Sacramento Promise Zone:  
Collective Impact Model for Public-Private Partnerships

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UC Davis Center for Regional Change  
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Participatory Process  
Public-private partnership between the UC Davis Center for Regional Change, Converge Consulting, Research & Training, and the Sacramento Housing and Redevelopment Agency, with seed funding provided by the UC Davis Office of the Provost.  

Partnership activities included:  
- Regular meetings with SHRA & HUD  
- Interviews with 22 Sacramento Promise Zone stakeholders and three other PZ cities  
- Convening an advisory group comprised of local evaluation experts, SHRA staff, and HUD  
- Literature review of more than 200 articles, reports, websites, toolkits, and datasets  
- Participation in HUD and White House-sponsored events  
- Relationship building with potential data/evaluation partners
Evaluation Informed by Collective Impact

1. Common Vision and Goals
2. Shared Measurements
3. Data Collection and Analysis
4. Reflection and Reporting

Evaluation to *Improve* Not Prove

- **Reflect**: Reflect on the process and the effects of changes made
- **Plan**: Describe and analyze the problem they face, identify and plan solutions
- **Observe**: Observe the effects of the implemented changes
- **Act**: Implement the changes needed
Evaluating with Limited Resources

1. **Basic output evaluation**
   The simplest evaluation structure; meets HUD reporting requirements.

2. **Enhanced outcome evaluation**
   Supports continuous learning and enables data to have a greater impact on decision-making.

3. **Advanced impact evaluation**
   An in-depth, complex, and long-term evaluation structure.

Tools and Resources

- Evaluation Framework
- Logic Models
- Recommended Indicators
- Structure for Data Collection and Analysis
- Online Resources
Model for Collaborative Evaluation

Beyond the Promise Zone

- How do we expand this work?
- Strategies geared toward outcomes and impact, not just outputs
- Using data for decision-making
- Innovation and collaboration