

Tracking Strategies and Roles for Promise Zone Designees and Federal Staff
Draft language for PZ Designation Agreement: Data, measurement, and evaluation framework
25 June 2015

HUD and the federal agency partners are engaged in a process of collecting different types of data that could be used in future evaluations of the Promise Zones (PZ) Initiative, and to monitor changes over time in the zones. HUD and interagency partners are prepared to work with the Promise Zones to develop local approaches and support their data collection needs and efforts.

Quantitative indicators

In working with the first round designated Promise Zones and beginning comparisons with the second round designees, the federal agencies have identified eight general policy domains in which most Promise Zone designees have defined goals. The first four are core goals of the federal initiative. In order to work more effectively with local partners, we are tracking federal activity and providing data to communities in all eight domains:

1. Employment and asset building
2. Investment and business growth
3. Education
4. Public safety
5. Housing
6. Health
7. Community infrastructure
8. Civic engagement

HUD and the federal agency partners have identified a core set of indicators linked to policy domains, based on common goals across sites. These indicators reflect the range policy domains for the initiative, and consistent site-specific strategies identified by multiple or all Round 1 and 2 designees. The indicators are categorized into 4 groups below in terms of data accessibility and potential for common measurement.

Group A: Indicators/measures that are easily tracked using administrative or other national data sets.

These are indicators for which it makes sense to use uniform measures, and that can be tracked from HUD using administrative data or other national data sets, with data available at the Census tract level (or lower levels of geography). HUD is prepared to provide measures of the following indicators to each Promise Zone annually:

- Jobs created
- Job sectors
- Total new businesses in zone
- Income
- Employment by sector
- Unemployment rates
- Poverty concentration
- New neighborhood amenities in zone
- New investment
- Severely rent burdened households
- Units of affordable housing
- Property values

- Labor market engagement
- Access to healthcare services and service utilization
- Healthy food access
- Mix of HUD-assisted and unassisted households

HUD is also prepared to provide project milestones collected through HUD Field Policy and Management (FPM)'s Operating Plan System (OPS) or a similar project-tracking tool quarterly.

Group B: Indicators/measures that are consistent and commonly reported but require local data sources

For indicators of goals that appear common but are not available at the federal level (i.e. require local data), HUD is prepared to collaborate with PZ sites to collect and share data at least annually. Designees can define measures and scope of measurement, with assistance from HUD as needed. HUD is prepared to store and analyze the data and share analysis with PZs periodically. HUD will ask sites to connect HUD with local data sources (primarily school districts and police departments) for the following indicators:

- New investment (measures such as building permits)
- Crime rates
- HS graduation rate
- 3rd grade reading level
- Chronic absenteeism

Group C: Indicators/measures that should be informed by local context

For several common goals, the appropriate indicators/measures must be informed by local context and needs. HUD is prepared to collaborate with sites to define appropriate indicators and measures based on local context. HUD and other agencies with relevant expertise are prepared to help identify data sources. If a local data source is available, HUD will ask designees to provide the data to HUD, similar to Group B. If a national data source is available, HUD is prepared to access, store, analyze the data and provide it to the site, similar to Group A. HUD and the designee will have the opportunity to complete this process for the following indicators:

- School Quality
- Workforce Development
- College Entry, post-secondary education, or similar indicator
- Accessibility to Pre-K or early childhood education
- Detailed measures of Healthy Food Access
- Homeownership
- Indicators specific to one site (e.g. Homelessness – Los Angeles PZ)

Group D: Indicators/measures that are accessible primarily through surveys

In cases where it is only possible to measure progress through surveys, HUD is prepared to provide technical assistance to PZs. These indicators are:

- Perceived neighborhood quality
- Perception of safety and perception of community trust in law enforcement
- Community connectedness

HUD is prepared to assist PZs to connect with data partners and funding opportunities, and facilitate conversations among the designees to help them determine how to connect with such partners and leverage their support to track progress over time. HUD is also prepared to leverage the expertise of the

federal interagency working group, to identify survey instruments and best practices. Finally HUD is prepared to provide assistance with analyzing and processing data as requested by sites.

Comparison areas: HUD is prepared to provide technical assistance with identifying comparison areas for each PZ. HUD will develop a methodology that the designee approves, conduct the required analysis and collect group A, B, and C data for comparison site(s) as well, and Group D if funding permits.

Data Profiles: HUD is prepared to provide a data profile to each PZ annually, to include Group A measures and the following baseline demographic measures: age breakdown, race/ethnicity breakdown, and educational attainment. The data profiles will include a data dictionary with information on measures, data sources, and the frequency at which data are collected. Any additional points accessible from HUD will be provided to sites for the PZ's boundaries, and any additional geography agreed on by HUD and the designee. As additional technical support, HUD is prepared to provide tutorials on how sites can access publically available data, and work with sites to establish data infrastructure for tracking during the 10-year designation.

Additional points: HUD and PZs may revisit this list annually to determine whether the list should be updated. Additional indicators may be added after the round 3 zones are designated, but the list each site received in the designation agreement will remain consistent throughout the designation, unless revised by HUD and the PZ (e.g., if the PZ's goals change). HUD will work to determine, with sites, how to integrate these indicators with local plans.

The data inventory from the Department of Health and Human Services report, prepared by the Urban Institute, titled "Building Federal and Local Capacity to Support Place-Based Initiative Data Needs" is also included. The inventory lists federal, state, and local data sources available at levels of geography appropriate for evaluating place-based initiatives such as Promise Zones. The Federal tab lists administrative and other national data sources, including those are used in Group A. The state and local tab lists sources that could be useful for Group B and C indicators.