



CITY OF MENLO PARK SAFER BAY PROJECT

OUTREACH & ENGAGEMENT PLAN

2025 / 2026

Prepared for The City of Menlo Park Public Works Department

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THESE APPENDICES ARE BEING DEVELOPED ALONGSIDE THE ENGAGEMENT STRATEGY AND WILL BE ADDED AS THEY BECOME AVAILABLE.

Plan Overview

Introduction

This Outreach and Engagement Plan is designed to support the Menlo Park portion of the Strategy to Advance Flood Protection, Ecosystems Restoration and Recreation along the San Francisco Bay (SAFER Bay) project. The purpose of this plan is to build awareness around sea level rise and to ensure that the diverse voices and priorities of the Menlo Park community shape the development and design of flood protection elements along the San Francisco Bay shoreline. Through inclusive, accessible, and culturally relevant engagement strategies, this plan aims to create meaningful opportunities for residents to learn about and influence the design process.

Community feedback gathered through this plan will inform and be reflected in the City's final design. By establishing a collaborative planning process grounded in local values and community input, this plan supports the City's vision of forging long-term relationships with the community, expanding knowledge of climate resilience challenges and increasing capacity for community-led solutions.

Actions to Date and Moving Forward

The SAFER Bay project is a multi-jurisdictional and public collaboration to protect communities and critical infrastructure from sea level rise and tidal flooding in Menlo Park. The project, initiated by the San Francisquito Creek Joint Powers Authority (SFCJPA) in 2016, will use levees, floodwalls, and nature-based strategies to protect 7.5 miles along the southeast San Francisco Bay shoreline from a 100-year coastal flood event plus 3.5 feet of sea-level rise.

The Menlo Park SAFER Bay project includes a significant part of the overall SAFER Bay project. The project includes several key reaches that are currently in design, such as the Bayfront Expressway Reach, the Tech Campus Reach, and the Substation and Marsh Restoration Reach. Additionally, future phases will involve the Marsh Road Reach and Bedwell Bayfront Park Reach.

Funding for this project comes from the City of Menlo Park, Pacific Gas & Electric (PG&E) and Meta. Design and environmental permitting are anticipated to be completed in early 2027. As this is a design-only project, construction will not begin until a separate funding effort is undertaken and full funding is secured in a future phase.

Our Strategy for Engagement

The Menlo Park SAFER Bay Project will implement an Engagement Ecosystem to create an inclusive engagement process that respects and amplifies community voices through interconnected methods. The approach emphasizes that community partners and their networks will participate in identifying neighborhood priorities and implementing strategies that reflect their lived experiences and aspirations for their communities.

The Engagement Ecosystem, pictured below, is a community-first approach that strives to ground the planning effort in the realities of the community, fostering a sense of ownership and accountability among participants and centering equity in all decisions. It prioritizes the lived experiences, local knowledge, and aspirations of residents and community-based partners, ensuring that input is not only heard but meaningfully integrated into the planning process. To ensure underserved voices are meaningfully included in this engagement process, we will prioritize a “meet people where they are” approach. This style of engagement emphasizes responsiveness to community needs and the removal of barriers to participation. In practice, this may mean hosting events in neighborhood-based locations to minimize transportation challenges, offering childcare to support participation by parents and caregivers, or providing meals at events held during typical mealtimes. Additionally, we will continuously evaluate the effectiveness of our engagement efforts and remain prepared to adjust our strategies as needed.

The Advisory Group will provide local insight, shape engagement strategies, and offer feedback on key design elements, ensuring that outreach and design decisions are responsive to community needs and values.



This icon is used throughout the Outreach & Engagement Plan to highlight targeted methods and strategy to uplift underserved and marginalized voices.

The table below summarizes the key components of the Engagement Ecosystem and outlines how they are operationalized in this Community Outreach and Engagement Strategy.

