Evaluation Plan and Survey Questions

Evaluation name

Land Ports of Entry (LPOE) Community Engagement Impact Evaluation

Evaluation goal

The goal of this evaluation is to assess the impact of community engagement initiatives across LPOE sites on (a) the allocation of public funds, and (b) the public's perception of the LPOE project.

Evaluation question(s)

1. How did community engagement influence the allocation of public funds?

2. How did different engagement approaches affect the allocation of public funds?

3. What impact did the engagement efforts have on public perceptions of the community engagement initiatives?

Evaluation design and methods

To answer evaluation questions, the GSA Evaluation Division (MSG) will adopt a two-fold approach:

● **Regional Points of Contact (RPOC) Survey:** We will commence by administering an online survey to RPOCs across various LPOE sites and collect documents from them.

● **Community Member Survey:** Subsequently, we will conduct a follow-up survey involving members of the community in four selected LPOE sites.

These two approaches will work in tandem to provide valuable insights into the impact of community engagement, benefiting both the government and the local communities.

As part of the evaluation process, MSG will collaborate with key stakeholders to develop surveys for both RPOCs and the community. These surveys will address the guiding evaluation questions that focus on the way public funds are spent.

RPOC survey draft

The GSA Evaluation division (MSG) is in the process of conducting a comprehensive survey aimed at RPOCs who have been actively engaged in community involvement efforts related to the Land Ports of Entry Projects. Our primary objective is to gain valuable insights into the influence of community engagement on the overall success of

these projects. We kindly request your participation in completing the following survey to provide us with a better understanding of the impact of your dedicated efforts. Your input is of significant importance in shaping the future of these projects.

Community Demographics and Needs [optional]

1. Were there any evaluations of community demographics prior to engaging in recruitment efforts?
   a. Yes [If yes, please specify how this looked like]
   b. No
2. How would you describe the make-up of the community you engaged with?
   a. Predominantly Urban
   b. Predominantly Suburban
   c. Predominantly Rural
3. Which age group appeared to be most active and engaged in community involvement efforts?
   a. Youth
   b. Adults
   c. Seniors
4. Were there specific cultural or ethnic groups that made up a significant portion of the community you worked with?
   a. Yes [If yes, please specify if there were any efforts to understand the cultural and ethnic groups prior to recruitment]
   b. No
5. Did you identify any particular language preferences or language barriers within the community prior to recruitment?
   a. Yes
   b. No
6. What were the most common socioeconomic backgrounds of the community members you engaged with?
   a. Low Income
   b. Middle Income
   c. High Income
7. Were there any evaluations of community needs prior to recruitment efforts?
   a. Yes
   b. No [If no, skip questions 8 to 12]
8. Did you identify any community needs related to infrastructure, transportation, or public services prior to any recruitment efforts?
   a. Yes
   b. No

9. Did you identify any community needs related to education prior to any recruitment efforts?
    a. Yes
    b. No
10. Did you identify any community needs related to employment prior to any recruitment efforts?
    a. Yes
    b. No
11. Did you identify any community needs related to access to healthcare prior to any recruitment efforts?
    a. Yes
    b. No
12. Did you identify any community needs related to transportation challenges prior to any recruitment efforts?
    a. Yes
    b. No
13. Did you engage with any stakeholders prior to engaging in recruitment efforts?
    a. Yes
    b. No [If no, skip 14]
14. Did stakeholders provide any input on the communities' preferred method of communication and engagement?
    a. Yes [If yes, elaborate on how community and engagement methods changed]
    b. No

Recruitment (Main Questions)

