

Tracking and Reporting Program Results with EPA's New Local Climate Action Framework

Emma L. Zinsmeister, MPH CPH

U.S EPA, State and Local Climate and Energy Program

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State and Local
Climate and Energy Program

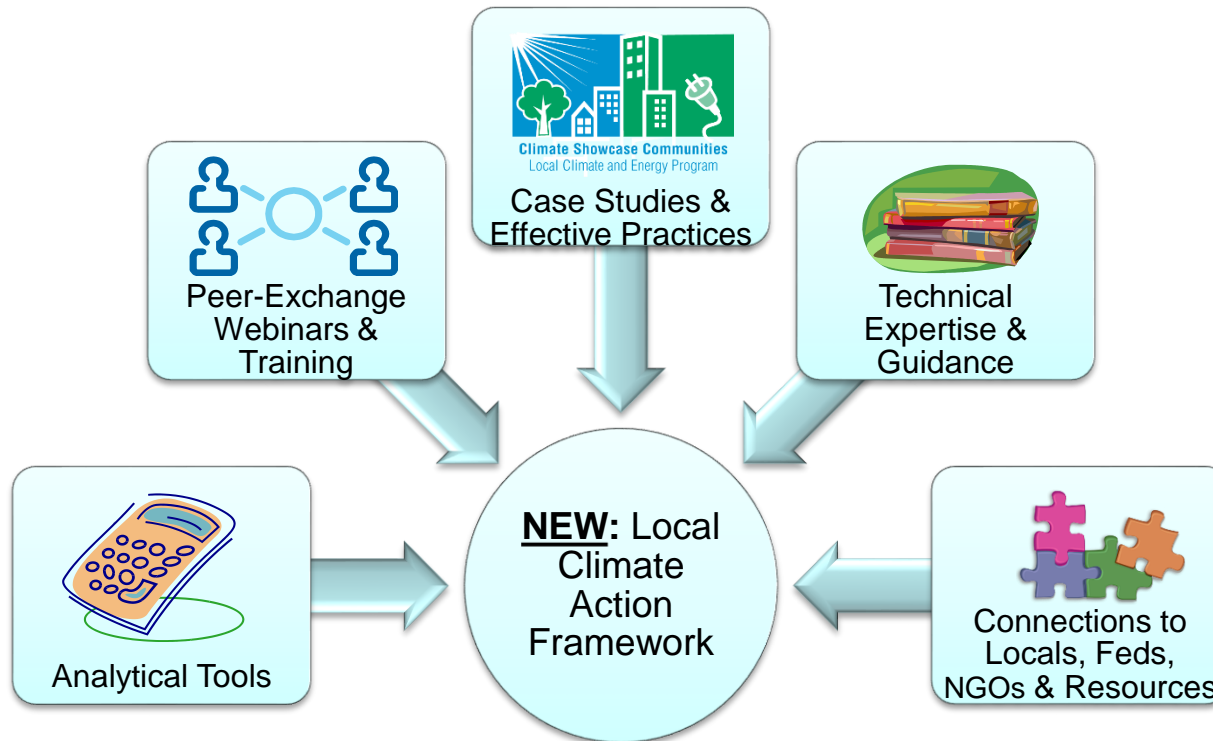




Coming in 2015: EPA's Local Climate Action Framework



- **NEW** step-by-step guidance and resources for local governments for planning, implementing, and evaluating climate, energy, and sustainability projects and programs
- Built on extensive experience, longstanding relationships, and direct input from local practitioners

