

Using Outreach to Improve Air Quality

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Demonstrate the Benefits of Your Public Outreach Program

New Tools and Concepts
for Evaluation and Measurement



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The Big Picture

- Social and environmental goals cannot be achieved without communication and outreach
- Changes in awareness and attitudes are precursors to long-term behavior change
- Changes in awareness and attitudes can be measured with cost-effective and timely research tools
- Don't be afraid of the truth



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Outline

- Evaluation research overview
- Four kinds of evaluation research:
 - Formative evaluation
 - Process evaluation
 - Impact evaluation
 - Outcome evaluation
- Sharing the results
- Resource toolkit



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Ask Your Team:

- What are our long-term social and environmental goals?
- What's the value of reaching those goals?
- What's the result if we do it right?
- How will we know if we did it right?



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Overview

- What is evaluation research?
 - A disciplined, organized, objective approach to getting and evaluating information

Overview

- Why do it?
 - Because it helps you:
 - ✓ Stimulate and support the creative process
 - ✓ Set objectives
 - ✓ Focus on what you need to accomplish
 - ✓ Reduce the risk of poor decision-making
 - ✓ Compare expectations with reality
 - ✓ Establish a foundation for future decisions
 - ✓ Justify and account for your program



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Overview

- Evaluation research plays a part in:
 - Planning, during formative stages
 - Monitoring program process
 - Assessing impact
 - Understanding outcomes
- The planning stage is the most critical
- You can manage a lot of it, but professional assistance is encouraged



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Overview

- How do I budget for evaluation research?
 - Keep research budget at or below 10% of program cost
 - Graduate schools, pro bono possible



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Overview

- Where can I find more details about opinion and market research?
 - 'It All Adds Up' Resource Toolkit
http://www.italladdsup.gov/community_partners/
 - Professionals in your community



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Overview

- Four main kinds of evaluation research:
 - Formative (message testing)
 - Process (performance vs. objectives)
 - Impact (short-term change)
 - Outcome (long-term change)

Formative Evaluation

➤ Focus groups

- Moderated discussions with your target audience about their response to your strategy, messages, and materials
- IAAUCA tested:
 - ✓ Strategy of celebrating positive things people already do
 - ✓ Messages about trip chains, alternate routes, maintenance
 - ✓ Print ads on the Web site
- Recruit participants from the community
- Use a professional moderator
- Follow a moderator's guide
- Have observers
- Summarize results and implications

Process Evaluation

- What is it?
 - A systematic approach to stating objectives and tracking progress toward those objectives (See Resource Toolkit chapter K, beg. p. 7)



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Process Evaluation

- Why do it?
 - If you don't know where you are going, you won't know when you get there
 - If you are tracking progress, you will make progress

Process Evaluation

- How do I use the findings?
 - Improvement: Learn what worked and what didn't
 - Accountability: You did what was planned (what)
 - Justification: Reporting results against objectives (why)

Process Evaluation

- What are the steps?
 - Determine quantifiable objectives
 - Agree on process to reach objectives
 - Use a tracking system

- What is recorded?
 - Press releases, advertising, partner activities, media coverage, presentations, event attendance, mailings, Web site hits, etc.

Process Evaluation

- Is help available?
 - Our process evaluation workbook will help you be systematic and do the math for you



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Process Evaluation

- Community Basics: Enter basic information about your organization's objectives and results
- Enter objectives and results for your:
 - Coalition Partner Outreach
 - Earned Media and PR
 - Unpaid Ads
 - Paid Ads

Process Evaluation

- Summary: Consolidates information from throughout the workbook; compares objectives with results
- Glossary: Definitions for all the terms used in the process evaluation workbook

Process Evaluation

- It looks complicated!
 - Look again
 - By using the workbook, it's less complicated
 - Update regularly to keep it simple

Impact Evaluation

- Measure only what you can influence!
- What is it?
 - Measurement of how effective your communications have been in raising awareness and knowledge of messages
 - Before and after surveys can be used



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Impact Evaluation

- Why do it?
 - Best way to demonstrate the communication process was effective
(See Resource Toolkit, chapter K, beg. p. 11)



