

Building an Evaluation Framework for Safe Routes to School

June 15, 2022

Jen Pelletier, PhD, MPH



Professional
Data Analysts



WHO WE ARE

OUR MISSION

To create positive social impact by providing tailored data-centric solutions that move public health initiatives forward.

OUR VALUES

BE CURIOUS.

Encourage innovation, challenge assumptions, and create a culture of shared learning and continuous improvement.

DO GOOD.

Support our community, reduce our environmental impact, and provide opportunities for others to thrive.

EXCEL TOGETHER.

Work with each other and our clients to deliver insights and solutions that exceed expectations.

INSPIRE DATA EXCITEMENT.

Use data to create meaning and serve as a catalyst for action.

MAKE AN IMPACT.

Strengthen communities with equitable and effective data-centric solutions.

About PDA



Jen Pelletier (*she, her, hers*)
Senior Evaluator II



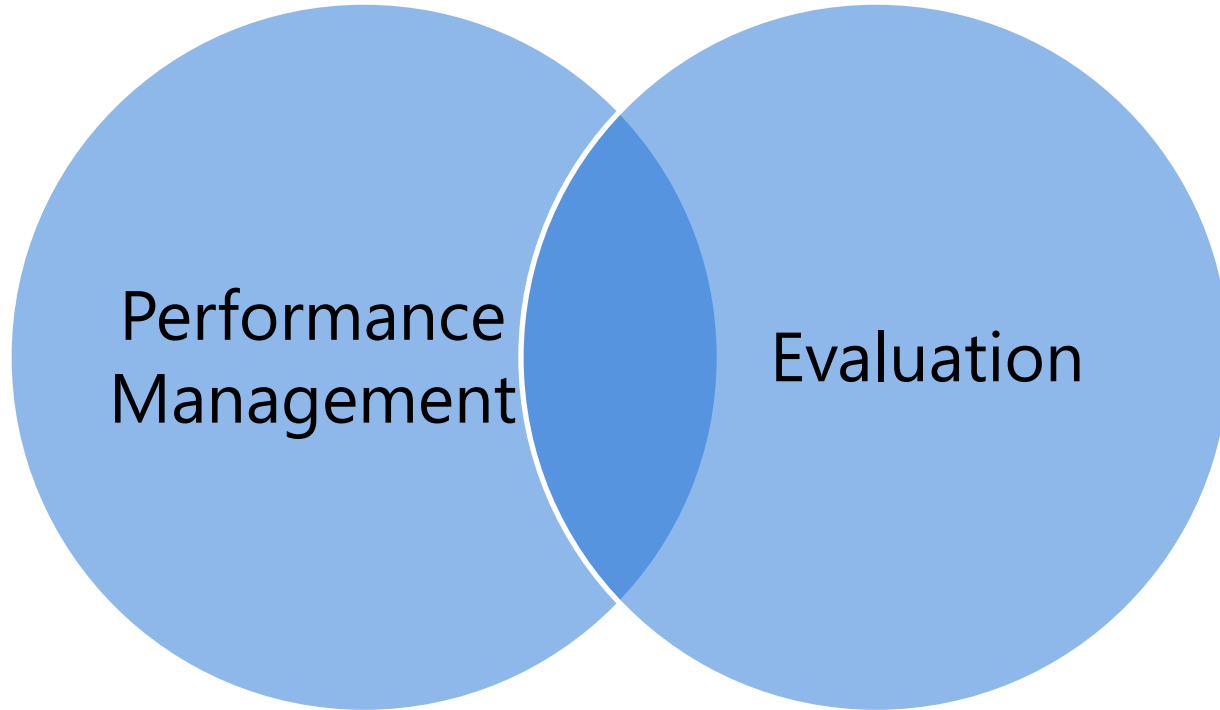
Bike commuter



Mom to budding bike
enthusiast

About me

Performance Management vs. Evaluation



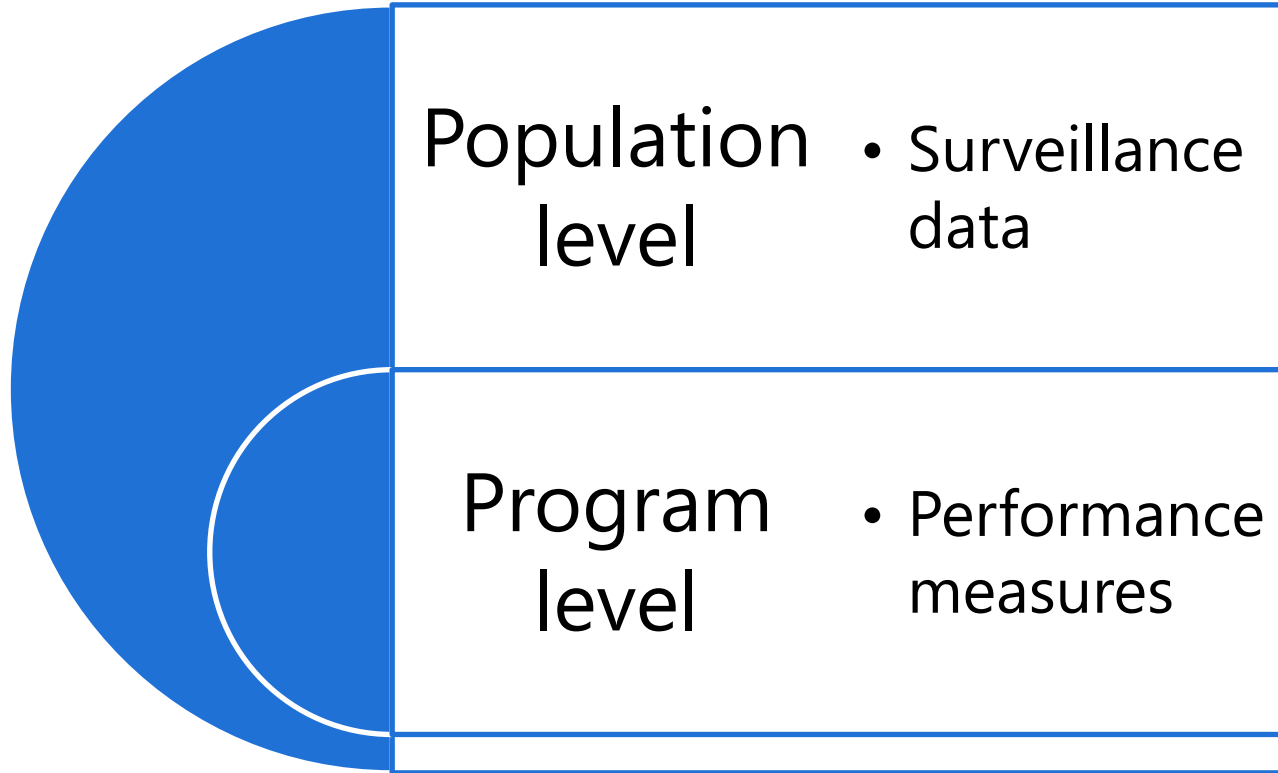
Similarities

- ✓ Data, analysis, judgment
- ✓ Many audiences/information needs
- ✓ Accountability
- ✓ Program improvement

Results-based Accountability (RBA) as an Evaluation Framework

- Developed by Mark Friedman
- Framework and process that starts with the end in mind
- Helpful for programs that want to make social change

RBA Two-level Framework



“RBA is a tool that **disrupts historic patterns of ‘doing what we’ve always done, because we’ve always done it that way.’”**

Source: *Government Alliance on Race & Equity (GARE), [Racial Equity: Getting to Results](#)*



Equity in RBA

- 👉 **Engage** people who are implementing SRTS at the state and local levels
- 👉 **Engage** people who are benefitting from SRTS
- 👉 **Interrogate** the structural reasons the data look the way they do

Population-level indicators

- Step 1. Define the **results** (conditions of well-being for people) you want to achieve
- Step 2. Define **population indicators** that measure those results

Population-level indicators: Examples

- **Result:** Youth in Minnesota can safely, confidently, and conveniently walk, bike, and roll to school and in daily life.
- **Indicators** (statewide):
 - Youth pedestrian and bicyclist crashes, injuries, deaths, near-misses
 - Youth perceived confidence in walking/biking skills/abilities
 - Mode share of youth walking/biking to school

Program-level Performance Measures

QUANTITY

QUALITY

EFFORT

How Much Did We Do?

