

# COMMUNITY ENGAGEMENT:

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Motivating and Measuring  
Community Knowledge and Action

Joy Mayer | @mayerjoy | joymayer.com

# Questions we'll talk through:

- What makes for a successful metric?
- What are the overall goals for the information in your campaign or program?
- What do you hope people will do with your information?
- What do you hope people will learn?
- Who do you hope to reach?

# Setting obtainable, measurable goals is a crucial first step.

Visualize what you are working for, then develop SMART goals.

S = Specific

M = Measurable

A = Attainable

R = Realistic

T = Timely

Consider gathering baseline information.  
Where are you now?

# Then brainstorm metrics that you can tie to each goal.

Make sure you fully understand any metric you consider using.

*“Metrics are powerful tools for insight and decision-making. But they are not ends in themselves because they will never exactly represent what is important. That’s why the first step in choosing metrics is to articulate what you want to measure, regardless of whether or not there’s an easy way to measure it. . . . Metrics are just proxies for our real goals.”*

— Jonathan Stray, Journalist

# EXAMPLE

## **GOAL:**

Figure out effective ways to grow subscriptions to an email newsletter, SMS service, etc.

## **MEASUREMENT:**

Increase signups by 10 percent each month for the next 6 months.

Also, track ways the newsletter is promoted to see which ones drive signups, then get more efficient about staff and financial resources.

# EXAMPLE

## **GOAL:**

Increase community knowledge on a specific issue.

## **MEASUREMENT:**

Pick one (or a few) key question. Start with a benchmark, then pose the same question(s) once a month for the duration of the campaign. Increase correct answers by 10% each month.

# QUESTION 1: WHAT DO YOU HOPE PEOPLE WILL DO?

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(AND HOW COULD YOU MEASURE THAT?)

# What do you hope people will do (and how can you measure that)?

- Share or talk about the information
- Contribute to the information
- Act on the information



# EXAMPLES:

Count or collect mentions or shares of your links on social platforms. Consider reflecting those back to your community to demonstrate value.

- Tools like [muckrack.com/whoshared](http://muckrack.com/whoshared) and Tweetreach
- More are at [bit.ly/joyssocialsearch](http://bit.ly/joyssocialsearch)

Look for mentions of your content in existing online conversations.

# EXAMPLES:

Log contributors to shared content-gathering or participatory efforts.

How many people participated? What percentage of people who were invited/exposed chose to participate? How many ideas did your staff get from the participants?

Partner with others who want to share information. Log who reprints or distributes your information.

# EXAMPLES OF ACTIONS:

**What “conversions” are you working for? What’s the commitment level of each?**

- Attend an offline event
- Participate in an online conversation
- Call an information number
- Download an information packet
- Complete a survey
- Sign up for a newsletter
- Sign a petition
- Contact a public official
- Give money
- Volunteer time
- Invite friends to participate

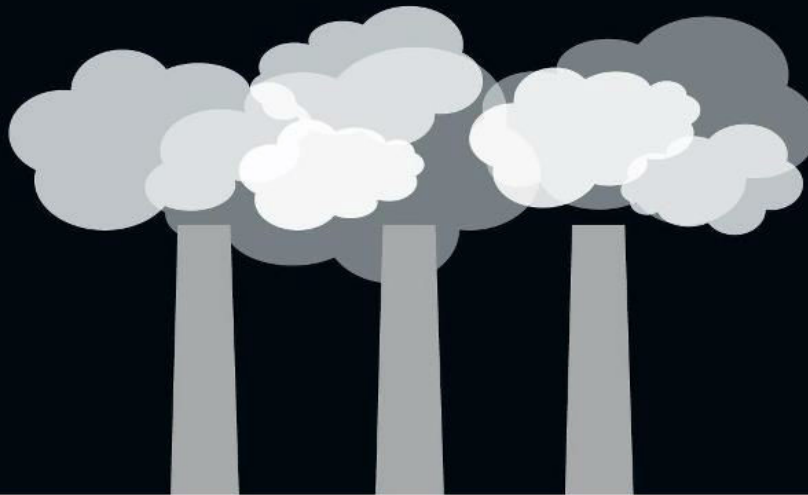
# HOLD POLLUTERS ACCOUNTABLE!

