

Public Involvement Plan

Growing Great Things: Comprehensive Planning The Hillsboro Way

Approved July 8, 2015

1. Introduction and Project Background

Proactive and effective citizen involvement is a cornerstone of planning practice, and focused public engagement is crucial to achieve success in land use and transportation planning initiatives that often impact the entire community. Hillsboro residents have consistently expressed an expectation that the City prioritize public engagement to maintain transparency and encourage participation through feedback in the Hillsboro 2020 and 2035 visioning projects, including providing avenues for meaningful citizen involvement, access to information, and opportunities for collaboration, with transparent and inclusive public engagement practices.

The Hillsboro Comprehensive Plan is the fundamental document that guides how the City will grow and evolve. It sets land use and transportation policies that are implemented in a number of ways, including guiding updates to the Community Development Code, infrastructure and system plans. This project will be the first total overhaul of the Comprehensive Plan since 1983.

The purpose of this Public Involvement Plan (PIP) is to outline the intent and expectations of public involvement efforts in the Comprehensive Plan project. The PIP sets forth principles that guide how we will involve the community in the project, how we will structure the public involvement program in a way that fits the needs of the public, the goals of our work, and how we will continually improve the program over the course of the project. This PIP is intended to be a foundational document for future evaluation of our work, and recommendations for refining our approach.

This PIP focuses on the first phase of the Comprehensive Plan update project: the development of Comprehensive Plan goals and policies across a set of topical focus areas. A later phase of the project will identify implementation strategies for these goals and policies. This PIP will be updated at a later date with additional detail on the public involvement strategies for the implementation strategy phase.

2. Community Overview

As a citywide project, the public involvement program must consider the demographic profile of the entire community. Hillsboro has experienced rapid growth since the adoption of the last Comprehensive Plan, tripling in population and doubling in land size, with significant shifts in the local and regional economies away from agriculture and forest products and toward high-tech industries, much of which are centered in Hillsboro. The City also has unique demographic characteristics that should be reflected in the project's public involvement program.

2.1. Community Demographic Summary

Hillsboro is currently home to 95,310 residents and 33,289 households of various sizes and compositions. Summarized demographic information for the City is shown below:

Age		Education		Ethnicity	
Under 15	21%	Less than High School	13.5%	Asian	8%
Age 15-24	13%	High School Diploma	20.0%	Black	2%
Age 25-44	32%	Some college	33.6%	Hispanic	25%
Age 45-64	23%	Bachelor's Degree	20.5%	Other	4%
Age 65+	10%	Graduate Degree	12.4%	White	61%

Household Size		Housing Tenure		Language at Home	
One person	24%	Own	54.4%	English only	71.1%
Two people	30%	Rent	45.6%	Other than English	28.9%
Three people	18%				
Four or more people	28%				

Linguistic Isolation¹		Origin		Disability Status	
Some linguistic isolation	6.2%	Foreign-born	19.9%	6.8% with any Disability	
Languages most commonly spoken: Spanish, Vietnamese, Chinese, Korean		Native to United States	80.1%		

Median Income	
	\$64,826 (Household)

Poverty Rate	
	13.6%

Hillsboro has a number of key demographic attributes that differentiate us from the region and the state, and which would be likely to impact public engagement activities, summarized below:

- **Ethnicity:** Hillsboro has twice the share of Latino residents as other municipalities in the region and statewide. 25% of Hillsboro residents are Hispanic, compared to 12% in the Portland region and in Oregon overall.
- **Language:** Over 2,000 households in Hillsboro report some sort of linguistic isolation. Hillsboro has double the rate of linguistically isolated households speaking Spanish than the Portland region overall (4.2% in the City versus 2.0% in the region).
- **Families with children:** 56% of families in Hillsboro have children under 18 years old living at home, with 15% having children younger than 6. This compares to rates of 49% and 11% regionally.
- **Housing Tenure:** 45.6% of housing units (or 15,000 dwellings) in the City are renter-occupied, which is higher than the regional rate of 39.6%. Households in rented units average 2.83 individuals in the City, slightly larger than the regional average of 2.35 persons per household.

