

Sample Learning Agenda Section

Agency: The Department of Societal Betterment

Agency Mission: Reduce societal nuisances that impact social well-being

Context

Agency Strategic Goal 1: Make Day-to-Day Life in Our Society More Pleasant

Agency Strategic Objective 1.1: Reduce nuisances in public places

Priority Question(s)

Does new signage emphasizing pride in our public places reduce the incidence of littering?

Addressing the Priority Question(s)

Background. Littering was found to be one of the top three nuisances in our 2019 annual survey, Nuisances that Bug You the Most. Next year we will be implementing an important new initiative that uses signs emphasizing pride in our public places to reduce littering, and want to track whether those signs are actually effective.

Addressing the question(s). We will use the phase-in stage of the signage initiative to help us learn about the impact of the signs on littering. In particular, among the 40 sites around the city that have been selected for signage, we will randomly select half (20) to receive the signs first for a six-month period. During that time, there will be 20 sites with signage (program group) and 20 sites without (control group), allowing for a comparison of littering incidence. We will also examine time-trend data at each site to see if littering varies in the months before and after implementation of the signs.

To do these analyses, we will use existing data sources on the amount of litter collected by our Streets and Parks Departments. We may supplement that information with survey data from users of targeted parks and streets.

One challenge is that there are sometimes special events in particular parks or neighborhoods that can skew the data, so we will need to take those factors into account in the analyses. Another challenge is sample size: the total number of sites (40) is too small to produce very exacting comparisons between treatment and control sites during the phase-in process, but we believe the analyses will nonetheless produce useful information. We plan to work with evaluation experts within the agency, as well as with university partners as needed, to ensure that we have as credible of an evaluation design as possible.

OMB Requirements

Strategic goals addressed

Priority question(s)

Activities to address the question

Timing of the activities

Potential data, tools, methods, or analytical approaches

Anticipated challenges and mitigation strategies