

Engagement evaluation

To evaluate the **overall engagement levels** for a project, the following targets could be set in the Engagement Plan. This could include measuring:

- Project website:
 - Total visits (visited the project page)
 - Aware visitors (visited project page for a prolonged period of time)
 - Informed visitors (viewed more than one part of the page, downloaded a document, clicked on a link)
 - Engaged visitors (participated in an activity e.g. survey, interactive map, message board)
 - Number of people registering for project updates.
- Engagement Activities
 - Number attending in-person engagement events
 - Number completing an online engagement tool (e.g. survey)
- Social media
 - Number of impressions (reactions, comments, shares etc)

The targets should be set based on:

- The size of the project area and the impacted population.
- The stakeholder analysis and indicative level of interest in the project.
- Similar projects in nearby locations.
- Other projects undertaken by the client and the level of community interest.
- The level of community participation in other client activities (e.g. events, council matters)

For **workshops** the following questions could be asked to seek feedback on the evaluation process. This helps to improve future engagement activities and ensure that the information shared meets the needs of the participants.

Response options – Yes / No / Unsure

- I have learned a great deal about coastal planning from this process.
- I have learned a great deal about future predictions for the coastline, and the types of options available to us
- I believe I am better able to share information about the future risks and options with my family and friends
- I believe I was presented with a wide range of views and information.
- I believe I have a clear understanding of the task given to me as a participant.
- I felt comfortable sharing my opinions/views.
- I believe other participants members respected what I had to offer.
- I believe that the project team and the [client] is genuine in their desire to consider the advice from the participants.
- Does this process give you confidence that the project team is listening to you?
- I believe that the session was organised and facilitated in an unbiased way.
- Were you happy with the facilitator today?
- Were you happy with the technical presentations today?
- I believe we had a reasonable amount of time to complete our tasks.

Written responses

- What did you find most interesting during today's workshop?
- Can you think of ways today's process could have been improved?
- Is there anything we have not covered during today's workshop that you would like us to?
- Would you like to continue to be involved in the ongoing coastal planning implementation, and how best can we include you?