

# City of San Diego – Inclusive Public Engagement Guide

Focused Discussion Group Meeting #5: "Reporting Back and Identifying Metrics of Success"

Meeting Summary Report

Meeting held June 14, 2023

Prepared by:

City Planning Department



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## Focused Discussion Group Meeting #5

### Meeting Details

June 14, 2023 – 6:00-8:00 PM

Dolores Magdaleno Memorial Recreation Center

2902 Marcy Ave, San Diego, CA 92113

### Meeting Overview

The purpose of Focused Discussion Group (FDG) Meeting #5 was to discuss strategies for reporting back to people who have been involved in an engagement process and potential ways to measure the success of public engagement. The project team sought feedback from FDG members on report-back strategies and success metrics that resonated with them.

### Meeting Participants

#### Focused Discussion Group

- Candice Carr
- Rebecca Egipto
- Rachel Graham
- Andrea Hetheru
- Tanisha-Jean Martin
- Christine Millena
- Andrea Schlageter
- Marry Young



#### Project Team

City of San Diego

- Anisha Gianchandani, Program Manager, City Planning Department
- Cristhian Barajas, Senior Planner, City Planning Department
- Colette Redon, Senior Planner, City Planning Department
- America Aceves, Assistant Planner, City Planning Department

Kearns & West (meeting facilitation)

- Brisa Aviles
- Joan Isaacson
- Jasmine King

Imagine (meeting facilitation)

- Catherine Schrock
- Peter Schrock

## Meeting Activities and Input

The project team welcomed FDG members and shared the agenda for Meeting #5:

- Presentation and roundtable discussion on report-back strategies
- Presentation and pair and share activity on metrics of success
- Update on Infrastructure Prioritization pilot engagement activities

## Report-Back and Follow-Up Strategies

The project team introduced report-back and follow-up strategies and shared common themes relevant to these topics gleaned from earlier discussions with FDG members. The project team covered the purposes of reporting back including building awareness, sharing updates on how community input was used and informing the public about how decisions were made. They noted that this helps build trust and mutual respect and ensures communication throughout the engagement process.

The project team shared an overview of who should be included in the report-back, such as those most impacted by the decision, participants in the process, internal City departments and other relevant organizations. Project team members noted several report-back and follow-up options, such as community engagement summaries, email notifications, survey response notifications and posts on social media.

The project team noted that FDG members had previously shared they thought it was important to hear and validate community comments. FDG members had also expressed that the City should consider using mail and printed materials, use readily available newsletters and cross-pollinate messaging about City projects at different City events.

In a roundtable discussion, FDG members shared their input on follow-up strategies the City could pursue:

- Develop short after-action reports, including a review of lessons learned from the implemented engagement efforts (what worked and what did not).
- Share changes incorporated that reflect community input, which comments/suggestions were not included and why.
- Distribute evaluation surveys during an engagement event and ask them to be completed before the end.
- Collaborate and build partnerships with community groups, businesses, and people in the community to provide follow-up.

- Use social media channels to share information and update City webpages.
- Circulate public service announcements.
- Provide follow-up events/information with local groups and individuals already engaged in their community about next steps.
- Collect phone numbers to send follow-up messages and provide opportunities for commenting through text messaging.
- Visit locations where people frequent.
- Engage with home sports teams and other recreational groups to collect their input using a brief presentation and provide follow-up. Incentives for participation could include tickets for the snack bar.
- Host events at local venues such as coffee shops for people to learn about the City's initiatives and projects through an informal meet-and-greet format. This can serve as relationship-building where community members and City staff can get to know one another.

### Metrics of Success

The project team provided an overview of how success of engagement can be measured during a project or initiative and defined metrics of success as standards and parameters to evaluate the impact, process and/or implementation of public engagement. The project team shared three potential categories of evaluation methods: 1) the success of the Inclusive Public Engagement Guide itself, 2) the City's outreach and engagement on individual initiatives or projects and 3) specific outreach and engagement events.

