

## PUBLIC INVOLVEMENT TOOLS EVALUATION MEASURES

Successful evaluation of the effectiveness of the public participation plan requires tracking outreach activities and establishing initial baseline measurements. Reasonable effort will be made to evaluate the public involvement regularly.

Public Involvement Tool	Evaluation Criteria	Performance Goal(s)	Methods to Meet Goal(s)
Public Participation Plan (PPP)	Required by law; TAG discussion	NA	Update at least every 3 years to incorporate the improvement strategies resulting from public involvement evaluations and insight from TAG review.
Master Contact Database/Mailing List	Number of returned items	Decrease the number of returns on each mailing.	Make immediate corrections when items are returned. Use First Class postage for mailings at least twice per year to "clean up" the mailing list.
Website	Number of web hits	Increase number of web hits over the course of each year.	Include website address on all organization products. Link website to partner organizations.
GWRC Newsletters (FAMPO Section)	Calls, letters, etc.; Number of persons reached	Increase the number of meeting attendees/comment form respondents indicating that they received a newsletter.	Increase or decrease distribution to more accurately target an area that may be affected.
E-mail Announcements/ Internet Message Boards	Calls, letters, etc.; Number of persons reached	Increase the number of meeting attendees/comment form respondents indicating that they saw the announcement.	Increase e-mail list by advertising the availability of e-mail announcements using other public involvement tools. (Sign up for email via the FAMPO Website)
Newspaper Advertisements	Required by law	Increase the number of activity attendees/comment form respondents indicating that they saw the ad.	Place publication in prominent location of paper if able. Increase size or change layout to make ads more visible.
Press Releases	# of media	Information must	Encourage publication of

	reached  Press Log maintained for press releases and resulting news articles.	be included in the major newspapers as a result of the releases.	press releases by keeping the media informed and through follow up.  Send a release for each significant FAMPO activity (public meeting, public hearing, comment period, etc.)  Maintain a current media contact list.
Postcards/Direct Mailings	Calls, letters, etc.; Number of persons reached	Increase the number of meeting attendees/comment form respondents indicating that they received the mailing.	Increase/Decrease mailing list to more accurately target affected areas. Use the most up-to-date information from the County Property Appraisers to maintain the mailing list.
Flyers/Posters	Calls, letters, etc.; Number of persons reached	Increase the number of meeting attendees/comment form respondents indicating that they saw a poster.	Increase distribution to common areas where posters will be more visible to the general public.
Information Brochures	Distribution	Distribute to FAMPO and key regional libraries in 1 <sup>st</sup> year; increase by 2-4 locations annually.	Develop a distribution strategy for informational brochures about FAMPO. Include number of locations, how many brochures per location, replenishment needs/times.
Speakers Bureau/Small Group meetings	Number of persons reached based on sign up sheet and number of groups reached.	5 presentations 1 <sup>st</sup> year; increase by 2 presentations annually OR Increase # of persons reached annually.	Advertise opportunities to make presentations. Proactively seek speaking engagements. Maintain a presentation log noting the group, the contact person, how many attended and issues.
Public Forums/Workshops/Hearings	Attendance at meetings.	Increase the number of affected population (based on study area) in attendance.	Schedule at convenient times and locations. Use other public involvement tools to increase awareness of hearings. Hold multiple workshops.
FAMPO Library	Number of	Increase the	Promote library hours on

	persons using library	number of visits per quarter.	various outreach materials.
Planning Document Distribution	Number of distribution sites	100% distribution on vital documentation	Build distribution list to include locations in addition to FAMPO library. Include county and city government buildings, libraries and provide links to Websites.
Comment Forms	Calls, letters, etc.; Number of responses	Increase the number of meeting attendees that filled out a form -OR- return the form by mail - OR – submit a form as a visitor to a web site	Encourage responses by explaining the importance of receiving comments.
Graphics/Visualization	Comment form noted that graphics were “useful”	Increase the number of comment form and web users that find the graphics and visualization techniques “useful”	Include graphics/visualization techniques online and during public meetings and hearings.
Surveys	Calls, letters, etc.; Number of responses	Increase the number of contacted persons that participate in the survey -OR- increase the number of mail recipients that return the survey	Encourage responses by explaining the importance of receiving feedback. Offer incentives for returning surveys.
MPO Logo		Increase recognition of the logo.	The MPO logo should be used on all MPO products and publications, and on materials for all MPO sponsored activities.