

Guide to tracking environmental action outcomes

This document contains examples of outcomes that can be tracked to demonstrate that environmentally friendly behaviors are being adopted by participants of your project. This list does not include all possible options.

This document can be found at: hennepin.us/greenpartners

Outputs and outcomes

An *output* is what you did. Holding a workshop to educate 50 people on recycling electronic waste is an output.

An *outcome* is what difference it made. Ten families in your neighborhood successfully repairing their cell phones is a positive behavioral outcome for the environment.

Instructions

1. Determine what environmental and behavioral actions you want to track.
2. Learn more about the barriers that keep people from taking those actions.
3. Determine how you will track the outcomes and progress toward your goals. Data collection, observations, and intercept surveys are common methods to track outcomes. Focus groups, surveys, and interviews may be used in some cases.
4. Discuss the outcomes with your audience and evaluate the effectiveness of your program.
5. Modify project activities as needed.

Climate change

Climate and trees

- Number of new trees planted
- Number of trees pruned and watered
- Number of homeowners with a completed tree inventory
- Number of households with a tree management plan in place
- Number of diseased trees removed, treated, or replaced

Climate and food

- Number of people growing food locally
- Number of people purchasing food from local sources
- Number of people cooking or eating local food

Climate and household energy use

- Number of people completing home energy audits
- Number/types of energy saving practices installed
- Number of people line drying laundry
- Number of loads of laundry washed in cold water
- Number of sign-ups for renewable energy programs
- Number of wood-burning stoves/fireplaces replaced
- Number of fossil-fuel based lawn equipment replaced with electric, manual, or solar
- Energy savings calculated from changes made at home

Climate and transportation

- Miles/trips by foot, bike or bus instead of car
- Number of carpool participants
- Number of carpool trips or miles traveled
- Number of bikes parked at school (before/after)
- Number of trips via car/bike/scooter/kayak share programs

Land and water

Pollinators

- Square feet of lawn converted to pollinator plants
- Number of pollinators counted (before/after)
- Number people who planted pollinator plants
- Number of pollinator friendly yards certified
- Number of residents reducing pesticide use

Water in the yard

- Number of people reducing salt use in winter
- Number of people adopting green lawn practices
- Number of downspouts moved to drain in yard instead of pavement
- Number of rain barrels installed to downspouts
- Gallons of rain infiltrated per year
- Number of rain sensors installed on lawn systems
- Number of gallons of grey water used for landscaping

Water on the street or boat landing

- Number of storm drains cleaned
- Number of storm drains adopted
- Number of storm drains labeled
- Number of people picking up trash
- Amount of trash/litter removed from streets

Waste reduction and recycling

Backyard composting

- Volume of compost bins installed/filled/emptied
- Number of compost maintenance hours (turning, watering, etc.)
- Number of people trying backyard composting for the first time

Recycling and organics composting

- Number of residents signed up to recycle organic waste
- Number of people that started recycling at home
- Number of people who downsized their trash cart
- Number of people starting to recycle and reduce waste on the go
- Amount of waste reduced by measuring fullness of household trash and recycling bins each week

Waste prevention

- Number of reusable bags used for grocery trips
- Number of reusable bags filled on non-grocery shopping trips
- Number of used/repurposed items purchased (bikes, skates, clothing, sports equipment, etc.)
- Number of household items donated
- Amount of waste prevented (plastic forks, cups, bags, etc.)
- Number of items purchased in bulk (condiments, soap, etc.)
- Number of items swapped (clothing, toys, sporting gear, household items, books, tools, etc.)
- Number of items repaired (lamps, toys, etc.)

Green cleaners

- Number of green cleaners made
- Number of green cleaners used at home
- Number of green cleaners purchased

Household hazardous waste

- Number of household hazardous waste assessments completed
- Number of broken household electronics repaired
- Number of people recycling items like, CFLs, laptops, paint cans, etc., at a local waste collection site or a designated retailer
- Number of people visiting a household waste drop-off facility

Before and after waste sort tracking sheet

Date/time/waste source:

Trash composition				
<i>Material</i>	<i>Weight (lbs) - BEFORE</i>	<i>Proportion (%)</i>	<i>Weight (lbs) - AFTER</i>	<i>Proportion (%)</i>
Trash				
Recycling (plastic, metal, glass, paper, cardboard, cartons)				
Organics (food, paper towel and soiled paper waste)				
Hazardous waste (batteries, paint, aerosol cans, electronics, etc.)				
Reusable items (list items found)				
Total				
Recycling composition				
<i>Material</i>	<i>Weight (lbs) - BEFORE</i>	<i>Proportion (%)</i>	<i>Weight (lbs) - AFTER</i>	<i>Proportion (%)</i>
Trash				
Recycling (plastic, metal, glass, paper, cardboard, cartons)				
Organics (food, paper towel and soiled paper waste)				
Hazardous waste (batteries, paint, aerosol cans, electronics, etc.)				
Reusable items (list items found)				
Total				
Organics composition				
<i>Material</i>	<i>Weight (lbs) - BEFORE</i>	<i>Proportion (%)</i>	<i>Weight (lbs) - AFTER</i>	<i>Proportion (%)</i>
Trash				
Recycling (plastic, metal, glass, paper, cardboard, cartons)				
Organics (food, paper towel and soiled paper waste)				
Hazardous waste (batteries, paint, aerosol cans, electronics, etc.)				
Reusable items (list items found)				
Total				