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Impact Evaluation

- How do I conduct a survey?
 - Plan ahead
 - Set clear objectives/targets
 - Get professional survey development assistance
 - Purchase a sample of telephone numbers
 - Hire an interviewing and tabulation service
 - Use the questionnaire provided by 'It All Adds Up'

Impact Evaluation

- What other resources are available?
 - Brief, self-administered IAAU questionnaire
 - State, local, and regional surveys
 - National surveys
- Remember:
 - Long-term behavior change is the outcome we want, but communication is only one factor that influences it
 - Communications increase awareness and knowledge and influence attitudes

Outcome Evaluation

- What is it?
 - Assessing the connection between an initiative and long-term outcomes (e.g., less air pollution and traffic congestion)



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Outcome Evaluation

- Why shouldn't we do it?
 - It's difficult and expensive, and takes years
- So what should we do?
 - Go ahead and **monitor outcomes**
 - ✓ Changes in vehicle miles traveled (VMT)
 - ✓ Days in attainment of the NAAQS
 - ✓ Behavior change
 - But use your evaluation resources to **measure the impact** of your communications program on awareness, knowledge and attitudes



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Sharing the Results

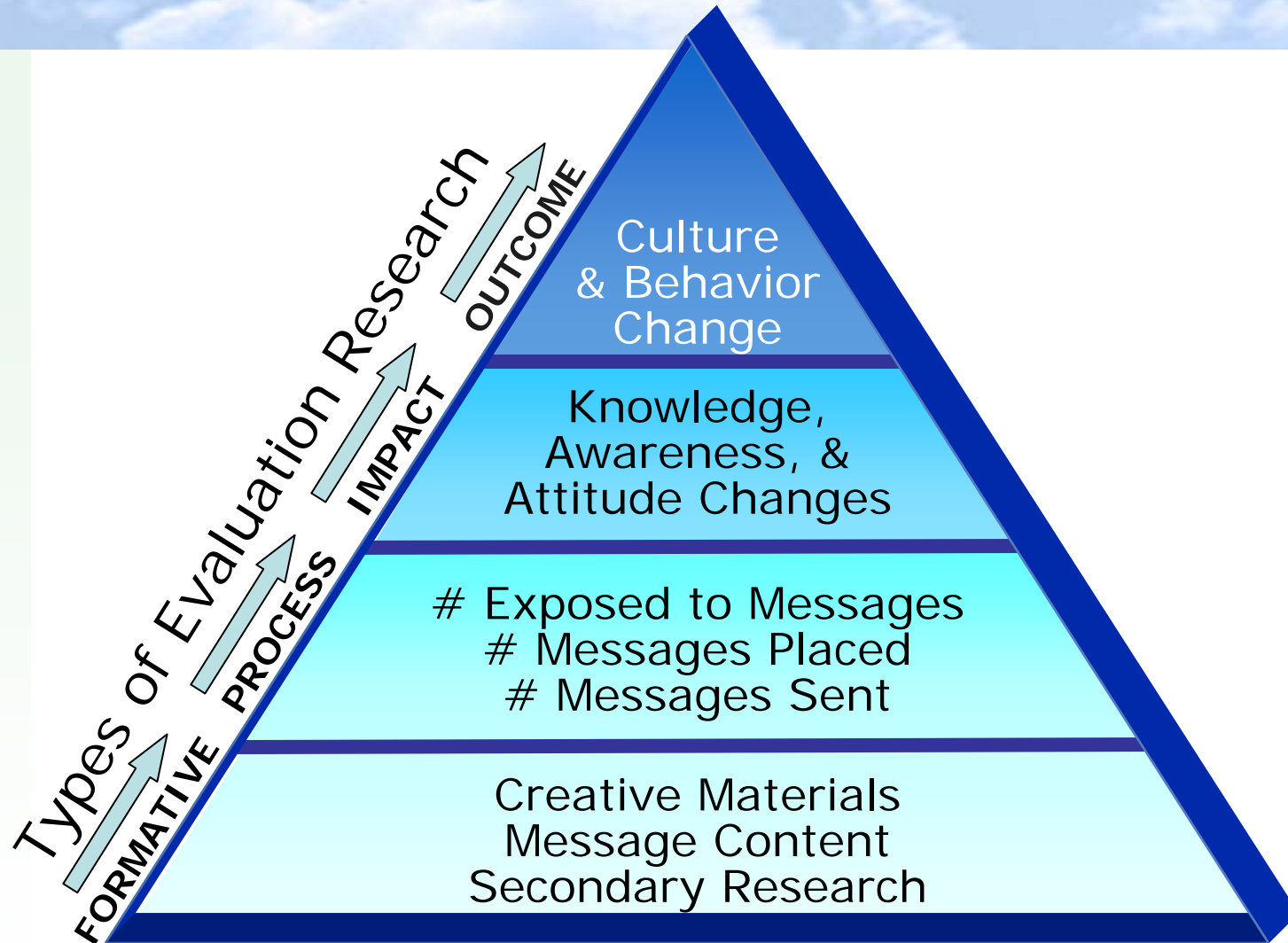
- Plan for sharing research findings:
 - Within your organization
 - With your coalition partners
 - With community leaders
 - With the public
 - With other '*It All Adds Up*' participants