Engagement Ecosystem Element	What is in this Plan
 <p>Mutual Learning and Awareness</p> <p>The project team facilitates reciprocal education by ensuring accessible, jargon-free communication and incorporating community insights. This approach fosters transparency, reduces misunderstandings, and strengthens engagement.</p>	<ul style="list-style-type: none"> ● Project Webpage ● Civic Education Components ● Engagement Toolkit ● Infographics
 <p>Community Profile</p> <p>A data-driven analysis using American Community Survey Data and local geospatial data to assess socioeconomic conditions and tailor engagement efforts, including language access and culturally relevant programming. It also identifies key community gathering spaces and media outlets. This is foundational information drawn from available resources. It serves as a starting point for deepening our understanding of the community and building meaningful relationships with community members.</p>	<ul style="list-style-type: none"> ● Population and Demographic Data ● Language Access ● Culture and Community Context ● Barriers to Participation and Solutions
 <p>Participatory Methods and Reciprocal Community Partnerships</p> <p>A cycle of learning, acting, and reflecting using qualitative and quantitative approaches empowers community involvement, deepening investment in outcomes and fostering stronger support. Local partners, including the advisory group and community based organizations, bridge the gap between the project team and the community, ensuring diverse voices are heard and engagement efforts align with real needs.</p>	<ul style="list-style-type: none"> ● Engagement Approach & Methods ● Interactive Workshops ● Advisory Group Meetings ● Community-Based Organization Coordination ● Resident Incentives for Participation ● Pop-Up Events
 <p>Measuring Reach</p> <p>Tracking engagement reach and effectiveness through quantitative and qualitative benchmarks allows for adaptive engagement strategies that respond to evolving community needs.</p>	<ul style="list-style-type: none"> ● Demographic Data ● Feedback Forms ● Team Debriefs

Mutual Learning & Awareness

This project prioritizes mutual learning between the project team and the community, recognizing that engagement is most effective when information flows in both directions. By establishing clear learning objectives, we ensure that community knowledge informs the project, while project-related information remains accessible and transparent. The following statements will serve as the primary guidance for engagement efforts; however, the project team welcomes feedback on these questions and is open to incorporating additional questions that may emerge through the engagement process.



Project Team Objectives



Listen to community members, community based organizations, and the Advisory Group to understand diverse perspectives, local values, priorities, and cultural considerations.

Work closely with the community and Advisory Group to develop design recommendations that are inclusive and accessible to all, while ensuring that the project milestone deliverables meet the broader objectives of the project.

Maintain consistent communication with all interested parties, ensuring transparency throughout the design and decision-making process.

Community Objectives

Gain an understanding of sea level rise, flood control strategies, and the engineering and nature-based solutions proposed in the project, along with how these elements contribute to long-term resilience and infrastructure protection.

Develop a clear understanding of the project's broader objectives—flood resilience, environmental restoration, public access to the San Francisco Bay shoreline, and aesthetic considerations—while recognizing the project and design constraints.



Provide detailed feedback on design proposals that are clearly communicated back to the project team.

Community Profile

This section provides an overview of the people who live, work, and frequent the City of Menlo Park. This community profile is not meant to be comprehensive. It is intended to provide a snapshot of the community to help build understanding on how to more effectively reach community members. This information also helps the project team reduce barriers to participation by recognizing structural and systemic factors – such as income inequality, limited transportation access, or historical disinvestment—that may prevent some community members from engaging.

Culture and Community

Menlo Park, located at the eastern edge of San Mateo County in the San Francisco Bay Area, is a city known for its strong community and rich history. Geographically, it is bordered by the San Francisco Bay to the north and east, and the cities of Palo Alto, East Palo Alto, and Redwood City to the south and west. The area now known as Menlo Park was originally inhabited by the Ohlone people, specifically the Ramaytush Ohlone, who served as the land’s stewards for thousands of years. Their deep connection to the region predates the arrival of Spanish explorers in the mid-18th century. In the 19th century, European settlers arrived and developed the area into what would eventually become the city of Menlo Park. The city’s name was inspired by Menlough in County Galway, Ireland, reflecting the heritage of some of its early founders.

Menlo Park’s population reflects a broad mix of backgrounds, with numerous residents actively participating in different aspects of community life. Many of its residents are highly educated, with the city’s proximity to Stanford University providing abundant academic, cultural and athletic opportunities. Situated in Silicon Valley, Menlo Park is home to many companies in the tech and biotech sector, including SRI International, Meta, Pacific Biosciences and CSBio Co. These companies have not only shaped the city’s economy but also its culture and employment landscape. The city hosts a wide range of community events and celebrations, such as the Spring Festival and Egg Hunt, Juneteenth celebrations, and Music in the Park, fostering a strong sense of community and inclusivity.



About Menlo Park



POPULATION
33,040 residents

MEDIAN AGE
38.5

MEDIAN HOUSEHOLD INCOME
\$206,588

UNDERSERVED COMMUNITIES

Bayfront, Belle Haven
Census Tracts: 6117, 6118

LANGUAGE



38.5% of residents speak a language other than English at home
Spanish
Chinese
Samoan/Tongan

