move past the counting line.

	MALE	FEMALE	UNSURE
PEDESTRIANS			
0-4			
5-14			
15-24			
25-44			
45+			
CYCLISTS			
ON WHEELS			

SAMPLE MATERIAL: People Staying

Scan the space and document the postures and activities of the people who are staying there.

#	POSTURE	SEX	AGE	GROUPS	ACTIVITIES
1					
2					
3					
4					
5					
6					
7					
8					
9					
10					
11					
12					
13					
14					
15					
16					
17					
18					
19					
20					
21					
22					
23					
24					
25					
26					
27					
28					
29					
30					

SAMPLE MATERIAL: 12 Quality Criteria

DATE: _____ TIME: _____ LOCATION: _____ WEATHER: _____

Proactive

- Feeling safe (no crime, no accidents)
- Feeling secure (no theft, no harassment)
- Feeling seen (no isolation, no neglect)

Classroom

- Opportunities to walk and cycle
- Opportunities to play and relax
- Opportunities to sit and stand

Engagement

- Opportunities to be seen
- Opportunities to be heard
- Opportunities to be active

CREATING DATA COLLECTION PLAN

As you head into the field, keep in mind these tips.



Set your plan and schedule for data collection. Use the Data Collection Checklist, summarized at right and in more detail in the **Methods Guide**, as well as the illustrative Data Collection Plan in the Guide.



TIME

- › Pick survey days (‘typical’ days; no inclement weather)
- › Pick survey hours (2-3 peak times throughout the day)
- › Be consistent, especially in counts (so you can compare to data collected after construction!)



PEOPLE

- › Consider if you need volunteers (leaders, students, etc.)
- › Train them accordingly (collecting and inputting data)



LOCATION

- › Decide where you’ll be stationed for each method (number of surveying areas, lines for moving counts)



MATERIALS

- › Bring the supplies you’ll need in the field (e.g., clipboards, pens, survey forms, phone charger)

Illustrative plan for data collection

Methods Guide

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Methods Guide PDF Document

Data Collection Checklist

Translating goals and metrics into a plan

Ready to get into the field? Consider these factors.

Once you’ve finalized your goals, metrics, and methods, you can begin planning for data collection – so you can gain an accurate picture of life on-site before detailed design or construction begins. You could reach this point at the beginning of your grant if you’re certain of your goals, or once you’ve engaged key stakeholders and thought partners (e.g., designers, community).

TIME

Decide survey days. Identify days that represent ‘typical’ days at the space. If there is a lot of programming on the site already, pick a day with an event that might be considered ‘typical’. It’s also best not to survey when there is particularly inclement weather that severely detracts from use of the space (e.g., heat wave, rainstorm).

Decide survey hours. Select two to three peak times during which you can conduct intercept surveys and observations. This period can be based on when you feel there is peak activity at the site, such as lunch time, or morning and evening rush hours.

Be consistent, especially for counts. Weekday moving counts can be compared to weekdays, but not weekend days. One day’s evening count can’t be compared to a morning count from another day – the life of a site changes with the passage of time! It’s more important to create a survey schedule that works for your team and generates quality data, than it is to capture data that can’t be compared.

PEOPLE

Consider if you need volunteers. Are there community leaders, college students, or other helpers who may want to get involved? What days can they participate? Can they also help with inputting data? Surveying can be done by anyone who will pay attention to detail and respect the survey takers’ privacy and anonymity. A bonus of engaging volunteers is that it involves more people in your project – and maybe even generates more support for it.

LOCATION

Locate where you’ll be stationed for each of your methods. Select sites where you are likely to observe a lot of foot traffic – especially for your moving counts. You’ll also want to consider whether you need to create multiple surveying areas on your site, depending on its size.

MATERIALS

Identify the materials you’ll need in the field. These could be general (e.g., clipboards, pens) or more method-specific (e.g., survey forms).

SAMPLE MATERIAL

Data Collection Plan

Reference Map

Method Times Area Materials

Method	Times	Area	Materials
Intercept Surveys	MON 9/12 9:00AM TUE 9/12 12:00PM WED 9/14 4:00PM SAT 9/17 9:00AM SAT 9/17 5:00PM SUN 9/18 12:00PM	Joel Andrew Lydia Joel Andrew Joel	20x survey forms per person, clipboards, pens, phone cameras (if needed for key observations)
People Moving	MON 9/12 9:00AM TUE 9/12 12:00PM WED 9/14 4:00PM SAT 9/17 9:00AM SAT 9/17 5:00PM SUN 9/18 12:00PM	Joel Andrew Joel Andrew Lydia Joel	20x survey forms per person, clipboards, pens, phone cameras (if needed for key observations)
People Staying	MON 9/12 9:00AM TUE 9/12 12:00PM WED 9/14 4:00PM SAT 9/17 9:00AM SAT 9/17 5:00PM SUN 9/18 12:00PM	Lydia Andrew Joel Andrew Lydia Joel	20x survey forms per person, clipboards, pens, phone cameras (if needed for key observations)

Notes:

- Moving and Staying counts should take place on weekdays and weekends, at an even mix of morning, midday, and evening times, based on volunteers’ availability
- Depending on the size and level of public life of a site, some may require multiple counting lines

EXTRACTING INSIGHTS

Once you’ve collected data, analyzing it can help you track key findings and trends.