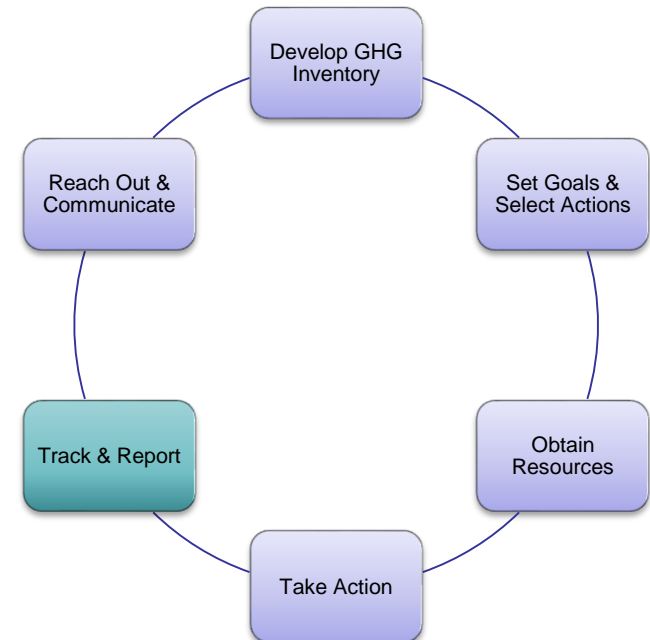




Coming in 2015: EPA's Local Climate Action Framework



- Six parts, each with key steps, checklists, cases studies, informational resources, data sources, tools, and templates
 - ▶ **Develop GHG Inventory:** Quantify greenhouse gas emissions from local government operations or your community as a whole, including establishing a baseline inventory
 - ▶ **Set Goals & Select Actions:** Articulate goals for your project or program and identify, analyze, and select actions that promote those goals
 - ▶ **Obtain Resources:** Identify and pursue the resources needed to support your project or program, including funding, staff time, technical expertise, and buy-in
 - ▶ **Take Action:** Design and implement actions
 - ▶ Promote green government operations
 - ▶ Adopt a policy
 - ▶ Engage the community
 - ▶ **Track & Report:** Track, analyze, and report on performance indicators to assess and share project progress and success
 - ▶ **Reach Out & Communicate:** Communicate with and engage partners and the community before, during, and after project implementation



Tracking and Reporting Program Results



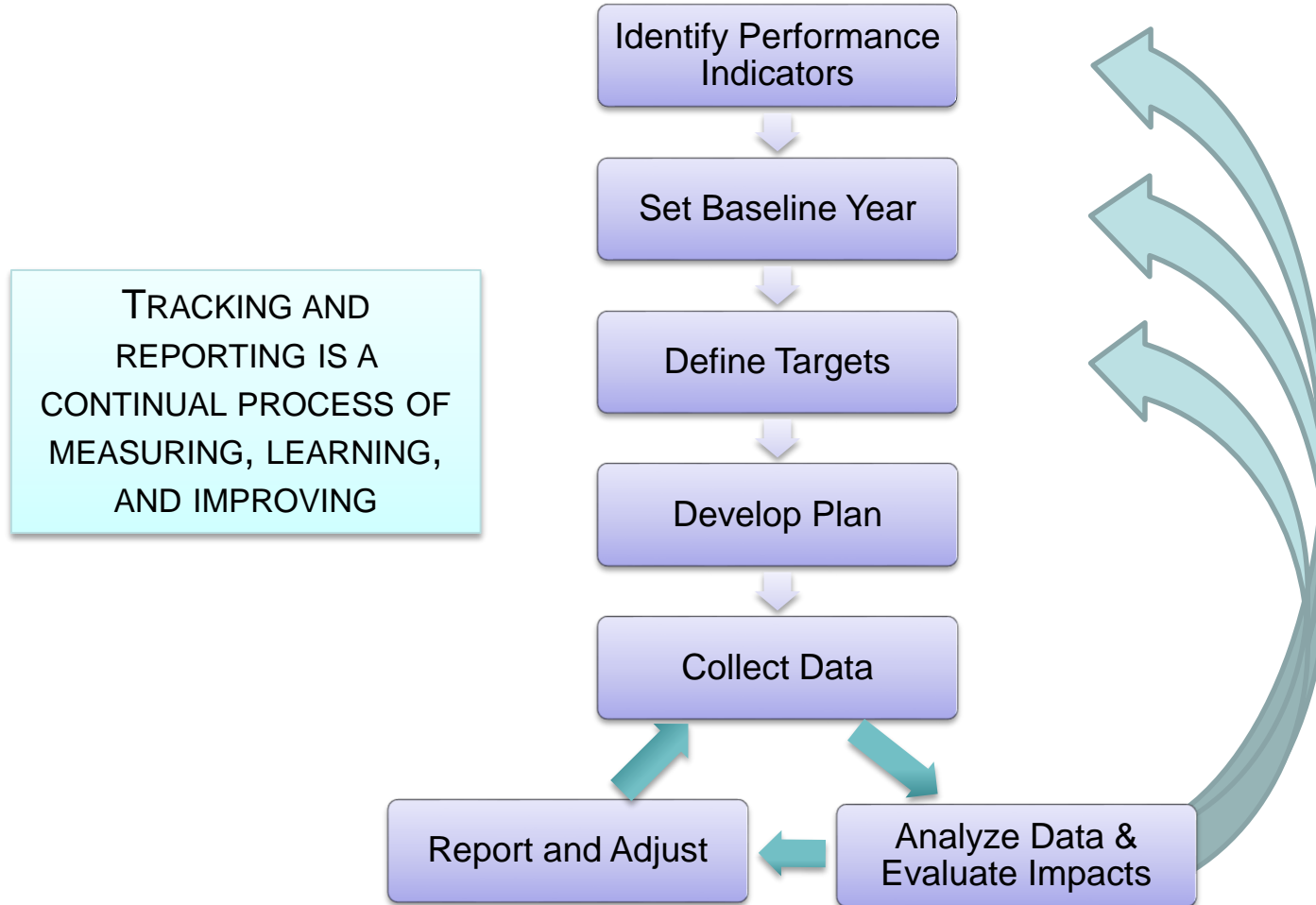
- **Tracking** is a continual process of data collection and measurement that helps:
 - Assess program performance and success
 - Identify specific areas for improvement or expansion
 - Monitor local trends
 - Make informed decisions about future policies, goals, and actions
- **Reporting** is the evaluation and communication of program results that can:
 - Generate interest in a project
 - Promote accountability
 - Improve project management
 - Demonstrate progress
 - Attract political and financial support

