

#### Situation:

Development pressure is high in many coastal watersheds. Nonpoint Education for Municipal Officials (NEMO) programs around the country are educating local decision-makers about the impacts of development on water quality and better planning. Measuring complex educational impacts is challenging. This project attempts to systematically prepare for, track, and document outcomes from New Hampshire's NEMO program and to export compatible evaluation components to National NEMO Network members. CSREES supports the Network.

#### Objectives:

- a. NH NEMO partners agree on results to drive coastal land use / water quality education.
- b. Tools to track changes in knowledge, skill, attitude, behavior, policies and practices of target audience are created and used.
- c. Communities progress in natural resource based planning and protection.
- d. Network partners adopt suitable evaluation components.

#### Methods:

1. Drafted list of anticipated results.
2. Organized them by progression and topic in a matrix.
3. Created a logic model using these as short, medium and long term outcomes and developed related indicators.
4. Submitted models for review.
5. Developed, tested and refined instruments to capture indicators.
6. Investigating portability of approach to Network.

#### Partnerships:

NH's NEMO, the Natural Resource Outreach Coalition (NROC), is part of the New England NEMO Regional Focus Area supported by CSREES. NROC includes staff from UNH Cooperative Extension, UNH Sea Grant, state agencies, regional commissions, NH Coastal Program, NH Estuaries Project and Great Bay National Estuarine Research Reserve.

#### Resources:

NOAA NEMO Enhancement Grant - \$24, 663

#### Research, Teaching, Extension:

NROC uses GIS as well as research regarding land uses and water quality and economic impacts. NROC encourages new research to bridge gaps. NROC approach is used as case study in selected planning and natural resources courses.

#### Results:

- a. agreed-upon outcomes;
- b. instruments to track audience progress;
- c. evidence of communities implementing natural resource planning and protection– new instruments being tested;
- d. sharing underway.