

IMPACT MEASUREMENT GUIDE



Impact

Measure your impact. Share your story.

In pursuing good design, it's valuable to become a well-evidenced advocate. Projects already contend for scarce resources, and you may be asking funders to take a risk and go beyond the norm. By sharing your impact, you can ensure funders and other stakeholders alike that the building elements you propose do have meaningful outcomes for people. That being said, impact measurement is a big task that could easily become an afterthought. How do you get started? Refining 1-2 areas you would like to measure and charting clear steps early on keeps measuring impact straightforward.

The practice of evaluating impact allows you to:

- make powerful, data-driven arguments for investing in quality, people-focused buildings;
- adapt your project designs based on previous projects to be as efficient and effective as possible; and,
- distinguish your team in a competitive funding ecosystem.

In this workbook, you will do the foundational work to measure and promote your project's impacts:

1) Decide what to measure

You don't need to measure everything. Before undertaking an effort to measure outcomes, you will start to think about what areas of your mission would be most important to measure and share with stakeholders.

2) Target your scale of impact

Building designs can create impact at various scales. In this exercise, you will think about which level of impact you would like to pursue.

3) Map Your Strategy

Based on your goals for impact, you will brainstorm two specific design interventions that could achieve that impact.

4) Chart Next Steps

Effective impact measurement requires thoughtful planning, from your building's design through to actual measurement. You will likely need to involve multiple partners and may need to seek professional help. By refining your targeted goals above, working with outside assistance becomes an obtainable goal.



DECIDE WHAT TO MEASURE

What are the two goals that you hope to achieve through your development (for residents, the community, the environment, etc.) that you think could benefit from having evidence of their effectiveness. *If you completed the Project Mission Writer, refer back to your Project Mission for ideas.

1

Example: impacting resident health, specifically decreasing childhood obesity.

2

- Outcomes measurement can be a rigorous process, so we recommend that you start by trying to measure the effectiveness of one or two design interventions.
- Are your goals health-related? Refer to our **Health Action Plan** for a step by step plan for identifying and incorporating health-based goals into project design.

TARGET YOUR SCALE OF IMPACT

Refer back to your mission: what are the two most important focus areas you would like to accomplish through your development? Reflect below on the three different scales at which design might help you achieve your intended impacts.



Impact

Design can...



...to fulfill mission-driven impacts.

Design can...

...act directly

Example: By designing well-placed solar panels on a building's roof, the building's design directly decreases its energy demand, with little additional action needed.

How might your development's design act to directly create the outcomes that you intend?

...encourage new approaches

Example: Adding a prominent and/or beautifully designed staircase to a building encourages residents to take the stairs.

How might your development's design encourage new approaches to support the outcomes you intend?

...inspire new action

Example: A series of art installments inspired by local history and culture inspires more pride in the neighborhood in the passersby.

How might your development's design encourage others around you to take new actions?



MAP YOUR STRATEGY

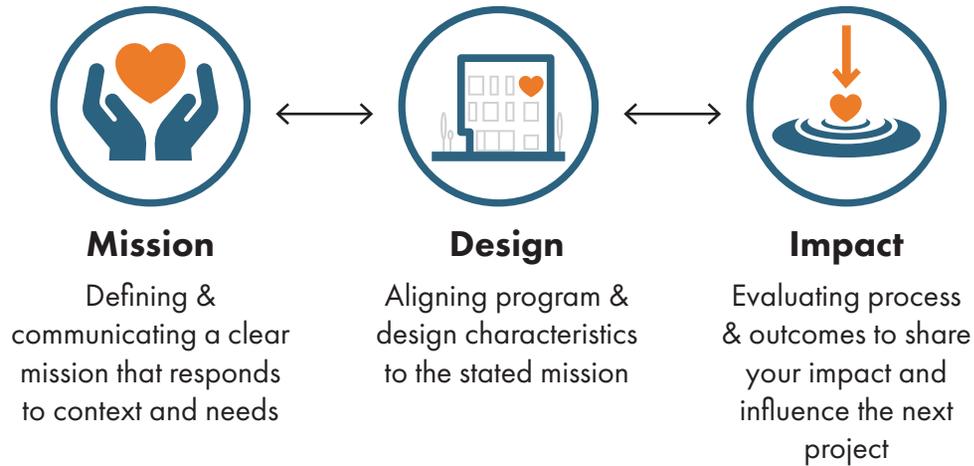
Pick one of your two desired outcomes to focus on. Use your understanding of design principles to think about how design might drive the outcome you identified. **Pro-tip: Before moving forward with any one strategy, scan the field for other evidence based approaches and seek industry specific resources (i.e. senior design guidelines, etc.).*

Desired Outcome:

Example: decrease childhood obesity

	Design Intervention	Assumptions + Actions	Outcomes
Design Idea #1	<ul style="list-style-type: none"> What are 2 core design interventions that can help us achieve our mission? 	<ul style="list-style-type: none"> What assumptions are we making? What needs to happen to achieve the desired outcome? 	<ul style="list-style-type: none"> What are the key outcomes that we expect to see? How might we measure them?
Design Idea #2	<p><i>Example: Addition of playground</i></p>	<p><i>Children can access the playground and are interested in using it.</i></p>	<p><i>Increased exercise time; minutes spent on playground each week</i></p>

CHART NEXT STEPS



Effective impact measurement starts with choosing the right design intervention to measure and choosing your metrics early in the process. Congratulations – you have started that process! Skilled support goes a long way in making effective measurement happen. Below we chart next step to move into action:

What local outcomes measurement resources might you harness from nearby educational/ research institutions or otherwise to help you move forward?

Who will reach out to them and by when?

What other actions do you see to take?