EDUCATION

High School Degree Only
Bachelor's Degree or Higher



833 households do not have access to a vehicle

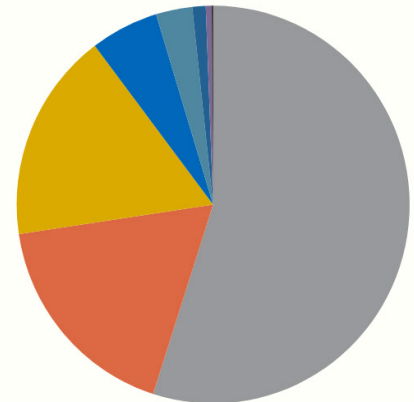


3% of households do not have access to Internet



34% of households have children under 18 years old

DEMOGRAPHICS



White: 55%
Hispanic or Latino: 17.7%
Asian: 17.1%
Two or More Races: 5.6%
Black or African American: 3%
Native Hawaiian or Other Pacific Islander: 1.1%
Other Race Alone: 0.5%
American Indian or Alaska Native: 0.1%
*Percentages are rounded to the nearest tenth and may not total exactly 100%

Source: U.S. Census Bureau. Decennial Census 2020



Menlo Park has identified Belle Haven and the Bayfront as underserved communities. These neighborhoods make up the portion of the city north of US Highway 101 (US-101) and a small portion south of US-101 but north of the Dumbarton Corridor. Historically, this was the area of Menlo Park that was segregated through racial covenants that banned Black households south of US-101. Even today, Belle Haven and the Bayfront are within school districts separate from the districts that serve the majority of the city. Belle Haven and the Bayfront are also racialized communities: with disproportionately more Hispanic and Black residents than the rest of the city, these underserved communities are made up of households that have been historically underrepresented in the planning process in Menlo Park.

The SAFER Bay Project holds particular significance for the Belle Haven and Bayfront communities, as it directly addresses the neighborhood’s vulnerability to sea level rise and flooding due to its location along the San Francisco Bay shoreline.

Community Networks and Interested Parties

The Outreach and Engagement Strategy recognizes the importance of engaging both key decision-makers and a broad network of internal and external interested parties. These individuals and groups play a critical role in shaping outcomes and supporting community participation. To further support implementation, Appendix A, Network list, provides detailed lists of specific individuals, agencies, and organizations involved in or affected by the project. These networks will act as valuable conduits to the broader community, helping to reach diverse populations, distribute information, and encourage meaningful participation.



