



# Capturing the **Value** of Community Engagement

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# The **Power** of Community Engagement



The background consists of several overlapping sticky notes in various colors (blue, green, pink, yellow) with handwritten text in black ink. Some legible words include 'Update', 'Drive', 'family', and '996'.

Why **engage** the community?

# Why engage the community?

To identify and assist in addressing **community needs**

To **educate and empower citizens** so they can fully understand the complexities of issues to be addressed

To **educate decision-makers**, to broaden the asset base

To make **implementation** more likely by building **ownership** of the citizens on the agreed upon approach

To build **accountability** and effective feedback.

A background image showing a community art project. Several people are gathered around a large white tent. In the foreground, a person is painting a large white star on a paved surface. Other people are visible in the background, some wearing red shirts and hats, suggesting a festive or community event.

# Why **measure** community engagement?

# Why measure community engagement?

Transparency

Equitable  
Representation

Celebrate  
Progress

Identify Areas for Improvement

Funding Opportunities

Even if we want to measure  
engagement, can we measure  
it meaningfully?

*Golden Rule of Measurement:*

**Measure what matters**



WHAT MATTERS

WHAT MATTERS +  
IS MEASURABLE

WHAT IS  
MEASURABLE

WHAT MATTERS

WHAT MATTERS +  
IS MEASURABLE

WHAT IS  
MEASURABLE

The background image shows a public engagement event. In the foreground, a large red rectangular box contains the title text. Behind the box, several people are visible. On the left, a man with glasses is looking towards the right. In the center, a woman with blonde hair is partially visible. On the right, a man is looking towards the left. In the bottom foreground, a table is covered with a map or a grid of data points, with several orange circular markers placed on it. A water bottle and some papers are also on the table. The background wall features colorful, abstract patterns and a brick-like texture.

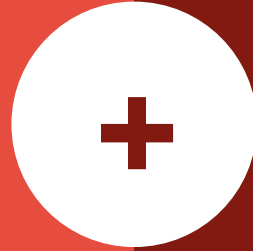
# Approaches to Valuing Engagement

**Quantitative**  
**e**

**vs.**

**Qualitative**

**Quantitativ  
e**



**Qualitative**

# Quantitative Measures

Was a statistically valid sample measured?

Did the composition of the engaged group reflect the composition of the population?

Was our engagement cost effective?

# Qualitative Factors

Were community members educated by the process?

Were activities accessible to participants?

Were stakeholder relationships formed or strengthened?

What was the impact of comments on the plan?

A group of diverse people are seated around a table in a meeting room. The scene is partially obscured by a large, solid green rectangular overlay that covers the center of the image. The text 'Tools for Measuring Engagement' is centered on this green overlay. The background shows several people looking towards the camera or slightly away, with some wearing glasses and others in professional attire. The setting appears to be a formal meeting or conference.

# Tools for Measuring Engagement



## Sample Size Calculator

How many people do you need to take your survey? Even if you're a statistician, determining survey sample size can be tough.

Want to know how to calculate it? Our sample size calculator makes it easy. Here's everything you need to know about getting the right number of responses for your survey.

### Calculate Your Sample Size:

? Population Size:

50,000

? Confidence Level (%):

95 ▾

? Margin of Error (%):

5

CALCULATE

Sample Size:

382

### What is sample size?

Sample size is the number of completed responses your survey receives. It's called a sample because it only represents part of the group of people (or population) whose opinions or behavior you care about. For example, one way of sampling is to use a "random sample," where respondents are chosen entirely by chance from the population at large.

Get more  
responses today

GET STARTED

SurveyMonkey Audience has millions of respondents who are ready to take your survey.

#### How We Help You Get Results:

##### ☑ First, design a survey

Write it yourself, rely on an expert template, or we can design it for you.

##### 🗑 Then pick your audience

Give us your criteria, and we'll find the right people to take your survey.

##### 📊 Analyze your results!

Get results in just two days, complete with demographic data and presentation-ready reports.

GET STARTED

|  |  |                                    |
|--|--|------------------------------------|
| <b>Proposed Project Location:</b>  |  |                                    |
| Gender: <input type="checkbox"/> Female <input type="checkbox"/> Male                                  |  |                                    |
| Ethnicity: <input type="checkbox"/> Hispanic or Latino <input type="checkbox"/> Not Hispanic or Latino |  |                                    |
| <b>Race: (Check one or more)</b>   |  |                                    |
| <input type="checkbox"/> American Indiana or Alaska Native   | <input type="checkbox"/> Asian             |                                    |
| <input type="checkbox"/> Native Hawaiian or Other Pacific Islander                                     | <input type="checkbox"/> White             |                                    |
| <input type="checkbox"/> Black or African-American   | <input type="checkbox"/> Multiracial       |                                    |
| Age:   |  | Disability:                        |
| <input type="checkbox"/> 1-21  | <input type="checkbox"/> 22-40             | <input type="checkbox"/> Yes       |
| <input type="checkbox"/> 41-65   | <input type="checkbox"/> 65+               |                                    |
| <b>Household Income:</b>   |  |                                    |
| <input type="checkbox"/> \$0-\$12,000  | <input type="checkbox"/> \$12,001-         |                                    |
| <input type="checkbox"/> \$36,001-\$48,000   | <input type="checkbox"/> \$48,001-\$60,000 | <input type="checkbox"/> \$60,001+ |

Compare to population breakdown

Analyze throughout and readjust

# GOAL: Survey response and demographics

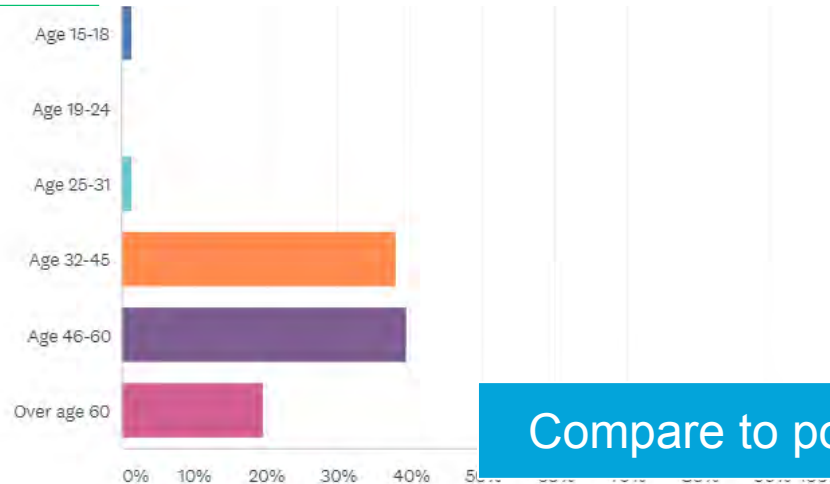
# TOOL: SurveyMonkey

Create better surveys faster. Upgrade to add users and get team collaboration tools. [View pricing](#)

