

North Saint Paul Communications Effort – Evaluation Plan Table

Question	Type of Data	Source of Data	Collection Method
“To what extent are the current modes for communication meeting the needs and expectations of city employees, residents, and businesses?”	Newsletter circulation	City records	Review of archival data
	Viewership of television channel	Television channel	Review of archival data
	Website hits	City website	Review of archival data
	Twitter/Facebook followers	Social media pages	Review of archival data
	Preferred current methods of communication	Residents Business owners City employees	Survey for residents; Survey for businesses; Survey for city employees Group interview: mix of employees, residents, and business personnel
	Suggestions for new methods of communicating	Residents Business owners City employees	Survey for residents; Survey for businesses; Survey for city employees Group interview: mix of employees, residents, and business personnel
“Which of the current modes of communication are most efficient? (cost and ability to achieve desired outcome)?” *cost could be monetary, time, human capital/resources	Cost to implement the communication modes	City records (budget)	Review of archival data
	The number of staff needed for each communication mode	City records	Review of archival data
	Time (staff hours) spent implementing the communication modes	City records	Review of archival data
	Resources (paper, ink) needed for each communication mode	City records	Review of archival data
	Newsletter circulation, channel viewership, website hits, and social media data obtained for question 1	City records	Review of archival data
“What kind of the information delivered by the City is valuable and relevant to each target audience (city residents, employees, and business owners/associations)?”	Type of information received	Residents Business owners City employees	Group interview: mix of employees, residents, and business personnel
	Perceptions of usefulness of information received	Residents Business owners City employees	Group interview: mix of employees, residents, and business personnel