



# Measuring impact: the USDA Forest Service National urban and community forestry grant program

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# Presentation Overview

- Does a multi-million dollar federal grant program have an impact?
- Using a case study in the United States to quantify the impacts.
- Discuss the challenges and importance of such a study.



# methods



- Grant period evaluated: 2010-2015 (28 projects)
- Assessment
- Phone interviews
- Evaluated & compiled results
- Final report(s)



# methods



## Sample of Assessment Questions:

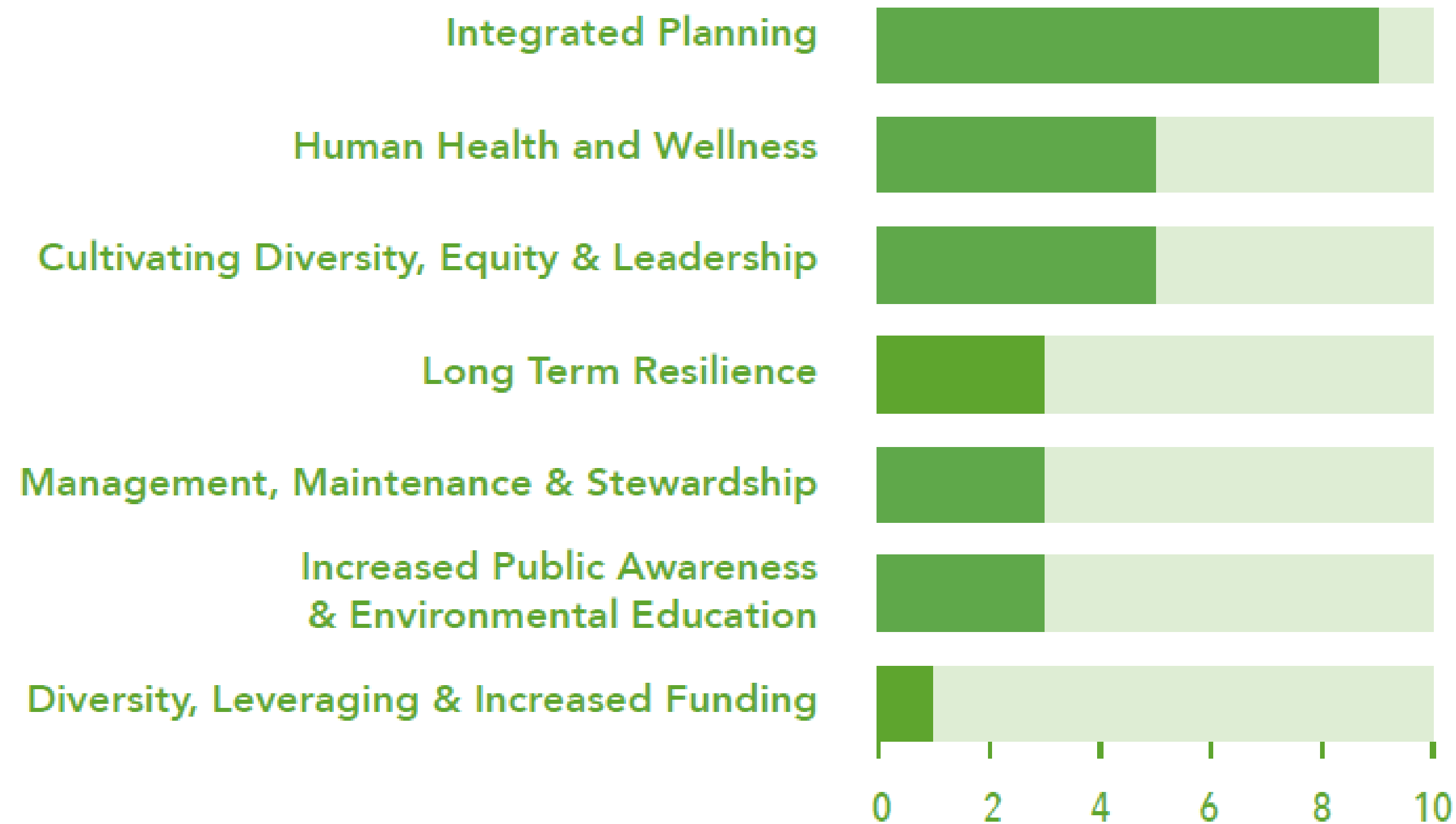
- How have project products, or outputs, been utilized by stakeholders? (workshops, publications, technology, etc.)
- Has the project been replicated?
- Did project result in establishment of..? (business, policy, process, BMP, etc)
- Have you continued work on this project beyond grant closure?
- Have you received additional funding?