## FOSTER FORSYTH COMMUNITY SURVEY



SUMMARY → DESIGN SURVEY → COLLECT RESPONSES → ANALYZE RESULTS



Compare to population breakdown

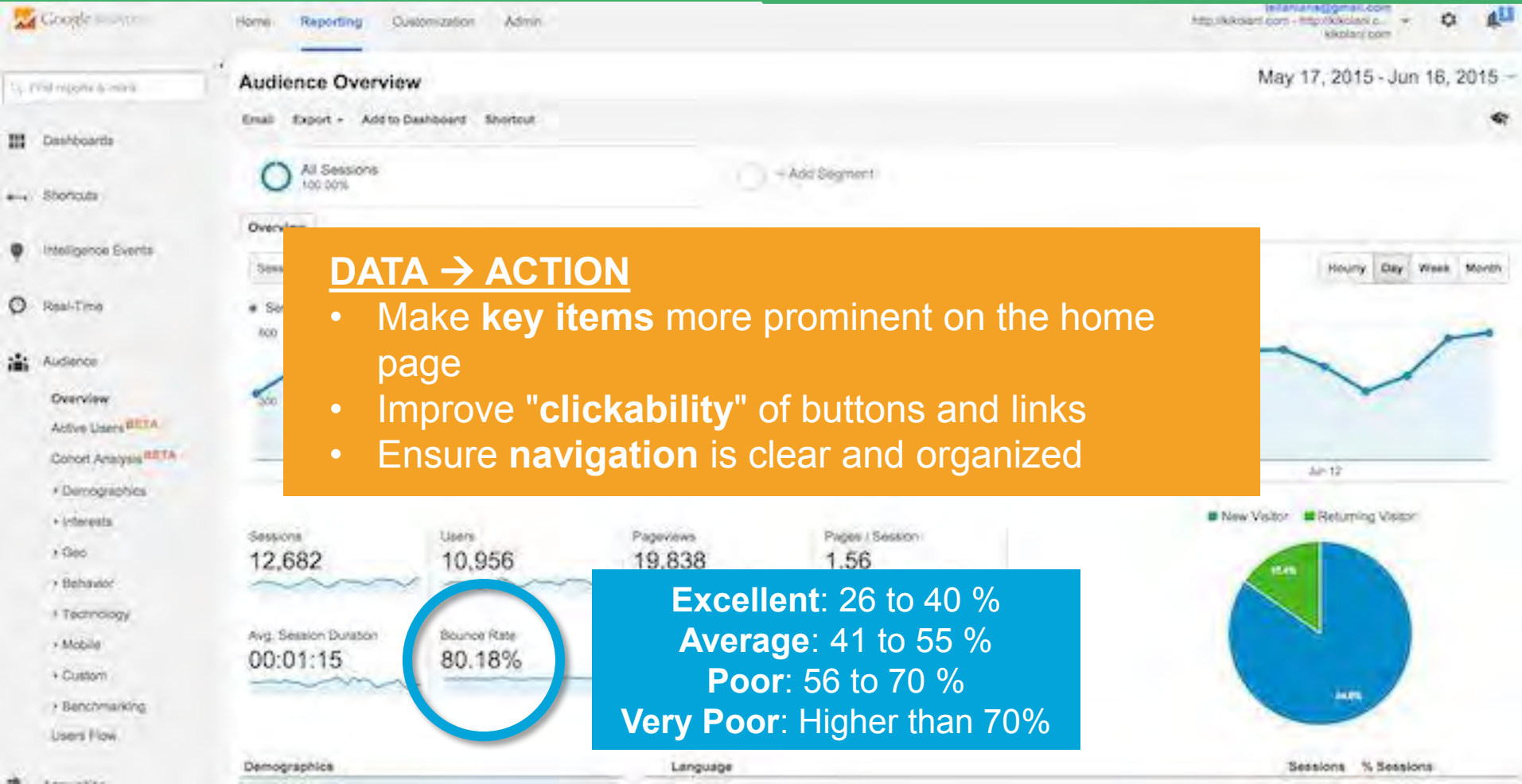
Analyze throughout and readjust

### ANSWER CHOICES

|              |       |   |
|--------------|-------|---|
| Under age 15 | 0.00% | 0 |
| Age 15-18    | 1.41% | 1 |
| Age 19-24    | 0.00% | 0 |

# GOAL: Track website activity

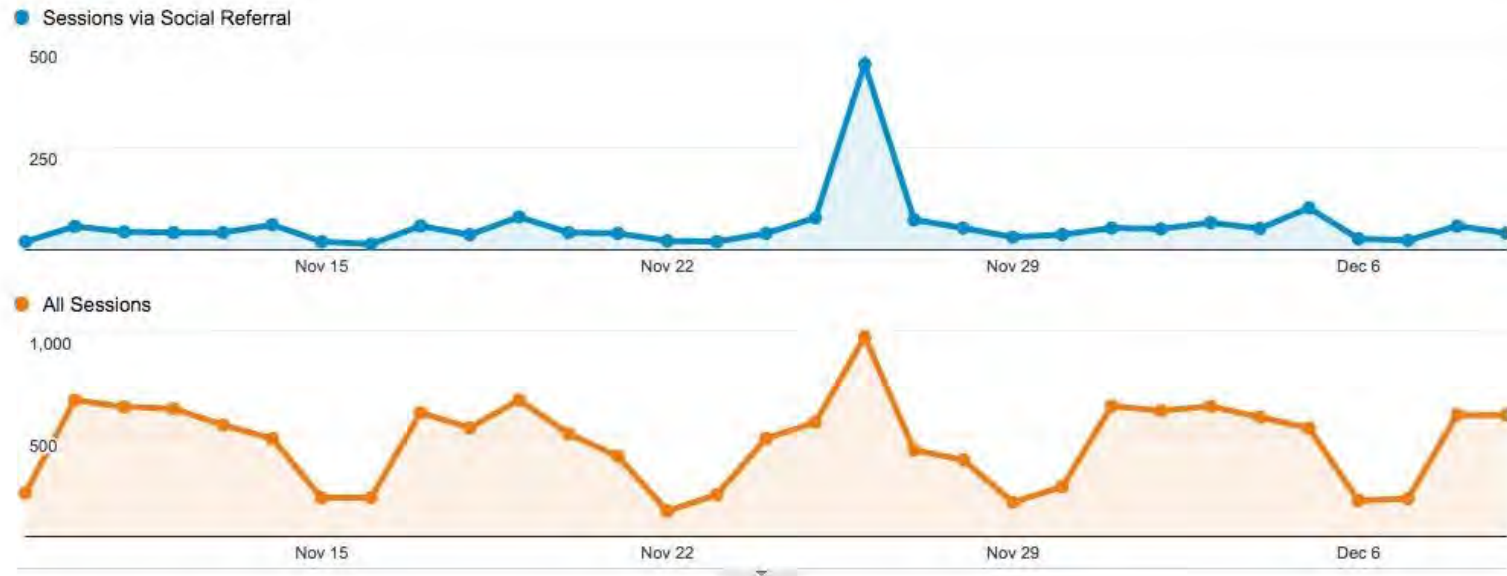
# TOOL: Google Analytics



# GOAL: Track social media referrals to site

# TOOL: Google Analytics

- Real-Time
- Audience
- Acquisition
  - Overview
  - Channels
  - All Traffic
  - All Referrals
  - Campaigns
  - Keywords
  - AdWords
  - Social



