



OUTREACH TOOLS & PROGRAMS EVALUATION

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TODAY'S PRESENTATION

1 WHY

2 TYPES

3 METRICS

EVALUATION OF EDUCATIONAL PROGRAMS



PURPOSE

- Evaluate the success of various communication tools and programs for informing and fostering behavior changes to benefit the environment.
- Better understanding of which outreach/education formats are effective
- Informs future outreach
- Grant requirements, permitting, internal goals..
- Other reasons?

OUTREACH TYPE

MANY MEDIUMS FOR EDUCATION

- Print - Brochures or fact sheets, recreational guides, bumper stickers, posters for bus stops, billboards, children's educational programs, tributary or watershed signage
- Digital – website, social media page, video, online class
- In-Person – event participation, class
- Others?



EVALUATION OF EDUCATIONAL PROGRAMS



WHAT METRICS DO/COULD YOU MEASURE?

Reach – number of people engaged

- Followers, impressions, likes, views, number of attendees, visitors, QR code engagements

Audience Demographics

- Gender, Age, location?

EVALUATION OF EDUCATIONAL PROGRAMS



WHAT METRICS DO/COULD YOU MEASURE?

Behavior change

- Changes in water quality
- Debris
- Other metric?

Challenges, solutions?

THANK YOU!

QUESTIONS?

WWW.TBRPC.ORG/STORMWATERFUNDING

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