The project team presented various potential indicators for each category. For the Inclusive Public Engagement Guide category, the City shared options to measure success by examining how the City lives up to the Guide's engagement principles, which focus on creating transparency in decision-making processes, building relationships and including people of all backgrounds in City decision-making. Other potential indicators for this level included assessing whether the Inclusive Public Engagement Guide has enabled the City to reach more people through engagement platforms, improved the quality of public input and facilitated the adoption of new engagement techniques.

For the individual City initiatives or projects category, the project team presented an example of a tool to evaluate a project's outreach and engagement efforts adapted from the National Recreation and Park Association's Community Engagement Resource Guide. This tool quantitatively assesses factors like the

number of public participation opportunities and people participating in the events and also qualitatively assesses factors such as whether participants find community engagement effective.

For the individual engagement and outreach events category, the project team shared examples of qualitative methods that could be used, such as satisfaction surveys or comment forms, interviews, and the tone of media articles. Some examples of quantitative methods shared were tracking the number of sign-up forms, attendees, reach on social media, and participation representativeness compared to census demographics.

FDG members participated in a pair-and-share activity, where each member spoke with a partner about their ideas about metrics of success for engagement.

FDG members' suggestions about metrics of success included:

- Add open-ended questions to surveys to help collect more qualitative data.
- Successful meeting attendance is when at least half of those registered attended and 90% of attendees stayed for the entire meeting.
- The success of engagement can be demonstrated through positive public feedback on social media, people showing interest during meetings about next steps and stakeholder participation reflecting the neighborhood or city demographics.
- Successful engagement is evident in decision-making being influenced by community input and in feedback being included in final policy decisions.
- Success includes accounting for participation support costs, such as incentives or stipends.
- Success is about the quality and quantity of community input shared on a meeting topic.
- City representatives being seen by the community as engaged during the process is successful.
- Public input balanced across all stakeholders and community input aligned with the community's interest is successful.
- Clearly organized and smoothly run public meetings is successful.
- Primary attendance should be of those who live or work in the project area and reflect the area's demographics.
- Success is when participants' questions are answered, or they understand the information being shared.

### Update on Infrastructure Prioritization Pilot Engagement Activities

The project team shared updates on the Infrastructure Prioritization pilot engagement activities discussed at the previous meeting. Based on FDG members' input, the project team decided that these activities would include the Juneteenth festival event on June 17 and a City-organized "Plan for Your Community" event on June 22. FDG members contributed input to determining the location and format of the activities.

The project team shared the proposed agenda, activities and outreach efforts for the events. They also invited FDG members to participate as event observers and noted that observers who report back to the group would receive a gift card stipend.

FDG members provided feedback on the proposed Infrastructure Prioritization pilot engagement activities, including:

- Older adults may not attend the evening meeting for the Plan for Your Community event due to the late start time.
- Include an activity for children during the Juneteenth event to encourage family engagement.
- An online event should be considered.
- Incorporate engagement activities associated with the event's theme (i.e., for Juneteenth).

The project team ended the session by reviewing the next steps for the upcoming meeting and take-home assignments (see Appendix).

## Appendix: Meeting #5

The Appendix includes the worksheets and additional materials sent home with FDG participants to review and complete before the next meeting as preparation for getting their input on the Meeting #6 topics (Engagement Feedback and Lessons Learned). A list of the materials is included below.

1. Meeting Areas for Improvement Worksheet



## Worksheets & Additional Materials Sent Home with FDG Participants

### Meeting Areas for Improvement Worksheet



## Meeting #5

### Focused Discussion Group

#### Meeting Areas for Improvement Worksheet

This worksheet will assist the City in determining areas for improvement in our engagement activities. Please complete the series of questions below based on your experience participating in the Focused Discussion Group.

How can we make our meetings more meaningful and interactive?

What improvements can you suggest for our meeting format? (e.g., activities, meeting set-up, meeting time/day, etc.)



## Focused Discussion Group

### Meeting Areas for Improvement Worksheet

This worksheet will assist the City in determining areas for improvement in our engagement activities. Please complete the series of questions below based on your experience participating in the Focused Discussion Group.

**What improvements would you suggest regarding how we present and share information? (e.g., slideshows, worksheets, handouts, facilitation skills, etc.)**

**What discussion topics were difficult to understand? What topics would you like to learn more about?**