

# 2007 Environmental Evaluator's Networking Forum

Co-sponsored by:

U.S. Environmental Protection Agency & The National Fish and Wildlife Foundation

**Thursday, June 14, 2007**

- 8:00 am **Sign-in:** Continental Breakfast; Meet and Greet
- 8:45 am **Welcome: Overview of 2006 Forum, Outline of Day's Schedule and Goals**  
Katherine Dawes, *U.S. Environmental Protection Agency*  
Matthew Birnbaum, *National Fish and Wildlife Foundation*
- 9:00 am **Keynote Speakers**  
Marcus Peacock, *Deputy Administrator, U.S. Environmental Protection Agency*  
Steve A. Williams, *President, Wildlife Management Institute; Board of Directors, National Fish and Wildlife Foundation; Former Deputy, U.S. Fish & Wildlife Service*
- 9:45 am **Moderated Discussion with Featured Speakers: Past and Future Evolution of Evaluation**  
William Trochim, *Current President-Elect of AEA; Professor of Policy Analysis & Management, Director of Evaluation for Extension & Outreach, Cornell University*  
Kathryn Newcomer, *Director of the School of Public Policy and Public Administration, George Washington University*  
Moderator: Peter Stangel, *Science and Evaluation Director, National Fish and Wildlife Foundation*
- 10:45 am **Break**
- 11:00 am **Concurrent Facilitated Networking Sessions:**  
*(Individuals will be assigned to the breakout group color placed on their name tag.)*
- Facilitators: Kim Green-Goldsborough, *U.S. Environmental Protection Agency & Heather Gewandter, SRA International*
- Facilitators: Linda Manning, *SRA International & Brian Gratwicke, National Fish and Wildlife Foundation*
- Facilitators: Leanne Nurse, *U.S. Environmental Protection Agency & Richard Wells, The Lexington Group*
- Facilitators: Tom Kelsch, *National Fish and Wildlife Foundation & Laury Parramore, Fish and Wildlife Service*
- Noon **Lunch** (Catered)

1:15 pm **Plenary: Bridging the Gaps in Environmental Evaluation**

Michael Jacobson, *Performance Management Director, Executive's Office, King County, WA*

Jennifer Nash, *Executive Director of Corporate Social Responsibility Initiative, Director of Regulatory Policy Program, Harvard University*

Michelle Knapik, *Director of the Environment Program, Dodge Foundation*

Moderator: Jay Benforado, *Director of the National Center for Environmental Innovation, U.S. Environmental Protection Agency*

2:45 pm **Break**

3:00 pm **Concurrent Presentations: Bridging the Gaps in Environmental Evaluation**

Panel A: **Gaps in Data for Monitoring and Evaluation**

Robin O'Malley, *Heinz Center (Unable to attend due to unexpected conflict)*

Elizabeth Kennedy, *Conservation International*

Elizabeth will describe key information needs for decisions in conservation planning and management. She will address the questions “What are the barriers to generating these data?” and “What has been Conservation International's recent strategy to address these constraints?”

Shelley Metzenbaum, *Environmental Compliance Consortium*

Shelley will discuss the environmental data gap problem: what it is and why it exists.

Drawing on experience in the environmental field and other policy areas, she will also propose a strategy for filling it. She will discuss the importance of considering and making strategic decisions about the initial intended use and users of data – who needs data when and for what, in what form they need it, when and where they need it, and who will protest if data disappears. She will argue that environmental evaluation and management would be practically and politically well served by focusing first on data about the well-being of living things – humans, animals, and plants in that order – to understand how to improve their well-being.

Facilitator: Jonathan Mawdsley, Heinz Center

Panel B: **Multi-Disciplinary Capacity Building for Outcomes-Based Environmental Evaluation**

Gail Achterman, *Oregon State University*

Title: The Role of the University in Building Capacity for Environmental Evaluation: Needs and Opportunities. Gail will address the need for environmental evaluation capacity from a policy maker's perspective and then reflect on how universities can build the capacity to meet the need. Gail will use examples from watershed restoration programs.

V Neimanis, *Environment Canada*

Title: Some Thoughts on Capacity Building. V will introduce a draft logic model of the Environmental Evaluator's Network and identify opportunities for the Network to support capacity development of the field of environmental evaluation.

Facilitator: Mark Hertko, *National Academy of Public Administration*

Panel C: **Point-Counterpoint: Practitioner Adaptive Management vs. External Scientific Assessment—A No-Holds Barred Debate**

Nick Salafsky, *Foundations of Success*

John Seidensticker, *Smithsonian National Zoo*

Facilitator: Betsy Shaw, *U.S. Environmental Protection Agency*

Panel D: **Developing Common Vocabulary & Methods for Evaluating Collaborative Action**

Dale Keyes, *Institute for Environmental Conflict Resolution (ECR)*

Title: Multi-Agency Environmental Conflict Resolution Evaluation Study. The U.S. Institute for Environmental Conflict Resolution has been working with other federal agencies and state ECR programs to develop a conceptual model of ECR processes and common survey instruments to evaluate ECR processes. A dataset of 52 cases and 525 respondents has been assembled to test the conceptual model and to better understand the key ingredients for ECR success.

