

SIMLAB PARTNER IMPACT EVALUATION

Utah Valley University SIMLab x BikeWalk Provo

February 1, 2023



SIMLAB PARTNER IMPACT EVALUATION

Partnership Objectives



PARTNER NAMES +
CONTACT INFO

UVU Center for Social Impact:

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<https://www.uvu.edu/socialimpact/>

UVU Social Impact Metrics Lab (SIMLab):

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- Cassie Bingham, Supervisor cassie.bingham@uvu.edu
[https://www.uvu.edu/socialimpact/what we do/simlab.php](https://www.uvu.edu/socialimpact/what_we_do/simlab.php)

BikeWalk Provo

- Clark Pixton, Research and Data Director clark.pixton@gmail.com



SIMLAB PARTNER IMPACT EVALUATION

Partnership Objectives



The UVU SIMLab is an **impact evaluation and measurement program** run by the UVU Center for Social Impact.

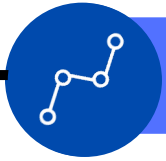
The SIMLab started its partnership with BikeWalk Provo in October 2022 with **the objective of conducting a high level impact assessment via partnership intake and the completion of a comprehensive [information request spreadsheet](#)** resulting in the following impact assessment report.

Info Request List - BikeWalk Provo

	A	B	C	D
1	Topic/Category	Info / Material (What Information Are We Seeking?)	Rationale (What Questions Are We Hoping to Answer?)	Contact Person (Who has access to this info?)
2	Organizaition Vision (1)	Engage transportation community	How are public stakeholders communicated with?	Chelsea Silva (Communications director), Christine Frandsen
3	Organizaition Vision (2)	Promotion of non-motorized transportation	What promoting materials are used and how are they utilized?	Chelsea Silva (Communications director), Christine Frandsen
4	Organization Vision (3)	Advocating bike-friendly infrastructure	What services exist to provide advocacy and how are they descibed?	
5	Organization Vision (4)	Bring awareness to public and public officials	How is awareness defined and what materials are used to bring awareness to these issues?	
6	Services	Events	What events are held and how are they detailed?	
7	Services	Lobbying	Who is lobbied to and for what laws?	Aaron Skabelund (director of ops)
8	Services	Service Projects	What is does the rationale, method, and execution of your service projects look like?	
9	Structure	Infrastructure (staff structure +roles + responsibilities)	Who gets paid/unpaid, what kind of work do people in your organization do?	Kira Johnson (volunteer coordinator)

SIMLAB PARTNER IMPACT EVALUATION

Impact Partner Overview



PROBLEM (DEMOGRAPHIC +
LOCATION)

Demographic: Not defined

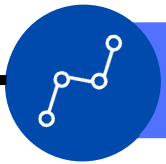
Location: Provo, UT

Feedback: The mission states BikeWalk is attempting to help “all people.” However, in order to address a defined problem, there will need to be a defined demographic that can be actionably researched in order to inform interventions.



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Impact Partner Overview



MISSION/PURPOSE

“Bike Walk advocates for street design and culture that makes it safe, convenient, and fun for all people to move around on bike and foot”.

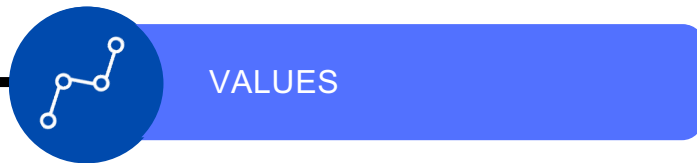
<http://www.bikeprovo.org/about-bike-provo/mission-and-vision>

Feedback: Although a mission statement does not need to define all its terms, the terms used here are not defined, or connected, to values or services. The term “safe” could be applied to installing bike-racks, but this is not explicitly connected, internally or externally. How do you define safe, convenient, and fun? What metrics can you use to measure increases and decreases in these categories? What goals/services are connected to these terms?



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Impact Partner Overview



BikeWalk wants safer, more accessible streets. Accessibility is defined by a more human, bike friendly, non-motorized vehicle, infrastructure. BikeWalk claims that “Our community will flourish as more people get around by bike or on foot”.

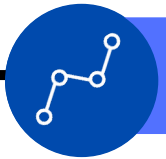
<http://www.bikeprovo.org/about-bike-provo>

Feedback: Flourishing is not well-defined, and is therefore not measurable. In this context, what will a flourishing community look like?



