Evaluation of the Report Card on Ending Homelessness in Ottawa

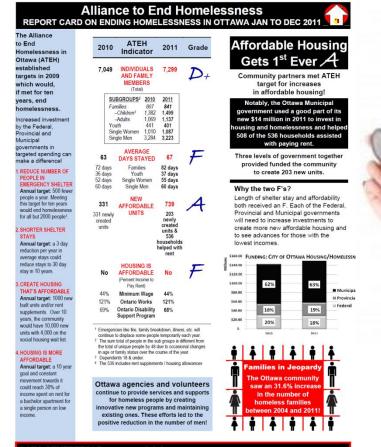
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Evaluation Questions

How useful is the Report Card to its target audience?

How can the Report Card be improved to better meet the needs of its target audience?



DATA CENTREFOLD – on pgs. 8 & 9 – see the trends & numbers behind the grades

Download the full Report Card in English or French at www.endhomelessnessottawa.ca

Methodology

Open-ended qualitative interviews with:

2 local politicians
2 members of the local media
2 members of the homelessness services sector
2 members of the broader community
2 experts in the use of performance measurement tools



Key Findings



Report Card Should Be:

Concise Clear

Specific Transparent

Balanced Specific

Objective Visually Appealing

Solutions-Oriented Refreshed

Innovative Actionable