

Measuring the Value of SBEAP

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Environmental Impact



Business Impact



Typical Measurements



Outputs phone calls



Outputs site visits



Outputs workshops



Outputs publications



So what?!

What did these activities accomplish?

Environmental Impact



Business Impact



Use data to communicate our value

- Audiences
- MPCA
 - EPA
 - Customers

Logic Model ABC's

- Attitudes
- Behavior
- Condition

Influencing Attitudes



Influencing Behavior



Influencing Behavior



Influencing Condition



Other Measures

- Customer Satisfaction
- Timeliness

Past Measurement Methods

- 1990
- Beans (phone call, site visits, workshops...)
- Customer Satisfaction
- Workshop content-focused on material or instructor
- Site Visit Surveys
- Calendars
- Guides
- Newsletter



Past Measurement Methods

2000s

- Beans (phone call, site visits, workshops...)
- Attitude and behavior surveys
 - Workshop
 - Site visit
 - Calendars
 - Guides
 - Newsletter



Past Measurement Methods

- SBEAP does survey development, delivery, collection, analyzing
- Varied response rates (5% to 40%)
- Are we getting good data?
- Can we make decisions based on this data?

Contract with Minnesota Department of Administration

- SBEAP-2007 activities
- Local government needs assessment
- Develop strategy for data gathering for future

Measurement Goals

- Measure program effectiveness
 - Knowledge
 - Behavior
- Collect information for ICR
- Easy for staff
- Communicate value of program

SBEAP-2007 Activities

- Survey conducted by Management and Analysis Division
- Paper survey
- Mailed
- \$7500
- Confidential

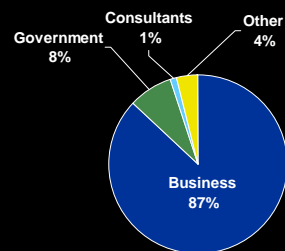
Methodology

- Questionnaire Development
- Questionnaire Delivery
 - Mailing
 - Follow up
- Collect Data
- Analyze Data
- Write Report

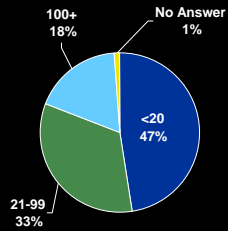
SBEAP-2007 Activities

Survey Highlights

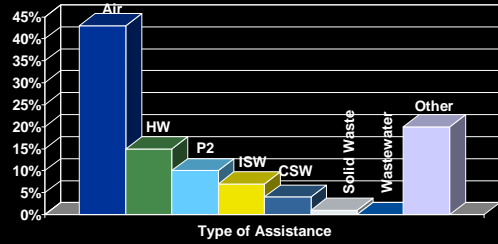
Organization Type



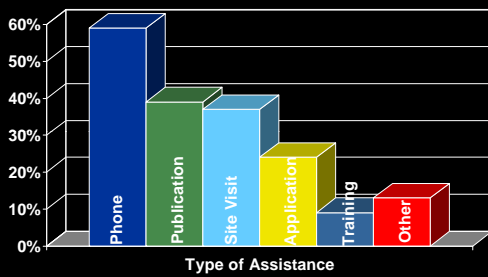
Number of Employees



Reason for Contacting SBEAP

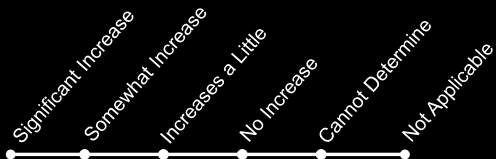


Type of Assistance Received

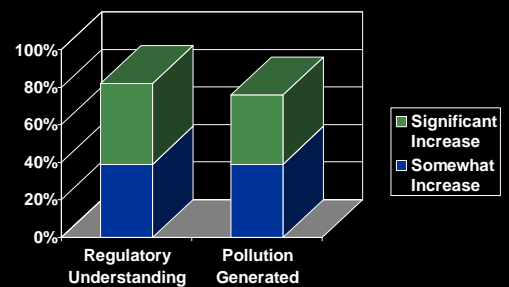


What did these activities accomplish?