SIMLAB PARTNER IMPACT EVALUATION

Impact Partner Overview



DESCRIPTION OF SERVICES

“The purpose of the organization shall be as follows:

1. To engage in community service projects related to the use of active transport.
2. To promote the use of walking, biking and any other non-motorized means of transportation, sport recreation and travel at all skill levels.
3. To advocate for the creation of bicycle-and pedestrian-friendly infrastructure.
4. To improve recognition by the public and public officials of the need for safer active transportation conditions”.

<http://www.bikeprovo.org/about-bike-provo/mission-and-vision>

The service deliverables related to the above objectives include service projects, events, education and resources via the website, and community pop-ups.

Feedback: Services are currently ambiguous. They are not explicitly part of a comprehensive logic model resulting in clear goals and objectives. It is true that there are infrastructural issues in Utah county, and roads can be safer. However, without a concretely defined problem and measurable objectives, the services described may leave beneficiaries uncertain of their effectiveness.

SIMLAB PARTNER IMPACT EVALUATION

Impact Current State



IMPACT CLAIM(S)

Impact claims are listed here, although there is currently nothing listed for 2022: <http://www.bikeprovo.org/about-bike-provo/impact/>

The described 2021 impact is as follows:

- Applied for and helped Provo become a Silver-level Bicycle Friendly Community by the League of American Bicyclists (Daily Herald)
- Painted ponytails on various bike lane symbols in Provo, adding diverse gender representation to Provo streets
- Hosted a sold-out screening of Motherload with Director Liz Canning; held a well-attended cargo bike roundup the week after
- Collaborated with BYU civil engineering and urban planning professors to make our walking and biking tours assignments for their students
- Held service projects to clean up trash along University Avenue, Center Street, and Cougar Boulevard
- Hosted active transportation tours of Provo for BYU students and professors and Congressman John Curtis
- Hosted various community bike rides, including rides for International Women's Day

SIMLAB PARTNER IMPACT EVALUATION

Impact Current State



NATURE OF EXISTING DATA
TO SUPPORT CLAIM(S)

The website impact page (<http://www.bikeprovo.org/about-bike-provo/impact/>) totals things like event participation and attendance, number of bike racks installed, and signatures collected. These are output metrics, as they help quantify the activities of BikeWalk. However, there are no outcome metrics, data to help one understand what has changed/shifted longer-term in the community due to BikeWalk's efforts.

According to BikeWalk's research and data director Clark Pixton, BikeWalk has "no well-defined metrics."

BikeWalk does have sparse data related to their email outreach: "670 subscribers...37.6% average open rate...Most Popular email: World day of Remembrance for Road Traffic Victims Gathering to be held in Provo (43% open rate or 287 opens)."



SIMLAB PARTNER IMPACT EVALUATION

Impact Current State



Note: A Theory of Change is a hypothesized logic model that theorizes about what inputs and activities within an impact strategy will lead to desired outputs and outcomes. Proving this hypothesis requires data measurement to prove correlation and/or causation between an intervention's inputs and activities and its outputs and outcomes.

INPUTS (WHAT'S INVESTED) + ACTIVITIES (WHAT'S DONE)	OUTPUTS (WHAT WILL HAPPEN) + OUTCOMES (WHAT WILL CHANGE LONG TERM)
<ul style="list-style-type: none">● Events to raise awareness about bikeable/walkable infrastructure● Bike rack installation● Service projects● Lobbying/advocating for bikeable/walkable infrastructure	<ul style="list-style-type: none">● Grassroots community organizing around issue● Community consciousness shift● Better, safer, funner infrastructure and transportation methods

Assumptions/Risks: Does awareness lead to systemic/infrastructural social change? Are the current lobbying methods effective in influencing Provo's political figures? Are the current events and service projects materializing actionable change-making? BikeWalk must use more detail-oriented logic modeling to explain its hypothesis for how its inputs and activities will lead to its desired outcomes.