Tracking and Reporting Program Results



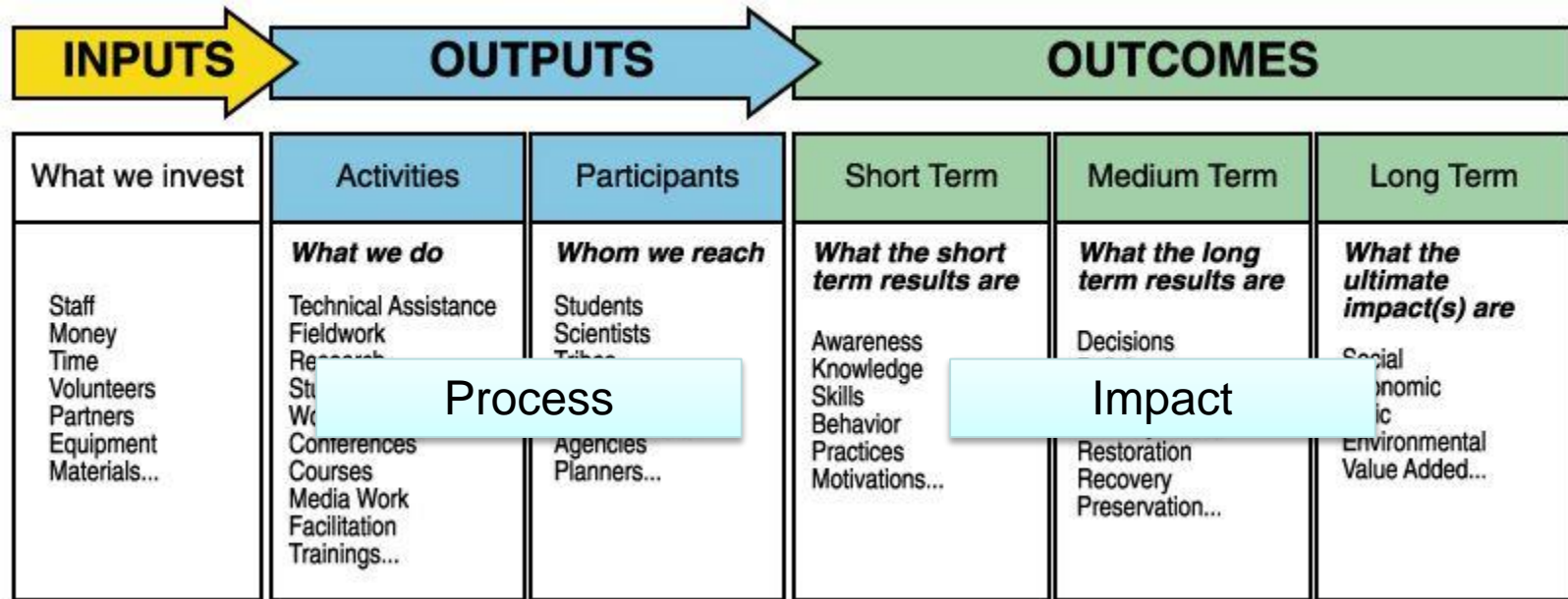
- Wait, why are we talking about **results** first? We are just getting started!
- The early bird gets the worm
 - All too often programs are not assessed until implementation is complete. Data may not be available! There is no time for course corrections!
- Develop a plan for tracking and reporting from the beginning
 - Early planning enables a more complete understanding of your program's intended impact and ensures systems are in place to collect data throughout the implementation process.
 - If established early, tracking and reporting can be incorporated into the budget, schedule, and resource needs.

