

Metric	Types of Measure			Reporting Audience		Scope		Ease of Collecting Data
	Quantity	Quality	Effectiveness	Agency-Oriented	Public Oriented	Project or Plans Specific	Agency-wide	
Accessibility								
Meeting/outreach event location(s) represent area demographics (minority, low-income, LEP persons, other characteristics of immediate v. project area)		✓		✓	✓	✓	✓	**
Online engagement participation levels and diversity (total and % minority, low-income, LEP, and other demographics)	✓	✓		✓	✓	✓	✓	*
Distance/accessibility of meetings/events by transit		✓		✓	✓	✓	✓	*
All agency meetings/events are ADA accessible*		✓		✓	✓	✓	✓	*
Agency meetings/events have language accessibility°		✓		✓	✓	✓	✓	*
Effectiveness of notification methods (include a question on comment form about how they learned of the opportunity)		✓	✓	✓		✓	✓	**
Reach								
Total number of attendees at meeting or outreach event (goal of ##)	✓			✓	✓	✓		*
Total number of relevant comments (goal of ##)	✓			✓	✓	✓		*
Number of people signed up for ongoing engagement (goal of ##)	✓			✓			✓	*
Number of visits, time spent, and/or unique visitors to project webpage (goal of ##)	✓			✓		✓		*
Number of articles or media coverage (goal of ##)	✓			✓		✓	✓	**
Likes and shares of social media posts (goals of ##, ##)	✓			✓	✓	✓	✓	*
Number/Percent of online visitors engaging (comments, feedback, surveys)	✓	✓		✓		✓		*
Number/Frequency of community engagement opportunities (ongoing and initiative-based measures)	✓			✓	✓	✓	✓	**
Diversity/Equity								
Demographic distribution of commenters as measured by voluntary demographic data collected via comment forms represents customer base and/or project or plan area		✓		✓	✓	✓	✓	**
Geographic distribution of participants based on comment form addresses or zip codes (goal of ## percent of zip codes represented)		✓		✓	✓	✓		**
Number or percentage of meeting, event, or virtual activity attendees and/or comments received from minority, low-income, and/or LEP persons (goals of ## or ## percent)	✓	✓		✓	✓	✓		**
Diversity of community organizations provided notifications or coordinated with for community events and cross-section of Title VI populations served (goal of ## organizations representing seniors, low-income, minority, LEP, and/or disabled populations)		✓	✓	✓		✓	✓	**
# of non-profits engaged	✓	✓		✓		✓	✓	**
# of other community partners	✓	✓	✓	✓		✓	✓	**
Community feedback on agency (e.g. "agency values its customers", "would recommend to others", "agency engages all community members equitably" or similar), disaggregated by race, income, or other characteristics using comment form or questionnaire			✓	✓	✓		✓	***
Decision Integration								
All comments are analyzed and summarized to the project team in a timely manner for decision-making (goal of meeting summaries prepared within ## business days)	✓		✓	✓		✓	✓	**
All comments requiring response are responded to within ## business days	✓		✓	✓		✓	✓	**
Comments requiring response and actions taken in response to comments are tracked			✓	✓	✓	✓	✓	***
Integration of public and partner input into transit service and fare planning decisions (structured evaluation)			✓	✓	✓		✓	***
Change over time in customer satisfaction on transit service and fares (year to year survey comparisons)			✓	✓	✓		✓	***
Number/Percent of online visitors engaging (comments, feedback, surveys)	✓	✓		✓		✓		*
Number/Frequency of community engagement opportunities (ongoing and initiative-based measures)	✓			✓	✓	✓	✓	**