PROPOSAL FOR THE EVALUATION OF THE ATLANTA MODEL CITIES PROGRAM

ATLANTA MODEL CITIES EVALUATION PLAN

The plan for evaluation of the Model Cities program was developed
by the Model Cities Plans and Evaluation staff. The objective of the
plan is to provide quantitative and qualitative analysis of the pro-
gram both for future Model Cities planning and as a demonstration of
this type of urban improvement program. It is vital that we be aware
of exactly what our efforts are accomplishing in order to lay effect-
ive plans for future upgrading of our city. Residents will play a
major role in determining what the measures of program success should
be, in interviewing, in monitoring projects, and in assessing the effect-
iveness of projects and the overall program.

The evaluation plan has two major interrelated components: A
Resident Service Information System and a Research Analysis System.
The Resident Service Information System (RSIS) is a computerized
method of monitoring services provided to residents by the Model Cities
program. The Research Analysis System will provide a qualitative
analysis of the program based on the opinions and attitudes of residents.

The RSIS is designed to accomplish the following:

(1) Maintain records of all services rendered to residents for
statistical analysis.

(2) Provide service agencies with statistical reports to relieve
them of menial clerical work.

(3) Provide random samples of participants in various projects
for survey in the Research Analysis System.

(4) Prepare profile reports on characteristics on residents
served by age, geographic location, occupation, race, etc.

(5)   Provide agencies with lists of residents in need of their services.

(6)   Provide benefit unit reports for cost/benefit analysis.

(7)   Prepare correlation reports to show influence on residents or families involved in combinations of projects.

(8)   Provide interface with a geographic mapping program which will show areas of program weakness.

(9)   Provide information to research framework analysts to aid in the preparation of their reports.

(10)   Provide various reports on request to service agencies, city departments, or the federal government.

(11)   Provide baseline data estimates (e.g. unemployment rates, crime rates, birth rates).

(12)   Provide projections of numbers of people who will be involved in projects in future years.

(13)   Encourage interagency cooperation and sharing of common data.

The Research Analysis System is designed to accomplish the following:

(1)   Gather and assess opinions of participants about the quality of Model Cities projects.

(2)   Secure follow-up data on project participants.

(3)   Gather data concerning control groups within and outside the Model Neighborhood.

(4)   Conduct attitude surveys concerning basic outlooks toward life of a sample of Model Neighborhood Area residents.

(5)   Assess attitudes and perceptions of institutional personnel employed to serve the Model Neighborhood residents.

(6)   Collect base-line data and formulate appropriate standards for future program planning.

(7)   Select and train interviewers.

(8)   Develop appropriate attitude and opinion questionnaires.

(9)   Supervise the activities of resident observers who will furnish chronicles on significant changes that take place in the Model Neighborhood.

```
                                          Random
      ┌─────────────┐                     Samples          ┌─────────────┐
      │  Research   │  ◄──────────────────────────────────  │  Resident   │
      │  Analysis   │                                        │  Service    │
      │  System     │                     Statistical        │ Information │
      └─────────────┘                     Reports            │  System     │
                                                             └─────────────┘
```

Opinion Surveys	Attitude Surveys	Institution-al Studies	Resident Observers	Service-Needed Reports	Service-Rendered Reports	Resident Profile Reports	Special Request Reports	Agency Statistical Reports

```
              ┌──────────────┐                          ┌──────────────┐
              │ Qualitative  │                          │ Quantitative │
              │  Analysis    │                          │  Analysis    │
              └──────────────┘                          └──────────────┘

                              ┌──────────────┐
                              │ Model Cities │
                              │   Program    │
                              │  Evaluation  │
                              └──────────────┘
```