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2. Start the presentation
WHY EVALUATE PUBLIC INVOLVEMENT ACTIVITIES?

6 Reasons to Evaluate Public Involvement

| Evaluate | • How well is my public agency performing? |
| Control  | • How can I ensure that my subordinates are doing the right thing? |
| Budget   | • On what programs, people, or projects should my agency spend the public's money? |
| Celebrate| • What accomplishments are worthy of celebrating? |
| Learn    | • What is working or not working? |
| Improve  | • What should we do differently to improve our performance? |

EVALUATION SHOULD LEAD TO ACTION AND IMPROVEMENT

• You can evaluate formally and informally throughout your process so you can improve as you go along
• Evaluation should not be viewed as something that is done at the end of a cycle
Performance Measurement Process

STEP ONE
Identifying Goals

STEP TWO
Developing Performance Measures

STEP THREE
Collecting Data

STEP FOUR
Analyzing Data and Reporting Results

SPECIFIC MEASURABLE ATTAINABLE RESULTS-ORIENTED TIME-FRAMED

- Set SMART goals for your evaluation program
- More measures is not necessarily better
- Different goals will require different measures

DECIDING WHAT TO MEASURE

- Do you provide enough preliminary information?
- Do you address historically underserved populations?
- Do you know all potentially affected?
- Do you understand participation? Consideration with respect of the activity and program?
- Do you provide for existing or proposed participation?
## GOALS | MEASURES | DATA | TARGETS

<table>
<thead>
<tr>
<th>Goal / Purpose</th>
<th>Measure / Indicator</th>
<th>Associated Data</th>
<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>Public involvement activities will increase trust in the MPO</td>
<td>Increased trust in the organization</td>
<td>Surveys before and after the engagement process</td>
<td>At least 50% of stakeholders believe MPO is trustworthy in first year, and trend rises over 3 years</td>
</tr>
<tr>
<td>Public involvement activities will engage environmental justice populations</td>
<td>Increased access to decision making</td>
<td>Demographic analysis of participants</td>
<td>At least 30% of participants represent environmental justice groups, and trend rises over 3 years</td>
</tr>
<tr>
<td>Public involvement activities will increase capacity and learning</td>
<td>Greater awareness and understanding of the issues</td>
<td>Questionnaires with participants before and after the process and follow-up interviews later</td>
<td>25% more awareness of MPO activities in the first year, and trend rises over 3 years</td>
</tr>
</tbody>
</table>

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**GATHERING DATA**

**QUALITATIVE**
- Telephone interviews
- Face-to-face interviews
- Focus groups
- Surveys (formal), comment cards, or oral comments
- Event debriefs

**QUANTITATIVE**
- Website and social media metrics
- Participation Counts
- Number of comments submitted
- Geographic representation of participants

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**WHAT OTHER DATA SOURCES ARE YOU USING AT YOUR MPO?**
Goal / Purpose | Measure / Indicator | Associated Data | Target
---|---|---|---
MPO public participation | Increase social media presence | Social media analytics | Followers and likes will increase by 10% across all channels each year
### SOCIAL MEDIA DATA COLLECTION

<table>
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<th>Target</th>
</tr>
</thead>
<tbody>
<tr>
<td>MPO public participation includes environmental justice (EJ) populations in a meaningful dialogue</td>
<td>Increased EJ representation at meetings</td>
<td>Participation zip codes, Meeting evaluation surveys</td>
<td>75% of all EJ zip codes are represented at public meetings, Meeting evaluations report satisfactory or higher levels of engagement</td>
</tr>
</tbody>
</table>

### ENVIRONMENTAL JUSTICE/ GEOGRAPHIC DISTRIBUTION

- Collect zip code information and cross-reference it with EJ boundaries
- Helpful in determining gaps in outreach
- www.geospatializer.com

### MEETING EVALUATIONS

**Comment cards can:**

- Collect both quantitative and qualitative data
- Help identify opportunities for improvement
- Collect demographic information

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<tbody>
<tr>
<td>MPO meetings will make the best use of peoples time</td>
<td>Positive responses on meeting evaluations</td>
<td>Comment card responses</td>
<td>85% of comment card responses will indicate a positive experience</td>
</tr>
</tbody>
</table>
WHAT ARE THE THREE THINGS EVERY MPO SHOULD MEASURE?

- Spend 5 minutes individually brainstorming responses
- Spend 10 minutes sharing responses within the group
- Spend the remaining 15 minutes selecting three measures and identifying the data source needed for that measure

THANK YOU!

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