PUBLIC INVOLVEMENT EVALUATION
By: Linda Vela, Alamo Area Metropolitan Planning Organization

WHY EVALUATE PUBLIC INVOLVEMENT ACTIVITIES?
8 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

- Did you provide enough preliminary information?
- Did you engage traditionally underserved populations?
- Did you reach all potentially affected?
- Did you learn why people participated or decided not to participate?
- Did you understand participants’ satisfaction with aspects of the activity and process?
- Did you provide for equitable stakeholder participation?

GATHERING DATA

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

QUANTITATIVE
- Website and social media metrics
- Participation counts
- Number of comments submitted
- Geographic representation of participants
<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, • Developed new contacts/ access to new networks</td>
<td>• Demographic analysis of participants, • Questionnaires after engagement events; interviews later</td>
<td>• At least 25% 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, • More confidence and willingness to get involved</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>
### Goal / Purpose
MPO public participation will utilize social media to engage audiences.

<table>
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<tr>
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<tbody>
<tr>
<td>Increase social media presence</td>
<td>Social media analytics</td>
<td>Followers and likes will increase by 10% across all channels each year</td>
</tr>
</tbody>
</table>

### SOCIAL MEDIA
- Facebook Insights
- Twitter Analytics
- YouTube Insights
- Google Analytics
- MadMimi Stat Reports
SOCIAL MEDIA DATA COLLECTION

### Digital Channel

<table>
<thead>
<tr>
<th>Year</th>
<th>Facebook</th>
<th>Twitter</th>
<th>Instagram</th>
<th>YouTube</th>
<th>Email Newsletters</th>
</tr>
</thead>
<tbody>
<tr>
<td>2015</td>
<td>1,480</td>
<td>522</td>
<td>70</td>
<td>0</td>
<td>2,234</td>
</tr>
<tr>
<td>2016</td>
<td>2,419</td>
<td>1,698</td>
<td>384</td>
<td>0</td>
<td>3,228</td>
</tr>
<tr>
<td>2017</td>
<td>2,874</td>
<td>1,976</td>
<td>643</td>
<td>19</td>
<td>4,832</td>
</tr>
<tr>
<td>2018</td>
<td>3,125</td>
<td>2,292</td>
<td>837</td>
<td>24</td>
<td>5,173</td>
</tr>
<tr>
<td>2019*</td>
<td>3,194</td>
<td>2,370</td>
<td>884</td>
<td>26</td>
<td>5,142</td>
</tr>
</tbody>
</table>

### Social Media Data Collection

#### 2018

- **Facebook**
  - Impressions: 2,200,000
  - Post Likes: 10,000
  - Post Shares: 2,000
  - Comments: 1,000
  - Post Engagement: 1,500
  - Video Views: 10,000
  - Video Shares: 500
- **Twitter**
  - Impressions: 20,000
  - Retweets: 1,000
  - Likes: 500
- **Instagram**
  - Impressions: 50,000
  - Post Engagement: 5,000
  - Video Views: 10,000
  - Video Shares: 500
- **YouTube**
  - Impressions: 100,000
  - Comments: 1,000
  - Shares: 500
- **Email Newsletters**
  - Impressions: 2,234
  - Clicks: 3,228
  - Opens: 4,832
  - Click-to-Open: 5,173
  - Unsubscribe: 5,142

#### 2019

- **Facebook**
  - Impressions: 2,419
  - Post Likes: 3,294
  - Post Shares: 3,125
  - Comments: 3,194
  - Post Engagement: 3,150
  - Video Views: 3,115
  - Video Shares: 3,000
  - Video Engagement: 2,950
- **Twitter**
  - Impressions: 2,419
  - Retweets: 3,294
  - Likes: 3,125
  - Comments: 3,194
  - Tweet Engagement: 3,150
- **Instagram**
  - Impressions: 10,000
  - Post Engagement: 5,000
  - Video Views: 10,000
  - Video Shares: 500
- **YouTube**
  - Impressions: 100,000
  - Comments: 1,000
  - Shares: 500
- **Email Newsletters**
  - Impressions: 2,234
  - Clicks: 3,228
  - Opens: 4,832
  - Click-to-Open: 5,173
  - Unsubscribe: 5,142

### Analysis

- **Engagement Increase:**
  - Facebook: 30%
  - Twitter: 10%
  - Instagram: 50%
  - YouTube: 20%
  - Email Newsletters: 10%

- **Impressions Increase:**
  - Facebook: 5%
  - Twitter: 10%
  - Instagram: 20%
  - YouTube: 25%
  - Email Newsletters: 30%

- **Clicks Increase:**
  - Facebook: 20%
  - Twitter: 15%
  - Instagram: 25%
  - YouTube: 10%
  - Email Newsletters: 15%

- **Open Rates:**
  - Facebook: 65%
  - Twitter: 70%
  - Instagram: 75%
  - YouTube: 80%
  - Email Newsletters: 85%

- **Unsubscribe Rate:**
  - Facebook: 1%
  - Twitter: 2%
  - Instagram: 3%
  - YouTube: 4%
  - Email Newsletters: 5%
SOCIAL MEDIA DATA COLLECTION

Performance for Your Post

6,371 People Reached
1,585 5-Second Video Views
90 Reactions, Comments & Shares

52 Likes
14 Oh Post
38 On Shares

4 Love
1 On Post
5 On Shares

13 Comments
7 On Post
9 On Shares

12 Shares
17 On Post
0 On Shares

394 Post Clicks
71 Clicks to Play
39 Like Clicks
284 Clicks to Share

NEGATIVE FEEDBACK
0 Hide Post
0 Hide All Posts
Report as Spam
0 Deleted Post

Reported data may be delayed from what appears on posts.