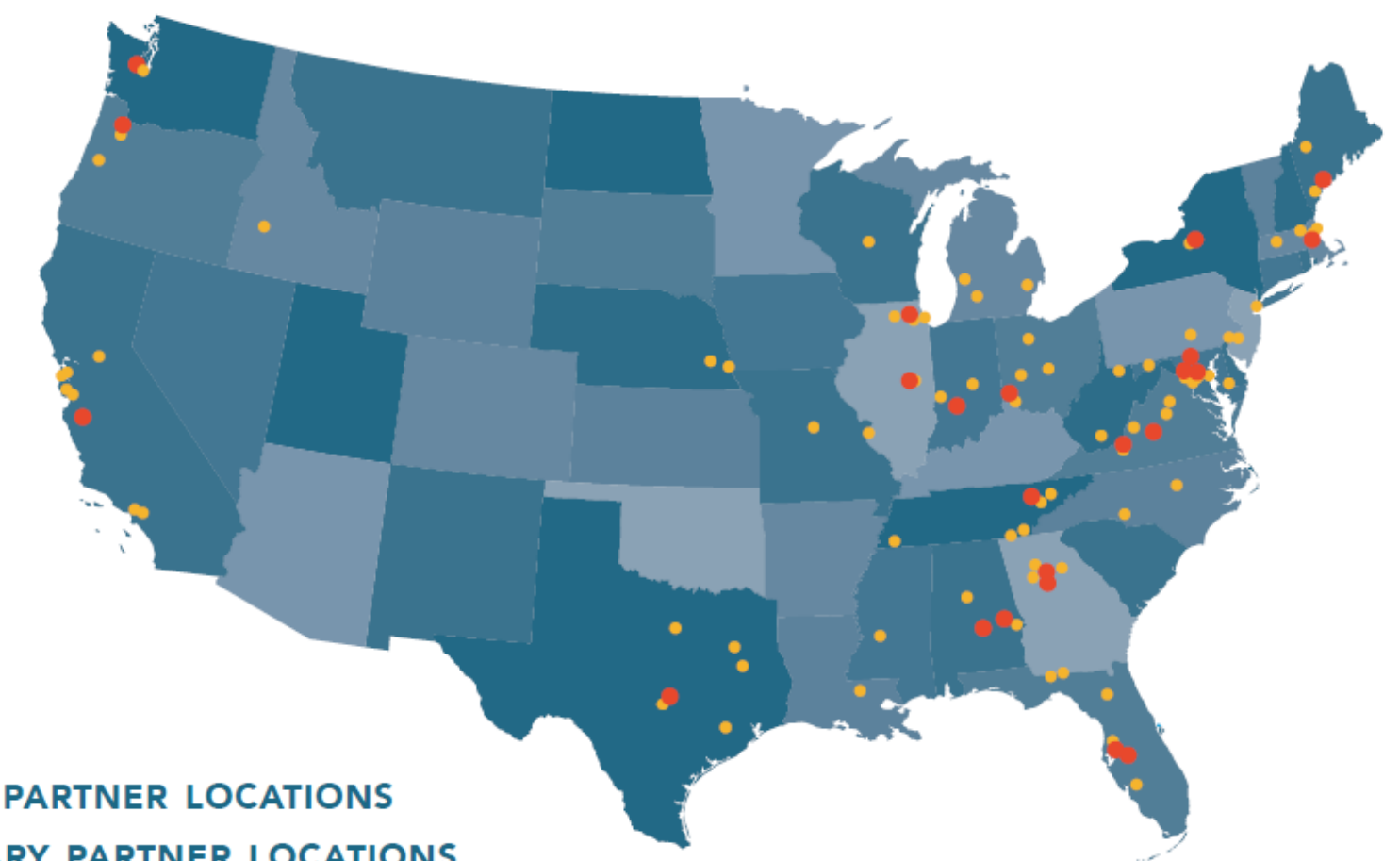
# results- *Project categories*



## NUCFAC Project Categories for 2010-2015 Grants



- 26/ 28 grant recipients responded to assessment (93% response rate)
- 25/28 grant recipients were interviewed



