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Driving Savings from Behavior Programs:

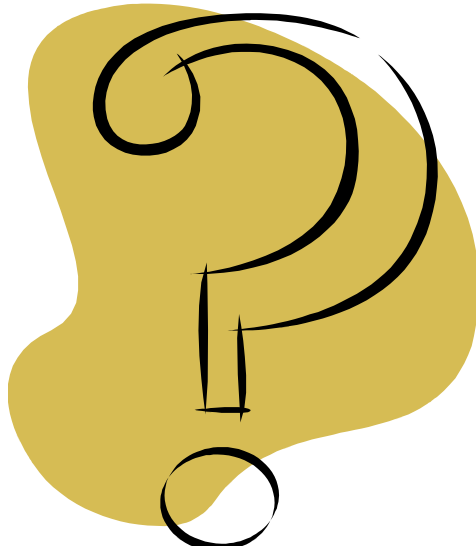
The Role of Program Theory and Logic Models in Program Design and Evaluation

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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.

AGREE

Program staff and stakeholders understand and agree on the objectives.

EXECUTE

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

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

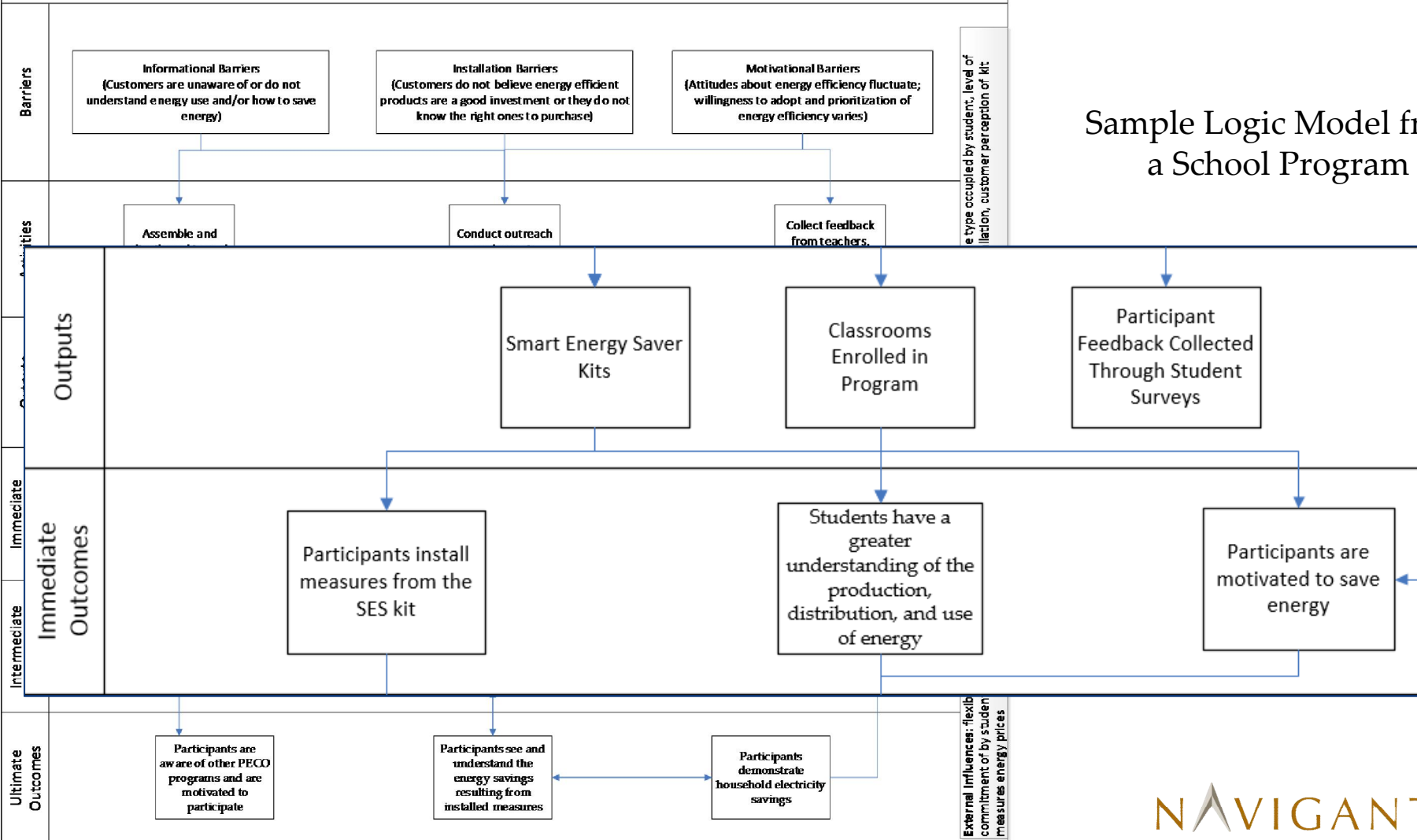


What does a logic model look like?



Smart Energy Saver Program: The purpose of PECO's SES program is to educate students about energy and energy efficiency and provide them with materials to install in their own homes in order to reduce overall energy consumption, engage in additional energy saving behaviors and encourage their parents to participate in other PECO programs.

Program Inputs: PECO ratepayer funds, PECO staff time and expertise, communication, marketing and legal support, implementer staff time and expertise, direct call line



Sample Logic Model from a School Program

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



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