**2011 EEN Forum Notes**

**Session Name**: Complex Systems and Their Evaluations: Navigation Tools for Evaluating the Oregon Paint Recycling Program

**Speaker**: Lou Nadeau, Eastern Research Group, Inc.

Lauren Jankovic, Eastern Research Group, Inc.

Chris Metzner, Freelance Graphic Designer

Hedrick Strickland, Duke University

Matt Keene, EPA

**Session Date/Time**: 6/23/2011, 2:45 PM

**Note Taker**: Jake Lyonfields

**Main Themes**:

* Incorporating Evaluation into Design
* Developing a Project: A Broader Picture to the Minor Details
* Multidisciplinary Efforts in an Environmental Evaluation Project

**Detailed Notes**:

* OR Paint Recycling: Program Components
  + Education and Outreach: Paint Calculator, Advertising
  + Fee
  + Collection: Sites: retailers, HHWs; Logistics and Procedures
  + Transportation
  + Processing: Re-use, Recycling into paint product, Recycling into non-paint products, Energy Recovery (oil-based paint)
* OR Paint Reuse Partners: OR DEQ, ACA, PaintCare, ProductCare (PCA Paint Stewardship, Inc. in OR), HHW facilities, Retailers, Amazon Environmental, PSC, Portland METRO, EPA, PPSI
* Made one of the goals of the program to evaluate aspects from the start
* Stakeholders were frustrated with initial logic model proposal, so the team had to develop a more simplified, clear logic model
* Logic models still weren’t working, so the team contacted a graphic designer to develop a logic model that was more appealing to stakeholders
* Chris incorporated the logic models developed with the basics of graphic design in order to generate a better product. The product was digital, and so clicking on the various elements gave more information of each aspect of the logic model. At the same time, other material accompanied the model in case people weren’t drawn in by the model
* GIS used in order to determine best locations given various criteria
* Lots of data was inputted in order to find out things like the best location for the sites, etc

**Points for Discussion**: Discussion groups were formed so individuals could find out more about the project components in which they were most interested

1. Summary of how evaluation was incorporated into the design of the OR paint recycling program: Used a participatory approach, which allowed members to incorporate the viewpoints of multiple stakeholders. Recommended approach for individuals pursuing future evaluation incorporation endeavors
2. Summary from graphic designer: Important to use aspects such as keys, colors, and font size to emphasis different parts of the graphically-designed logic models. It was necessary to avoid color, and approach the logic modeling from an outside perspective so someone not familiar with logic models could evaluate the flow of information
3. Summary from GIS specialist: Looked at data and incorporated visualization/geospacial analysis (specifically focusing on convenience). Also looked at the collaboration efforts in the Oregon program