

Sample Evaluation Question	Population or Subpopulations	Intervention Goals and Objectives	Types of Evaluation
<p>Did outreach to city council members (e.g., data on pedestrian fatalities, citizens' testimonies on walkability) significantly influence their support of local ordinances and regulations to improve pedestrian safety?</p>	<p>City council members</p>	<p>GOAL: To develop and enforce local policies in the next 12 months to reduce pedestrian injuries and fatalities in the next 3 years.</p> <p>OBJECTIVE: To increase city council members' knowledge and awareness of escalating rates of pedestrian injuries and fatalities and associated ordinances and regulations to improve pedestrian safety in the next 6 months.</p>	<p>FORMATIVE EVALUATION:</p> <ul style="list-style-type: none"> • Conduct a survey of city council members' knowledge and awareness of rates of pedestrian injuries and fatalities in their jurisdiction and potential policies to improve pedestrian safety. • Implement a policy scan to determine existing pedestrian safety ordinances and regulations and interview staff from local planning, transportation, and law enforcement agencies to assess implementation and enforcement of these policies. • Identify baseline rates of pedestrian injuries and fatalities prior to intervention implementation. <p>PROCESS EVALUATION:</p> <ul style="list-style-type: none"> • Assess whether all city council members were present to receive data on pedestrian fatalities and citizens' testimonies on walkability. • Assess whether competing priorities or other barriers interfered with city council members' opportunity to adopt new or modified policies. • Assess whether staff from local planning, transportation, and law enforcement agencies had the knowledge, skills, and resources to implement and enforce the new or modified policies. <p>IMPACT EVALUATION:</p> <ul style="list-style-type: none"> • Re-administer the survey of city council members' knowledge and awareness and assess changes after 6 months of intervention implementation.

			<p>OUTCOME EVALUATION:</p> <ul style="list-style-type: none">• Assess the number of new or modified pedestrian safety ordinances and regulations adopted by city council and implemented and enforced by local planning, transportation, and law enforcement agencies after 12 months of intervention implementation.• Assess changes in rates of pedestrian injuries and fatalities after 3 years of intervention implementation.
--	--	--	--