

# 2015 Public Engagement Evaluation Findings

## What's Next

Highlights from Recommendations by Evaluation Consultants James & Marois. See [www.ca-ilg.org/PE2015Evaluation](http://www.ca-ilg.org/PE2015Evaluation) to find out more.

### Maximize relationship with parent organizations to achieve shared goals



Enhance collaboration to better inform local officials about the Institute's resources through case studies, conferences and events

### Increase in-person outreach to discover local government needs and how the Institute can assist



Attend regional meetings and schedule 1-on-1 meetings with local elected officials and staff

### Establish new cross-sector partnerships to expand effective public engagement practices



Develop a structured, intentional, statewide public engagement learning community and extend reach to new audiences

### Move towards more consultative role with local government



Offer structured meetings and peer mentor networks for public officials to explore public engagement practices

### Increase promotion and distribution of Public Engagement Program messages and products



Identify intended audiences for content and increase public relations and marketing efforts through strategic communication and targeted outreach

### Expand Public Engagement Program training and develop new tools



Train local government staff, as well as elected officials and non-partisan consultants, in effective public engagement

### Embed public engagement practices in local government



Clearly define public engagement as distinguished from public information, identify the appropriate staff to work on public engagement issues and establish a Public Engagement Awards Program

### Establish rigorous internal agency-wide evaluation systems



Track and evaluate publications, products and impact across programs and continue the use of a periodic statewide public engagement survey

### Stabilize and diversify funding



Explore long-term funding and increase direct technical assistance, consultation and facilitation

### Develop new resources that focus on emerging issue areas ripe for public engagement



Topic areas include: accessibility, technology, voting, land use and planning, transportation and infrastructure, public safety and policing, housing, budgeting, health, education, immigration and environmental justice