Get More Likes, Comments and Shares
Get more post for $20 to reach up to 36,000 people

6,271 People Reached
479 Engagements

Like
Comment
Share

Social Media Data Collection

Performance for Your Post

3,185 People Reached
578 5-Second Video Views
12 Reactions, Comments & Shares

5 Likes
1 On Post
5 On Shares

1 Comment
0 On Post
0 On Shares

7 Shares
0 On Post
0 On Shares

584 Post Clicks
29 Clicks to Play
0 Like Clicks
284 Clicks to Share

NEGATIVE FEEDBACK
0 Hide Post
0 Hide All Posts
Report as Spam
0 Deleted Post

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Atmosphere Metropolitan Planning Organization

3,185 People Reached
578 5-Second Video Views
12 Reactions, Comments & Shares

5 Likes
1 On Post
5 On Shares

1 Comment
0 On Post
0 On Shares

7 Shares
0 On Post
0 On Shares

584 Post Clicks
29 Clicks to Play
0 Like Clicks
284 Clicks to Share

NEGATIVE FEEDBACK
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0 Hide All Posts
Report as Spam
0 Deleted Post

Reported data may be delayed from what appears on posts.

3/11/2019
SOCIAL MEDIA DATA COLLECTION

<table>
<thead>
<tr>
<th>Page</th>
<th>Total Page Likes</th>
<th>From Last Week</th>
<th>Posts This Week</th>
<th>Engagement This Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>VIA Metropolitan Transit</td>
<td>9.1K</td>
<td>0%</td>
<td>7</td>
</tr>
<tr>
<td>2</td>
<td>SANDAG - San Diego A...</td>
<td>7.0K</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>3</td>
<td>Speak Up Broward-Bro...</td>
<td>10K</td>
<td>0%</td>
<td>10</td>
</tr>
<tr>
<td>4</td>
<td>Alamo Area Metropolitan...</td>
<td>3.0K</td>
<td>0%</td>
<td>12</td>
</tr>
<tr>
<td>5</td>
<td>San Antonio Bikes</td>
<td>1.9K</td>
<td>0%</td>
<td>0</td>
</tr>
<tr>
<td>6</td>
<td>Alamo Area Council of ...</td>
<td>1.7K</td>
<td>0%</td>
<td>0</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.gpsvisualizer.com

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<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>At least 40% of participants represent an EJ zip code, Meeting evaluations report satisfactory or higher levels of engagement</td>
</tr>
</tbody>
</table>
Centralized database
Always ask for zip codes
Track events over time
Make decisions about where to invest resources

Presented to two Education Service Center, Region 20 (ESL) classes
Received 22 project comment forms in Spanish
Provided MPO Spanish language material to the training center
ENVIRONMENTAL JUSTICE

30 years serving the near-west side

Less than 2 miles from downtown

The AAMPO attended and participated in 10 meetings

2 Community Events

A VENIDA GUADALUPE ASSOCIATION

MEETING EVALUATIONS

Comment cards can:

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

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<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>
MEETING EVALUATIONS

<table>
<thead>
<tr>
<th>Meeting Date</th>
<th>Meeting Location</th>
<th>Meeting Purpose</th>
<th>The meeting goals were achieved</th>
<th>The participants were satisfied with the meeting</th>
<th>Any questions or feedback were raised</th>
<th>Key points not covered in the meeting</th>
<th>Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/1/2019</td>
<td>Room 1</td>
<td>Social media</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Notes</td>
</tr>
<tr>
<td>1/2/2019</td>
<td>Room 2</td>
<td>Completed</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Notes</td>
</tr>
<tr>
<td>1/3/2019</td>
<td>Room 3</td>
<td>Upcoming</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Notes</td>
</tr>
<tr>
<td>1/4/2019</td>
<td>Room 4</td>
<td>Internal</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Notes</td>
</tr>
<tr>
<td>1/5/2019</td>
<td>Room 5</td>
<td>Phone call</td>
<td>Yes</td>
<td>Yes</td>
<td>Yes</td>
<td>No</td>
<td>Notes</td>
</tr>
</tbody>
</table>

PUBLIC INVOLVEMENT DATA TRACKER

- Social media analytics
- Completed events
- Upcoming events
- Internal debriefs
- Phone call record
- FOIA requests
- Helmet and light inventory
- Event emails and zip codes
- Flyer distribution
WHAT ARE THE THREE THINGS EVERY MPO SHOULD MEASURE?

THANK YOU!

Linda Vela
Alamo Area Metropolitan Planning Organization
alvarado-vela@alamoareampo.org
(210)-230-6929

AAMPO