SIMLAB PARTNER IMPACT EVALUATION

Impact Evaluation Summary + Recommended Next Steps



GAPS/RISKS IN CURRENT INTERVENTION

On its impact webpage BikeWalk lists its achievements over the years; however, the list describes and quantifies only BikeWalks activities. It does not meaningfully prove whether its activities have created measurable and sustainable outcomes in the community related to BikeWalk's mission of a future Provo that has more walkable and bikeable infrastructure. Two examples: "Applied for and helped Provo become a Silver-level Bicycle Friendly Community by the League of American Bicyclists" and "Hosted a sold-out screening of Motherload with Director Liz Canning; held a well-attended cargo bike roundup the week after." **Although admirable, these impact claims do not actually demonstrate impact, rather data measurement would need to take place to prove these activities/achievements were the *cause* of impact.**

SIMLAB PARTNER IMPACT EVALUATION

Impact Evaluation Summary + Recommended Next Steps



GAPS/RISKS IN CURRENT INTERVENTION

GAPS

- ***Lack of a Well-defined Theory of Change and Long-term Goals.*** Currently, BikeWalk's impact hypothesis is not well-articulated, making it near-impossible to have data-informed certainty that its current approach is contributing to long-term, effective social change.
- ***Lack of Identified Impact Metrics.*** A natural result of the above, BikeWalk also lacks identified impact metrics, which could be measured and reported-on to bolster credibility.
- ***Lack of Resources and Capacity.*** BikeWalk may have spread itself too thin for the resources it has. With an unpaid volunteer staff and inconsistent funding, it will be difficult to effect large-scale infrastructural change.
- ***Lack of Structural Organization.*** Without a well-defined mission and goals, it will remain challenging to create a cohesive structure and internal organization that operates efficiently and effectively to make impactful change.

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Impact Evaluation Summary + Recommended Next Steps



OPPORTUNITIES

- ***Create a Research-informed and Well-defined Theory of Change with Long-term Goals.*** The first step in creating an effective impact strategy is laying out a hypothesis that can be tested. BikeWalk should determine what inputs and activities they believe will lead not only to output totals, but to measurable outcomes overtime. These outcomes, however, also must be decided on and defined: what are the major objectives? How will they inform the organization's mission and make its services more actionable and impactful?
- ***Identify and Measure Impact Metrics.*** A measurement strategy will need to be put in place in order to prove correlation and/or causation between what BikeWalk does and the desired social change in the community. In order to do this, BikeWalk needs to identify key impact indicators, or metrics, that would prove causation. When its interventions are tested via data measurement, BikeWalk will be able to ascertain whether the metrics validate its approach.
- ***Build Capacity by Strategically Seeking Resources.*** Would BikeWalk be better served to pivot its current bandwidth towards fundraising? How can it secure the financial security needed to build a team with more capacity and thus the ability to execute activities that are part of a logic model meant to lead to impactful, sustainable community change?
- ***Consider Simplified Structure*** In its current state (an unpaid staff and inconsistent funding), should BikeWalk consider a less traditional staff lineup? Without resources, it will be difficult to truly perform data science or strategic operations. Can the volunteer team take on more simplified roles and engage in more effective activities?

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DATA NEEDED TO SUPPORT
CURRENT CLAIM(S)

- **Pre and Post-Event Evaluation Surveys:** Evaluate whether event and service project attendees are gaining knowledge and awareness, but also if they have been moved to change or action due to attendance
- **Stakeholder Analysis and Interviews:** Analyze who the most important stakeholders populate the system around the problem being addressed, especially across the spectrum of interest and influence. Interview community members in areas where BikeWalk hypothesizes better infrastructure is need, potential community lobbyists, lawmakers, and other community leaders to better understand their perspectives, wants, and needs.
- **Bill/Policy Tracking:** Track bills and policy, and draw connection between lobbying efforts and policy changes.
- **Targeted Surveys for Bike Rack areas:** Survey potential users of installed bike racks. Evaluate whether additional bike racks have led to measurable changes in their life quality or ability to engage in their community in the ways they desire.
- **Email surveys:** Survey email list to evaluate whether emails are moving readers to change or action.

As BikeWalk develops and defines its theory of change, there will be opportunities for additional forms of data measurement. The most important thing is that impact measurement attempts to identify correlations/causations between the actions of BikeWalk and any positive impact that could be a result. BikeWalk will not be able to demonstrate its effectiveness or prove impact if it does not show a clear connection between its inputs/activities/outputs and the possible long-term and measurable outcomes.

