Program Theory/Logic (PT/L) Model Purpose and Goals

- Describe how program inputs and activities lead to specific outcomes
- Describe and illustrate relationships among program elements
- Identify and document outcome measures to assess program performance
- Show the potential impact of external factors on program outcomes
PT/L Model Structure and Content

Logic Model Report:

• Describe program in context of broader market (market actors, potentially competing programs, market barriers)
• Identify and discuss outcome indicators to assess progress toward short, intermediate, and long-term program goals
• Identify testable hypotheses and researchable issues

Logic Model Diagram:

• Linear illustration of relationships among program activities (inputs), outputs and outcomes
PT/L Model Development

Parties and Process

Parties include:

- NYSERDA’s third-party evaluation contractors
- NYSERDA program staff and management
- NYSERDA evaluation staff
- Others as appropriate

Process involves:

- Extensive program document and data review
- Drafting of initial PT/L report/diagram
- Input and feedback by involved parties through meetings and other means
- Revised/final version of PT/L report/diagram
GJGNY Logic Model

Next Steps

- Advisory Council briefing on logic model (today)
- Full PT/L Model report to be completed soon and published on NYSERDA website
- PT/L Model report to inform program operations and guide future evaluation work
- Future PT/L Model revisions, as needed, to reflect programmatic changes
**Inputs:** Program Funding, Program staff expertise, Cross Promotion and Coordination, Trade ally and Contractor Expertise, Effective Program Partners, NYSERDA’s credibility and relationships with key stakeholders, and Market Knowledge

**Activities**
- Coordination and Collaboration
- Marketing
- Outreach
- Technical Support and Services
- Training and Education (WFD)
- Financing Activities
- QC and QA Activities

**Outputs**
- Coordination and collaboration between other GJGNY program components, Program Partners, local/state/regional/national organizations and utilities
- Marketing plan developed and multi-media approach developed including, online, print, presentations, and social media
- Outreach by grassroots comp. to residential, sb/nfp, mf cust’s & potential WDF participants
- Establish fees for audits, conduct energy audits, Energy Reduction Plans, and identify EE measures for each GJGNY market sector Establish fees for audits (residential, multifamily, SB/NFP)
- Develop new and expand existing training partnerships, funding, training programs, internships/apprenticeships, OJT, train the trainer, and certification programs
- Establish eligibility requirements for applicants seeking to finance EE improvements through the Revolving Loan Fund
- Conduct market research, Working Groups, reporting, site-visits, verify savings and review overall program

**Short-Term Outcomes**
- Program participants have increased information, tools, and opportunities to obtain energy audits, finance the installation of EE measures using low-cost loans, and expand existing and develop new programs and appropriate infrastructure (Workforce)
- Increased participation in GJGNY and NYSERDA programs in targeted sectors and regions, greater awareness of GJGNY components (neighborhoods/communities), audits, retrofits, accredited contractors trained, aggregation, partnerships, and loans

**Intermediate-Term Outcomes**
- Increased awareness of the components of the GJGNY Programs, training facilities, opportunities, programs and careers that support energy efficiency and clean energy industries
- Successfully influence the behavior of GJGNY participants
- Participants’ properly design, install, operate, and maintain EE measures
- Program accelerates the adoption and installation of new EE and clean energy products/services and new technologies in targeted sectors and regions
- Expanded energy efficiency training infrastructure, increased innovative financing mechanisms across the State
- Contribution to KW, kWh savings, MMBtu savings and emission reductions
- Increased number of EE and green jobs market actors, sustainable community development

**Long-Term Outcomes**
- Successfully transition workers from training/internship into green jobs
- GJGNY goals are met

**External Influences:**
Changes in political priorities, Weather and associated impacts on customer actions and energy bills, Broad economic conditions that affect capital investment and energy costs, Costs, performance and availability of more efficient technologies, Activities of non-NYSERDA funding & EE programs

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