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Where Does Research Fit In?



Sharing the Results

- How do I share my research results with others in the 'It All Adds Up' initiative?
 - Use the [Exchange \("Demonstrating the Benefits of Your Program" topic area\)](#) to post your survey reports, ask questions, and raise issues
 - Contact Kathy Daniel (kathy.daniel@fhwa.dot.gov), if you need help



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Resource Toolkit

- If you haven't done so already, download the Resource Toolkit
 - It provides details on how to communicate the "It All Adds Up to Cleaner Air" messages
- Questions?
 - Use the Exchange or "contact us"



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Remember:

- Incorporate evaluation into planning
- Evaluation research supports:
 - Objective setting and accountability
 - Focus
 - Effectiveness
 - Improvement
- Role for evaluation research:
 - Before program: Formative Research
 - During program: Process Research
 - Pre- and post-program: Impact Research
- Use resources available on www.italladdsup.gov
- Share your findings

Research Links

The following sources include information about opinion and market research practices, ethics, directories of telephone survey suppliers, focus group facilities and moderators, and sources of sampling information. Supplement this list with Internet searches on "opinion research" or "market research." Check local business directories under "market research and analysts" for suppliers near you.

American Statistical Association

Has a series of brochures about survey research that answer many frequently asked questions and provides ethical guidelines for statistical practice.

<http://www.amstat.org/sections/srms/whatsurvey.html>

American Association of Public Opinion Research

Includes guidelines for public disclosure of survey results, a code of ethics, and a directory of research suppliers.

<http://www.aapor.org/>

American Marketing Association

Includes a wide variety of information about marketing and marketing research, including articles about research techniques, sampling, and a directory of research suppliers.

<http://www.marketingpower.com/>

Council of American Survey Research Organizations

Includes a "Surveys and You" section with frequently asked questions, a code of ethics, and a directory of members.

<http://www.casro.org/>

Dobb's Directories, Inc.

A directory of market research suppliers.

<http://www.focusgroups.com/>

<http://www.focusgroupfacilities.net/>

Jefferson and Associates Directory of Focus Group Facilities

A directory of focus group facilities and moderators.

<http://www.jeffersonassoc.com/links.htm>

Marketing Research Association

Includes the Blue Book research services directory, a code of ethics, and information about the data collection industry. <http://www.bluebook.org/>

New York American Marketing Association GreenBook

A commercially compiled directory of market research suppliers.

<http://www.greenbook.org/>

Qualitative Research Consultants Association

Includes frequently asked questions about qualitative research and a directory of members.

<http://www.qrca.org/>

Quirk's Marketing Research Review

Includes articles on a wide variety of research topics and a directory of research suppliers.

<http://www.quirks.com/>

World Opinion

Includes articles on current topics in research, a glossary of research terms, and a directory of research suppliers.

<http://www.worldopinion.com/>

@Research Info

Offers a market research roundtable discussion forum, where you can post questions about research, and a directory of suppliers.

<http://www.researchinfo.com/>



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