Tonawanda has over 53 industrial plants including a coal-burning power plant, coke plant, petroleum distribution terminals, and chemical plants. There are elevated levels of many hazardous air pollutants in our neighborhoods and our people are sick. It's up to us to report odors and heavy smoke.

**If you smell a foul odor, text STINK to 877877**

**If you see dark smoke, text SMOKE to 877877**

We'll pass the results to people in power and use the data to make change in our community.



The Clean Air Coalition of W.N.Y.  
341 Delaware Ave. Buffalo, NY 14202  
(716) 852-3813 [www.cacwny.org](http://www.cacwny.org)

# COMMUNITY TOOLKIT

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## HOW DO YOU CREATE A VOICE FOR UNINCORPORATED COMMUNITIES?

Many residents in low-income, unincorporated neighborhoods across California are living in substandard conditions: These poor, dense communities lack some combination of safe drinking water, sidewalks, streetlights, functioning gutters and sewer systems. What's more, community members are left not knowing whom to hold responsible and how to effectively demand improvements.

Here, we've collected contact information for key players in each community featured in

county board of supervisors on issues like public health, land-use planning and sidewalks.

The municipal advisory council collects comments and recommendations from community members and shares them with the county board and other relevant agencies. Before establishing the municipal advisory council, you must:

- Decide the council's name, responsibilities and represented area.
- Determine how many members the council will include, as well as the selection process and qualifications. Members typically are appointed by the board of supervisors, but residents also can opt to elect them.
- Draft bylaws.

## How do you overcome language barriers?

Public agencies that serve communities with large numbers of people who do not understand English are required to provide information in the language or languages they speak. (See the *Summary: Alameda Bilingual Services Ahead*

# QUESTION 2: WHAT DO YOU HOPE PEOPLE WILL LEARN?

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(AND HOW COULD YOU MEASURE THAT?)

# What do you hope people will learn (and how can you measure that)?

- Ask them what they learned. Or if their beliefs/assumptions were challenged.
- Ask them what they wish they or the community understood better.
- Quiz/survey them.

# EXAMPLES:

- Track what questions appear in search terms, and whether the pages users land on include answers.
- Interview key stakeholders to ask about knowledge gained.
- Do a focus group before and after a campaign or project.
- Track the ideas you get from participants. Can they help you set your future agenda?



# EXAMPLES:

- Offer physical exit surveys after events.
- Embed Google surveys in web content asking what (or whether) users learned.
- Embed quizzes in web content.

*\*\* For each of those, track completions.  
Also track completions as a ratio to the number of people exposed.*

curiouscity%

What do you wonder about Chicago, the region or its people that you want WBEZ to investigate?

[ask](#)

Up for Voting

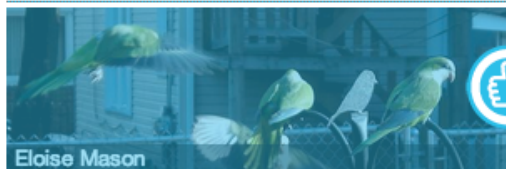
Answered &amp; Investigating

New and Unanswered

[Voting for May 29th - June 12](#)

## Which should we investigate next?

Select the question you'd most like answered.

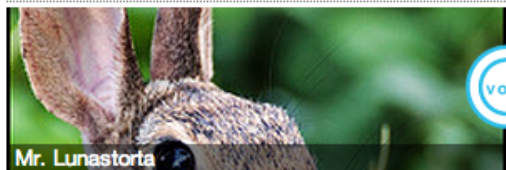


Eloise Mason



What's the story with the wild parrot population in the Chicago area?

Asked by Leanne



Mr. Lunastorta



What are local policies on urban hunting?

Asked by Andrew Eubank



jessamyn west



What is up with those filthy stuffed animals stuck on grills of garbage and metal scrapping trucks?