Will Hall, *U.S. Environmental Protection Agency*

The Systematic Evaluation of Environmental and Economic Results (SEEER) is a joint project of the U.S. Environmental Protection Agency's (EPA's) Conflict Prevention and Resolution Center (CPRC) and the U.S. Department of Interior's (DOI's) Office of Collaborative Action and Dispute Resolution (CADR). SEEER's goal is to quantify the results of using environmental conflict resolution (ECR). The SEEER project is the first known systematic effort to compare the environmental and economic results of ECR to its alternatives. The findings of SEEER may assist public decision makers and other stakeholders in determining how to address important environmental and natural resource issues and whether ECR may be appropriate in a given situation.

Facilitator: Susan Goodwin, *Department of Interior*

4:15 pm **Day 1 Reflections**

William Trochim, *Current President-Elect of AEA; Professor of Policy Analysis & Management, Director of Evaluation for Extension & Outreach, Cornell University*

Moderators: Christina Kakoyannis, *AAAS Fellow / U.S. Environmental Protection Agency*  
Matt Keene, *U.S. Environmental Protection Agency*

5:00 pm **Adjourn**

5:15-8:15 Reception at Capitol City Brewery, 2 Massachusetts Ave NE, D.C., (202) 842-BEER. *(The brewery is located across the street from Union Station's red line Metro stop. From Federal Triangle, take the Orange line train toward Vienna or the Blue line toward Franconia/Springfield, switch to the red line at Metro Center towards Glenmont or Silver Spring and take it three stops to Union Station).*

## 2007 Environmental Evaluator's Networking Forum Friday, June 15, 2006

8:00 am **Continental Breakfast**

8:30 am **Day 2 Introduction:** Synopsis of Day 1

Katherine Dawes, *U.S. Environmental Protection Agency*

Matthew Birnbaum, *National Fish and Wildlife Foundation*

9:15 am **Plenary: Evidence-Based Decision-Making**

Diana Espinosa, *Deputy Assistant Director for Management, Office of Management & Budget*

Marc Hockings, *Senior Lecturer, University of Queensland School of Natural & Rural Systems Management; Vice-Chair (Science, Knowledge and Management of Protected Areas) IUCN World Commission on Protected Areas*

Andrew Pullin, *Professor of Environmental Systems, University of Wales School of Environment and Natural Resources; Director of the Center for Evidence-Based Conservation*

Moderator: Kathryn Newcomer, *Director of the School of Public Policy and Public Administration, George Washington University*

10:30 am **Break**

10:45 am **Concurrent Presentations: Evidence-Based Decision-Making**

Panel A: **The Program Assessment Rating Tool (PART): Unique Aspects of Evidence for Federal Environmental and Natural Resource Agencies**

Michael Mason, *U.S. Environmental Protection Agency*

The purpose of Michael's presentation is to provide an overview of some of the challenges EPA's Office of Water has faced in gathering and submitting evidence for 21 PART reviews over the past 5 years. Michael will highlight some of the key opportunities offered by the PART reviews in improving the documentation of implementation activities for future evaluation efforts.

Ginger Hinchcliff, *National Oceanic & Atmospheric Administration (NOAA)*

As the PART process becomes more mature and many programs have been assessed there are ideas and lessons shared that at times are neither consistent nor easily understood. Ginger's presentation will focus on the kinds of issues and concerns a program has prior to being "parted" as well as what is hoped to be gained through the PART process.

Brian Kleinman, *Office of Management & Budget*

Brian will describe the ideal PART evidence from an OMB Examiner's perspective.

Facilitator: John McLaughlin, *Managing For Results*

Panel B: **Methods & Relationship to Evidence in Evaluation of Environmental Policy**

Guy Robertson, *U.S. Forest Service*

Guy will use a real-world example of a high profile and contentious forest planning exercise to explore the relationship between ex ante deterministic estimation techniques and actual results. He will conclude with a discussion of the challenges facing adaptive management as an alternative model.

Per Mickwitz, *Finnish Environment Institute*

Title: Evaluations for Evidence-Based Environmental Programs and Policies - from a European (and Finnish) perspective. In Europe evidence-based policies have spread from the health sector, through social services and education to other policy areas. The perception of evidence has largely been based on the "hierarchy of evidence" in medicine that is very different from the evidence concepts of e.g. law, natural sciences or humanities. A fixed "hierarchy of knowledge" approach to evidence is too narrow. Instead, the relevance of different types of evidence depends on the practical situations where it is intended to be used.

