

Evaluation of Public Engagement

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



Social Inclusion, Engagement and Reconciliation Advisory Committee

Public Engagement Division's Focus for 2022: Evaluation

Goals:

- Develop standard evaluation questions
 & process for all projects
- Ability to see **progress over time**



- **Continuous improvement** of City's engagement work
- Better understand whether/how engagement is meeting community needs & expectations

Today's discussion: Advisory Committee's initial ideas and feedback

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

Session Evaluation	~
Session Evaluation	
Poll ended 2 questions 34 of 34 (100%) participated	
1. I was encouraged to share my input at this session. $(Single Choice) *$	
34/34 (100%) answered	
Agree	(30/34) 88%
Somewhat agree	(3/34) 9% (0/34) 0%
Somewhat disagree	(1/34) 3%
Disagree	(0/34) 0%
2. I found this session to be worthwhile. (Single Choice) *	
34/34 (100%) answered	



NEW WESTMINSTER Social Inclusion, Engagement and Reconciliation Advisory Committee

Evaluation Principles

Plan for evaluation (questions & process) identified
 in advance (i.e. as part of Engagement Plan)



- Evaluation questions connected to engagement objectives
- Include evaluation of the **process** (how was the engagement experience?)
- Include evaluation of outcome/results (were the planned outcomes achieved?)
- Engagement participants asked for feedback (not just evaluating ourselves)
- Evaluation **results shared** with participants and public

Questions for discussion

- What does "good" engagement look and feel like to you as a participant / community member?
- Thinking about both the engagement experience and results, what would motivate you to share your input again?
- What do you think **community members look for** in considering whether the City's engagement is effective?