¹ "Linguistic Isolation" is defined in the American Community Survey as one in which all members of a household 14 years and over have at least some difficulty with English.

2.2. Challenges that we face

The demographic differentiators highlight a number of key challenges that need to be addressed in the public involvement plan:

- **Multilingual content:** Linguistic barriers will present a significant challenge for some community members to participate in the project. How can we deliver content that addresses language barriers? What languages should be included?
- **Diverse customs and practices:** Community events should reflect the diverse customs and practices of various groups in the community. How can we design events and activities to address and integrate different cultural practices and preferences?
- **Family-friendly events:** Events and activities should be structured such that families with children can easily participate. How can we lower barriers in terms of scheduling, venue, and availability of child care, among other items?
- **Youth outreach:** Community events and activities should be designed to engage the entire family, not just adults. How can we design events and activities to involve youth and solicit their input?
- **Renters and Owners:** Public outreach should be structured so that renters are welcomed and involved in engagement efforts. How can we design events, activities, and notification to encourage participation by renters and owners alike?

3. Public Involvement Program Overview

The project's public involvement program is informed by regulatory requirements, objectives which guide our approach, and prior community engagement efforts, discussed below.

3.1. Public Involvement Requirements

Statewide Planning Goal 1 requires municipalities to provide opportunities for citizen involvement at every step of the planning process from exploratory research to plan adoption and revision. Municipalities are required to provide technical information in simple and accessible forms and create mechanisms for citizens to provide feedback.² The City will be required to make and support findings demonstrating compliance with statewide Goal 1 requirements for the Comprehensive Plan update project (in addition to demonstrating that the revised plan itself complies with Goal 1).

The Comprehensive Plan updates resulting from this project will meet the definition of a Major Plan Amendment under the existing Hillsboro Comprehensive Plan. Major Plan Amendments require the City to:

- Establish a citizen involvement program (outlined by this document) approved by the Citizen Involvement Advisory Committee, and meeting state requirements;
- Identify issues to be addressed and related information to be collected, reviewed, and made available for public review; and,
- Provide an opportunity for citizen access to the related information and data, and for citizen input on these issues.³

² Oregon Administrative Rule 660-015-0000(1).

³ Hillsboro Comprehensive Plan Section 1(III)(A)(1) and (2).

3.2. Program Objectives

Creating an outreach strategy designed to involve citizens in a fun, engaging process that creates enthusiasm for planning for the future of the City is integral to the success of the project. It is also required by Oregon's Statewide Planning Goals and by the City's own Comprehensive Plan. The public involvement strategy is designed to achieve the following objectives:

- **Engage those who aren't usually involved.** Involving citizens who do not have time to attend City events is a considerable challenge. Nearly 30% of the Hillsboro's population is 25-39 years old. Parents with very young and school-aged children are often too busy to attend "yet another" event. This is also true of young adults and citizens who are heavily involved in "other" community activities, such as parent-teacher, business or sports organizations. Therefore, instead of expecting citizens to come to us at City Hall, we will go to them. We will also engage citizens electronically through online platforms.
- **Connect with diverse communities across Hillsboro.** Approximately 25% of Hillsboro's residents identify as Hispanic/Latino and 8% identify as Asian. Therefore, it is important to make a special effort to hear from these populations. The city should build relationships with key leaders and organizations in order to build relationships, to learn about these communities, and convey interest in involving immigrant residents in planning for the future. When feasible, materials should be translated and connections should be made with local news sources.
- **Empower youth.** The mission of the City's Youth Advisory Committee is to serve and improve the Hillsboro community through positive activities, strengthening relationships, appreciating diversity, and forming more supportive relationships between youth and adults. If we want to keep the youth in the community when they become adults they should have a voice in developing what the City provides in the future. The YAC should be used as a resource to float ideas for reaching out to youth. Additionally, partnering with the School District to engage students and teachers in activities can build stronger ties to government and cultivate future civic leaders.
- **Reach out to employers.** The American Community Survey estimates that 79% of Hillsboro workers live outside the City. It is important for the future of the community to understand what people who work here, but don't live here, would want to see in the future that would attract them to live here, or what amenities they want access to during the work day. The City has had success in reaching out to larger business and getting feedback from employees. This feedback loop should be used and expanded. The City should also engage with small and medium sized businesses.
- **Build community connections by utilizing existing networks and information channels.** To maximize limited resources, it is critical to reach out to citizens through City-appointed boards and commissions and community organizations that have a history of partnering with the City. Informing these groups about the process and engaging them to help disseminate information and get their constituents involved will create a more representative Plan. This is also a great opportunity to reach out to organizations with whom the City has not yet engaged to build new

