

Engagement Leadership Team - Rubric

Question 9: Please describe your proposal. Tell us what your engagement idea looks like, and why it resonates in your community. How many residents do you anticipate participating?

We are looking for creative ideas that would resonate with Baltimore communities. Scores may range from 1-5 as described below:

1: proposal does not clearly explain what engagement will look like or explain why it will resonate with community.

3: proposal approach will likely resonate with community. Proposal seems likely to reach a fair number of residents OR engage residents deeply in conversation.

5: Idea is creative and unique; will resonate with community; will reach a substantial number of residents AND will engage residents deeply in conversation.

Question 10: Tell us a little bit about your community. What specific neighborhood(s), or group(s) do you serve? What community voices do you represent and amplify through your work?

Question 11:

In Baltimore and in your community, how will you target your engagement to include the hardest to reach (individuals or groups)?

For questions 10 and 11 together, we are asking, will this proposal reach Black Baltimore residents? Will this proposal reach Baltimore residents less inclined to participate in the public engagement process overall? And, will this proposal reach any of the following groups (1) youth (especially young men); (2) renters (especially housing insecure residents); (3) elderly (and others with limited access to technology); (4) immigrant communities?

Scores can range from 1-10 as described below:

1: proposal does not explain how it reaches any of the groups noted above;

5: proposal likely to reach some of the communities noted above; organization has positive relationships with their community.

10: proposal highly likely to amplify a range of hard to reach community voices and engagement is community led. Organization has deep and robust relationships with their community. Proposal will further equity.

Question 12:

How do you recommend measuring successful engagement?

Score may range from 1-5 as described below:

1: No metrics offered besides total participation.

3: Offers several ideas for engagement metrics.

5: Nuanced, realistic, valuable metrics suggested.

Total Score: _____(out of 20)