How Well Did We Do It?

EFFECT

Is Anyone Better Off?

Program-level Performance Measures

QUANTITY

QUALITY

EFFORT

How Much Did We Do?

people reached
services/activities

How Well Did We Do It?

EFFECT

Is Anyone Better Off?

Program-level Performance Measures

QUANTITY

QUALITY

EFFORT

How Much Did We Do?

people reached
services/activities

How Well Did We Do It?

% of services/activities
performed well
Did we reach the people
who need it most?
Were people satisfied with
what we did?

EFFECT

Is Anyone Better Off?

Program-level Performance Measures

QUANTITY

QUALITY

EFFORT

How Much Did We Do?

people reached
services/activities

How Well Did We Do It?

% of services/activities performed well
Did we reach the people who need it most?
Were people satisfied with what we did?

EFFECT

Is Anyone Better Off?

people with improvement in skills, attitudes, behaviors, or circumstances
% of people that experienced improvement
Degree of improvement

Program-level Performance Measures: Examples

How Much Did We Do? <ul style="list-style-type: none">• Number of actions completed (new webpages, new brand/logo, new media)• Number of groups partnered with• Number and type of dissemination activities	How Well Did We Do It?
Is Anyone Better Off?	

Program-level Performance Measures: Examples

How Much Did We Do?

- Number of actions completed (new webpages, new brand/logo, new media)
- Number of groups partnered with
- Number and type of dissemination activities

How Well Did We Do It?

- Degree to which feedback from engaged groups was incorporated
- Number and type of public interaction with SRTS content shared by DOT and partners
- Degree of satisfaction among users of web templates and guidelines (ease of use)

Is Anyone Better Off?

Program-level Performance Measures: Examples

How Much Did We Do?

- Number of actions completed (new webpages, new brand/logo, new media)
- Number of groups partnered with
- Number and type of dissemination activities

How Well Did We Do It?

- Degree to which feedback from engaged groups was incorporated
- Number and type of public interaction with SRTS content shared by DOT and partners
- Degree of satisfaction among users of web templates and guidelines (ease of use)

Is Anyone Better Off?

Short-term changes: Degree of use of templates, partnership with other movements, integration/coordination in shared messaging

Long-term changes: Increase in public awareness, support, and engagement in SRTS

Thank you!

Jpelletier@pdastats.com



Professional
Data Analysts