

## **Appendix E**

### **Pilot Evaluation Plan**

#### **Purpose of the Evaluation:**

1. Report on Inputs, Outputs, Outcomes and Impact.
2. Provide recommendations for enhancements going forward.

#### **Methodology to Evaluate and Report on the Following:**

1. **Inputs:** Survey among “dumpster champions” and business owners to get feedback on the process and the champion role: What worked well? What didn’t? What recommendations for future dumpster champion role and process?
2. **Outputs:** Survey among “dumpster champions” and business owners to get feedback on each of the tools that was used at their site. For each tool, their scores on degree to which they think influenced the desired behavior change. Recommendations for existing toolkit enhancements/changes going forward, including potentially adding new tools, or eliminating current ones.
3. **Outcomes:** Levels of increased closing of dumpster lids.
4. **Impact:** Levels of decreased spills, leaks, trash on ground in dumpster area, and pests.

#### **Evaluation Implementation:**

1. Track behavior change. Jurisdictional staff will conduct windshield surveys using a uniform data checklist that tracks the number of dumpster lid closings/openings, day of the week, time of the day, weather conditions, garbage pick-up day and photo documentation.
  - One week before pilot campaign implementation to get a baseline track 1-2 times daily.
  - First two weeks of pilot campaign track behavior change 1-2 times daily.
  - Last two weeks of pilot campaign track behavior change 1-2 times daily.
  - Intermittent tracking throughout pilot phase.
2. Conduct post-pilot survey to get recommendations for toolkit enhancements.
3. Once the pilot is done, analyze the results.