partnerships. It can also provide a foundation for ongoing coalitions to sustain progress toward achieving community goals.

- **Foster sustained interaction between Hillsboro residents and their government.** Updating the Comprehensive Plan with the assistance of citizens continues to build upon the commitment to be accountable to the public and their desires for the future of the community. After the completion of the Plan the Implementation Actions will be reviewed on a yearly basis to assess progress toward implementing the goals and policies in the plan. Sharing that status with citizens and asking for feedback will foster sustained interaction between citizens and their government.
- **Engage those who normally wouldn't attend an event specific to the Comprehensive Plan update by participating in existing, popular Hillsboro sponsored events.** Not everyone will be enticed to participate when an event is only about the Comprehensive Plan, therefore it will be important to attend popular Hillsboro events to engage a variety of people with a variety of interests. For instance there could be a booth at the Public Works Day to solicit feedback regarding the Health, Wellness and Safety Focus Area or staff might attend a Parks and Recreation sponsored event to solicit feedback about Livability and Recreation.

3.3. Relationship to the Hillsboro 2035 Community Plan

The Comprehensive Plan Update project is the first significant follow-on project to the Hillsboro 2035 Community Plan visioning project. In many communities, visioning and comprehensive plan development are handled in a single project driven by local government in partnership with community agencies. Hillsboro's approach, however, has been to conduct visioning and comprehensive plan development in separate efforts. This allows for the visioning work to produce a truly community-driven shared plan that is jointly owned by the City and its community partners. At the same time, it can introduce confusion as to the scope and intended outcomes of the two separate projects, which can look quite similar to those unfamiliar with these processes.

The Comprehensive Plan project is generally organized around the focus areas identified in the Hillsboro 2035 Community Plan, with the exception of topics related to transportation and some additional minor reorganization necessary to ensure that the plan update covers all topics required under state law. The Comprehensive Plan update is largely based on the work already achieved in the visioning project, which gathered over 3,600 comments and suggestions from a broad cross-section of the community. This body of input will serve as a starting point for performing additional research and developing proposed Comprehensive Plan goals and policies.

At the same time, because the projects are so closely aligned, it may be difficult to adequately convey to the public the differences between the two projects. The public may believe that they have already participated in project events or have provided input to the Comprehensive Plan project. The public involvement program for the Comprehensive Plan update will utilize these strategies to minimize potential confusion:

- The launch of the Comprehensive Plan project is being timed to occur after the Hillsboro 2035 Community Plan is released and publicized.

The Comprehensive Plan update will be consistently and strongly characterized as the first large effort to implement the Community Plan, with clear references to the work that has already been done.