Key Steps



Step 1. Identify Performance Indicators

- Indicator: measurable characteristic of a project that can be objectively evaluated over time
- Logic Model:

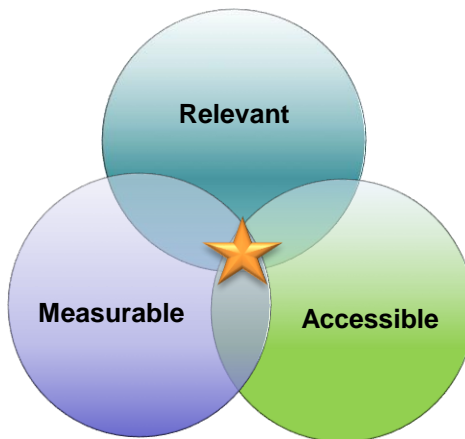


For detailed guidance on how to develop a logic model, visit EPA's Online Logic Model Course at: epa.gov/evaluate/lm-training

Step 1. Identify Performance Indicators



Brainstorm



Assess



Select

Develop a thorough, succinct list of indicators that will provide enough information to assess progress toward goals and that can be tracked with available resources.

Example Indicator Selection Process



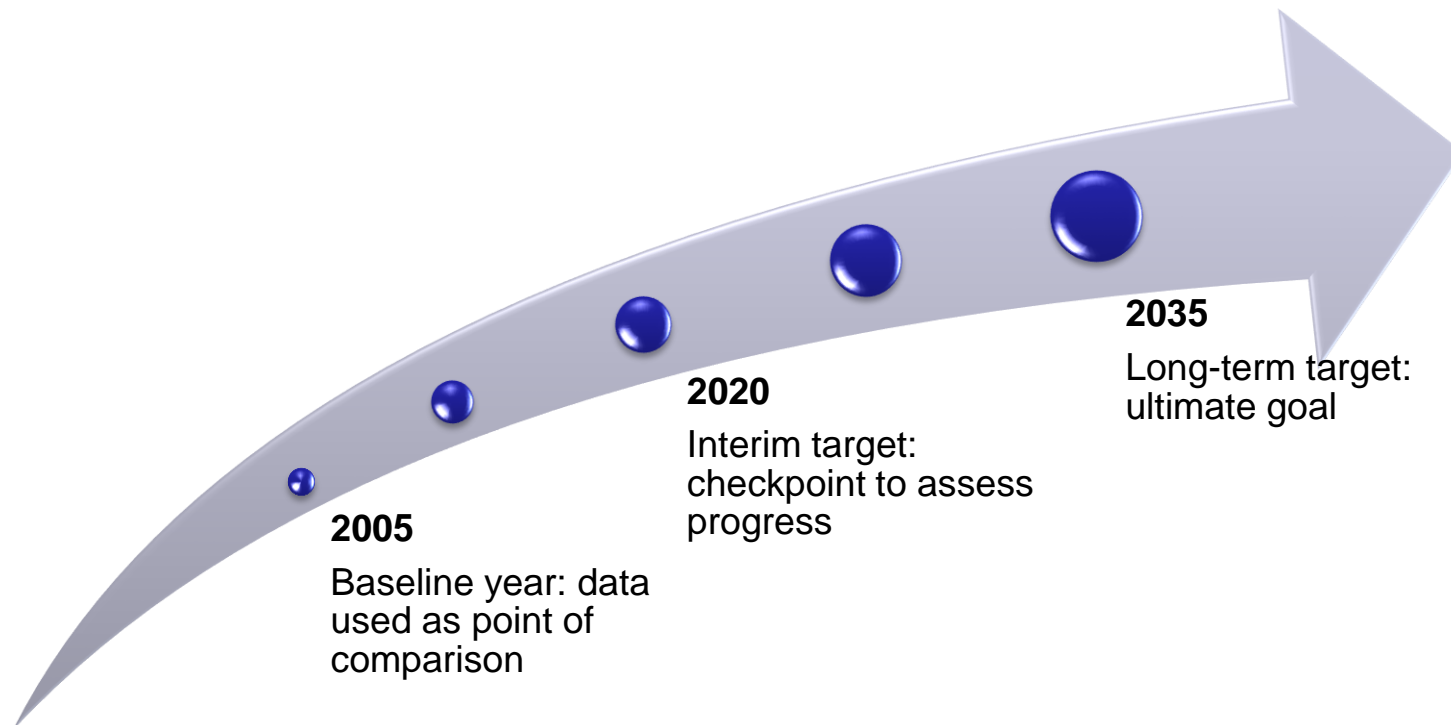
- Program: increase public transportation use as a way to decrease trips in single-occupancy vehicles

Indicator	Relevant	Measurable	Accessible	Include
Public awareness of transportation options	Yes – one of the project goals is to increase the accessibility of alternate modes of transportation	Yes – qualitative measurement that can be surveyed	Yes – the project could develop a survey to ask residents about their awareness of transportation options	Maybe – the metric is relevant, measurable, and accessible. Consider inclusion.
Ridership number of bus rides per day originating in a specific neighborhood	Yes – the change in the number of bus rides is one of the project goals	Yes – riders pay a fare when they board the bus, it is possible to count the number of rides	Maybe – the department of transportation currently only collects data on the number of rides per bus per day, but they are in the process of exploring bus-stop data collection opportunities	Maybe – if there is an easy method for accessing the data –contact the bus operating agency to see if it is possible to access or deduce this information