Primary Dimension: **Social Network**

Secondary dimension

| Social Network | Sessions     | Pageviews    | Avg. Session Duration | Pages / Session |
|----------------|--------------|--------------|-----------------------|-----------------|
| 1. Google+     | 526 (28.66%) | 995 (28.67%) | 00:02:29              | 1.89            |
| 2. Twitter     | 489 (26.53%) | 817 (23.54%) | 00:02:33              | 1.67            |
| 3. LinkedIn    | 331 (18.04%) | 511 (14.73%) | 00:02:16              | 1.54            |
| 4. Facebook    | 196 (10.68%) | 314 (9.05%)  | 00:03:33              | 1.60            |



Campaigns

Templates

Lists

Reports



Guide  
City of Smyrna

Help

## Campaigns

Create Campaign

Recent

Ongoing

Draft

Completed

Create Folder

### DATA → ACTION

- Use **segmented lists**
- Write catchier **subject lines**
- Make **links** more prominent

Sort by

Last updated

50.9%  
Opens

21.5%  
Clicks



Open House Follow Up

Regular · Guide Smyrna

Sent Fri, June 16th 10:45 AM to 213 recipients

Sent

46.2%  
Opens

14.9%  
Clicks



Open House

Regular · Guide Smyrna

Sent Fri, June 2nd 3:28 PM to 176 recipients

Sent

48.9%  
Opens

6.9%  
Clicks

Social  
Media  
Metrics  
that  
Matter

Applause Rate

Conversation Rate

Amplification Rate

**GOAL:** Track social media engagement

**TOOL:** Applause Rate



**Caution:**

Don't stop at tracking likes! (*Vanity metric*)  
Analyze what people liked and what that teaches you about your community.

$(\# \text{ times content liked or commented} / \# \text{ total followers}) * 100$



GOAL: Track audience engagement

TOOL: Conversation Rate



cityofatlantaga  
Ponce City Market

Follow

cityofatlantaga Today, Mayor @kasimreed celebrated the launch of the North Avenue Smart Corridor project. The corridor will help the City improve traffic operation, improve emergency response times, and ultimately make Atlanta safer for its residents and drivers. #SmartAtl #SmartAve

shedoeverything Awesome!!! || || || || || ||

cityofatlantaga @shedoeverything thank you!

lostboyev ✓!!

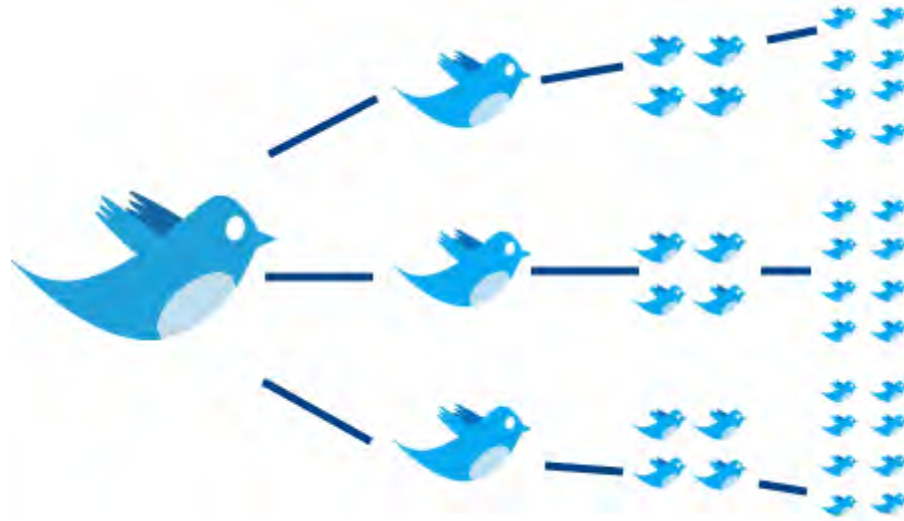


98 likes

(# comments or replies/post)\*100

**GOAL:** Track additional audience reached

**TOOL:** Amplification Rate

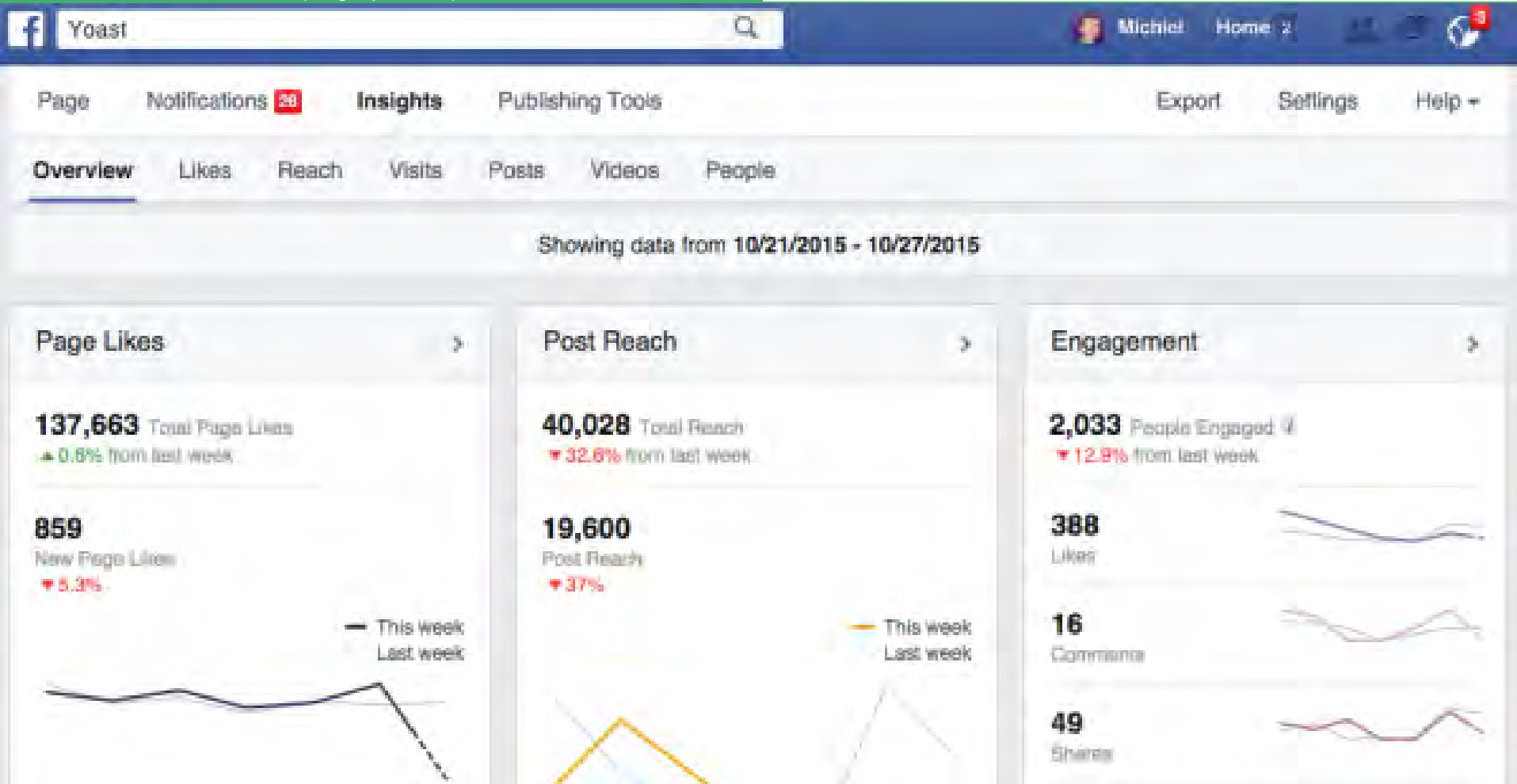


$(\# \text{ times content shared} / \# \text{ total followers}) * 100$

# GOAL: Track social media engagement

(single platform)

