



Evaluation Measures

Problem Identified Outputs

Reports and data releases

Community Member Outcomes

Website hits/click-throughs
 # Data requests
 # Organizational partners
 # Community presentations
 # Community members engaged
 Community "satisfaction" survey

Community Leader Outcomes

Businesses engaged
 # NMVC legislative presentations
 # Testimonials
 Policymaker survey

Opinion Shaper Outcomes

Media hits (op-eds, echoing messages)
 # Talk show appearances (TV & radio)
 # "Testimonials"
 Media survey