# results - deliverables



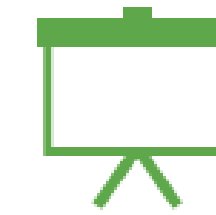
collaboration  
valuation  
diversity  
new methods  
EFFICIENCY  
COMMUNITY SUPPORT  
education  
better understanding  
partnerships  
communication  
NEW KNOWLEDGE  
ONLINE TOOLS  
mentoring  
sustainability



- 23 WEBINARS
- 8 WEBSITES
- 7 MAPPING TOOLS



- 44 PEER-REVIEWED JOURNAL ARTICLES
- 134 OTHER PUBLICATIONS<sup>1</sup>
- 4 TECHNICAL REPORTS
- 41 CASE STUDIES



- 208 CONFERENCE & MEETING PRESENTATIONS
- 30 WORKSHOPS



- 39 PUBLIC OUTREACH EVENTS



- 9 DEMONSTRATION SITES
- 13 GUIDELINES/BMP'S<sup>2</sup>
- 15 ASSESSMENTS<sup>3</sup>

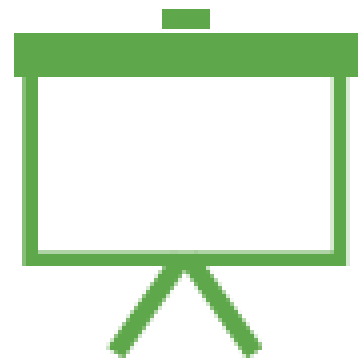
# results - *reach*



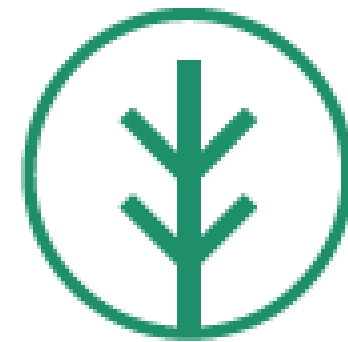
Online<sup>1</sup>  
**314,530**



Publications<sup>4</sup>  
**583,600**



Presentations<sup>2</sup>  
**47,840**



Demonstration Site  
**12,080**



Radio/TV Impressions<sup>3</sup>  
**36,485,700**



College Class / Internship  
**540**

Number People Involved in Project Development



<sup>1</sup> Website traffic reported by Google Analytics, YouTube video views, social media followers, e-newsletters, blogs

<sup>2</sup> Conferences, workshops, webinars, & other face-to-face programs

<sup>3</sup> Impressions are the number of exposures to an advertisement. An individual can receive more than one exposure

<sup>4</sup> Printed brochures, articles, other publications, and Google Scholar article views