15. Did the recruitment process for community engagement involve reaching out to local organizations or groups?
    a. Yes [If yes, ask them to list which organization]
    b. No
16. Were recruitment materials, such as flyers or online posts, used to attract community members?
    a. Yes
    b. No
17. Was social media used as a recruitment method for community engagement efforts?
    a. Yes
    b. No
18. Did the recruitment process specifically target underrepresented or marginalized groups within the community? [optional]

   a. Yes [If yes, ask them to explain how this was conducted]
   b. No
19. Were any of the recruitment materials available in languages other than English? [optional]
   a. Yes
   b. No
20. Were there specific timeframes or deadlines for recruitment and community involvement?
   a. Yes [If yes, ask them to specify]
   b. No
21. Did community engagement activities involve in-person recruitment efforts, such as community events or door-to-door outreach?
   a. Yes
   b. No
22. Was online registration or sign-up utilized as part of the recruitment process?
   a. Yes
   b. No
23. Were surveys or questionnaires used to assess the preferences and availability of potential community participants?
   a. Yes
   b. No
24. Did the recruitment process include follow-up communication or reminders to encourage participation? [optional]
   a. Yes
   b. No
25. How were recruitment materials created? And who played a role in their production? [optional]

Implementation (Main Questions)

26. Were community engagement activities primarily conducted in person or through digital channels? [optional]
   a. In person
   b. Digital
27. How frequently were community meetings or engagement events held during the project? [optional]

28. Were surveys or questionnaires used as part of your community engagement strategy to collect feedback and preferences? [optional]
   a. Yes
   b. No

29. Did the community engagement efforts include educational workshops or informational sessions for community members?
    a. Yes
    b. No
30. Did the community engagement efforts include town-halls for community members?
    a. Yes
    b. No
31. Did the community engagement efforts include focus groups for community members?
    a. Yes
    b. No
32. Did the community engagement efforts include targeted focus groups for underrepresented community members?
    a. Yes
    b. No
33. In your experience, were community members generally receptive to engagement efforts, or did you encounter resistance?
    a. Generally Receptive
    b. Mixed Responses
    c. Encountered Resistance
34. Were local officials actively involved in community engagement activities, providing support and input?
    a. Yes
    b. No
35. Was there any language accommodation provided during the engagement activities?
    a. Yes [If yes, please explain]
    b. No
36. Did you encounter any notable challenges or obstacles during the implementation of community engagement activities?
    a. Yes [If yes, please explain]
    b. No

Outcomes (Main Questions)

37. Did you incorporate the preferences and feedback of community members into project decisions and priorities?
    a. Yes [If yes, please explain]
    b. No

38. Did the engagement efforts identify any community-based assets that the project could utilize or leverage?
    a. Yes
    b. No [If no, skip 40 and 41]
39. Please tell us more about what assets were identified:
40. Please tell us if these assets were leverage, and if there were any community-based gains if they were:
41. To what extent did community engagement influence the building plans of the project?
    a. Significantly
    b. Somewhat
    c. Minimally
    d. Not at all
42. Please explain your answer to the previous question:
43. In your experience, how effectively were community members' preferences and priorities incorporated into project decisions?
    a. Very effectively
    b. Moderately effectively
    c. Not very effectively
    d. Not at all effectively
44. Please explain your answer to the previous question:
45. Were there significant economic benefits or improvements in the project because of the engagement?
    a. Yes
    b. No
46. Please explain your answer to the previous question:
47. Was there anything that was avoided in the project as a results of the engagement?
    a. Yes
    b. No
48. Please explain your answer to the previous question:
49. What lessons were learned through community engagement efforts that can inform future projects? [optional]
50. Did the engagement efforts help identify any community needs related to infrastructure, transportation, or public services? [optional]
    a. Yes
    b. No
51. Did the engagement efforts help identify any community needs related to education? [optional]

    a. Yes

    b. No

52. Did the engagement efforts help identify any community needs related to employment? [optional]

    a. Yes

    b. No

53. Did the engagement efforts help any community needs related to access to healthcare? [optional]

    a. Yes

    b. No

54. Did the engagement efforts help any community needs related to transportation challenges? [optional]

    a. Yes

    b. No

55. How would you rate the overall effectiveness of your community engagement strategy? [optional]

    a. Highly effective

    b. Somewhat effective

    c. Somewhat ineffective

    d. Highly ineffective

56. How representative were those engaged when compared to the overall community? [optional]

    a. Very representative

    b. Somewhat representative

    c. Not very representative

    d. Not at all representative

    e. Not sure

57. To what extent were community members involved in decision-making processes related to the project?

    a. Actively involved

    b. Consulted but not involved

    c. Minimally involved

    d. Not involved

58. To what extent did community members express satisfaction with the project outcomes and the responsiveness of the project team?