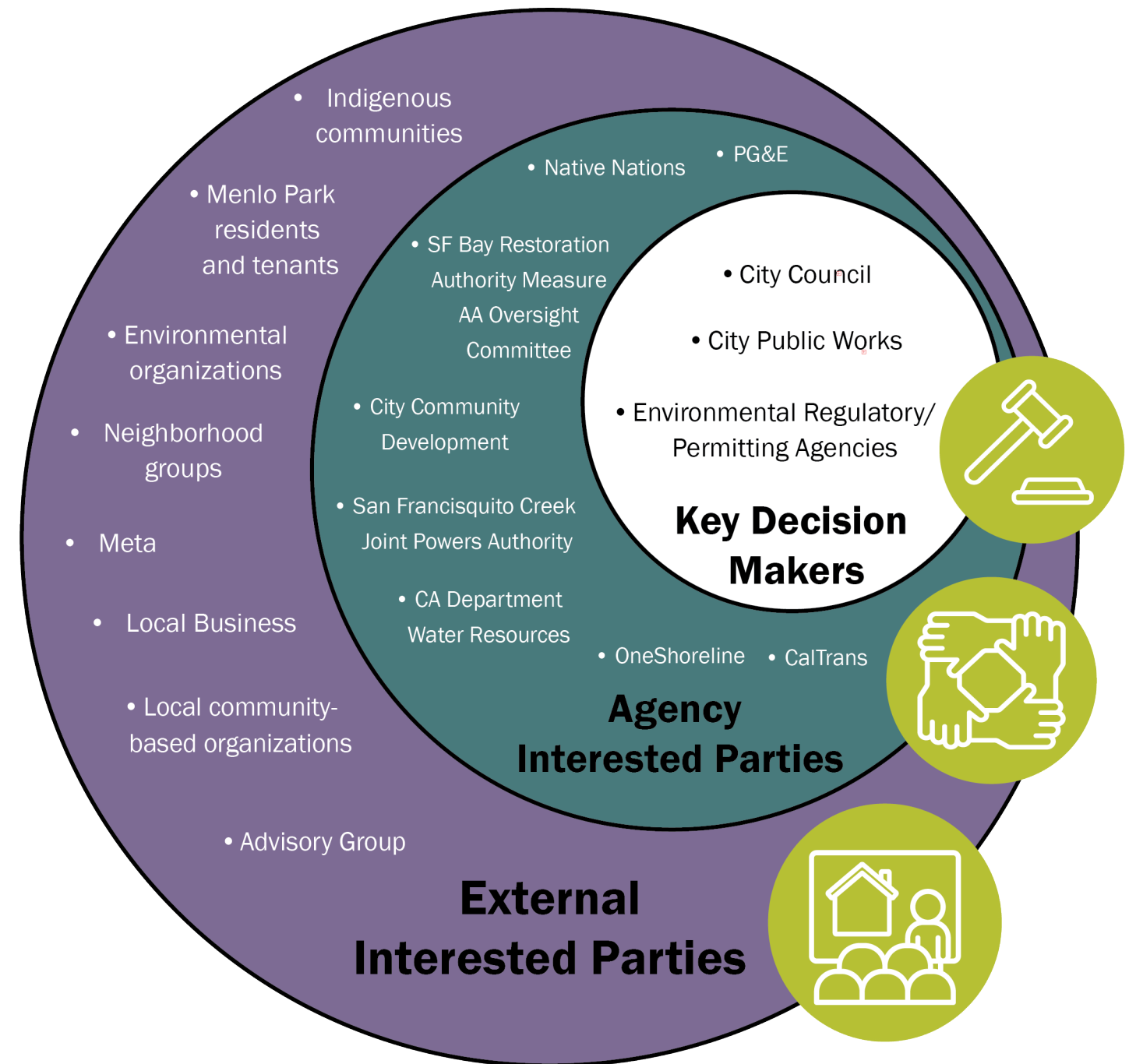
Native Nations

The SAFER Bay Project sits on the traditional territory and unceded homeland of Ramaytush Ohlone peoples who are the original inhabitants of the San Francisco peninsula. As the indigenous stewards of this land and in accordance with their traditions, the Ramaytush Ohlone have acted as caretakers of this place for millennia. We recognize the benefit of living and working in their traditional homeland. This acknowledgement demonstrates a commitment for a process that recognizes the Sovereign Rights of First Peoples. Outside of the formal consultation process, this Outreach and Engagement Strategy will remain flexible and open to opportunities for focused conversations with native nations in settings where it is most comfortable and appropriate for them.



Advisory Group Support

The Advisory Group will play a key role throughout the project by providing local insight, shaping engagement strategies, and offering feedback on key design elements. These smaller, targeted discussions will allow for deeper exploration of perspectives. Advisory Group involvement will help ensure that both outreach and design decisions are responsive to community needs and values. The Advisory Group will review and provide input on the project's major design phases (35%, 60%, and 90% PS&E) during regularly scheduled meetings. We will meet with the Advisory Group up to eight times to share our plans and gather feedback on content, format, design considerations, and outreach approaches. Their community knowledge will help us ensure that both the engagement process and the final project outcomes are culturally relevant, accessible, and meaningful to all participants.



Who is Impacted? Reducing Barriers for Community

Based on the above information, the Menlo Park SAFER Bay outreach and engagement will incorporate the following considerations into engagement efforts throughout the life of the project.

Barrier		Solutions
Language Access	With a substantial Spanish speaking population, language differences can impede effective communication and outreach, limiting the involvement of non-English speakers in crucial discussions and decision-making processes.	<ul style="list-style-type: none"> Engagement materials will be translated into Spanish. Engagement events will include interpretation for Spanish speakers.
Cultural Diversity	The substantial foreign-born population (29.4 percent) and significant Hispanic/Latino population (17.7 percent) suggests the need for culturally sensitive engagement strategies and potentially multilingual communication to ensure inclusivity.	<ul style="list-style-type: none"> Create communication that is culturally appropriate and resonates with the intended audience. Distribute information through trusted voices and organizations at frequented areas and through multiple platforms to increase visibility.
Socio-Economic Factors	Economic pressures in disadvantaged neighborhoods may limit access to transportation and technology, and residents may not have the time available to participate in community meetings or digital platforms.	<ul style="list-style-type: none"> Bring engagement to where people already are. Offer stipends, meals, or transportation assistance to reduce participation costs. Align engagement with community schedules – evenings and weekends are preferred. Provide wraparound support like childcare, interpretation, and hybrid participation options.
Disabilities	11.9 percent of the population has one of the following disabilities: hearing, vision, cognitive, or ambulatory. They may have trouble accessing resources and participating in the engagement process if there are not accessible practices put in place to ensure their inclusion.	<ul style="list-style-type: none"> Ensure all engagement formats and locations meet ADA accessibility standards, including physical access, communication aids, and inclusive design. Create welcoming environments that accommodate mobility devices, support animals, and caregivers. Ensure engagement materials are available in accessible formats and provide translation services when needed.