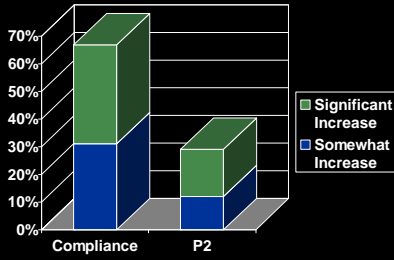
Survey choices



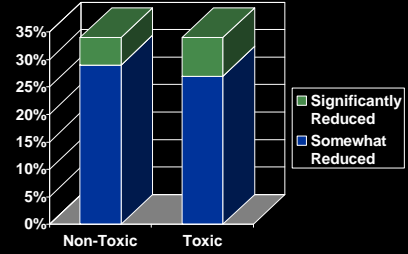
Knowledge



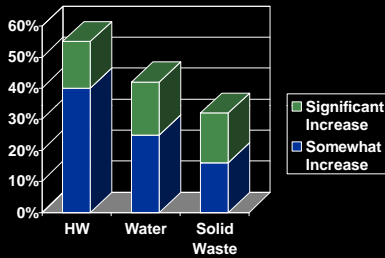
Behavior Change



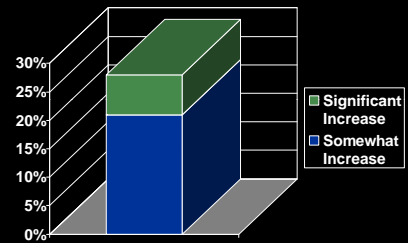
Air Pollution Reduction



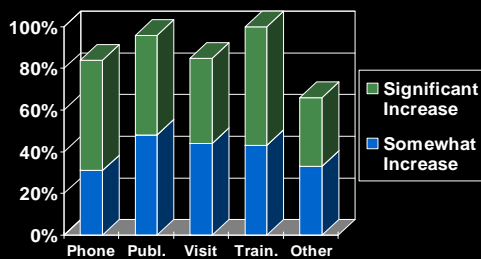
Other Pollution Reduction



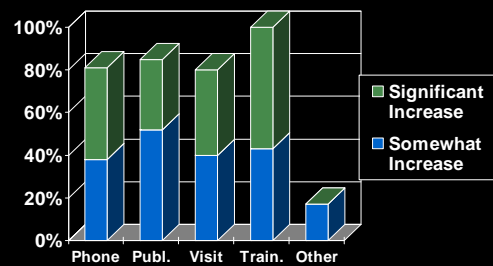
Permit/License Size Reduction



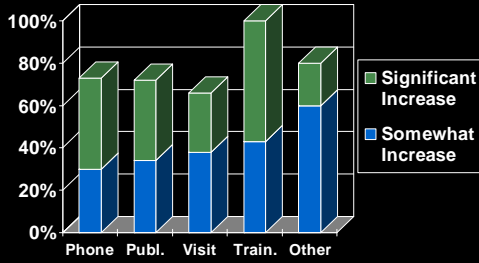
Understanding of Regulatory Requirements



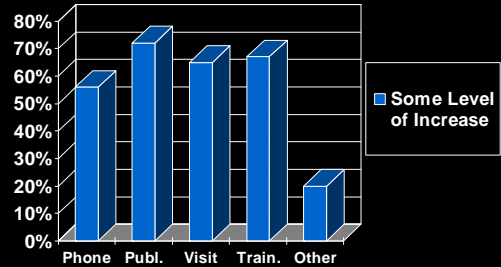
Understanding of business' waste or emissions



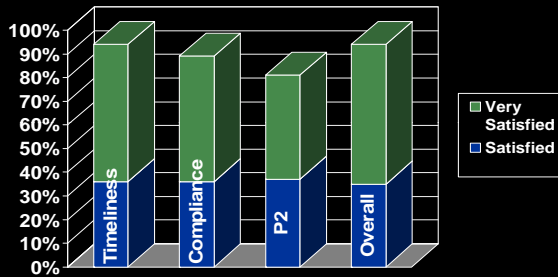
Taking Action Related to Compliance



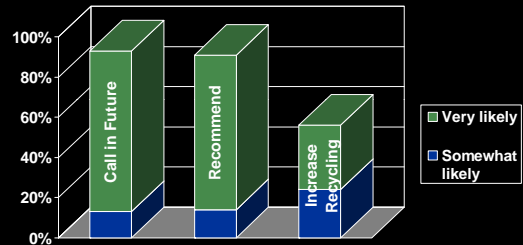
Taking Action Related to P2



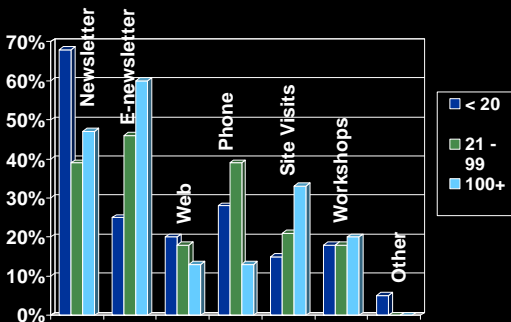
Satisfaction



Other Results



Assistance Preferences



We can influence

- Knowledge
- Behavior

Next Phase

Communicate Value of SBEAP

Business Impact



Future Measurements

SBEAP 2008

- Paper or web survey
- Select sample
- Survey every two months to new contacts
- \$10,000

Future Measurements

- Quantitative measurements
- Case studies
- Connect with other MPCA databases
- Trends at SBEAP assisted businesses
 - Emissions and waste generated
 - Violations
- Environmental impact

Environmental Impact



Cost of all facets

- 2007 \$8000
- LG \$8125
- Strategy \$625 per survey; \$125 per hour

