



## AMERICAN PUBLIC LEADERSHIP FOUNDATION

# You Said / We Did / Why Template

*A public-facing format for closing the feedback loop*

**LISTEN > EVALUATE > MEASURE > IMPROVE > LISTEN AGAIN**

### Why this matters

Participation declines when residents believe input disappears into a process. Use this template after an engagement effort to show what was heard, what changed, what did not change, and why.

## [PROJECT / ISSUE NAME]

Engagement period: \_\_\_\_\_ | Published: \_\_\_\_\_

### What We Asked

Briefly explain the question, decision, or issue residents were asked to consider.

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### Who Participated

| Measure                             | Result |
|-------------------------------------|--------|
| Total participants                  |        |
| Participation period                |        |
| Primary channels used               |        |
| Areas/groups reached                |        |
| Important participation limitations |        |

### What We Heard

| Theme / finding            | What residents told us | Evidence / context |
|----------------------------|------------------------|--------------------|
| 1.                         |                        |                    |
| 2.                         |                        |                    |
| 3.                         |                        |                    |
| Other important viewpoints |                        |                    |

### What We Did

| Action | Status | Timing |
|--------|--------|--------|
|        |        |        |
|        |        |        |

|  |  |  |
|--|--|--|
|  |  |  |
|--|--|--|

### What We Did Not Do - and Why

| Request / idea | Decision | Reason / constraint |
|----------------|----------|---------------------|
|                |          |                     |
|                |          |                     |

### What Happens Next

Next milestone: \_\_\_\_\_

Next public update: \_\_\_\_\_

How residents can continue participating: \_\_\_\_\_

#### Suggested public language

We asked. You answered. Here is what we heard. Here is what we did. Here is why. Thank you for helping us make better-informed decisions.