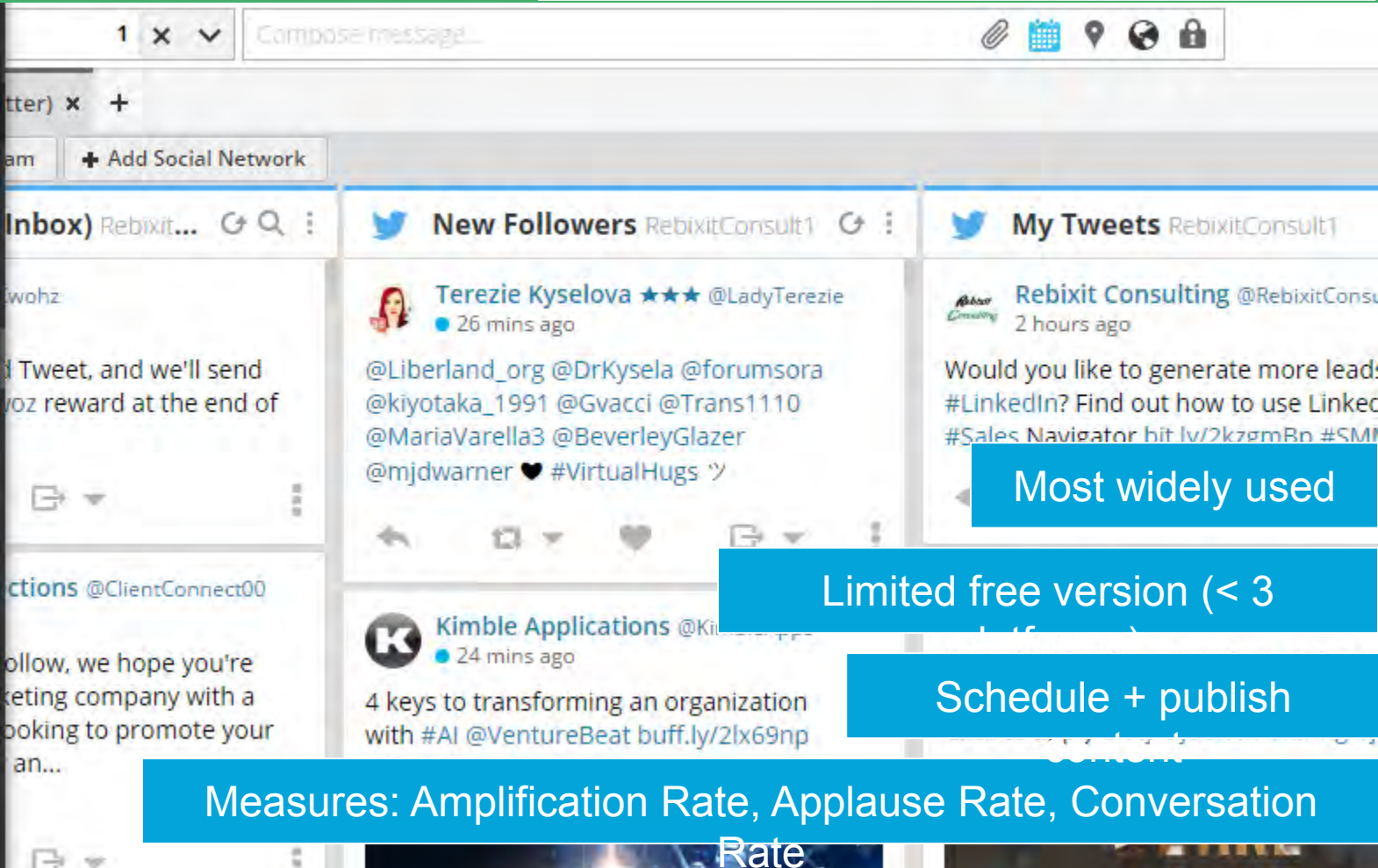
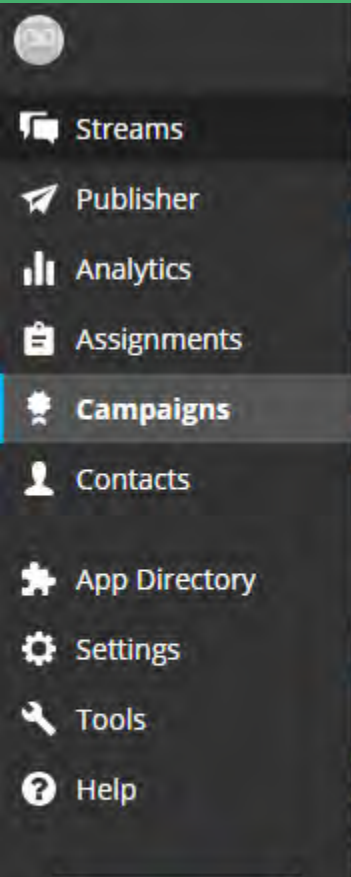
TOOL: Facebook or Twitter Insights



**GOAL:** Track social media engagement

(all platforms)

**TOOL:** Hootsuite



Measures: Amplification Rate, Applause Rate, Conversation Rate

# GOAL: Track social media engagement

(all platforms)

# TOOL: ContentStudio

Dashboard

My Social Profiles [+ CONNECT A NEW ACCOUNT](#)

|            |            |            |
|------------|------------|------------|
| Twitter    | Pinterest  | LinkedIn   |
| 0 Profiles | 0 Profiles | 0 Profiles |
| Tumblr     | Facebook   |            |
| 0 Profiles | 0 Profiles | 0 Pages    |

My Blogs [+ CONNECT A NEW BLOG](#)

|           |         |
|-----------|---------|
| Wordpress | Tumblr  |
| 0 Sites   | 0 Sites |
| Medium    |         |
| 0 Sites   |         |

Upgrade Plan

Compose

## Recent Activity

There is no activity on your account. Please create a campaign/post to see the activities.