Barrier		Solutions
Transportation	7.2 percent of households without a vehicle emphasize the need for accessible public transportation options or remote participation methods.	<ul style="list-style-type: none"> Hold events in areas that are accessible by reliable public transportation. Offer online participation alternatives.
Access to Information	Limited educational resources can hinder the community’s understanding of complex issues and reduce their ability to participate meaningfully in discussions and decisions. The demographic data showing that 72.7 percent of adults over 25 have a bachelor’s degree or higher and 93.8 percent have high school education or higher suggests a highly educated populace, which could be engaged through more detailed educational programs or initiatives that leverage their educational background.	<ul style="list-style-type: none"> Offer opportunities and resources to residents who wish to learn more. Document and share learnings of engagement efforts. Prepare materials written at a high school reading level and define terms that may be unfamiliar to those not involved in planning.
Historical Mistrust in Government Among Marginalized Communities	Historic and systemic inequities have contributed to a lack of trust in government institutions. In Menlo Park, the broader community includes undocumented and other marginalized groups who may not be reflected in the official data. Both long-standing residents and newer community members – particularly those who have experienced exclusion or harm— may view government institutions as unapproachable or unresponsive, which can discourage participation even when policies are inclusive and welcoming.	<ul style="list-style-type: none"> Work with community organizations to get input from residents who may feel uncomfortable engaging with City staff. Respect residents’ need for privacy and confidentiality in engagement methods. Offer frequent and consistent touchpoints to build and maintain community trust. Offer low-barrier, informal engagement options.



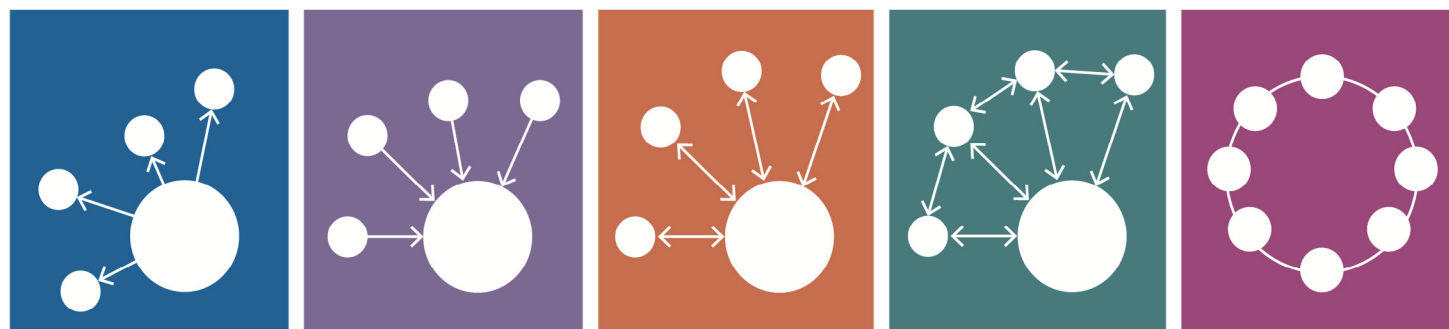
Priority Engagement Areas

This strategy acknowledges that certain neighborhoods in Menlo Park, particularly Bayfront and Belle Haven, have experienced disproportionate impacts from historical disinvestment and systemic inequities. To support more inclusive engagement, we will prioritize engagement in these areas while continuing to engage residents citywide. This ensures that communities most directly affected and historically underrepresented are meaningfully included in the process. Our approach will include providing multilingual and accessible materials, collaborating with community-based organizations, and hosting events in familiar, community-centered locations. More information regarding our approach to priority engagement areas can be found in Section 3 of this document.

Participatory Methods and Reciprocal Community Partnerships

This section outlines the methods and partnerships that will guide the engagement process for the Menlo Park SAFER Bay Project. Every engagement effort incorporates different levels of participation, from informing the community to empowering them to influencing the decision-making process. The following sections detail key project milestones with associated engagement activities, and the preferred methods for each event.

