

Evaluating Community Education Programs

Presented to:

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QUESTIONS I WILL ADDRESS



- What are some different types of energy education efforts?
- What are the challenges in assessing behavior change from educational efforts?
- How can evaluation improve educational efforts?



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TYPES OF EDUCATIONAL PROGRAMS

- **Community Energy Projects**
- **Outreach Programs**
 - **Mass media**
 - **Local groups**
- **Schools Programs**
- **Behavior change programs**
 - **Turnkey program providers**
 - **Program administrator designed**



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COMMUNITY ENERGY PROJECTS

- Target services to a specific community
- Engage with community leaders and organizations
- Use community support for outreach to residents and businesses



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OUTREACH AND SCHOOLS

Schools may have lots of potential but must be curriculum based.



Outreach and advertising should be able to reach lots of people, but hard to measure.



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BEHAVIOR CHANGE PROGRAMS



Consumer focused programs seek to change household patterns of use.



Business focused programs seek to change the way the organization uses energy or the way trade allies design, install, or sell equipment



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KEY CHALLENGES FOR EVALUATION



- **Specification of desired changes**
 - **What is the target for change?**
 - **How will we know it when we see it?**
- **Operationalizing metrics to track**



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MORE EVALUATION CHALLENGES

- **Determining progress indicators to track**
- **Identification of those who have been affected**
- **Estimation of energy benefits**
 - **Net effects**
 - **Persistence of effects**



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HOW EVALUATION IMPROVES PROGRAMS

- **There are different types of evaluation**
 - **Outcomes or impact evaluation**
 - **Formative evaluation including:**
 - *Process evaluation*
 - *Market assessment or market evaluation*
- **Each has value for improving program**



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OUTCOMES OR IMPACT EVALUATION

→ Estimation of energy effects

- Ability to use billing data makes impacts possible to estimate
- With survey data can do second stage analysis to understand characteristics of response
- Increased in interval data will improve ability to analyze time differentiated effects
- For businesses however, effects can be difficult to quantify



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PROCESS & MARKET EVALUATION

- Assess and understand why end users do or do not make behavior changes
- Obtain feedback on implementation approaches
- Explore linkages and premise of program theory and logic
- Assess community response patterns
- Assess market characteristics and needs



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QUESTIONS?



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