Schedule + publish  
content

**GOAL:** Track social media engagement

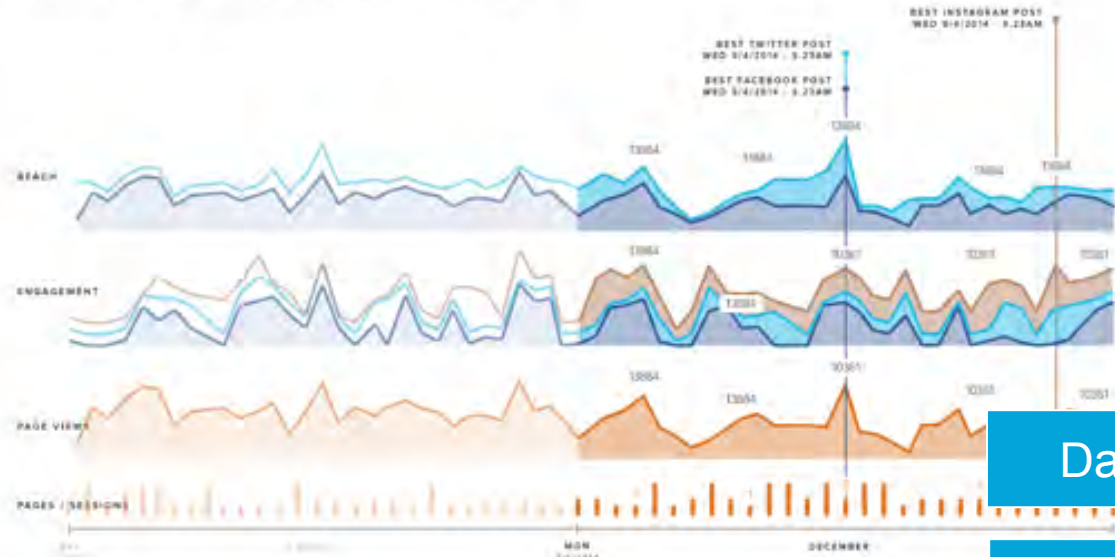
(all platforms)

**TOOL:** SumAll

Report for service 24x powered by SumAll | 1/14

# Social Activity Overlay

## Contribution of Social Activity to Web Traffic



How to read:

- DECEMBER 2014
- NOVEMBER 2014

**PAGES/SESSIONS**  
Number of visits to your website as per Google Analytics

Totally **FREE!**

Daily or weekly digest

Schedule + publish

Measures: Conversation Rate, Amplification Rate



## Alerts

Search query:

Result type:

Everything



How often:

Once a day



How many:

As-it-happens

Once a day

Your email:

Once a week

**CREATE ALERT**

Manage your alerts

### Monitor the Web for interesting new content

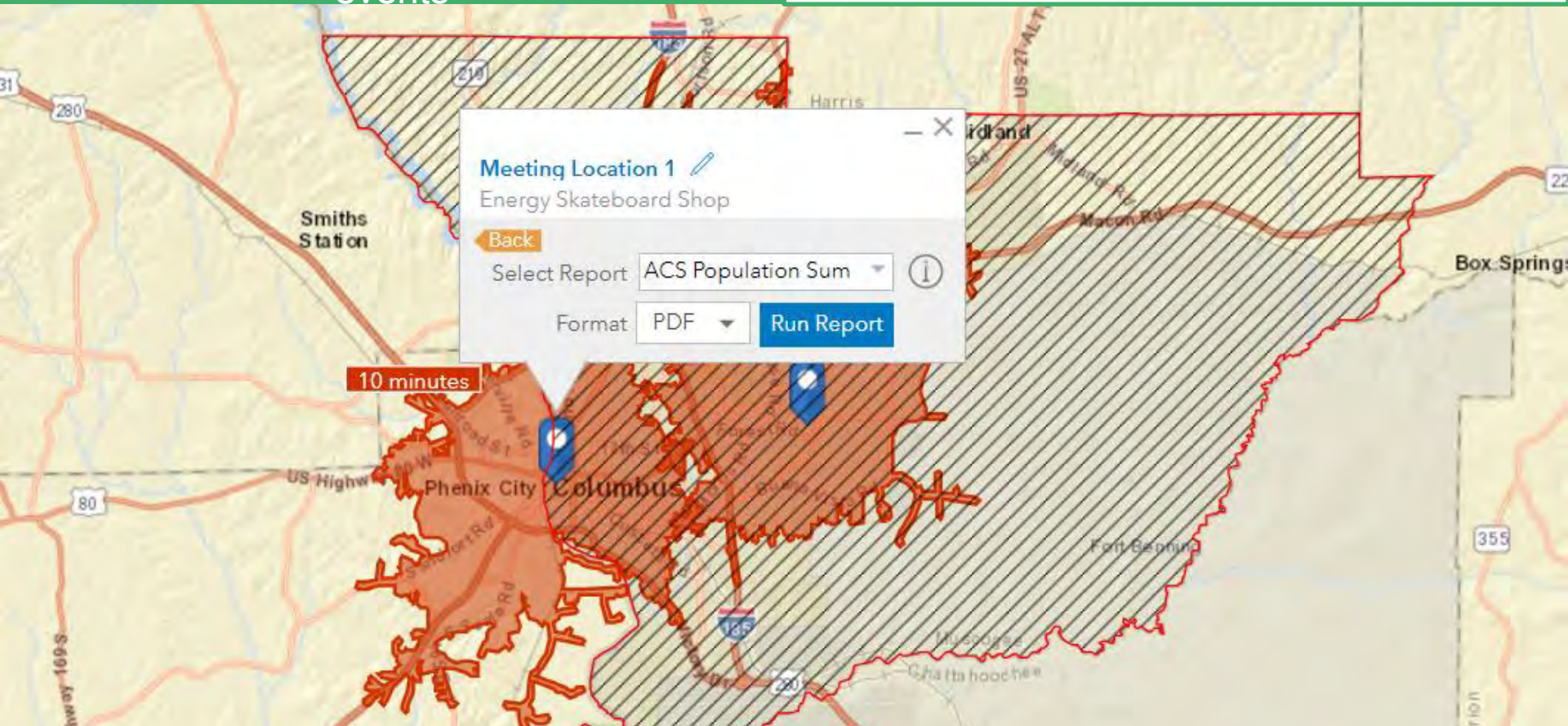
Google Alerts are email updates of the latest relevant Google results (web, news, etc.) based on your queries.

Enter a search query you wish to monitor. You will see a preview of the type of results you'll receive. Some handy uses of Google Alerts include:

- monitoring a developing news story
- keeping current on a competitor or industry
- getting the latest on a celebrity or event
- keeping tabs on your favorite sports teams

**GOAL:** Convenient access to in person events

**TOOL:** ESRI BAO (drive time, walkshed)



$(\#residents \text{ living within } x \text{ miles of an event} / \text{total residents}) * 100$