SPECTRUM OF COMMUNITY ENGAGEMENT



OUTREACH

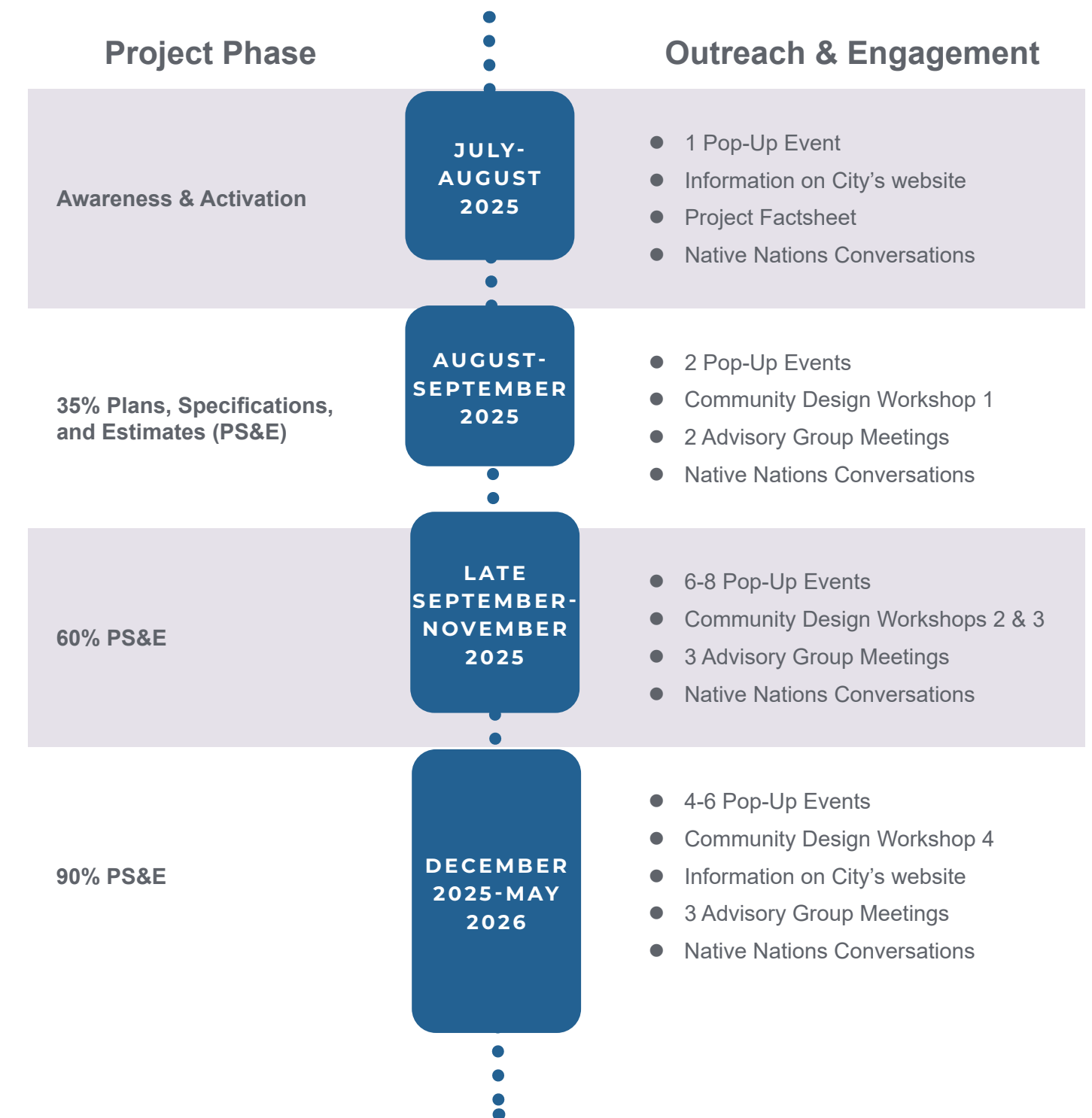
- Short-term
- Marketing
- What can the agency do for the community?
- Transactional
- Directional

ENGAGEMENT

- Long-term
- Relationship building
- What can the agency and the community accomplish together?
- Connecting
- Cyclical

Project and Public Engagement Timeline and Milestones

The outreach and engagement schedule aligns with key project milestones to ensure timely and meaningful community participation. The following table outlines the engagement and outreach opportunities associated with each milestone. The timeline below is an estimate and subject to change.



Engagement Activities

The SAFER Bay Project’s community engagement activities will center on building a shared sense of resilience and stewardship in the face of sea level rise. Through creative, collaborative workshops, residents will explore how thoughtful design, and collective action can help safeguard Menlo Park’s neighborhoods, natural spaces, and future from the impacts of sea level rise. Early engagement will focus on deepening public understanding of the challenges and opportunities tied to rising tides, creating space for reflection, dialogue, and learning. As the project moves forward, these conversations will evolve into hands-on design sessions, where community voices will help shape the vision for floodwalls and levees that are not only functional but reflective of local values and identity. Rooted in transparency and trust, this process invites the community to be co-creators in a safer, more adaptive Menlo Park.



Meet People Where They Are

In this project, we prioritize engagement efforts in neighborhoods most impacted by historical disinvestment and systemic inequities, namely Bayfront and Belle Haven. These communities have faced significant barriers to access, representation, and participation in decision-making processes, and it is critical that their voices are not only heard but actively shape the planning efforts. Our approach is centered around the lived experiences and local knowledge of these residents. We will meet people where they are and remove barriers to participation by following the strategies identified on Page 12 and 13 of this document. Throughout the engagement process, we will continuously evaluate the effectiveness of our efforts, staying flexible and open to adjusting strategies as needed to ensure the inclusion of all voices, especially those historically marginalized. This collaborative, community-first approach fosters a sense of ownership and accountability among participants, ensuring that the planning process is shaped by the diverse perspectives and aspirations of the communities we serve.

