



Evaluation of Public Engagement

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

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

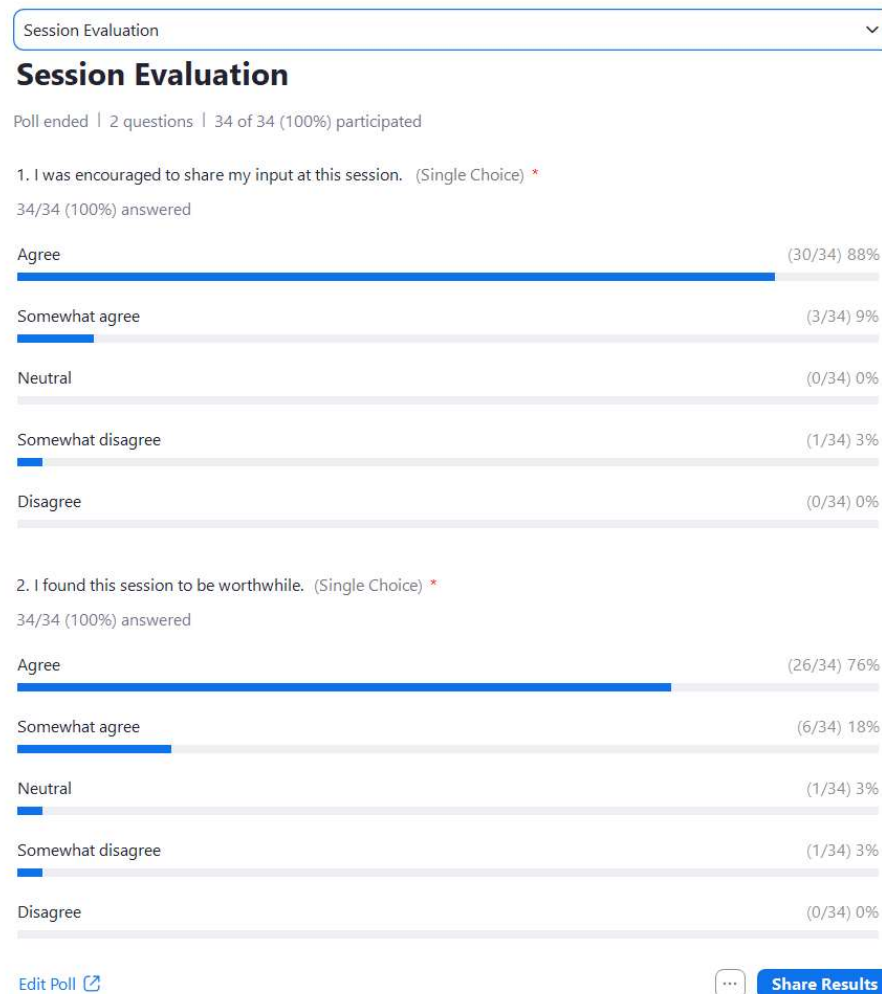
Current Practice for Engagement Evaluation

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



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?

