

# **Capturing the Behavioral Impact of Local Government Partnership Programs**

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# Overview

- Challenges and current approaches
- Recent evaluation studies
- Findings from past evaluations
- Improving evaluations with more behavioral science

# Challenges

- Partnerships operate on many levels
  - Between local governments and utilities
  - Between residents and local governments
  - Between residents and utilities
- Behavioral changes
  - May not happen immediately...or at all
  - May extinguish over time
  - May not be detectable with current metrics

# Current areas of evaluation

- Between local governments and utilities
  - Perceptions of communications process, relationships
- Between residents and local government leaders
  - Who do they go to for information?
- Between residents and utilities (EE programs)
  - Awareness-to-Action models
  - Marketing to target segments
  - Billing/consumption analyses

# Findings from past evaluation studies

- The “must have” elements of successful partnerships
- How long does it take for recommendations to be adopted?

# Improving evaluations with more behavioral science

- Social desirability bias in surveys
- Social network analysis
  - Longitudinal studies to assess growth of the partnership
- Experiments and pilot programs
  - with evaluations!

# Contact Information

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