

Measure It or Manage in the Dark: Practical Methods for Measuring Program Effectiveness

Description

This session will introduce several practical ways government can assess the effectiveness of compliance assistance programs. Many governments (and trade associations) offer compliance assistance without tracking whether or not environmental conditions, environmental impact, compliance levels, or other behavioral practices change when assistance is provided. Many project coordinators hesitate to make program measurement an integral aspect of program implementation because they fear it is too difficult or costly. Yet compliance assistance providers who do not measure program impact run a high risk of wasting scarce resources on ineffective interventions.

This session will present several practical and effective measurement methods compliance assistance providers can use to assess and communicate the effectiveness of their compliance assistance programs. It will discuss a variety of measurement approaches that are feasible and affordable, including measures of environmental conditions, environmental impacts, compliance rates, and the incidence of non-compliance problems.

Goals/Outcomes

To increase the use and communication of objective and affordable program measurement by compliance assistance providers so that successful approaches can be identified and replicated and less successful ones curtailed. These measurement methods can help program managers manage and win support and funding for effective compliance assistance efforts.

Key Questions

- Why is it important to measure the effectiveness of compliance assistance programs as well as the effectiveness of enforcement programs?
- What kinds of measurements can government use to assess compliance assurance program effectiveness?
- How can use of these performance measures improve program effectiveness?
- What performance information should be communicated, and to whom?

Presenters

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The presenters are all members of the *Environmental Compliance Consortium*, a consortium of state environmental protection agencies that work together to develop better ways to measure and manage their compliance and enforcement programs.