

**TABLE 2 - Evaluating Public Involvement Tools**

<b>Public Involvement Tool</b>	<b>Evaluation Measurement</b>	<b>Performance Objective</b>	<b>Methods to Meet Objective</b>	<b>Relevant Objective from Ch. II</b>
MPO Web Site	Number of hits for each event	Increase number of hits	<ul style="list-style-type: none"> <li>• Include website address in all MPO materials. Use other public involvement tools to increase advertisement of the web site, e.g. fact sheets, bookmarks.</li> <li>• Develop a more user-friendly web site, e.g., following the Commuter Solutions model, with links to other groups interested in the public arena.</li> </ul>	1, 2, 3
Newspaper Display Ad	Number of attendees/commenters who saw the ad	Increase the percentage of those who saw the ad	<ul style="list-style-type: none"> <li>• Pursue publication in a prominent location in the paper.</li> <li>• Increase the size or modify the layout to make ads more visible.</li> <li>• Place in more publications, where appropriate.</li> <li>• Change text to emphasize real-life importance of participating.</li> </ul>	1, 2, 3
Interior Bus Posters	Number of attendees/commenters who saw the poster Number of buses and routes that displayed the poster.	Increase the percentage of those who saw the poster. Increase the number of buses and routes that displayed the poster.	<ul style="list-style-type: none"> <li>• Design the posters to be visually appealing, colorful, and easy to read and understand.</li> <li>• Make the posters multi-lingual where appropriate.</li> <li>• Seek placement of the posters on bus routes throughout the MPO area.</li> </ul>	1, 2, 3
Open Houses/Public Workshops	Attendance, comment forms, survey forms that ask attendees whether/how their understanding of the issue had been increased.	Increase number of attendees, number of comment forms received, and number of contacts received (phone, email, in person, mail). Increase the percentage of attendees who reported an increase in their understanding.	<ul style="list-style-type: none"> <li>• Schedule at convenient times and locations.</li> <li>• Hold multiple workshops.</li> <li>• Use other tools to increase awareness, e.g., press releases, feature article.</li> <li>• Conduct information campaign to advertise open houses as a tool for all key MPO products.</li> <li>• Go to where scheduled meetings are already planned – neighborhood groups, chambers of commerce, home shows, festivals, etc.</li> </ul>	1, 2, 3

**Table 2 - Evaluating Public Involvement Tools (continued)**

<b>Public Involvement Tool</b>	<b>Evaluation Measurement</b>	<b>Performance Goal(s)</b>	<b>Methods to Meet Goal(s)</b>	<b>Relevant Objective from Ch. II</b>
Interested Party Notification (e-mail or direct mail)	Number of persons on distribution list. Number of traditionally under-served communities on list.	Increase number of subscribers. Increase number of traditionally underserved communities on list.	<ul style="list-style-type: none"> <li>• Increase list size by advertising the availability of e-mail announcements using other public involvement tools.</li> <li>• Marketing/information campaign to advertise to the public.</li> </ul>	1, 2, 3
Public Hearings	Number of testifiers	Increase number of different testifiers. Increase number in the audience. Improve quality of the comments.	<ul style="list-style-type: none"> <li>• Increase advertising.</li> <li>• Produce fact sheets with involvement opportunities and tips on testifying and commenting.</li> </ul>	1, 2, 3
Comment Period	Number of responses (calls, letters, email). Number of changes in draft document that resulted from comment received. Participation of traditionally underserved communities.	Increase number of responses. Improve quality of the comments. Increase participation of traditionally underserved communities.	<ul style="list-style-type: none"> <li>• Increase advertising, e.g. e-updates.</li> <li>• Create interactive website for submitting comments.</li> </ul>	1, 2, 3