    a. Very satisfied

    b. Satisfied

    c. Neutral

    d. Dissatisfied

    e. Very dissatisfied

59. How would you rate the overall impact of community engagement on the project's success?

    a. Highly impactful
    b. Somewhat impactful
    c. Minimally impactful
    d. Not impactful

Community member survey draft

Dear Members of Our Community,

The General Services Administration (GSA) extends a warm invitation to you to participate in a survey aimed at understanding the impacts of community engagement on the modernization of Land Ports of Entry (LPOE) and its effects on our local communities. Your valuable insights will play a pivotal role in shaping the future of our community engagement efforts.

Your feedback is of utmost importance to us, as it enables us to improve and refine our strategies for the benefit of our community. The insights you provide will guide us in making informed decisions, prioritizing projects, and enhancing the overall quality of life in our region.

We appreciate your time and dedication to our community. By participating in this survey, you are contributing to the positive transformation of our Land Ports of Entry projects and our [add name of community] community as a whole.

Thank you for your active involvement and support. We look forward to learning from your experiences and understanding how we can continue to make a positive impact on our [name of community].

Sincerely,

The General Services Administration

Consent Form

1. How familiar are you with the Land Ports of Entry (LPOE) modernization project in our community?

    a. Very Familiar
    b. Somewhat Familiar
    c. Not very Familiar
    d. Not Familiar at all

The Infrastructure Investment and Jobs Act, commonly known as the Bipartisan Infrastructure Law (BIL), which was signed into law by President Biden in 2022, represents a historic commitment to enhance supply chains and upgrade crucial elements of our nation's infrastructure, including ports, airports, railroads, and highways. Within the BIL, there is a provision allocating $3.4 billion to the General Services Administration (GSA) for the enhancement of our nation's land ports of entry along both the northern and southern borders of the United States. [This explanation can be made shorter if needed]

2. Have you attended any community engagement events related to the LPOE modernization project?
    a. Yes
    b. No
3. Did you feel adequately informed about the LPOE's goals and progress through their community engagement efforts? [optional]
    a. Yes
    b. No
4. Did the LPOE's community engagement efforts actively seek your input and feedback regarding the project? [optional]
    a. Yes
    b. No
5. How satisfied are you with the level of community involvement and engagement regarding the LPOE modernization project?
    a. Very Satisfied
    b. Satisfied
    c. Neutral
    d. Dissatisfied
    e. Very Dissatisfied
6. Have you noticed any changes in the local infrastructure, such as roads, bridges, or facilities, as a result of the modernization project?
    a. Yes
    b. No
7. Do you agree that the modernization project has had a positive impact on local economic conditions?
    a. Strongly Agree
    b. Agree
    c. Neutral
    d. Disagree
    e. Strongly Disagree

8. Do you agree that the modernization project has had a positive impact on attracting tourists to the community?
    a. Strongly Agree
    b. Agree
    c. Neutral
    d. Disagree
    e. Strongly Disagree

9. Do you agree that the modernization project has had a positive impact on the quality of life of the community?
    a. Strongly Agree
    b. Agree
    c. Neutral
    d. Disagree
    e. Strongly Disagree

10. Do you agree or disagree that the modernization project has had a positive impact on the public health of the community?
    a. Strongly Agree
    b. Agree
    c. Neutral
    d. Disagree
    e. Strongly Disagree

11. Have you observed any improvements in the local environment or environmental sustainability as a result of the project? [optional]
    a. Yes
    b. No

