Driving Savings from Behavior Programs:
The Role of Program Theory and Logic Models in Program Design and Evaluation

Amy Meyer
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Why are behavioral programs so hard to evaluate?

- The definition of a behavior program is very broad, it can be intended for many diverse purposes
- Programs can be designed without evaluations in mind
- The ACEEE recently recognized the need for behavior program designers to develop logic models

If we don’t establish any goals, how do we know if we have met them?
What Do PTLMs Offer?

**DEFINE**
Outline the objectives of the program, including tactics for meeting those objectives.

**EXECUTE**
Carry out program objectives, using the PTLM as a guiding tool.

**AGREE**
Program staff and stakeholders understand and agree on the objectives.

**EVALUATE**
Evaluate the program based on pre-determined metrics for success.
What’s outlined in program theory?

- Program Goals
- Desired Actions/Behaviors
- Motivating Conditions/Barriers
- Strategies
- Target Audience
- Messages/Communication Vehicle
What does a logic model look like?

Sample Logic Model from a School Program

<table>
<thead>
<tr>
<th>Barriers</th>
<th>Activities</th>
<th>Outputs</th>
</tr>
</thead>
<tbody>
<tr>
<td>Informational Barriers</td>
<td>Assemble and conduct outreach</td>
<td>Smart Energy Saver Kits</td>
</tr>
<tr>
<td>Installation Barriers</td>
<td>Collect feedback from teachers</td>
<td>Classrooms Enrolled in Program</td>
</tr>
<tr>
<td>Motivational Barriers</td>
<td></td>
<td>Participant Feedback Collected Through Student Surveys</td>
</tr>
</tbody>
</table>

Immediate Outcomes:
- Participants Install measures from the SES kit

Intermediate Outcomes:
- Students have a greater understanding of the production, distribution, and use of energy
- Participants are motivated to save energy

Ultimate Outcomes:
- Participants are aware of other PECCO programs and are motivated to participate
- Participants use and understand the energy savings resulting from installed measures
- Participants demonstrate household electricity savings
- General awareness of the benefits of using energy-efficient products

Program Inputs: Projected funds, PECCO staff time and expertise, communication, monitoring and evaluation support, implementation of plans and objectives, direct call line.
Where do we go from here?

» PTLMs are living documents, they should be developed early and updated often

» Already a standard component of many evaluations, hope to see more soon!
Thank You

Amy Meyer
Navigant Consultant

303-728-2475
amy.meyer@navigant.com