

Engagement Metrics Worksheet

Measure participation, reach, representation, responsiveness, and improvement

LISTEN > EVALUATE > MEASURE > IMPROVE > LISTEN AGAIN

Use metrics carefully

Participation metrics describe the engagement effort; they do not automatically make a sample representative of the entire community. Publish important limitations with results.

Engagement Overview

Field	Entry
Project / topic	
Engagement period	
Target population	
Decision owner	
Channels used	
Total participants	

Core Metrics

Metric	How to calculate / interpret	Current	Target
Participation count	Unique participants when feasible		
Participation rate	Participants / eligible or target population, when denominator is meaningful		
Channel reach	Responses or interactions by channel		
Completion rate	Completed submissions / started submissions		
Repeat participation	Returning participants across engagement cycles, where privacy design allows		
Geographic reach	Number/percent of relevant areas represented		
Representation gap	Difference between participant mix and		

	community mix for appropriate aggregate characteristics		
Response time	Time from engagement close to public feedback report		
Action transparency	Percent of major findings with an action, next step, or explanation		

Channel Tracking

Channel	Invitations / reach	Responses	Notes
Website			
Email			
Social media			
Public meeting/event			
QR / print			
Partner organizations			
Other			

Representation Review

Population / area	Community benchmark (if appropriate)	Participant share	Gap / observation	Outreach adjustment

Learning and Improvement

Prompt	Notes
What worked best?	
Who did we miss?	
Which channel was most effective?	
What created friction?	
What will change next cycle?	