

# Kresge FreshLo Planning Phase Evaluation Framework (DRAFT for Discussion)

Grantee Level

## Learning Questions:

1. What strategies were employed to equitably engage residents and other community stakeholders in leadership and decision making?
2. What factors promoted or inhibited equitable resident and community stakeholder engagement and decision making or influence?
3. What strategies were employed to learn about the local context and to what extent is this information being incorporated into the planning process?
4. What factors promoted or inhibited equitable cross-sector planning and decision making processes?
5. Under what conditions and to what extent are food, health, neighborhood revitalization, and arts and culture being integrated into the planning process and plan? (What are grantees doing that directly integrate each area?)

## Outcomes and Indicators:

Outcome: The planning process increases grantees' capacity to use the FreshLo approach by equitably engaging community residents and partners from multiple sectors, including arts and culture, in the decision-making process and leveraging other resources.

- ✓ Grantees took various approaches to fully and equitably engage an appropriate representation of community residents.
- ✓ Community residents' concerns and ideas were incorporated in to the plan.
- ✓ Grantees understand the value of the FreshLo approach.
- ✓ Committed partners were recruited from multiple sectors from the surrounding community including arts and culture, food, non-profit, finance and public systems.
- ✓ Needed external (not those of grantees or provided by Kresge Foundation) cross sector resources were effectively leveraged.

Outcome: The cross sector planning and decision making process is equitable (i.e., equal decision-making and access to opportunity) and effective.

- ✓ Relevant sectors are represented by the partners involved in the planning process.
- ✓ Partners across sectors regularly and actively participate during the planning process.
- ✓ Community residents and partners perceive that they contributed to the decision-making process (skills, resources, etc.) and were able to transform conflicts in order to improve their capacity for implementation.
- ✓ Resident leaders believe they had sufficient influence on decision making and trust other partners from larger institutions (especially where there wasn't prior trust).

- ✓ Low-income residents perceive that the plan is beneficial to them and their community.

Outcome: Food, health, and neighborhood revitalization as well as arts and culture are being integrated into the planning process and plan.

- ✓ Cultural values, assets, and strategies as well as other types of community resources are incorporated into the planning process, including:
  - Food, art, music, history, public places, local traditions, and identity(ies);
  - Institutions, local networks (formal or informal) and other organizational assets;
  - Enhanced social cohesion and capital as evidenced by new and stronger relationships across stakeholder groups;
  - Stronger and deeper relationships within established groups or existing networks;
  - Stronger sense of shared identity between stakeholder groups involved in the planning process (and appreciation for individual differences);
  - Stronger presence of dialogue between different stakeholder groups supported by the development of common language and agreed-upon indicators of positive change; and
  - External resources such as financial and public systems.
- ✓ Final plan incorporates food-oriented development strategies that leverage the community's culture, traditions, assets, community identity, and appropriate external resources.
- ✓ Plan reflects other expectations of the foundation (e.g. feasibility, sustainability, leveraging).

Outcome: Grantees and their partners are learning about planning and implementation using the FreshLo approach.

- ✓ Grantee representatives and partners have learned about how to plan and implement creative place-making initiatives.

## Data Collection Timeline (DRAFT)

Activity	Description	Timeline
<b>Document Review</b>	The Evaluation Team will periodically request documents such as lists of partners, media coverage, and assessment reports.	Ongoing
<b>Grantee “check-in” calls</b>	A representative of the Evaluation Team will periodically meet by phone with grantee representatives in order to document progress, challenges, and lessons learned.	Ongoing (first calls began in July)
<b>Pre- and post-grantee/stakeholder planning process questionnaire</b>	The Evaluation Team will develop <i>a brief</i> web-enabled questionnaire to collect data on the planning process affected the relations across sectors and meaningfully engage residents and increase their influence in in decision making.	Late Summer 2016
<b>Community resident focus groups and key informant interviews</b>	In order to achieve some authentic voice, the Evaluation Team would conduct focus groups by phone and web with resident leaders and other resident representatives. We will also conduct <i>brief</i> telephone and internet based interviews with some of their key partners to learn more about the cross sector collaboration that went into the planning process, resident leadership, how health, equity, economic development, and social cohesion were incorporated in the planning of creative placemaking initiative.	Spring 2017

In addition, the Evaluation Team will also be providing Evaluation Capacity Building, by providing:

- Three webinars or other online events;
- Assistance such as presentations to grantee learning network; and
- Individual technical advice by telephone or e-mail.

Convening Discussion Document

THE KRESGE FOUNDATION



**FRESHLO**  
Fresh, Local & Equitable

What Could FreshLO Success Look Like?

August 2016

		EXAMPLES ONLY	
Core element	Definition	Indication of Success "We're on a right track" [within 1-3 years]	Actual Success "This is real change" [long term]
<b>Area of focus for planning grant</b>			
<b>Creative Place-Making:</b>	Proposed projects will use creativity (e.g., art, culture, design) to promote cultural heritage, animate public and private spaces, rejuvenate structures and streetscapes, improve local business viability and public safety, and brings diverse people together	<ul style="list-style-type: none"> <li>- Number or role depth of artists involved in community development</li> <li>- Public spaces physically or visually transformed; achieving more engagement or higher foot traffic</li> </ul>	<ul style="list-style-type: none"> <li>- Community residents have been enriched, strengthened, healed</li> <li>- Safety in community spaces</li> <li>- Economic value generated by and for community-based artists</li> </ul>
<b>Health:</b>	The proposed project will improve access to healthy, affordable food within low-income communities and build social cohesion	<ul style="list-style-type: none"> <li>- Increased retail access points for nutritious food in the low-income neighborhood (#s of vendors, and sales)</li> <li>- Healthy food consumption increases in neighborhood outlets and institution dining services</li> </ul>	<ul style="list-style-type: none"> <li>- Nutrition and food linkages to health are engrained as baseline knowledge</li> <li>- Longer term improvements in health outcomes and conditions</li> </ul>
<b>Economic Development:</b>	The proposed project will create living-wage jobs, expand micro-enterprise development, promote enterprise-level training, and contribute to neighborhood revitalization	<ul style="list-style-type: none"> <li>- New sites or facilities for supporting micro-enterprise and business development</li> <li>- Financing provided for community enterprises, number of investments, \$s</li> </ul>	<ul style="list-style-type: none"> <li>- Living wage jobs, viable career ladders / career lattices</li> <li>- New healthy food businesses and products owned by neighborhood residents</li> </ul>
<b>Equity:</b>	The proposed project will expand opportunities for everyone to participate and prosper, particularly those communities that have historically been excluded from such opportunities	<ul style="list-style-type: none"> <li>- Number of historically excluded community members in leadership/decision-making positions in the initiative</li> </ul>	<ul style="list-style-type: none"> <li>- New sites, facilities or businesses owned or controlled by historically excluded community members</li> <li>- Improved health outcomes of historically excluded community members</li> </ul>