

EVALUATION CASE STUDIES

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Orange County Used Oil
Recycling Program





Reasons to Evaluate

- Promotes effective use of grant funds
- Identifies the target audience
- Determines your baseline
- Provides information, both positive and negative, on outreach efforts
- Can uncover unknowns that might alter the direction of grant activities



Evaluation Methods

- Phone



- Mail



- Intercept Interviews



- Online





Orange County Case Studies

- Utilized both the mail and intercept survey methods for the marina project. The mail method included an online option.
- Utilized the phone survey for the Block Grant
- Outside firms conducted two marina project surveys and one Block Grant survey
- County Staff obtain written surveys from the public at outreach events

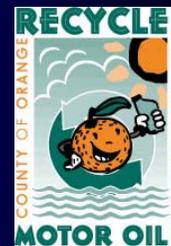
COMPARISON OF METHODS

Method	# of Responses	Cost	Date Conducted
Phone	348 out of 1100 (31.6%)	\$2980	5/2000
Mail	478 out of 2400 (17.7%)	\$3790	5/2000
Intercept	302	\$7500	6/2002



Lessons Learned

- It's never too late to evaluate
- Provide incentives for completing mail or written surveys
- Intercept interviews must be conducted in locations where your target audience can be found
- Intercept survey provided for input from a wider range of boaters than the mail survey



Lessons Learned Cont.

- Utilize the survey results to make appropriate changes to your programs/projects
- Do not make major changes to the survey questions over time
- Manual input of survey responses consumes a lot of staff resources



FUTURE EVALUATION PROJECTS

- Cal State Fullerton's Center for Demographic Research redesigning survey used at local events
- Purchased kiosk and PDA's for local event surveys (eliminate manual input of responses)