Native Nations Conversations



To meaningfully elevate Indigenous voices, we will focus on intentional efforts to connect with Native Nations in ways that are respectful, relational, and responsive to their preferences and time. Understanding and being mindful of the concurrent and formal consultation channels, we will extend invitations for informal, one-on-one conversations or small group discussions at each design phase to share project information and explore design concepts at the level and pace they are most comfortable with. These conversations aim not only to inform the project but also to support the development of longer-standing relationships with the broader tribal community. In addition, we will integrate Indigenous perspectives into broader engagement activities, such as workshops and pop-up events, by creating space for cultural insights to be shared voluntarily and ensuring that materials and facilitation methods are inclusive of Native voices and worldviews.

Informational Collateral and Digital Outreach

To help extend outreach, this project will provide accessible, informative materials in both digital and print formats. These resources will serve as a foundation for ongoing learning.

Methods	Descriptions
Printed and Digital Fact Sheet	<ul style="list-style-type: none"> A clear, visually engaging resource covering historic preservation basics Addresses common misconceptions with “Fact versus Fiction” sections
Social Media	<ul style="list-style-type: none"> Promotion of engagement events and opportunities for the public to provide feedback through established City social media platforms.
Email Newsletters	<ul style="list-style-type: none"> Regular email updates about engagement events and project progress to keep the community informed and engaged.



Pop-Up Events

This project will host up to 17 pop-up/mobile events to provide accessible, informative materials to the community, while gaining relevant feedback and being available to answer any questions attendees may have. A suite of activity options is listed below. The project team will employ the methods most suitable for the community at the time of the event.

Methods	Descriptions
Mini Survey	Short survey at the end of each event to collect emails, demographic information, and feedback from participants on their experience.
Interactive Polls/Quizzes	Use real-time trivia, polls, or quizzes on mobile apps or websites to educate and engage attendees in a fun, interactive way.
Design/Idea Polling	Set up interactive, informal polling stations to gather input on design concepts and aesthetic preferences.
Information Displays	Set up information booths with visual displays (e.g., project timelines, before-and-after models, photos, or diagrams) that attendees can explore at their own pace.
Community Visioning Boards	Use vision boards or large poster boards where attendees can write or draw their ideas, hopes, or concerns about the project, encouraging brainstorming and idea-sharing in a low-pressure environment.
Youth Engagement	Organize special events for young people, such as art projects, games, or workshops, focusing on environmental education and flood protection infrastructure, creating opportunities for parents with young children to participate more easily.
Flyers	Hand out a visually appealing, one-page flyer that provides a clear and concise overview of the project with key details such as project goals, timeline, community benefits, and ways to get involved.
Participation Incentives	Provide small incentives to entice participants to tabling events, such as branded giveaway items for participating in events, filling out a survey, or visiting the booth.
Community Walk and Talk	Take a guided walk along the Bay shoreline to discuss the project's potential impact, allowing community members to share ideas and concerns in an informal setting.

Public Workshops

These workshops will provide foundational knowledge, dispel myths, and engage participants in interactive activities related to the project. These workshops will be held either in-person, virtually, or via a hybrid format, depending on the needs of the community at the time of planning.

Methods	Descriptions
Workshop 1: “SAFER Bay 101”	<ul style="list-style-type: none">● Provide basic education on technical project terms (sea level rise, levees, flood protection).● Explain the SAFER Bay Project and where participants' feedback will be incorporated.● Share insights from past engagement efforts.● Mini design charrette to prompt participants to think about design and aesthetics based on available 35% PSE.● Q&A session at the end of the workshop.
Workshop 2: “Envisioning a SAFER Future”	<ul style="list-style-type: none">● Design Charette activity – attendees collaborate to develop design concepts for the floodwall and levee projects.● Discussion of priorities related to the design and aesthetics of the project.
Workshop 3: “From Vision to Blueprint: Community Design Session”	<ul style="list-style-type: none">● Summarize key insights from previous workshops.● Present 60% PS&E Design Concept developed with community input.● “Schematic Design Development” activity – participants break into groups and focus on a specific aspect of the project (floodwall design, levee integration, tidal marsh restoration).
Workshop 4: “Design Development Workshop: Refining Our Vision”	<ul style="list-style-type: none">● Summarize key insights from previous workshops.● Present 90 % PS&E designs that incorporate community input.● Setting up stations to present different aspects of the design, provide sticky notes for participants to give comments and suggestions.