Vehicle Miles Traveled (VMT) in private vehicles	Yes – one of the project goals is to decrease car trips	Maybe – this is a frequently used metric, but it is difficult to measure on the neighborhood level	No – collecting this data within the specific neighborhood would be overly burdensome for this project	No – without an easy way to access the data, this is not a feasible metric for this project

Step 2. Set Baseline Year

Step 3. Define Targets

- Is there a significant year that would be logical for the baseline year, such as the start of a program?
- Are data available for that year?
- Is the year “typical” for your community?



Example Outcome Indicators and Targets

- City of Seattle Climate Action Plan:

SECTOR		INDICATOR	TARGET
TRANSPORTATION	Passenger	Passenger Vehicle Emissions (Million Tonnes CO ₂ e)	82% Reduction
		Vehicle Miles Travelled (VMTs)	20% Reduction by 2030
		GHG Emissions Intensity of Travel (GHG Emissions per mile of Seattle Vehicles)	75% Reduction by 2030
	Mode Share	Center City Commute Trip	Trend away from single occupant vehicles
		All Trips in Seattle	Trend away from single occupant vehicles
	Transit	Ridership	Increase in transit mode share and ridership
		Service	Increase in transit service hours and service levels on Seattle's Frequent Transit Service network □
	Bicycling	Ridership	Triple the amount of bicycling from 2007 levels by 2017
	Safety	Crash Data	Eliminate serious injuries and fatalities on Seattle streets by 2030

