Website Guide

PARTNERSHIP
FOR PUBLIC SERVICE

WHAT:

- Tool used to convey information to a large group of people of similar or diverse population.
- Typically used to inform and update, rather than enabling engagement.
- Can be combined with focus groups or interviews or other evaluation methods to collect more data.

WHY:

- Enables the agency to share updates and information to a large group of people for low investment.
- Can support other strategies, like surveys, online forums, etc.

HOW:

✓ Determine the goals of the website.	✓ Curate the content, and, if possible, preview it with members of your key audience.
✓ Determine who your key audience is.	✓ Keep the content current with regular updates.
✓ Ensure content is accessible for all, including translations available, and meets 508 and WCAG guidelines.	✓ Consider interactive components, including polls or blogs.
✓ Determine a plan for connecting with individuals that may not have reliable internet access.	✓ Regularly review goals and website analytics to modify content as needed.

OPTIONS TO EMBED EVALUATION:

Level of Engagement	Key PPCE Activities	Options to Embed Evaluation	Analysis
Inform	• Leaflets, posters, other informational items • Social media postings	• QR code on flyer to track use of the informational materials • Website/social media analytics • Counts of informational materials distributed	• Simple dashboard with counts displayed on agency webpage or intranet
Consult	• Presentations or exhibitions • Meetings or workshops	All of the items from Inform, plus: • Flip charts/virtual white boards • AI assisted notes from meeting • Participant worksheets • Short meeting polls conducted in real-time	• Summary of key themes • Dashboard of relevant meeting metrics • Dashboard of poll results displayed on agency webpage or intranet
Collaborate	• Web-based and asynchronous collaboration platforms • Photo voice	All items from Inform and Consult, plus: • Web analytics • Collaborative document • Pictures/video themes	• Summary of key themes • Journey map/photo montage • Dashboard of relevant meeting metrics
Empower	• Community forums and action planning sessions	All items from previous levels of engagement, plus: • Action plan document	• Completed action plan • Journey map/photo montage • Dashboard of relevant meeting metrics

OUTPUTS AND OUTCOMES:

Outputs	Outcomes
- Clear understanding of how the agency is defining the problem. - Individuals and communities were clear about their role. - Identification of "who" has the final say or deciding authority. - List of individuals who may be affected by the decision. - Identification of the resources needed to conduct public participation. - Clear understanding of how the information will be used. - Identification of the level of participation. - List of relevant groups/individuals who need to be engaged. - List of relevant groups who are already engaged and can be a resource for the agency. - Any barriers to access were addressed by the agency. - Number of unique individuals visiting the website. - Number of downloads of key information on website. - Number of clicks/engagements with website content. - Time spent with individuals/communities. - Understanding how communities/individuals feel about the federal government. - Understanding the reason behind unfavorable or favorable views. - Understanding if there are differences in perception based on demographics.	**Short-term:** - All relevant groups and communities agree on the problem. - Meetings are accessible to all. - All communication material is accessible to all. - Resources are allocated equitably. **Medium and Long-term:** - Buy-in from public and relevant groups. - Agency does not overpromise participants about the influence they have on final decisions. - Agency is better prepared to conduct the participatory process. - Effective public participation process is designed. - Participants are satisfied with the process and outcomes. - The full range of perspectives needed to conduct meaningful public participation is achieved. - Changing perception of federal government. - Participants are fully aware of and understand what is being communicated. - Effective participation by individuals and community members. - Increasing trust in federal institutions. - Barriers to public participation are alleviated. - Participatory process enables people/communities to influence the decisions and actions that affect their lives.

ADDITIONAL RESOURCES:

- Digital.gov: U.S. Public Participation Playbook