- Requests for additional community input will be placed within the context of the Community Plan. For example, a questionnaire would include a summary of what was learned during the visioning effort, and additional questions would be worded to elicit additional detail on what was already learned.
- Questions and activities will be focused on getting input for policies and implementation. For example, rather than asking what the community might want to see in future parks and open spaces, participants may be asked to indicate which amenities are most important or which types of parks they prefer.
- The project will maintain a strong identity that is separate from and easily distinguishable from the Hillsboro 2035 Community Plan, but is more integrated with the City's branding and style guides. The project will be strongly identified as a City-led effort, where the visioning project is avoiding a City-centered focus.

4. Implementation

The Comprehensive Plan Update project is anticipated to last through 2017, with two major phases: the development of updated Comprehensive Plan Goals and Policies in the first phase, projected to conclude by the end of 2016; and the development of implementation actions during calendar year 2017. Public engagement will involve scheduled events, such as open houses or town halls, and ongoing activities such as online resources or periodic committee meetings. This section describes how these events will be implemented, and how they will be designed to address the challenges identified above.

4.1. Scheduled major events

There are three types of "scheduled major events" that are planned as part of the first phase of the project:

4.1.1. Project Rollout

The Project Rollout is intended to introduce the project to the community, offer information on how to get involved and stay informed, and encourage residents to sign up for e-mail and social media updates. The rollout will also introduce the concept of Comprehensive Planning to the community, review our past successes resulting from good planning, and illustrate why this project is important for our community's future. Finally, the rollout will explain the relationship of the Comprehensive Plan update project to the Hillsboro 2035 Community Plan.

The Project Rollout will coincide with existing community events to take advantage of publicity, attendance, and family-friendly features. Community Summits

4.1.2. Community Summits

Four groups of Community Summits are planned although this is meant to be flexible. Each summit will be centered on a different set of focus areas being developed in the plan update:

- Summit 1: Bolstering Community Involvement; Enhancing Livability and Recreation

- Summit 2: Promoting Health, Wellness, and Safety; Fostering Healthy Ecosystems
- Summit 3: Building Economy and Infrastructure
- Summit 4: Cultivating Transportation Options⁴

Community Summits are intended to solicit citizen input to draft goals and policies concerning each plan focus area. Prior to the Community Summits, draft goals and policies will be developed based on community input gathered during the Hillsboro 2035 project, as well as issues identified in the background report research and analysis of each topic. These draft goals and policies will be initially reviewed and refined by the Citizen Advisory Committee and the Planning Commission, and then presented to the community for input at the summit.

The exact structure of summits are flexible depending on the subject matter and the need for additional community input, either generally or on a specific focus area. Most summits will take place over one to three meetings repeated two to three times in different areas of the City to provide maximum opportunity for involvement. These events may be structured as open houses or town halls, but will feature a high level of interactivity. Each of the summits will be accompanied by online questionnaires.

Outcomes from the Community Summits will feed into additional review and refinement by the Citizen Advisory Committee and Planning Commission, with additional public input conducted online prior to review by the City Council.

4.1.3. Adoption Hearings

Phase 1 of the project will conclude with a series of public hearings to adopt the revised Goals and Policies. The structure of these meetings are somewhat rigidly defined. These hearings will likely occur at regularly-scheduled meetings of the Planning Commission and City Council, at the Hillsboro Civic Center.

4.2. Ongoing activities

Public outreach for the project will include a number of ongoing activities, meetings, and resources, detailed below.

4.2.1. Web site, Social Media, and E-Mail

The project will have a dedicated Web site, separate from but coordinated with the City's main Web site. The Web site will provide a platform for awareness and communication, but the overall goal of the project's Web presence will be to also provide a hub for ongoing dialog, input, and discussion about key issues. Public Online Reviews of each set of draft goals and policies will take place on the Web site through the use of discussion and commenting features. The Web site will also be the primary outlet to report out to the public on progress made during the project and how the project has utilized public input.