Use the Insights Tracker to document what you’re finding. For each metric, you can document the baseline and post measures, impact stories, key quotes from surveys that speak to your project goals, and takeaways.

Design Excellence Program - Insights Tracker

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

Design Excellence Program - Insights Tracker

▼ Project Goal	▼ Metrics	▼ Baseline <small>Date:</small>	▼ Post <small>Date:</small>	▼ Impact	▼ Quote(s)	▼ Takeaway
STRENGTHENS PUBLIC LIFE						
ACCESSIBLE Can be reached and used by all people and multiple modes	# of people staying on site per hour	5 people per hour <i>(Include date)</i>	20 people per hour <i>(Include date)</i>	300% increase in people staying on site	"I love lying on the chairs underneath the shading canopies." <i>(Intercept Survey)</i>	Adding amenities (e.g., seating, shade structures) encourages more people to stay
Illustrative tracker fields at right						
SOCIALLY DIVERSE All people feel welcome						
COMFORTABLE Protected from elements and noise						
SAFE Protects from danger						
DELIGHTFUL Offers playful features for all						
HUMAN SCALE Scale proportional to people						

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OPEN ME

Insights Tracker
Word Document

Columns for you to fill in metrics, data, impact, key quotes, and takeaways

TELLING DATA-DRIVEN STORIES

With your insights in hand, you can start to tell a compelling data-driven story about your project.



Consult the **Data-Driven Storytelling Presentation**. It includes tips and examples for how to tell stories that resonate with diverse audiences.

Telling a Story of Design Excellence

Data-Driven Storytelling Workshop / June 25 2020

Ge

PART II – PRACTICE

What goes into a compelling story?

Make It Stick

Using narrative structure and language to crisply and catchily tell the story

Make It Quantitative

Analyzing and presenting a mix of before and after quantitative data

Make It Visual

Illustrating with photos, graphics, and data visualizations

Make It Human

Integrating quotes, anecdotes, and accessible language

Walton Family Foundation Design Excellence Program

Data-Driven Storytelling Presentation
PDF Document

OPEN ME

Guiding principles for effective data-driven storytelling



Review Design Progress

Explore how draft designs meet project goals — so designers can iterate based on core project aims

INFORMING DESIGN

By reviewing draft designs through the lens of your Framework goals, you can better realize your vision of success.



Schedule Design Excellence Review Meetings to review in-progress designs through the lens of your core project goals. Time these meetings in step with key milestones to ensure that critical design decisions are made in line with your Design Excellence goals. We recommend meeting at least once during the pre-design phase, and at the beginning, middle, and end of the Schematic Design and Detailed Design phases.

In the beginning of the grant, you will have worked with designers to outline a process for ensuring that project goals are central in design decisionmaking. We have provided several **example Design Review Worksheets** that you could use during this process.

Design Excellence Program - Design Review Worksheet

Design Review Worksheet

Using Project Goals to Guide Design Revisions

This worksheet is a tool for designers, engineers, or construction teams working with grantees of the Walton Family Foundation's Design Excellence program.

Purpose

During the design review process, we are asking designers and grantees to reflect on how in-process designs are addressing the original goals of the project and use these goals as a guiding compass for design decisions.

You can use this worksheet to:

1. Review the draft design against the project goals.
2. Identify areas where the design does not meet the goals.
3. Propose changes to the design to better align with the goals.

Design Excellence Program - Design Review Worksheet

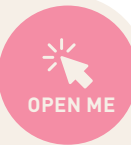
Design Excellence Design Review Worksheet

Refer back to the original project goals. How do you see the goals reflected in the draft design? Cite examples for how the draft design achieves the four principles of the Design Excellence Program: Strengthening Public Life, Elevating Standards of Sustainability and Resilience, Celebrating Local Cultures and Place, and Building Regional Capacity.

Project Principles & Goals Defined/Customized by Grantee	Assessment of draft design's achievement of this goal (S / S / S)	How Concept Fulfills Principle Completed by Designer	Proposed Changes Completed by Grantee and Designer
STRENGTHENS PUBLIC LIFE			
ACCESSIBLE Can be reached and used by all people and multiple modes	Assessment of draft design's achievement of this goal (S / S / S)	Designer perspective on how concept aligns to these goals goes here	Notes and proposed changes from design review meeting go here
SOCIALLY DIVERSE All people feel welcome			
COMFORTABLE Protected from elements and noise			
SAFE Protects from danger			
DELIGHTFUL Offers playful features for all			
HUMAN SCALE Scale proportional to people			
SOCIAL Promotes interaction			

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Columns for the designer to indicate how the draft concept fulfills each goal, and how to improve the concept in line with project goals



OPEN ME



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Sample Design Review Worksheet - Reviewing a Draft Design
Word Document

Sample Design Review Worksheet B - Comparing Alternative Design Schemes
Word Document



Take Performance Check-Ups

Test and refine project programming, operations, and design — so the project thrives for years to come

MONITORING PROGRESS

Even once your project has opened, it's important to remember that great design is never finished.



Return to your Project Goals Framework over time. Every project has unforeseen challenges and opportunities that arise after opening. Data can help identify these, so consider collecting data periodically — especially in the first 12-18 months after opening. Based on what you find, you might identify opportunities to improve, and refine design or programming accordingly. The Foundation evaluates impact for projects across the program every 3-5 years, so be on the lookout for their Learning & Evaluation team, too.