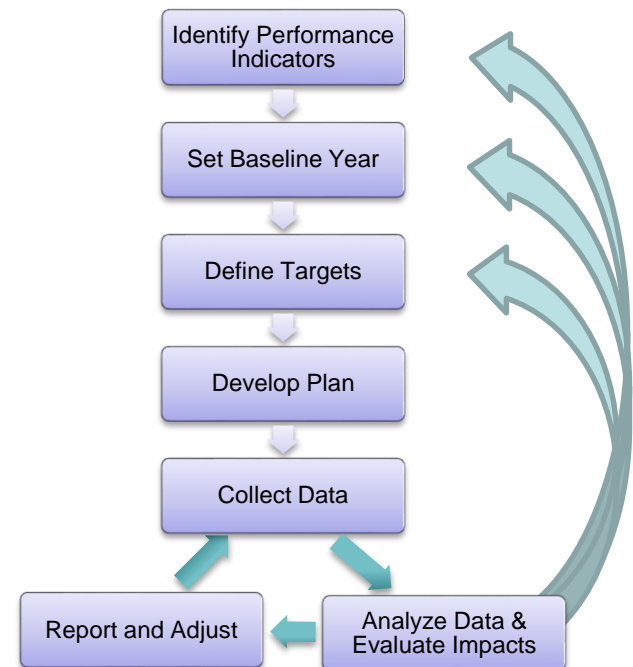
Step 4. Develop Plan

Step 5. Collect Data

- Develop a consistent, efficient, and reliable process for data collection and management
 - Who will be responsible for collecting data for each indicator? Managing the dataset? Creating and submitting reports?
 - What protocols, templates, sources, units etc. should be used to collect data?
 - Where (i.e., in what database or program) will data be stored and maintained?
 - When will data will be collected, analyzed, and reported?
 - How will data integrity and security be ensured?
- Allocate sufficient resources (e.g., time, staff) for each activity associated with tracking and reporting
 - Minimize the burden of data requests by integrating with existing processes and procedures
- Implement and repeat!
 - Start by collecting data for the baseline year
 - Commence regular data collection based on the tracking plan

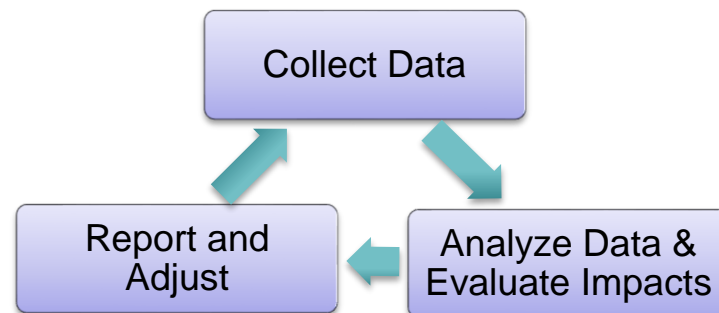
Step 6. Analyze Data & Evaluate Impacts

- **Evaluation** is the process of analyzing changes in your indicators to determine which elements of your program are effective and which have room for improvement
 - Process evaluation: assess if the program is being implemented as planned
 - Impact evaluation: assess whether or not the program is having the desired effect
- Key Questions:
 - How much progress has been made between the baseline data and the post-implementation data?
 - Are the results on track for achieving interim and long-term targets?
 - What other factors or programs could have influenced the change between the baseline and post-implementation year?
 - Do the data support your narrative?
- Document evaluation process and assumptions
- Based on findings, revisit earlier steps