# results – audiences & utilization



## Audiences:



## Utilization:

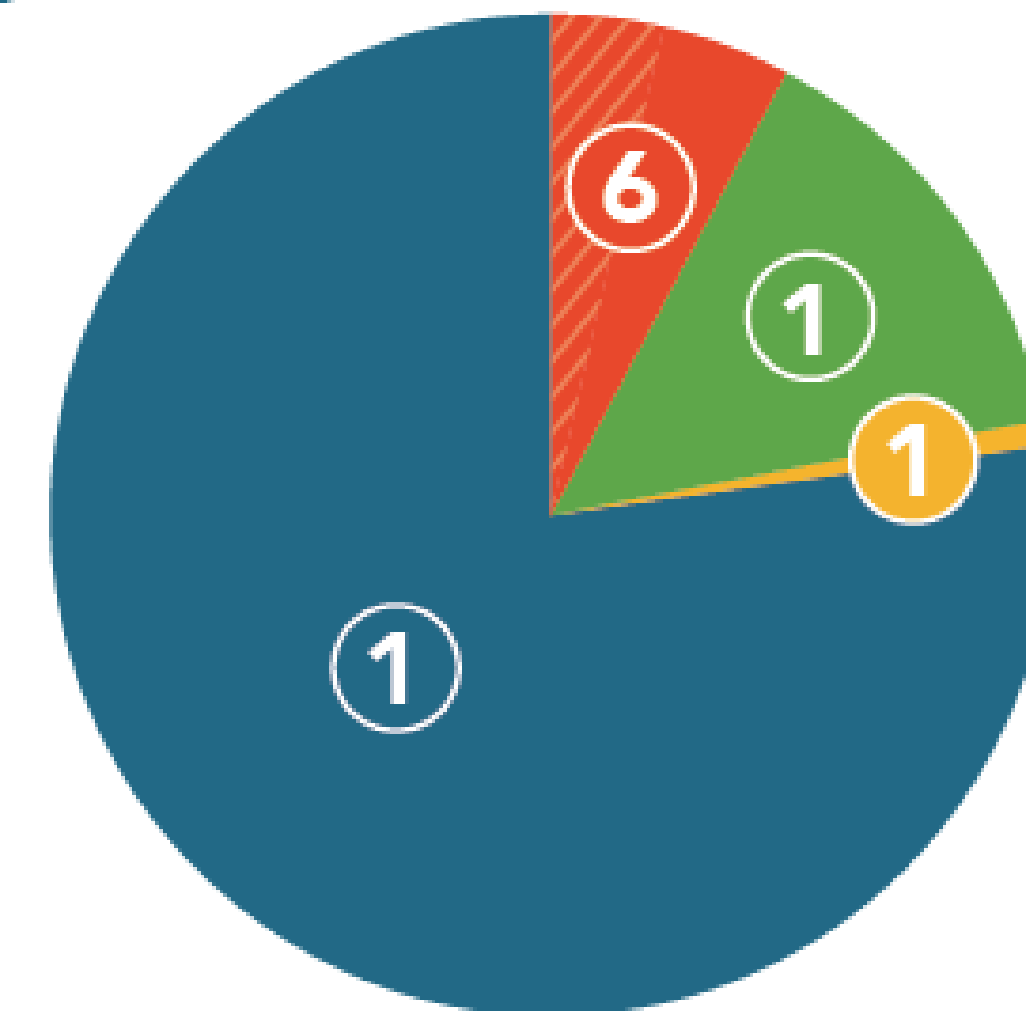
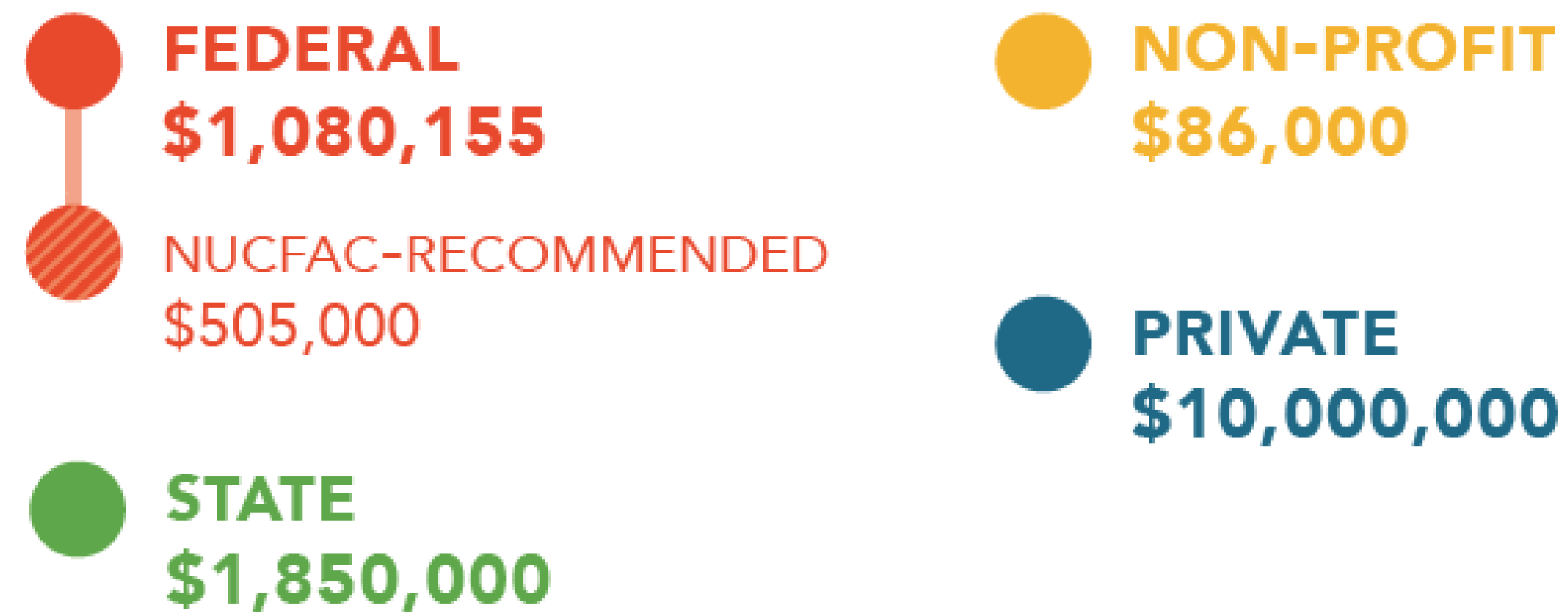




