

EVAL1 - Establishing City-Wide Evaluation Commitments

Certification Guide



What is this document for?

To help your city achieve EVAL1, we have compiled a guiding list of goals, considerations, and resources. It is a starting point and reference guide for identifying ways to satisfy EVAL1 within your government's structures and priorities. This document is NOT what is submitted for certification.

What does it mean to meet EVAL1?

Your local government has a city-wide evaluation commitment that has been documented and implemented. Specifically, your local government **must meet the following**:

- **EVAL1.1:** The commitment defines evaluation and the types of programs, policies, and services that should undergo evaluation.
- **EVAL1.2:** Local government staff follow the policy to identify evaluation needs, conduct evaluations, and use existing evaluation evidence to achieve city priorities.

Requested validation during the assessment for “Yes” responses:

- ❑ Policies or ordinances, such as an evaluation policy, that outline how evaluation will be used in the city
- ❑ Budget memos or documents that show budget requirements or funding allocations for evaluation
- ❑ An evaluation agenda or evaluation plan that summarizes the city's evaluation needs, identifies priority evaluation activities, and establishes a timeline for evaluation activities
- ❑ Note: Documentation can be either internal or public documents.

Why should my city meet EVAL1?

Embedding encouragement for the use of rigorous evaluations within your policy and/or budget can help you drive evaluations across the city government sustainably even amid personnel changes.



Not sure how to establish city-wide evaluation commitments?
Check out [BIT's Evaluation Resource Hub!](#)



Want to stay in the know of WWC events and resources and connect with other evaluation-minded cities?

Once you submit the WWC Certification Assessment, join the [WWC Community Forum](#) for new resources and future opportunities!

What needs to be submitted to meet EVAL1?

An example of (1) evaluation commitment that meets the EVAL1.1 and EVAL1.2 sub-criteria. Evaluation commitments that satisfy this criterion will generally fall under the following three categories:

- **Evaluation policy** which may be internally-facing such as a leadership directive or an **internal-facing** policy (e.g., department policy, employee policy) OR **public-facing** such as an executive order, resolution, or ordinance.
→ Ex: [Renca \(Chile\)](#)
→ Ex: [Tempe, AZ \(USA\)](#)
→ Ex: [Tulsa, OK \(USA\)](#)
- **Evaluation agenda** is a one-year plan that summarizes the city's evaluation needs and identifies priority evaluation activities. They can guide evaluations across agencies and departments or provide the guidelines for policy-specific evaluations.
→ Ex: [US GSA Annual Evaluation Plan FY22](#)
- **Evaluation funding** commitments include the **allocation of resources** for staff involved in evaluation, training, and the evaluations themselves, as well as **budget guidance or requirements** that require evaluation or use of evidence.
→ Ex: [Colorado Budget Rubric](#)
→ Ex: [US Department of Labor's funding allocation](#)

How can my city meet EVAL1?

We suggest you reflect on the goals and considerations below to identify what evaluation should look like in your city. Please note that a city need not develop or provide this full set of documentation to satisfy EVAL1; it is a “menu” of approaches and documentation options.

Goal	Considerations	Resources & Examples to Meet Goal
<p>Create commitments that promote the identification of evaluation needs</p>	<ul style="list-style-type: none"> • Is there a policy in place that requires departments to identify evaluation needs? If so, how are those needs reported and documented? • Is there procedural guidance for how departments should identify evaluation needs and how many they should conduct on a regular basis? • Does your city's policy allow departments to secure necessary funding and/or partnerships to meet their evaluation needs? 	<p>Create a policy that sets expectations and standards for evaluation.</p> <ul style="list-style-type: none"> → Intro to Evaluation Policy → Evaluation Policy Template → Ex: Renca (Chile) → Ex: Tempe, AZ (USA) → Ex: Tulsa, OK (USA)

Goal	Considerations	Resources & Examples to Meet Goal
<p>Create commitments that promote the prioritization of evaluation opportunities</p>	<ul style="list-style-type: none"> • Are planned and ongoing evaluations documented and communicated internally (e.g., in an annual evaluation agenda)? • Is there a process to share and receive input on the evaluation agenda with community stakeholders, residents, and the wider public? • Is there procedural guidance or a rubric for how the city / individual departments should prioritize evaluation needs (e.g., which evaluations should happen, when should they happen, how much funding should be allocated)? 	<p>Design / implement a process for creating an annual evaluation agenda that summarizes evaluation needs and identifies priority evaluation activities.</p> <p>→ Intro to Evaluation Agenda → Evaluation Agenda Template → Ex: US DoL's Evaluation Plan</p> <p>Create a budgetary rubric that increases the priority of an evaluation opportunity based on the proposed evaluation method or on the level of evidence for the program.</p> <p>→ Ex: Colorado Budget Rubric</p>

Goal	Considerations	Resources & Examples to Meet Goal
<p>Create commitments that encourage the use of evidence</p>	<ul style="list-style-type: none"> • Is there a policy in place that requires programs, policies, or practices to be evaluated on a regular basis or based on results (e.g., producing undesirable outcomes)? • Is there procedural guidance on how to design programs, policies, and practices using existing evidence or rigorous evaluations conducted by the city? • Does the city have a budget available for evaluation activities? 	<p>Create or modify budget decision-making processes to introduce evaluation or evidence as a funding requirement.</p> <p>Create or modify templates (e.g., program appraisal, budgetary decision memos, etc.) such that they require teams to justify decisions based on evidence.</p> <p>Create a standard funding allocation to build the capacity to evaluate programs, policies, or practices. → Ex: US Department of Labor's funding allocation</p>
<p>Communicate and socialize your city's commitment to evaluation</p>	<ul style="list-style-type: none"> • Is there a policy in place that defines what evaluation means in your city and when and why to conduct them? • Has your city established and publicly communicated evaluation goals? • Are there people and processes in place to ensure that evaluation commitments are upheld? 	<p>Publish an internal communication or external communication (e.g., memo, internal directive, press release) that visibly and clearly defines your city's commitment to evaluation.</p> <p>Make a roll out plan of your city's evaluation policy. → Evaluation Policy Roll Out</p>