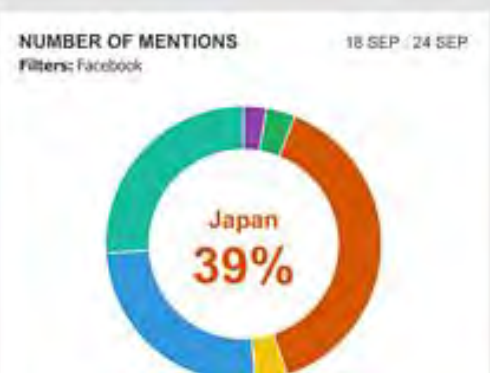
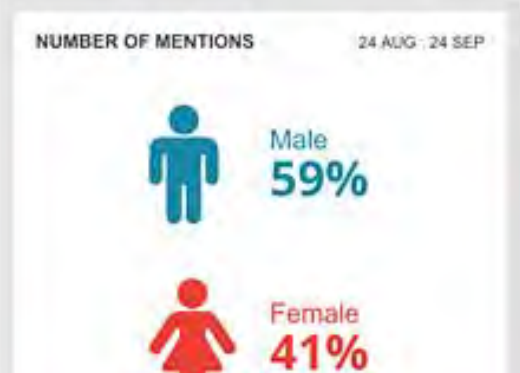
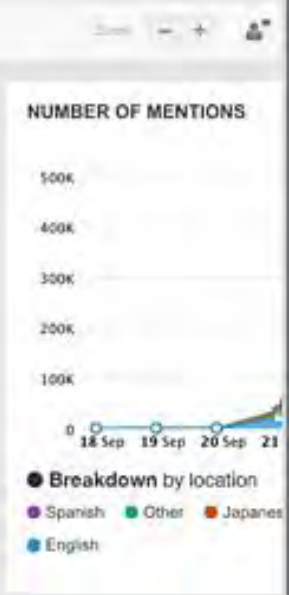
**GOAL:** Understand sentiment and influence of posts

**TOOL:** Nuvi



**GOAL:** Understand sentiment and influence of posts

**TOOL:** Hootsuite Insights



# Semantria for Excel

Text and sentiment analysis for surveys, social media, and reviews

The screenshot displays the Semantria for Excel application interface. On the left, a 'Themes Breakdown' section features a donut chart and a list of themes including front desk, great view, nice hotel, 5 star hotel, beautiful hotel, extra money, friendly staff, and great location. The main area shows a word cloud of phrases such as 'travel website', 'top notch', 'star hotel', 'smoking room', 'non-smoking room', 'Great location', 'good view', 'friendly staff', 'nice hotel', 'front desk', 'great view', 'extra money', 'beautiful hotel', and '5 star hotel'. On the right, a 'Semantria for Excel' sidebar shows configuration options for 'Hospitality (English)' and a list of documents with columns for Name, Configuration, and Document ID.

WHAT MATTERS

WHAT MATTERS +  
IS MEASURABLE

WHAT IS  
MEASURABLE

WHAT ABOUT  
THESE?





Quality of Conversation



**New understanding for community members**

A 2040



**Stakeholder relationships formed**



**Impact of feedback on plan**



The background image shows a professional setting, likely a conference or meeting. In the foreground, a large, solid blue rectangle is centered, containing the text 'Case Studies' in white. Behind this rectangle, several people are visible. On the left, a man in a light blue shirt is taking a photo with a camera. In the center, a man in a white shirt is looking towards the right. On the right, another man in a white shirt is partially visible. In the background, a presentation screen displays a slide with a map and some text. The overall scene suggests a professional gathering or presentation.

# Case Studies

# Valdosta-Lowndes MPO PPP



## Valdosta- Lowndes Metropolitan Planning Organization Participation Plan

Title VI Compliance Plan  
Limited-English Proficiency Plan



# Valdosta-Lowndes Current PP Checklist

## Appendix F: VLMPO Meeting and Event Notice Guidelines

VLMPO Meeting and Event Guidelines  
Staff Review Sheet Outlining Requirements of the Participation Plan

| Event  | Timeline   | Who/Where  |
|--|--|--|
| Policy, Technical, & Citizen's Meeting Notification (Meeting Agenda and/or Notice) | 2 Weeks Prior to Meeting   | Committees, Social Media, Traditional Media, SGRC Office, Agenda Mailing List  |
| Special Called Meeting (Agenda)  | 24 Hours Prior to Meeting  | Committees, Social Media, Traditional Media, SGRC Office, Agenda Mailing List  |
| Public Meeting or Open House (Notice)  | 2 Weeks Prior to Meeting   | Committees, Social Media, Traditional Media, SGRC Office, Agenda Mailing List  |
| Request for Accessibility Aids   | Must Be Received At Least 1 Week Prior to Meeting or Event   |  |
| Public Review Period (TP, TIP and Other documents)                                 | At Least 30 Days   | Committees, Social Media, Traditional Media, VDT Legal Notice, SGRC Office, Agenda Mailing List, Local Gov't & Libraries |
| Public Review Period (PP)  | At Least 45 Days (In Accordance with Federal Law)<br><i>*Any changes and/or amendments after adoption require an additional 45 day public review period.</i> | Committees, Social Media, Traditional Media, VDT Legal Notice, SGRC Office, Agenda Mailing List                          |
| Legal Notice to Newspapers   | At Least 2 Weeks Prior to Requested Publishing Date, and at least 2 weeks prior to meeting/event   | Public Review Periods Required (Public Meeting or Open House may substitute commercial advertising)                      |

## Appendix G: VLMPO Participation Plan Checklist

VLMPO Participation Plan Checklist  
Staff Checklist Used to Plan Public Review Periods and Outreach Efforts

Project: \_\_\_\_\_

Policy Committee Adoption Date: \_\_\_\_\_

Partner Review Period: \_\_\_\_\_ to \_\_\_\_\_ Public Review Period: \_\_\_\_\_ to \_\_\_\_\_

| Participation Plan Strategy/Tool | Method Used (Yes/No) | Deadline Date(s) |
|----------------------------------|----------------------|------------------|
| SGRC Transportation Website      |                      |                  |
| Project Specific Websites        |                      |                  |
| MPO Mailing List                 |                      |                  |
| Resource Agency Mailing List     |                      |                  |
| Committee Agenda Mailing List    |                      |                  |
| MPO Committee Mailing List       |                      |                  |
| Targeted Direct Mailings         |                      |                  |
| Commercial Advertisement         |                      |                  |
| Legal Notice                     |                      |                  |
| Social Media Posting             |                      |                  |
| Newsletter Articles              |                      |                  |
| Press Release                    |                      |                  |
| Metro 17 Message Board           |                      |                  |
| Small/Focus Group Meetings       |                      |                  |
| Civic Group Presentations        |                      |                  |
| Public Meetings/Open Houses      |                      |                  |
| Comment Forms                    |                      |                  |
| Survey                           |                      |                  |
| Posters/Flyers                   |                      |                  |
| Visualization Techniques         |                      |                  |
| Stakeholder Interviews           |                      |                  |



