



Community Engagement Evaluation Guide

A critical component of the community engagement process is evaluation. Evaluation is best done several times throughout the engagement process, both while the process is ongoing as well as at the completion of the public engagement process. Evaluation of community engagement provides valuable feedback about the process and outcomes for both the community and the facilitators.

As we work together to increase and improve community engagement throughout Southern Nevada, please share your experience, successes, and lessons learned with the SNS team! Email completed evaluations and/or final reports to SouthernNevadaStrong@rtcsonv.com.

Evaluation Part I: Progress Reports

Internal evaluation should be done intermittently throughout the community engagement process. Public engagement is a fluid process. Once you've begun executing your engagement plan, you may need to modify your plan as new information is learned. Timely progress reports will not only help you gauge how the process is going, but will help you keep track of the process for future transparency and reporting. The following questions are designed to help you check-in as needed on your engagement process. Modify as needed to suit your project's needs.

1. Have the proper expectations for the community engagement process been set? Does the community understand the intentions for the engagement process, their role, and how the decision(s) will be made?
2. Who is participating? Are the right community members at the table? Is your intended target audience present? Has your target audience changed at all throughout the engagement process?
3. Are the engagement tools and strategies properly communicating your message? If so, what is working well and why? If not, what can be changed so that your message is better understood by the community?
4. Is the engagement process allowing for *all* voices to be heard equally? Are the identified historically underrepresented groups and communities being heard? Is everyone being given equal opportunity for participation?
5. What are the community's perceived benefits for the proposed project? How do these perceptions align or differ from your project goals?
6. What are the community's concerns for the proposed project? How are these concerns being addressed?
7. What opportunities, if any, are there for the community to be involved as the project progresses?
8. Based on the process so far, does your process need to be changed or adjusted? Why or why not? What changes should be made?

Evaluation Part II: Final Report

Once you've completed your community engagement process, it's important to evaluate both the process and impacts of your community engagement. Evaluation not only provides additional transparency for the project, but is a tool for accountability. Ultimately, the evaluation process will help improve future engagement work in our communities.

Evaluating the Process of Community Engagement

The following questions are designed to help you evaluate how well your organization engaged with the community.

1. Were the expectations for the engagement process properly communicated and understood by the community?
2. Who participated in the process? What populations, issue-related groups, and/or historically underrepresented groups were present?
3. Was the target audience and/or area engaged? Were the right people at the table?
4. Did the process and structure for community engagement allow for *all* voices to be heard and valued? Summarize the process you undertook for ensuring successful inclusion and representation.
5. What worked and what didn't during the engagement process?
6. What questions came up during the engagement process? Was there anything that surprised you? If so, how did you respond and/or adjust?
7. Were alternatives discussed and considered for the project? Were strategies developed for mitigating/alleviating unintended consequences?
8. What was the process for decision-making or consensus building? Was there a point where consensus could not be reached and if so, how was this resolved?
9. What worked well and what changes could be made related to: 1) the community engagement process and 2) the engagement team, including community participation and the role of facilitation/leadership.
10. Were resources allocated for the engagement process used well? What resources contributed to successful engagement and what didn't?
11. Overall, how would the community rate the engagement process? How would the facilitator rate the engagement process? Why? (Scale 1-10)

Evaluating the Impacts of Community Engagement

The following questions are designed to help you evaluate what happened because of the engagement process.

1. What feedback was received from the community regarding the public engagement process?
2. What was the reaction of the community to the project? Was there support or opposition to the project? Perceived benefits or concerns?
3. Describe the role that community members played in the project. How did they contribute to or influence the outcomes of the project?
4. Is there opportunity for continued involvement from the community? What does this look like?
5. What did you learn through the community engagement process? What did the community learn?
6. How did the community engagement process influence the final outcome for the project?
7. How were decision makers informed of the community engagement process? Did the information learned through community engagement influence the decision making process?
8. What new relationships or connections were made during the community engagement process? How can these relationships influence your work in the future?
9. Are there noticeable changes in the community and/or in residents within the community?
10. Overall, how would the community rate the project impact/outcome(s) now that the community engagement process is over? How would the facilitator rate the outcomes? Why? (Scale 1-10)