Asked by Meaghan Olson

### Current Investigations

### What people are saying:

Just how many bats live in the Loop?  
What are their favorite hangouts?

Asked by Rory Keane | Reported by Jennifer Brandel & Logan Jaffe

# QUIZ: Are you ready for the 2012 election?

Monday, October 22, 2012 | 4:52 p.m. CDT; updated 6:49 p.m. CDT, Monday, October 22, 2012

BY [ALICIA STICE](#)

COLUMBIA — The election is approaching, and Missourians will be voting on who they think should be president, if the state's tobacco tax should increase, who should represent them in the State Senate and a slew of other issues.

Our government reporters put together some questions based on the statewide and local races they're writing about.

Take this quiz, and decide if you're ready for this year's election. If you find you need to brush up, check out the Missourian's [Voters Guide to the 2012 General Election](#).

(If you can't see the quiz embedded below, [click here](#).)

Good luck!

## Are you ready for the election?

### 25 Questions

How much do you know about the local candidates and the propositions on this year's ballot? Take this quiz to test your knowledge.

Name

**Start**

 [Embed](#)

 [View On  
ProProfs.com](#)

Are **you**  
ready for Nov 6?  
**TAKE OUR**  
**ELECTION QUIZ!**

Question 1.

Which candidate for  
state treasurer founded  
the Downsizing State Government  
Committee in 2008?

Are you ready to vote?  
Want to learn more?

- a) Cole McNary
- b) Clint Zweifel

# QUESTION 3: WHO DO YOU HOPE TO REACH?

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(AND WHAT'S THE BEST WAY TO DO THAT?)

# Who do you hope to reach?

- Demographics
  - age, gender, race/ethnicity, language, religion, profession, job, education, voter registration status
- Psychographics
  - political affiliation, likelihood to vote, state of mind, brand preferences, memberships
- Geographics
  - Postal codes, census tracts, cities, counties
- Technographics
  - Media consumption habits, social media use, smart phone use, subscriptions

# Who do you hope to reach?

- How do they already share information?
- Who can help you pass along your information?
- Who most needs your information?
- Are the people who most need it likely to find it in the ways you typically distribute?
- Where/how do those people already seek information (offline and online)?

# EXAMPLES:

- Seek the help of topical influencers and high-profile users.
- Think about potential community partners. Who ELSE wants to reach the same people.
- Who has access to them already? Is there a listserv? Facebook group? In-person meeting?



# What you should know about the 2012 transit system budget

A resource from the Columbia Missourian

Proposed service cuts and fare increases for the Columbia Transit system have been the most debated aspect of the city's proposed budget for fiscal 2012. Here's a look at some of the facts that frame the debate. *(Prepared for the 9/19/11 City Council meeting)*

## What service reductions were originally proposed?

- Dropping miles from the 209 Black, 104 Southeast and the 207 West Gold routes
- Eliminating the MU football shuttle
- Eliminating each route's last bus trip on Saturdays
- Eliminate all service on Thursday and Friday evenings

## What changes in fares were originally proposed?

- Increasing regular fares from \$1 to \$1.50 per ride
- Increasing the price of a 30-day pass from \$35 to \$55
- Increasing the price of a 25-ride pass from \$20 to \$30
- Increasing the cost of a semester pass for students from \$60 to \$100
- Increasing the cost of a paratransit ride from \$2 to \$3
- Eliminating half-fare eligibility to all groups except those mandated by federal law, which are the elderly, those on Medicare or people with disabilities. Half fares would rise from 50 cents to 75 cents.

## Where do those proposals stand now?

# City of Minneapolis and MPR launch new public art audio project

Posted at 3:21 PM on November 10, 2011 by Marianne Combs

Filed under: [Public Art](#), [Sculpture](#), [Storytelling](#), [Technology](#)

MPR and the City of Minneapolis are working together to raise the profile of public art in the city. "Sound Point" is a new interactive audio tour that allows visitors to use their mobile devices to access stories about works of public art in Minneapolis.



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