



Evaluation of Public Engagement

How do we know it was effective (or not)?

Key Priority for 2022: Evaluation

Goals:

- Develop common evaluation measures for all projects
- Ability to see progress over time
- Continuous improvement of City's engagement work
- Connecting engagement evaluation to DEIAR Framework

Today's discussion: Task Force's initial thoughts and ideas

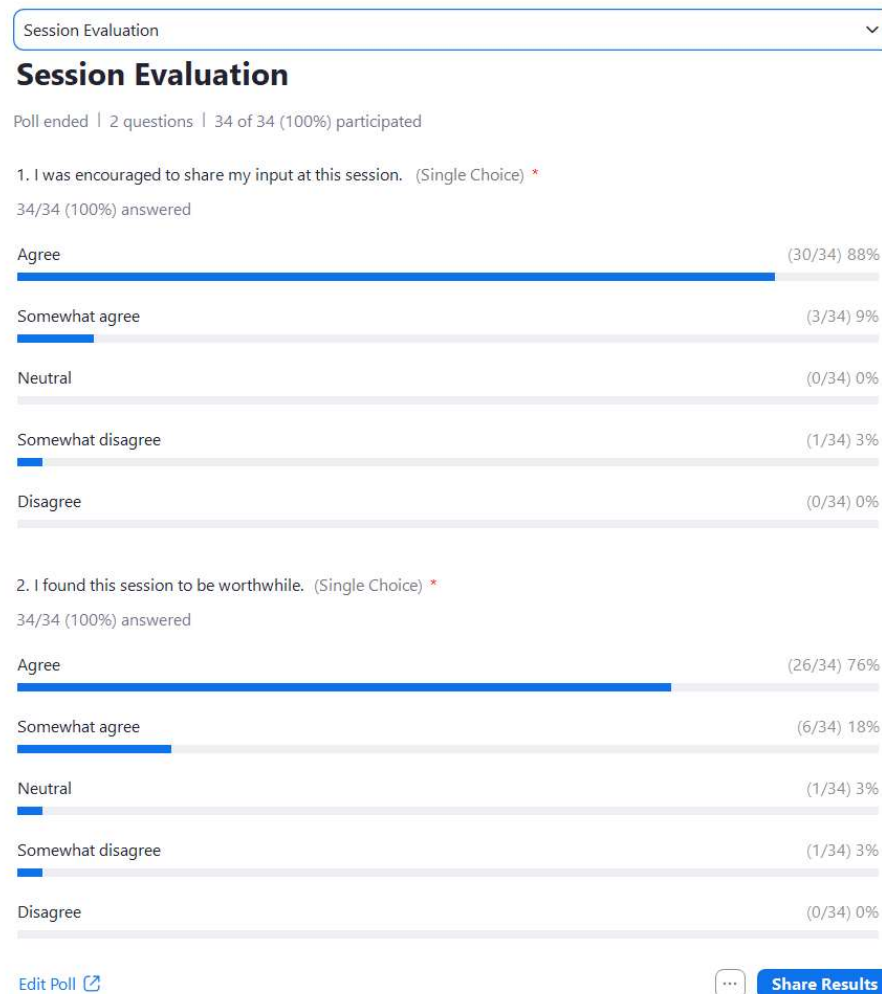
Current Practice for Engagement Evaluation

Project-based Evaluation:

- Session feedback for virtual / in-person workshops (facilitated by Public Engagement team)
- Analysis of participant demographics and response rates from Be Heard

Evaluation Across All Projects:

- Growth of Be Heard registration
- Demographics across all Be Heard users



Evaluation Best Practice



- Evaluation measures identified in advance (i.e. as part of Engagement Plan)
- Evaluation measures connected to engagement objectives
- Include **process** measures (how was the engagement experience?)
- Include **outcome / results** measures (were the planned outcomes achieved?)
- Evaluation input contributed by participants (not just evaluating ourselves)
- Evaluation **results** shared with participants and public

Questions for discussion

- When reviewing engagement reports, what do you look for in terms of determining effectiveness of the engagement?
- What does successful engagement look like for you?
- What advice or suggestions would you have for Public Engagement staff as we focus on evaluation in 2022?