Having a dedicated site allows the project to support Web features not available in the City's content management system, including interactive discussions, questionnaires, mapping, interactive

⁴ The Community Summits for Cultivating Transportation Options are being planned as part of the Transportation System Plan Update project, and are not outlined in this PIP. Although the structure of the Public Involvement process for the Transportation project may differ slightly, the goals, objectives, and desired outcomes are closely aligned with the Comprehensive Plan update.

documents, and the like. After much research, staff has selected the EngagingPlans platform for the project site, produced by Urban Interactive Studio. This solution is built by a team of planners and software developers, and is specifically designed for use in complex land use and transportation projects like the Comprehensive Plan update. EngagingPlans has been employed at the local, regional, and state levels across a wide variety of projects with differing levels of public engagement, with a focus on driving awareness and facilitating engagement online in tandem with traditional in-person events.

The site will launch with basic functionality in summer 2015, with additional features enabled at a later date. The site will remain online through the end of the implementation phase.

4.2.2. Social Media and E-mail

Social media will be a central component of the project's outreach strategy, including a Twitter feed and potentially a Facebook account. These accounts will be managed in coordination with the City's Communications and Marketing team overseeing existing City social media accounts. E-mail lists will also be utilized in conjunction with the existing City implementation of Constant Contact. Both social media and E-mail will be used primarily as awareness tools. Calls to action would involve encouraging people to participate in online discussions or activities, or in-person events.

4.2.3. Community Organization Outreach

Following the public project launch, project staff will begin reaching out to local organizations to involve them and their membership in project events and activities. This outreach will likely include a number of presentations to local groups and organizations representing various segments of the community, including various faith communities. This may also include targeted questionnaires, discussions, or small meetings where focused attention to one particular issue may yield input beneficial to the project.

City staff will coordinate with the Citizen Advisory Committee and other groups such as the Latino Engagement Committee to brainstorm a set of organizations to approach. The host organizations will determine to what extent events or meetings will be open to the public, although a full list of all meetings held will be maintained on the Web site.

4.2.4. Public Meetings

The project's Citizen Advisory Committee advises staff and provides recommendations to the Planning Commission and City Council regarding the Comprehensive Plan update. CAC membership will draw from existing City boards and commissions, Planning Commission, City Council, Vision Implementation Committee, the Hillsboro School District, Chamber of Commerce, Latino Engagement Committee, a young adult, and other at-large positions as deemed necessary. The CAC will meet at least monthly to review progress and provide input on the various focus areas under consideration. These meetings will be open to the public (although they are not public hearings). Public comment will be received for up to ten minutes per CAC meeting.

Planning Commission and City Council will consider the Comprehensive Plan update at a series of public work sessions and public hearings, arranged by focus area. Wherever possible, hearings and work sessions will occur during regularly-scheduled meetings following existing meeting rules. Additional special meetings may be necessary. These meetings will be conducted in accordance with Oregon Public Meetings Law.

Both types of meetings will be prominently publicized on the project Web site, the City’s meeting calendar, and in public outreach materials.

4.2.5. ACCI/CIAC review

At two points during the project, staff will meet with ACCI and CIAC to review the public involvement program, report on progress, and solicit input to refine the PIP. These meetings will include a description and brief evaluation of the public involvement conducted to that point, along with any specific questions or points where input would be helpful. The evaluation will cover the points discussed in section 5 below.

ACCI and CIAC will also meet to consider an update to the PIP to cover activities in the Implementation Action development phase in late 2016. A similar progress check-in meeting will likely be held during the Implementation phase in mid-2017.

4.3. Quarterly Milestones (Projected)

Public involvement milestones have been defined for the first phase of the project, including both scheduled major events and ongoing activities, listed in the table below. Similar milestones for the implementation phase will be developed at a later date.

Schedules in this section are early projections and subject to change to accommodate the actual pace of work. Please note that activities related to the Cultivating Transportation Options focus area of the plan (to be developed as part of the Transportation System Plan update) are not yet included in this table. This schedule will be updated at the ACCI/CIAC review meetings listed below.