Facilitator: Paul Ferraro, *Georgia State University*

Panel C: **Communicating Evaluation Results in an "Evidence-Based" Context**

Jared Hardner, *Hardner and Gullison (HGA)* & Andrew Purkey, *National Fish and Wildlife Foundation, Columbia Basin Water Transactions Program*

Andrew Purkey of NFWF and Jared Hardner of HGA will present the perspectives of a consumer (Andrew) and producer (Jared) of evaluations from the vantage point of current evaluation. Andrew will describe the experience of NFWF and the Columbia Basin Water Transactions Program as it grappled with program evaluation from the outset. Jared will describe HGA's approach to making the evaluation relevant to participants in the program and thereby stimulating their involvement in producing the data needed for "evidence-based" evaluation.

Bruce McDowell, *National Academy of Public Administration*

The Academy was assigned a mind-numbingly large and complex problem—how to improve the U.S. Environmental Services Delivery System. To make sense of it and successfully present solutions to decision-makers, we had to redefine the problem into a manageable one, clarify its key elements into simple visualizable sets of facts and concepts, present each element as a one-page piece of evidence, and link the policy recommendations directly to the evidence. We were immensely aided by two concepts—logic models and a tools-of-government gap analysis.

Facilitator: Jennifer Hill-Kelley, *Oneida Tribe of Wisconsin*

Panel D: **Communicating the Evidence of Stewardship Activities**

Annelise Carleton-Hug, *Montana State University*

Title: Evaluating Environmental Education: Challenges and Opportunities. Annelise will address the challenges facing environmental program evaluators, including the complexities involved in measuring affective, cognitive and behavioral change. Current practice in environmental education evaluation involves developing a theory of change with stakeholders, and utilizing a wide variety of data evidence to inform decision making.

Joe Heimlich, *Ohio State University*

Evaluation in conservation organizations is moving toward conservation action outcomes and programs that use program theory to demonstrate ties of outcomes to behaviors. Although a 4-hour zoo visit offers little chance to significantly change attitudes let alone behaviors, the horizontal aspect of environmental, life-span free choice learning suggests that we can influence a learner through every visit and the cumulative learning impacts are demonstrable.

Brett Jenks, *Rare*

Brett will share his experience as CEO of Rare developing, rolling out, and constantly tweaking systems for designing and evaluating efforts to build global constituencies for conservation.

Facilitator: Jenni Wallace, *NOAA*

Noon **Lunch** (Catered)

1:15 pm **Two Concurrent Roundtable Presentations: Scoping the Next Generation of Third-Party Program Evaluations**

Program partners will discuss their needs for evaluation and ideas for framing the evaluation with Q&A from interested third-party evaluators and other interested parties.

Roundtable Presentations A: New NFWF Third Party Proposals

- RFP on impacts from investing in projects focused on a single vs. multiple species (Dan Petit, Scientist, Bird Keystone Initiative, *NFWF*)
- RFP on Pulling Together Initiative Program (Ellen Gabel, PTI Program Lead, *NFWF*)  
Facilitator: Matt Birnbaum, *NFWF*

Roundtable Presentations B: Planning for Third Party Evaluation

- U.S. EPA Partnership Programs (Laura Pyzik, *U.S. EPA*)
- Agricultural Conservation (Neal Feeken, *Central Partnership Office, NFWF*)  
Facilitator: Mark McDermid, *Wisconsin Department of Natural Resources*

2:30 pm Break

2:45 pm **Plenary: "What is evidence? What is attribution?"**

Paul Ferraro, *Assistant Professor of Economics, Georgia State University Andrew Young School of Policy Studies*

Andy Rowe, *Vice President, GHK Consulting, Ltd.*

Moderator: William Trochim, *Current President-Elect of AEA; Professor of Policy Analysis & Management, Director of Evaluation for Extension & Outreach, Cornell University*

In this discussion, Paul will focus on questions such as "Does 'evidence' have a precise meaning?" and "Is there a difference between scientific evidence and evaluative evidence?", and Andy will talk about the uses and standards of evidence for evaluation. Paul and Andy will use examples from their own evaluation work to clearly illustrate points and fuel discussion.

3:45 pm **Working Session on Forum and Network**

- Open discussion on Network's short and long-term priorities
- Concluding comments

Observations: Marc Hockings, *Senior Lecturer, University of Queensland School of Natural & Rural Systems Management; Vice-Chair IUCN World Commission on Protected Areas*

Moderators: Katherine Dawes & Matt Birnbaum

5:00 pm **Adjourn and Celebrate!**