2015 Signature Program Annual Report

Title: Energize Ohio

1. Describe how the program was implemented across the state of Ohio in 2015.

- **Who:** Energize Ohio is a multidisciplinary program that addresses a wide range of energy education needs including youth energy education, energy policy, renewable and shale energy development, energy efficiency, and sustainable community planning. In 2015, Educators from all four Extension program areas (4-H Youth Development, Community Development, Agriculture and Natural Resources, and Family and Consumer Sciences) were engaged in the delivery of Energize Ohio programs. The programs engaged participants from the agricultural sector, business community, residential homeowners, youth, and local community leaders.
- **Where:** In 2015, Energize Ohio programs were delivered in 21 of Ohio's 88 counties. In total, since the Signature Programs inception in 2012, Energize Ohio programs have been delivered in 67 counties throughout Ohio demonstrating statewide impact.
- **How:** Energize Ohio Programs are designed with two face-to-face delivery options. The first delivery option includes a 90 minute workshop that provides an introduction to an energy issue, while the second delivery option includes a lunch and learn structure with multiple sessions that provides additional details. In 2015, most of the Energize Ohio programs were one time events delivered as a 90 minute workshop. However, there were 5 programs that involved multiple face to face sessions throughout the year that provided additional research and details to the participants which ultimately informed community planning projects.
- **How many:** In 2015, the Energize Ohio Team delivered a total of 47 programs reaching 1,834 participants. Specifically, there were 37 programs focused on renewable energy with 1,422 participants and 10 shale energy programs reaching 412 participants.
- **How long:** The standard program was offered as a 90 minute workshop.
- **Other:** Energize Ohio also sponsored a one-day in-service for Extension Educators titled Energy Infrastructure & Shale Workshop. The training was designed to help Extension Professionals make sense of Ohio's energy boom including the statewide impacts of shale and alternative energy development.

*Signature Program leaders were given the option to upload supporting documentation for this criteria (see Appendix A). NOTE: Appendix A is blank for this annual report.

2a. Describe the short-term outcomes of the program (changes in awareness, knowledge, attitude, skills, aspiration).

To evaluate short term impacts the Energize Ohio Signature Program includes three evaluation indicator questions on all program evaluations. A summary of the results found:

Question 1) 84 % of participates indicated the program provided valuable information that they would recommend to others.
Question 2) 84% indicated that as a result of this program, they know more about (renewable or shale) energy.

Question 3) 72% indicated they plan to use the materials and/or information from the program in making decisions related to (renewable or shale) energy on their home, farm, or business.

2b. Describe the medium-term outcomes of the program (changes in behavior or practice).

To track the medium-term outcomes of the program, a followup with program participants found eight farmers who attended a program have since developed an on-farm solar system to offset a portion of the electric needs for their farms. Combined these systems will generate roughly 324,500 kWh annually while offsetting nearly 434,830 (lbs. CO2e) Greenhouse Gases per year. In addition, 3 participants used information from the program to evaluate their solar project proposals and determined it was not a good investment for their business and/or farm.

2c. Describe the long-term outcomes of the program (changes in conditions or policy).

The long-term outcomes of the program are related to various long-term community and regional planning efforts. Specifically, shale energy outreach and education programs and a series of technical reports that assess the economic, social and environmental changes occurring within the 25-county shale region contributed to the development of numerous long-term community planning efforts. For example, in 2015 a comprehensive community plan was adopted in Guernsey County as a result of a series of OSU Extension energy programs. Additionally, four comprehensive economic development strategy plans will be adopted in 2016 by the U.S. Economic Development Administration economic development districts including the Eastgate Regional Council of Governments, Northeast Ohio Four County Regional Planning and Development Organization, Ohio Mid-Eastern Governments Association, and the Buckeye Hills-Hocking Valley Regional Development District.

***Signature Program leaders were given the option to upload supporting documentation for this criteria (see Appendix B).** NOTE: Appendix B is blank for this annual report.

3. Describe the extent to which the program elevates the public's knowledge of OSUE.

The Energize Ohio team participates in a number of outreach and engagement activities to promote the Energize Ohio program, build partnerships, and identify new opportunities for collaboration. For the forth consecutive year, Energize Ohio presented a poster at the Ohio State University Outreach and Engagement Forum at the Ohio Union. In addition, the Energize Ohio Signature Program presented a display table at the 2015 Ohio Legislative Lunch.

The OSU Extension Energize Ohio website fills a critical need by providing easily accessible unbiased research based information on energy topics to Educators and Ohio residents. In 2015, the OSU Extension Energize Ohio website received 44,832 page views from 17,522 visitors sessions. Google analytics defines a session as the period time a user is actively engaged with your website, all usage data (Screen Views, Events, E-commerce, etc.) is associated with a session. The website continues to reach a new audience as 85% of the website traffic is from new visitors. The website received visitors sessions from all 49 U.S. States, the District of Columbia, and international visits rom 88 different countries. Analytic results indicate that visitors spent an average of 1 minute 35 seconds on the Energize Ohio website.

***Signature Program leaders were given the option to upload supporting documentation for this criteria (see Appendix C).** NOTE: Appendix C is blank for this annual report.

4. Describe the extent to which proposed program marketing, communication, implementation and evaluation methods and strategies were followed.

Energize Ohio marketing materials include an electronic report template, energy wallpaper, powerpoint template, tri-fold brochure, program folders, and a banner display to promote program materials at workshops and conferences. The new promotion, print marketing materials and electronic templates are available upon request to anyone hosting an of Energize Ohio program.

The signature program team provides two program evaluation templates (shale energy & renewable energy) that Educators can use for energy related programs. The templates are designed so the first three questions remain consistent among all energy related programs and can be reported on as program event indicators directly into RIV. These standardized indictor questions are identified in a separate block with a grey background on all Energize Ohio evaluations. The remaining portion of the pre/post test evaluation template is for educators to develop their own questions to capture specific evaluation data related to the programs learning objectives (e.g., shale energy leasing, pipeline easements, on-farm renewable energy, community scale renewable energy development, etc). Standardized pre/post test evaluation templates are provided and the results are collected and shared with the signature program team leaders for reporting.

***Signature Program leaders were given the option to upload supporting documentation for this criteria (see Appendix D).** NOTE: Appendix D is blank for this annual report.

***Signature Program leaders were given the option to upload supporting documentation to supplement this annual report (see Appendix E).** NOTE: Appendix E is blank for this annual report.

Appendix pages removed for this annual report as no additional files were submitted.