Period	Scheduled Major Events	Ongoing Activities
2015 Q3		<ul style="list-style-type: none"> • ACCI/CIAC approval of PIP • Website launched • Social media launched • Community organization outreach begins
2015 Q4	<ul style="list-style-type: none"> • Project public rollout 	<ul style="list-style-type: none"> • Citizen Advisory Committee meetings begin • Planning Commission reviews begin • ACCI/CIAC review #1
2016 Q1	<ul style="list-style-type: none"> • Community Summit 1: Bolstering Community Involvement; Enhancing Livability and Recreation 	
2016 Q2	<ul style="list-style-type: none"> • Community Summit 2: Promoting Health, Wellness, and Safety; Fostering Healthy Ecosystems; Advancing Environmental Sustainability 	<ul style="list-style-type: none"> • City Council reviews begin • Public Online Reviews: Bolstering Community Involvement; Enhancing Livability and Recreation • ACCI/CIAC review #2 (tentative)
2016 Q3	<ul style="list-style-type: none"> • Community Summit 3: Building Economy and Infrastructure 	<ul style="list-style-type: none"> • Public Online Reviews: Promoting Health, Wellness, and Safety; Fostering Healthy Ecosystems; Building Economy and Infrastructure; Advancing Environmental Sustainability

Period	Scheduled Major Events	Ongoing Activities
2016 Q4/ 2017 Q1	<ul style="list-style-type: none"> Adoption hearings begin for Comprehensive Plan Goals and Policies 	<ul style="list-style-type: none"> ACCI/CIAC review PIP update for Implementation Phase
2017	<ul style="list-style-type: none"> Implementation phase begins (tentative) 	

4.4. Strategies to address challenges

The project will emphasize the following strategies to mitigate key engagement barriers and challenges discussed earlier in section 2.2:

Challenge	Strategies
Multilingual content	<ul style="list-style-type: none"> <i>Web Site:</i> The Web site will prominently include an option to enable automated translation⁵ into various languages. Where possible, use of this feature will be measured to determine how often materials are translated, what pages are most popular, and what languages are being used⁶. <i>Physical Materials:</i> Key flyers, posters, and other handouts will be made available in English and human-translated Spanish. Wherever possible, all handouts or materials will also be posted to the Web site in HTML format, enabling the use of automated translation. <i>Effective Content:</i> In all Web and printed materials, use active-voice language that minimizes jargon and colloquialisms to enable effective translation. Use graphics that reinforce the text to help draw attention and convey the intended message. <i>Public Events:</i> Wherever possible, Spanish speakers will be available at public events. Other native language speakers may be recruited based on expected attendance. For activities such as discussion groups or tables, staff will attempt to have one or more tables facilitated primarily in Spanish. <i>Public Hearings:</i> Pursuant to Oregon Public Meetings Law, translation and interpretation services will be available upon request.
Diverse customs and practices	<ul style="list-style-type: none"> <i>Public Events:</i> During planning of public events, staff will work with representatives of community organization, the Citizen Advisory Committee, and other bodies as appropriate to ensure that the design of the event is appropriate. <i>Venues:</i> Where possible and appropriate, venues outside of the Civic Center will be utilized. Each event will include a question on the public evaluation asking how the event could have been made easier to attend or participate in.

⁵ Automated translation features will be designed to utilize Google Translate, although should also be accessible to other tools that translate public Web pages.

⁶ Staff is confirming the availability of this feature with our Web service provider.