Measuring Reach

This plan is not a static document, but an ongoing strategy that is reviewed and updated based on experiences and the changing circumstances of the city. This section details how the project team will evaluate the public engagement process on an ongoing basis to ensure that the program is as effective as possible in facilitating full and open access to the planning process, and that all interested parties are given the opportunity to participate.

The project team will use both quantitative and qualitative measures to assess the effectiveness of the overall engagement program and specific strategies. The measures are outlined below.

Overall Strategy Progress Qualitative Measures

Qualitative measures reveal whether participants are responding well to our engagement format and feel that their voices are being heard. Insights into the effectiveness of our approach can help us identify areas of improvement and better structure our efforts. Qualitative measures may also include discussions within the project team about the implementation plan's effectiveness, changes made during the process, and potential future adjustments.

Measure	Content	Data Source
Participant Feedback	Insights into participant satisfaction, experiences, and suggestions for improvement	<ul style="list-style-type: none"> ● Testimonials and Quotes from Participants ● Post-Engagement Feedback Surveys ● Open-Ended Survey Responses
Project Team Evaluation	Insights into the effectiveness of the implementation plan	<ul style="list-style-type: none"> ● Team Debriefs ● Internal Meetings

Overall Strategy Progress Quantitative Measures

Quantitative measures provide a clear picture of the reach of our engagement efforts. By mapping the demographics of our survey respondents and event participants, we can identify which voices are being heard the most. This helps us pinpoint gaps in our engagement, uncover barriers to participation, and determine where to focus our future efforts.

Measure	Quantitative Measure	Target	Data Source
Participation Rates	Workshop Attendance	At least 20 attendees per workshop	Workshop Sign-In Sheet & Feedback Form
	Advisory Group Attendance	At least 80% of all members present each meeting	Advisory Group Intake Form
	Pop-Up Attendance	At least 30 people reached at each event	Booth Traffic Monitoring at Pop-Ups
Demographic Data	 Geographic Representation	<ul style="list-style-type: none"> ● Statistically significant number of responses from each City Council district ● District 1: 363 ● District 2: 363 ● District 3: 364 ● District 4: 364 ● District 5: 365 	<ul style="list-style-type: none"> ● Digital Engagement Tracking ● Workshop Sign-In & Feedback Form ● Pop-Up Exit Survey
		Age Representation	At least 10% of participants from each age group (18-24, 25-34, 35-44, 45-54, 55+) <ul style="list-style-type: none"> ● Digital Engagement Tracking ● Workshop Sign-In & Feedback Form ● Pop-Up Exit Survey
	Retention Rates	Workshop Retention	30% return rate for community workshops
	Network Growth	Increase contact list by 10%	<ul style="list-style-type: none"> ● Event Attendance Tracking ● Network List Maintenance

Barrier Reduction Measures



To evaluate whether our efforts effectively reduced barriers to participation, we will implement the following adaptive metrics.

Barrier Addressed	Evaluation Method	Data Source	Success Indicator
Language Access	Track language needs and satisfaction	Feedback forms, interpreter sign-ins, multilingual surveys	90% of non-English-speaking participants report materials were accessible
Transportation Limitations	Assess convenience of event location	Event exit surveys, attendance by zip code	75% of participants report location was easy to access
Childcare/Time Constraints	Track use of support services (childcare, evening events)	Event sign-in sheets, observation	50%+ of available childcare slots used during events where it is offered; or high attendance at evening/ weekend events that were designed for working families
Disability Access	Monitor physical and digital accessibility	Accessibility checklist, participant feedback	All events meet ADA standards and 90% satisfaction rate among disabled participants
Trust & Comfort with Government	Gauge comfort level and willingness to return	Anonymous open-ended feedback, repeat attendance data	30% increase in return participants from historically underrepresented groups

Analysis and Reporting

Quantitative data will be analyzed using statistical methods to identify trends and patterns. Qualitative data will be gathered through surveys, debriefs, and event observations. We will also use open-ended survey questions, post-event reflections, and facilitator observations to understand if participants encountered any unexpected barriers or felt that their needs were unmet. These insights will guide iterative adjustments to our engagement methods, ensuring the strategy remains responsive and inclusive. The results will be presented in a survey memorandum and uploaded to a digital project folder.

This process will help us apply key learnings to future initiatives and ensure that community engagement in Menlo Park remains an iterative and evolving process.

APPENDICES

APPENDIX A NETWORK LIST

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APPENDIX C EVENT SUMMARIES

These appendices are being generated as the project progresses and will be finalized at the end of the engagement program.