# Valdosta-Lowndes MPO PP Tool

| Project: FY18-21 TIP |   |                               | Strategies  |   |   |   |  |   |
|----------------------|---|-------------------------------|---|---|---|---|--|---|
| Due Date             | Techniques and Sub techniques           | Policy Meeting Notifications  | Raise public awareness and understanding of the transportation planning process pre populate as appropriate | Provide the public with early, ongoing and meaningful opportunities for involvement | Maintain timely contact with key stakeholders and the public throughout the transportation planning process | Identify, involve and mitigate impacts on traditionally underserved communities | Employ visualization and outreach techniques to better describe and communicate metropolitan transp. Plans and process | Implement goals of the Greater Lowndes County Community Vision that promote open, transparent and engaging public participation |
|                      | <b>Public Workshops</b>                 |                               |   |   |   |   |  |   |
|                      | In-Person Meetings (Requested)          |                               |   |   |   |   |  |   |
| 9/22/2017            | Public Open Houses                      | <i>write in here</i>          | x   | x   | x   |   | x  | x   |
|                      | Notice                                  | <i>write in here</i>          | x   |   |   |   |  |   |
|                      | Pop-up Informational Tents              |                               |   |   |   |   |  |   |
|                      | Other                                   |                               |   |   |   |   |  |   |
|                      | Other                                   |                               |   |   |   |   |  |   |
|                      | <b>Stakeholder Meetings</b>             | <b>Meeting Notifications</b>  |   |   |   |   |  |   |
| 9/5-9/6/17           | Committee Meetings                      |                               | x   | x   | x   |   | x  | x   |
|                      | Stakeholder Interviews                  |                               |   |   |   |   |  |   |
|                      | <b>Review Committees and MPO Boards</b> | <b>Public Review of Plans</b> |   |   |   |   |  |   |
|                      | CAC, TAC, PC                            |                               |   |   |   |   |  |   |
| 7/31/2017            | Agenda/Notification                     |                               |   | x   | x   |   |  |   |
| 9/6/2017             | PC Committee Adoption Date              |                               |   |   |   |   |  | x   |
|                      | <b>Public Information Materials</b>     | <b>Public Review of Plans</b> |   |   |   |   |  |   |
| 8/22/2017            | Television, Cable (Metro17)             |                               | x   | x   | x   | x   | x  |   |
|                      | Radio (interviews)                      |                               |   |   |   |   |  |   |
|                      | Newspaper (interviews)                  |                               |   |   |   |   |  |   |
| 7/31/2017            | SGRC Transportation Website             |                               | x   | x   | x   | x   | x  |   |
| 7/31-8/31/17         | SGRC Facebook Page (posting)            |                               | x   | x   | x   | x   | x  | x   |
| 7/28/2017            | Press Releases                          |                               | x   | x   | x   | x   | x  | x   |





How do we make a connection  
between our **qualitative** and  
**quantitative** data?

# Website Counter: w3counter.com

## Dashboard

📅 August 1, 2017 – August 31, 2017 ▾

|               |       |
|---------------|-------|
| Total Visits  | 1,437 |
| New Visits    | 1,110 |
| Return Visits | 327   |
| Page Views    | 3,891 |

OVERVIEW



TRAFFIC HISTORY

MORE TRAFFIC HISTORY ▾

|                    |      |
|--------------------|------|
| United States      | 1342 |
| India              | 17   |
| China              | 17   |
| Canada             | 10   |
| Korea, Republic of | 9    |

TOP VISITOR LOCATIONS



DEVICES

|                             |     |
|-----------------------------|-----|
| Community Planning, Ec...   | 624 |
| Area Agency on Aging        | 208 |
| Southern Georgia Region...  | 174 |
| Transportation Home         | 70  |
| Regional Roundtable         | 57  |
| Workforce                   | 53  |
| Transportation Data & Re... | 28  |
| Southern Georgia Region...  | 24  |
| Community and Economi...    | 23  |
| MPO Home                    | 21  |

TOP LANDING PAGES

|                          |    |
|--------------------------|----|
| sgrc.us                  | 71 |
| valdostacity.com         | 12 |
| garc.ga.gov              | 11 |
| southerngeorgiastpost.us | 11 |
| gampo.org                | 10 |
| m.facebook.com           | 10 |
| eldercare.gov            | 7  |
| valdostadailytimes.com   | 6  |
| georgia.org              | 5  |
| foxweber.com             | 4  |

TOP REFERRING SITES

|                 |     |
|-----------------|-----|
| Direct Traffic  | 636 |
| Referring Sites | 194 |
| Search Engines  | 607 |
| Campaigns       | 0   |

CHANNELS





# Rubric Approach: Simple Overview

**DIRECTIONS:** For each of the four categories (rows), place a circle around the number in the continuum that best represents the CURRENT status of the development of a definition, philosophy, and mission of community engagement at the institution.

|   | <b>Critical Mass Building</b>  | <b>Quality Building</b>   | <b>Sustained Institutionalization</b>  |
|---|--|---|--|
| <b>DEFINITION OF COMMUNITY ENGAGEMENT</b><br><br><i>(circle one)</i>        | There is no institution-wide definition for community engagement. The term "community engagement" is used inconsistently to describe a variety of service and outreach activities.<br><br>1      2      3  | There is an operationalized definition for community engagement at the institution, but there is some variance and inconsistency in the application of the term.<br><br>4      5      6   | The institution has a formal, universally accepted definition for high quality community engagement that is used consistently to operationalize many or most aspects of community engagement.<br><br>7      8      9   |
| <b>STRATEGIC PLANNING</b><br><br><i>(circle one)</i>                        | The institution does not have an official strategic plan for advancing community engagement.<br><br>1      2      3  | Although certain short-range and long-range goals for community engagement have been defined for the institution, these goals have not been formalized into an official strategic plan that will guide the implementation of these goals.<br><br>4      5      6                              | The institution has developed an official strategic plan for advancing community engagement at the institution, which includes viable short-range and long-range institutionalization goals.<br><br>7      8      9  |
| <b>ALIGNMENT WITH INSTITUTIONAL MISSION</b><br><br><i>(circle one)</i>      | While community engagement complements many aspects of the institution's mission, it remains on the periphery. Community engagement is rarely included in larger efforts that focus on the core mission of the institution.<br><br>1      2      3   | Community engagement is often mentioned as a primary or important part of the institution's mission, but community engagement is not included in the institution's official mission or strategic plan.<br><br>4      5      6   | Community engagement is part of the primary concern of the institution. Community engagement is included in the institution's official mission and/or strategic plan.<br><br>7      8      9   |
| <b>ALIGNMENT WITH EDUCATIONAL REFORM EFFORTS</b><br><br><i>(circle one)</i> | Community engagement stands alone and is not tied to other important, high profile efforts at the institution (e.g., institution/community partnership efforts, establishment of learning communities, improvement of undergraduate teaching, faculty research, etc.)<br><br>1      2      3 | Community engagement is tied loosely or informally to other important, high profile efforts at the institution (e.g., institution/community partnership efforts, establishment of learning communities, improvement of undergraduate teaching, faculty research, etc.)<br><br>4      5      6 | Community engagement is tied formally and purposefully to other important, high profile efforts at the institution (e.g., institution/community partnership efforts, establishment of learning communities, improvement of undergraduate teaching, faculty research etc.)<br><br>7      8      9 |

