Environmental Results Program Pilot Evaluation

Summary Report—Draft Outline

Cascadia will prepare a succinct draft report (approximately 10 pages) summarizing key findings, lessons learned, and project recommendations. The report will include findings and recommendations in bulleted format, accompanied by brief discussion. The memorandum will include tables and graphics developed from the data analysis in Task 3 in appendices. (We can prepare the report using Ecology's standard report template if desired.)

Executive Summary (1 page)

- Project overview and evaluation methodology summary
- Major findings
- Key recommendations

Introduction and Overview (½ page)

- Auto Body Pilot Project background, goals, and approach (including information on Environmental Results Programs and the origin Voluntary Leadership Program concept)
- Evaluation goals

Evaluation Methodology (1 page)

- Evaluation methods and approach, including targeted populations
- Data sources, collection methods, and analysis methods.

Key Findings (1-2 pages)

- Project outputs and outcomes
- Stakeholder satisfaction and motivators
- Successful program elements
- Opportunities for improvement or innovation

Evaluation Results (3-4 pages)

- Project activities, outputs, and costs
- Adoption of best management practices; environmental performance business indicators
- Outreach methods and materials
- Stakeholder satisfaction and interest in future programs

- Challenges and barriers to participation

- Motivators and benefits of participation

- Subgroups (e.g., EnviroStars/non-EnviroStars, self-certifying groups/non-self-certifying shops)

- Project logistics and coordination among project team

Recommendations (1-2 pages)

- Action-oriented recommendations for future business outreach and voluntary compliance programs

Appendices. Data Analysis and Survey/Interview Results

- Evaluation methodology

- Data tables and graphs from Ecology analysis of site visits/certification forms

- Survey/interview results with data tables and graphs

- Survey instruments and interview guides

CASCADIA
CONSULTING GROUP