

## **Internal Innovation Advisory Workgroup – evaluation part 2**

October 12, 2015, 11:00 AM – 12:00 PM

**Attendees:** Grace Cho, Janet Lee, Nicole Lewis, Catherine Moore, Ellen Wyoming, Beccau Uherbelau, Peggy Morell, Erin Pidot

**Driving question:** How will we know when Metro has meaningfully and successfully engaged underrepresented communities in its work (e.g. decision-making, public engagement, committees, employment, grants, etc.)?

### **Meeting goals:**

- Learn how participants are already evaluating effectiveness at engaging underrepresented communities
- Review updated community-sourced measures and identify priority measures
- Brainstorm indicators and data sources to evaluate these measures

### **Meeting notes:**

#### **Introductions and overview**

- Everyone introduced themselves – name, title and department
- Erin provided an overview of the meeting goals and agenda

#### **How are you and your department already evaluating effectiveness at engaging underrepresented communities?**

- Janet (HR) – establish awareness of where and who. Ask questions of CBOs – plan for reaching out to CBOs, look at how many people of diverse backgrounds are applying and are hired by Metro, how many job fairs that target diverse populations do we attend, are people from diverse backgrounds staying once they're hired – mostly quantitative measures
- Becca (CR) – work with research center for translation - research language needs, work with Title VI data and assessments, public engagement survey through Opt In, Community Summit, large projects do their own public engagement reports with some evaluation of success, but inconsistent
- Nicole (P&N) – we should be talking to others at her department like Sheilagh Diez – she's doing a lot of work with CBOs through Partners in Nature
- Grace (Planning) – regional long-range planning – in terms of evaluating effectiveness, not sure if we're doing it. Much more reporting out engagement we're doing – stats on who heard from and number of attendees, but not necessarily asking the next question that follows
- Peggy (CR) – at end of Climate Smart – stakeholder interviews, report out vs. really evaluating what this looks like
- Catherine (P&N) – Use rubric system to evaluate work (value to volunteers, how reaching underrepresented- more about “how” and less about effectiveness). I also do qualitative evaluation of capital grants → I've spoken with Sheilagh and she has an interest in alternative evaluation methods like Photo Voice

- Catherine – Steve Patty is doing interesting work at Dialogues in Action – democratic approach – have people who will be impacted do interviews → one of Sheilagh’s grantees has been through this
- Catherine – going to 2-3 days of training in November – American Evaluation Association training in Chicago – one training on indigenous research methods → *will send out email with information about conference*
- Ellen (P&N) – don’t currently have preferred methodology to measure these outcomes – run into risk of becoming a profiler when attempting to evaluate effectiveness - can’t ask everyone race/ethnicity/income – have asked preferred language in the past – as part of Blue Lake Master Plan process – asked staff to mark languages people using and approximate age bracket. Not sure if this is a good method at all – zero reflection on community
- Peggy - when working with CBOs and ask them to share out information, it’s hard to quantify how many we’re reaching or the impact – even just quantitative measurement is very difficult

**What measures do you think your department or Metro at large should be using to evaluate this?**

- Ellen –How did the community feel about the engagement? Did the community feel comfortable, welcome and involved in the (insert event type/project/process here).
- Ellen - How do we identify the communities needed to participate (what’s our audience mapping strategy)? Did we line up engagement opportunities (did we come once with a number of departments/programs to ensure we don’t “hit them” numerous times in an un-coordinated fashion? Did we listen to how they wanted to be engaged—did we tailor an engagement strategy for the community in concert with our partners?
- Ellen - Did we have meaningful engagement from the community based on parameters of what meaningful engagement meant for them? (i.e. Metro didn’t say ‘we need 100 people to be involved for it to be successful’, rather, the community said, ‘We want two people on your stakeholder advisory committee and for you to hold two community events for us at our location and however many people come, it will be successful for us, because you did it in a way that met our needs.’)
- Ellen - evaluation tool should be created at the outset of the engagement in concert with engagement partners. This may work beautifully with a master community engagement strategy and weave in seamlessly with an overall plan, or it may be a subset plan within the master strategy if the communities/groups being reached are different in terms of preferred approach and connection.
- Ellen - Set evaluation measures before public engagement – lots of front-end planning work - opportunity for partnership funding - pay to co-create engagement and evaluation plan
- Ellen - Are we using online event calendars that represent culturally specific communities? Red Tricycle – online event parent calendar that serves wealthier parents – are there other culturally specific groups that need ad funding? Is there a black parent meet-up group?
- Catherine – value of qualitative data to help determine what quantitative data is most useful – tend to get trapped in really traditional methods (focus groups, surveys, etc.), but there are a lot of innovative approaches. More simple, quick, accessible, games-style engagement. Community

health assessment example – used version of Photo Voice to have people tell stories and illustrate barriers to health in their community and what will make their health better

- Catherine – need to use both quantitative = rapid response to balance qualitative = context
- Nicole – Metro should provide staff basic tutorial on why evaluation is important and how to use evaluation to inform engagement plan. Eval is so often an after-thought. At most basic level, need to raise awareness among staff.
- Nicole - Measures – small and big ways to improve customer experience of those using parks – friendly and welcoming? Timely response? Meaningful experience? Who are we getting to the parks – are we serving the community? Who are we marketing to? How can we expand audience for park use and rentals to more diverse communities?
- Becca – Metropolitan Group report on Measuring What Matters – uses useful framework – *we will send report out in email*
  - Inputs (ex. co-create engagement strategy with community, staff time, etc.), outputs, outcomes (qual measurement focused – what happened? Is the relationship stronger? Experience of people who came?), impact (what difference did it make in actual decision?)
- Becca – would be helpful to look at how much money putting into public engagement and evaluation – we track FTE, but don't track how many hours and \$\$ on resources
- Janet – historically – how many different diverse communities can we reach out to? But this isn't effective – doesn't get to quality of relationship they want to have. Still struggling with first measure - not at discussion of quality
- Survey of CBOs to evaluate their interest in building a more meaningful relationship
- Ellen – other departments need to better support HR – we are the ones developing those relationships
- Peggy – wouldn't be that difficult to incorporate into other outreach efforts
- Becca – DEI has created a business card with web addresses to find out about job postings and other opportunities to get involved
- Nicole – how do we get leadership to buy in?
- Agency goals around engaging are evolving, what about goals for evaluation?
- Ellen – need to do some pilots and case studies
- Requiring public engagement to be part of people's jobs
- Biggest challenge – convincing people of benefit to them (decision-makers, leadership, etc.)

### **Next steps**

- Noelle Dobson is planning to put together a series of workshops to learn how to create an evaluation plan by doing it – every participant will select a project that they are working on and go through the process of selecting measures, indicators, etc. We will send out more information about this soon.
- I will send out notes and keep you posted on other next steps