Challenge	Strategies
Family-friendly events	<ul style="list-style-type: none"> • <i>Public Events:</i> Wherever possible, public events will be scheduled to avoid conflicts with existing events and major school functions. Some public events may be held multiple times to allow for schedule conflicts. Public events will include project-related activities for school-aged children. Where possible, events will be held in venues that are convenient to families. • <i>Access to event materials:</i> All materials, handouts, and presentations will be posted to the Web site for review by those who could not attend. Wherever possible, follow-on questions posted to the Web site will attempt to continue the discussion at the meeting, while allowing those who could not attend to participate. • <i>Web Site and Event content:</i> Where possible, categorize events and other content on the Web site by topic, geographic area, or other attributes to allow participants to easily access (and, if possible, subscribe to) information that is most relevant to their families.
Youth outreach	<ul style="list-style-type: none"> • <i>Social Media and Technology:</i> Emphasize frequent use of social media, texting, and other technology-facilitated communication in a manner that facilitates youth awareness and participation. • <i>Public Events:</i> All events will include project-related activities for school-aged children. Older children will be encouraged to participate in discussions and activities. • <i>School Outreach:</i> Staff will work with local high schools to involve their student organizations, classes, or other groups in public events and activities. • <i>Youth Advisory Council:</i> Staff will involve representatives from the Youth Advisory Council to design youth-specific activities and events.
Renters and Owners	<ul style="list-style-type: none"> • <i>Notification:</i> When sending formal public notices, staff will investigate ways to broaden traditional owner-directed mailing lists to also include resident-directed mailings. • <i>Web Site and Social Media:</i> All public notices will be accompanied by notices posted to the project and City Web sites, social media, and other City outlets including Stay Connected. • <i>Data Collection:</i> When requesting demographic information or targeted input from owners, also gather the length of their residency in the City to allow for further analysis of different opinions based on the time spent here, and to enable further follow-up to understand what drives their choice to live here.

5. Assessment

Considering the length of the Comprehensive Plan Update project, ongoing assessment will allow staff to continually improve engagement efforts to yield maximum participation. Each activity in the public

involvement program will be designed with evaluation in mind, and a periodic review of our performance will allow for adjustment. This section details our plans and expectations for assessment.

5.1. Overall indicators and metrics of outreach

Periodically examining key indicators and metrics can help determine the overall performance of the public involvement program, and can help illustrate what areas need additional attention or improvement. There are many metrics that can be helpful, but at a minimum, staff intends on tracking the following information about the project on an ongoing basis:

General Participation	<ul style="list-style-type: none"> • Number of people participating • Frequency of people participating (number of “touches”) • Share of repeat participants
Communications Channels	<ul style="list-style-type: none"> • Numbers and types of venues for presentations • Attendance at public events (formal, informal, meetings, tabling, etc) • Number of page views • Number of social media likes/followers/retweets • Number of media mentions
Input Characteristics	<ul style="list-style-type: none"> • Types of activities either online or at public events • Number and means of comments (written, online, email, meetings, etc) • Overall topic mix of comments • Quality of comments versus what was expected
Broad Engagement	<ul style="list-style-type: none"> • Number of organizations engaged • Number of non-English speakers participating in public events • Frequency of translation or use of translated materials • Demographic information about participants (where possible)
Improvement Opportunities	<ul style="list-style-type: none"> • Suggestions for improvement gathered from participant evaluations • Number and frequency of requests for assistance in locating project resources

5.2. Participant evaluation and assessment

Each event and activity will involve some sort of participant assessment designed to provide feedback on the overall quality and effectiveness of the event or activity, the strategies outlined in section 4.4, and input to the overall metrics and indicators discussed above. Evaluations will be short, simple, and tailored to the type and intent of the specific event and activity. Evaluations may be requested at the event venue, online, or both. Staff will follow up directly with participants providing specific suggestions or requests for future events.

5.3. Assessment outcomes and deliverables

Assessment data will be shared with ACCI and CIAC at two review sessions midway through the project. At these sessions, staff will share the successes and challenges of public involvement encountered thus far, highlight any revisions or refinement to the existing PIP, share metrics and set metric goals, and solicit input or suggestions for further improvement.

Staff will also publish progress report summaries of community engagement on the Web site for public review, including a summary of the overall metrics listed above, and a particular emphasis on

demonstrating what we've learned and how public input has shaped the outcomes and deliverables of the project. This summary may be a Web page, a downloadable document, or both.