# Rubric Approach: STAR Community Ratings



**STAR Framework of Sustainability Goals & Objectives**

| Built Environment              | Climate & Energy                          | Economy & Jobs                   | Education, Arts & Community          | Equity & Empowerment             | Health & Safety                 | Natural Systems                 | Innovation & Process       |
|--------------------------------|---|----------------------------------|--------------------------------------|----------------------------------|---------------------------------|---------------------------------|----------------------------|
| Ambient Noise & Light          | Climate Adaptation                        | Business Retention & Development | Arts & Culture                       | Civic Engagement                 | Active Living                   | Green Infrastructure            | Best Practices & Processes |
| Community Water Systems        | Greenhouse Gas Mitigation                 | Green Market Development         | Community Cohesion                   | Civil & Human Rights             | Community Health                | Biodiversity & Invasive Species | Exemplary Performance      |
| Compact & Complete Communities | Greening the Energy Supply                | Local Economy                    | Educational Opportunity & Attainment | Environmental Justice            | Emergency Management & Response | Natural Resource Protection     | Local Innovation           |
| Housing Affordability          | Energy Efficiency                         | Quality Jobs & Living Wages      | Historic Preservation                | Equitable Services & Access      | Food Access & Nutrition         | Outdoor Air Quality             | Good Governance            |
| Infill & Redevelopment         | Water Efficiency                          | Targeted Industry Development    | Social & Cultural Diversity          | Human Services                   | Health Systems                  | Water in the Environment        |                            |
| Public Parkland                | Local Government GHG & Resource Footprint | Workforce Readiness              | Aging in the Community               | Poverty Prevention & Alleviation | Hazard Mitigation               | Working Lands                   |                            |
| Transportation Choices         | Waste Minimization                        |                                  |                                      |                                  | Safe Communities                |                                 |                            |

# Rubric Approach: STAR Community Ratings

Assign point values by category

| Goal Area                   | Points Available |
|-----------------------------|------------------|
| Built Environment           | 100              |
| Climate & Energy            | 100              |
| Economy & Jobs              | 100              |
| Education, Arts & Community | 100              |
| Equity & Empowerment        | 100              |
| Health & Safety             | 100              |
| Natural Systems             | 100              |
| Innovation & Process        | 50               |
| <b>Total</b>                | <b>750</b>       |

# Rubric Approach: STAR Community Ratings

Point totals  
fall into  
performance  
levels

| <b>Certification Levels</b>   | <b>Point Range</b> |
|---|--------------------|
| Certified 3-STAR Community<br><i>Recognized for sustainability leadership</i>                   | 250 – 449          |
| Certified 4-STAR Community<br><i>Recognized for national excellence</i>                         | 450 – 649          |
| Certified 5-STAR Community<br><i>Recognized as top tier achiever in national sustainability</i> | 650+               |

# Rubric Approach: STAR Community Ratings

Categories



Objectives



## GOAL AREA: Equity & Empowerment

Ensure equity, inclusion, and access to opportunity for all residents

### Introduction

The 6 Objectives in STAR's Equity & Empowerment Goal Area promote equity, inclusion, and access to opportunity and community resources for all community members. While equity and empowerment are also addressed in other Goal Areas and objectives, such as EAC-3, Outcome 3: Equitable Graduation Rate, this Goal Area delves deeper into key aspects of social equity.

EE-1: Civic Engagement measures process equity through voting, participation on local boards and committees, and community sense of empowerment. EE-2: Civil & Human Rights promotes the respect, protection, and fulfillment of civil and human rights by all members of the community.

EE-3: Environmental Justice addresses neighborhoods and populations overburdened by environmental pollution, which leads to disproportionate environmental, economic, and health impacts. EE-4: Equitable Services & Access evaluates the spatial distribution of foundational community assets, such as public schools, public transit, and healthful food, and rewards communities for reducing disparities in access.

Finally, objectives in the Equity & Empowerment Goal Area enable all residents to lead lives of dignity and address issues related to intergenerational inequity. EE-5: Human Services assures that the most vulnerable community members have timely access to necessary services, while EE-6: Poverty Prevention & Alleviation focuses on the ability of people living in poverty to obtain economic stability, and ensures the local government is working to alleviate the immediate effects of poverty.

| Objective Number               | Objective Title and Purpose  | Available Points |
|--------------------------------|--|------------------|
| EE-1                           | <b>Civic Engagement:</b> Facilitate inclusive civic engagement through the empowerment of all community members to participate in local decision-making  | 15               |
| EE-2                           | <b>Civil &amp; Human Rights:</b> Respect, protect, and fulfill the civil and human rights of all members of the community  | 10               |
| EE-3                           | <b>Environmental Justice:</b> Ensure no neighborhoods or populations are overburdened by environmental pollution   | 15               |
| EE-4                           | <b>Equitable Services &amp; Access:</b> Establish equitable spatial access to foundational community assets within and between neighborhoods and populations   | 20               |
| EE-5                           | <b>Human Services:</b> Ensure that essential human services are readily available for the most vulnerable community members to ensure all residents receive supportive services when needed  | 20               |
| EE-6                           | <b>Poverty Prevention &amp; Alleviation:</b> Alleviate the impacts of poverty, prevent people from falling into poverty, and proactively enable those who are living in poverty to obtain greater, lasting economic stability and security | 20               |
| <b>Total Points Available:</b> |  | <b>100</b>       |

# Rubric Approach: STAR Community Ratings

Categories



Objectives



Outcomes/  
Actions

**EQUITY & EMPOWERMENT**  
**EE-1: Civic Engagement**  
15 available points

**PURPOSE**  
Facilitate inclusive civic engagement through the empowerment of all community members to participate in local decision-making

**EVALUATION MEASURE**  
**Community Level Outcome**  
70% of points available through Outcomes

**Outcome 1: Voter Turnout Rate**  
4.2 Points

Part 1: Demonstrate at least a 65% voter turnout rate in at least 50% of election years or at least 50% during non-presidential election years  
--AND--  
Part 2: Option A: Demonstrate at least 50% of performing wards or districts in the city or at least 50% during non-presidential election years  
--OR--  
Part 2: Option B: Increase the voter turnout rate in local elections

**Outcome 2: Sense of Empowerment**  
3.2 Points

Option A: Demonstrate that 51% of residents report a positive impact on their community based on local surveys [Partial credit applies]  
--OR--  
Option B: Increase over time the percentage of residents who believe they are able to have a positive impact on their community based on local surveys [Partial credit applies]

**Outcome 3: Diverse Community Representation**  
3.2 Points

Option A: Demonstrate that appointments to local advisory boards and commissions reflect the gender, racial, and ethnic diversity of the community  
--OR--  
Option B: Demonstrate incremental progress in appointing local advisory boards and commission members that reflect the gender, racial, and ethnic diversity of the community [Partial credit applies]

**Action 5: Partnerships and Collaboration**  
Establish partnerships that engage key community groups and stakeholders in activities to advance equitable access and proximity to facilities, services, and infrastructure

**Action 6: Education and Outreach**  
Publicize efforts to improve equitable access and proximity to priority foundational community assets and opportunities to contribute to decision-making and planning

**Action 7: Practice Improvements**  
Maintain an office or interdepartmental working committee to ensure access, equity, and inclusion in programs and service delivery

and Market Village  
the future?

the City encouraging  
**Windy Hill Road** improvements?

# Lessons Learned

Comet Trail



Choose an approach that **fits your capacity**– make it **sustainable**.

**Be specific.**

What matters for **each project or community?**

→ Develop metrics that **match**

Measure for self-**improvement**.

Don't discount the **intangibles.**



How have **you** captured the  
value of community  
engagement?