# results - *additional funding*



## Source, Amount, and Number of Projects Receiving Additional Funding:



**Total Additional Awarded Funding: \$13,016,155**

# results- *outcomes*



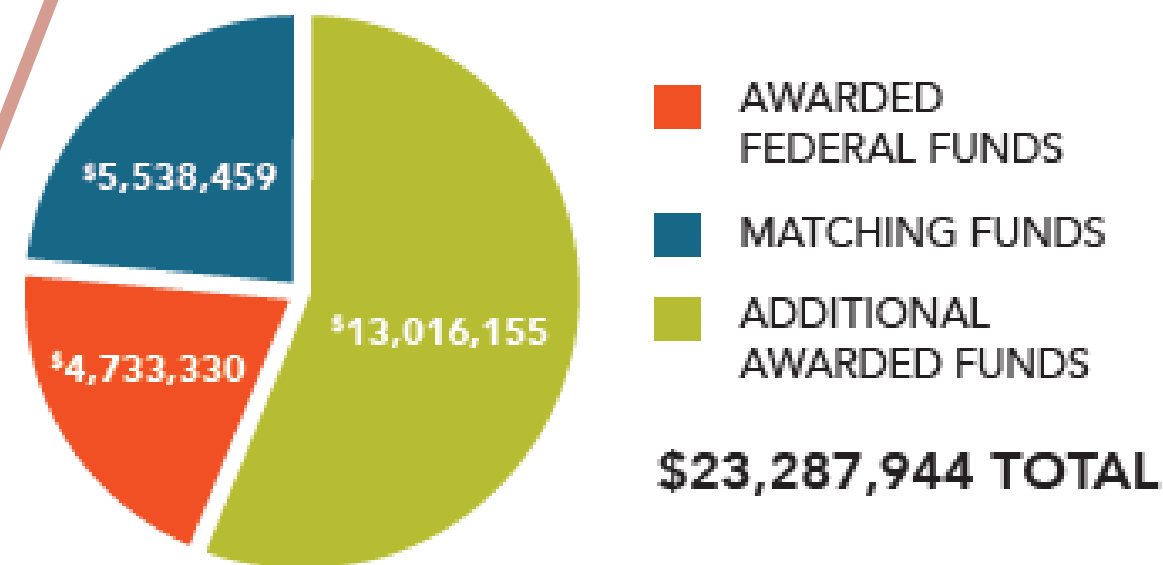
- “Projects had measurable change in kids’ behavior with respect to science and possible careers in science”
- “Projects had measurable change in career paths of Interns. Some participants are now working in environmental careers as the result of these grants”
- “Participants wrote successful grants and received additional funding due to the grants”
- “Trees are measurably healthier due to monitoring protocols’ developed by grants”



# Conclusion – did this grant program have an impact?



**Yes!** Based on our figures and recipient feedback, this grant program had social, economic and environmental impacts with a Return on Investment of at least \$4.92 for every \$1.00 invested.



 **ONE DOLLAR**  
FEDERAL FUNDS INVESTED  
**= \$4.92** RETURN



## Study challenges:

- Encouraging people to respond to assessment and interview
- Some recipients no longer work at organization
- Project recipients recalling project details
- Reaching secondary partners or stakeholders

# Thank you!



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