12. Do you feel that the project has positively influenced the overall quality of life in your community?
    a. Strongly Agree
    b. Agree
    c. Neutral
    d. Disagree
    e. Strongly Disagree

13. Have you experienced any changes in the accessibility of local public services, such as transportation, healthcare, or education, due to the project? [optional]
    a. Yes
    b. No

14. How would you rate the communication and transparency of the project team in keeping the community informed about the project's progress?
    a. Excellent

    b. Good

    c. Fair

    d. Poor

15. Did you feel that the project team actively listened to and addressed community concerns and preferences?

    a. Yes

    b. No

16. How satisfied are you with the responsiveness of the project team to community input and concerns?

    a. Very satisfied

    b. Satisfied

    c. Neutral

    d. Dissatisfied

    e. Very dissatisfied

17. To what extent do you believe the project's success is attributed to community engagement efforts?

    a. Very significant

    b. Somewhat significant

    c. Neutral

    d. Not very significant

    e. Not significant at all

18. Did you feel that the project team genuinely valued and incorporated community input into project decisions and priorities?

    a. Yes

    b. No

19. Did you feel that the project team cared about and listened to people like you?

    a. Yes

    b. No

20. In your view, have the community engagement efforts led to more inclusive decision-making processes within our community?

    a. Yes

    b. No

21. What, if any, specific suggestions do you have to further improve community engagement for future projects in our community?

Demographic Questions [optional]

22. What is your age?

    a. Under 18

    b. 18-24

    c. 25-34

    d. 35-44

    e. 45-54

    f. 55-64

    g. 65 or older

23. What is your gender?

    a. Male

    b. Female

    c. Non-binary/genderqueer

    d. Prefer not to say

    e. Other (please specify)

24. What is your highest level of education completed?

    a. Less than high school

    b. High school graduate

    c. Some college or vocational training

    d. Bachelor's degree

    e. Graduate or professional degree

25. What is your employment status?

    a. Employed full-time

    b. Employed part-time

    c. Unemployed

    d. Retired

    e. Student

    f. Homemaker

    g. Other (please specify)

26. What is your annual household income?

    a. Less than $25,000

    b. $25,000 - $49,999

    c. $50,000 - $74,999

    d. $75,000 - $99,999

    e. $100,000 - $149,999

    f. $150,000 or more

27. What is your ethnic or racial background? (allow to select all that apply)

    a. White/Caucasian

    b. Black/African American

    c. Hispanic/Latino

    d. Asian/Pacific Islander

    e. Native American/Alaskan Native

    f. Other (please specify)

28. How long have you lived in this community?
    a. Less than 1 year
    b. 1-5 years
    c. 6-10 years
    d. 11-20 years
    e. More than 20 years
    f. I am not a resident of this community
29. Do you have any disabilities or special needs that affect your daily life?
    a. Yes
    b. No
    c. Prefer not to say

Next Steps

Survey draft questions should be refined in collaboration with potential partners during the early and mid-stages of the process.

- **RPOC survey draft:** An online survey will be delivered to RPOCs with the endorsement of our partners. Follow-ups will be conducted to make sure that as many RCPOs as possible complete the survey. Once data has been collected, we will proceed to evaluate it by creating descriptive statistics and where possible conduct correlational analyses to identify the types of engagement efforts that have the most impact on both the way funds were spent and perceived community impact.
- **Community member survey draft:** Facilitative discussions will be organized to determine whether we should carry out a comprehensive survey representative of each community or if convenience samples of engagement activity participants would suffice. Another viable option might be identifying community archetypes within each location and conducting surveys on them. Once the recruitment process is determined, we will secure Institutional Review Board (IRB) approval or an exemption. Following this, surveys will be distributed to community members, bearing the endorsement of our partners. Subsequent follow-ups will be conducted to ensure the maximum possible participation of community members. After the data collection phase, we will proceed to evaluate it by generating descriptive statistics. Where applicable, correlational analyses will be conducted to pinpoint the types of engagement efforts that have the most significant impact on perceived community outcomes.