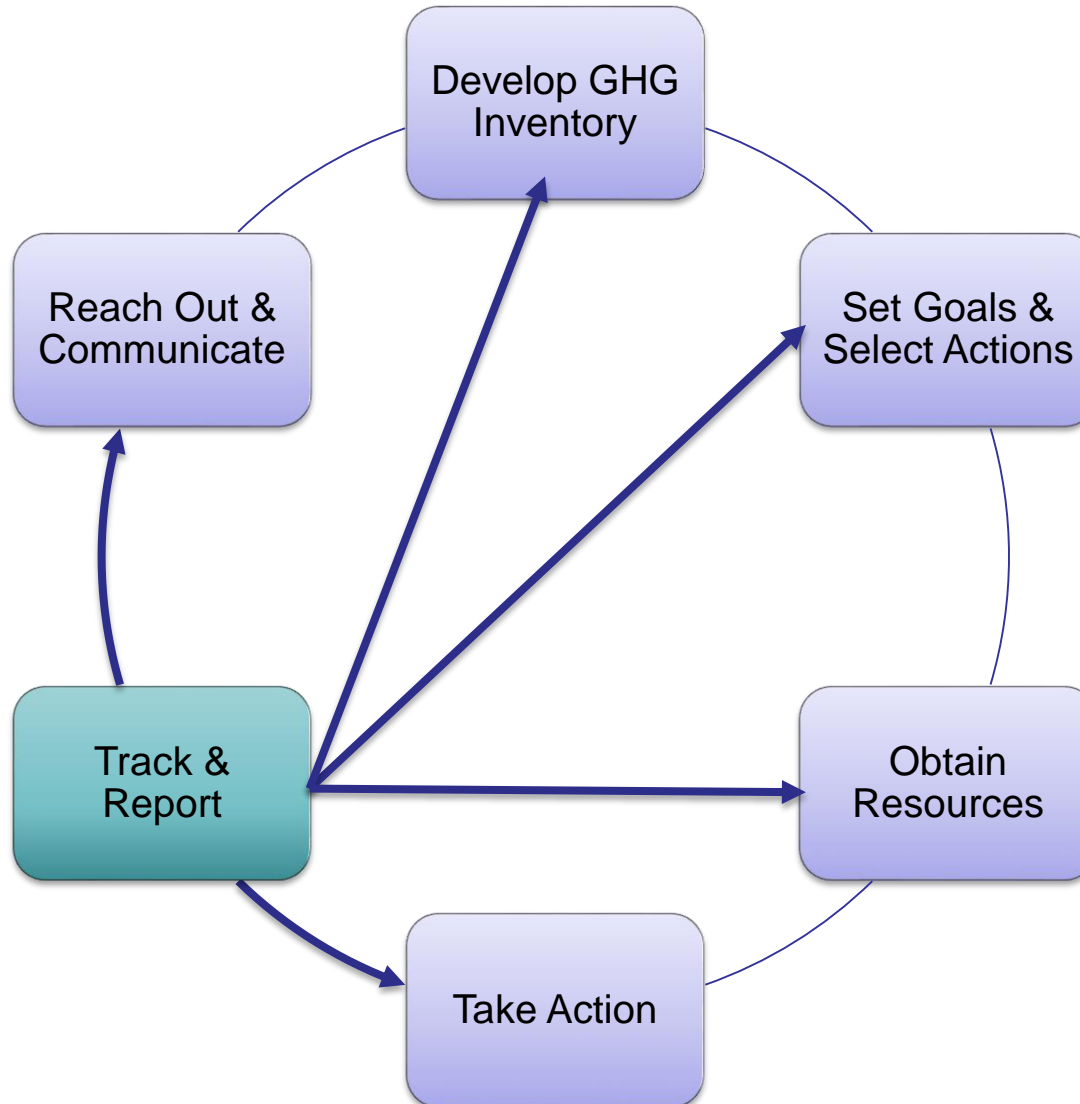


Step 7. Report & Adjust

- Use the findings from your evaluation to inform stakeholders and improve program performance
 - Know your audiences, their informational needs, and the best ways and times to reach them
 - Identify program strengths, weaknesses and opportunities
 - Adjust program activities and continue to track results to see the impact of the adjustments
 - Consider how program results can be used to inform budget and strategic planning processes
- Continue the process of collecting and evaluating data, reporting progress, and making program refinements for (at least) the duration of your program



Putting It All Together



Appendices

- Appendix A: Data Sources & Protocols
- Appendix B: Tools & Templates
- Appendix C: Selected Case Studies

Questions?

Sign up for our State and Local Climate and Energy Newsletter to receive updates on this and other resources:
epa.gov/statelocalclimate/newsletters

Contact Information



Emma Zinsmeister, MPH CPH

Lead Local Climate Strategy Analyst

U.S. Environmental Protection Agency

State and Local Climate and Energy Program

zinsmeister.emma@epa.gov

Tracking and Reporting

