

Sparking Change Evaluation Toolkit

Measuring the social impacts of parks in underserved neighbourhoods

January 2017

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The Sparking Change evaluation framework was developed by Jia Liu from Trellis Group, in consultation with Park People. Feel free to use, adapt, and distribute this toolkit. For questions and feedback, please email info@parkpeople.ca.

For more, please visit www.parkpeople.ca/sparkingchange

Elements of the Sparking Change evaluation toolkit

A crucial part of understanding impact is measuring and evaluating—something that many organizations and groups find difficult as it can be time consuming and complicated. As part of our Sparking Change research, we developed an evaluation toolkit that reflected the impacts, themes, and strategies that we heard in our interviews. To download a free copy of the report, visit www.parkpeople.ca/sparkingchange.

This toolkit includes a proposed logic model that lays out our theory of how the impacts outlined in the report can be achieved. It also includes a measurement framework that includes indicators and suggestions for ways to collect data quantitative and qualitative data through both surveys and participatory tools. We developed this tool to be flexible to different needs and kept in mind that many groups are not going to have a big budget to do evaluation, so it needed to be easy and low-cost.

We also recognize that this toolkit is a living document and will change as we use it. Feel free to share, adapt, and use the elements of this toolkit as you wish. We hope that in using this toolkit and adapting it to suit your own needs, you will provide us with feedback on what worked and what didn't, so we can continue to refine it. To submit feedback on the toolkit, please write to info@parkpeople.ca.

How to use each part of this evaluation toolkit

1. Logic Model
 - The logic model outlines the logical flow of activities leading to the desired higher level outcomes, which include short, medium, and long-term impacts.
2. Measurement Framework
 - The measurement framework proposes a set of indicators and tools that can measure the medium and short-term impacts from the logic model. Each particular impact is associated with a certain tool, such as a participatory learning action tools or survey question, and instructions for when to measure.
3. Participatory Learning Action Tools
 - These are measurement and evaluation tools that are conducted in a participatory way with members of a community or park group. They include elements that are meant to generate discussion and debate, providing a rich set of both qualitative and quantitative data.
4. Sample Survey Questions
 - Survey questions measure certain impacts identified in the measurement framework and are meant to be administered to program participants and park group members in a written or online format. The notations next to each survey question (e.g., S2) indicate which specific impact in the measurement framework it is meant to measure. Note that some (marked NA) are general questions.