

**NOAA California B-WET Program
Logic Model Example**

Logic Model for [Project Name]

Audience: Identification/Description

Overall Goal: to improve...

Objectives (what your audience will be able to do/say/feel, etc. after the project)	Resources (what you have or need to do your project)	Activities (what you do to make project happen)	Outputs (what you produce or deliver as part of the project)	Short-term Outcomes (audience changes immediately after or within 1 to 2 years)	Mid- to Long-term Outcomes/Impacts (audience changes after a longer time — 2+ years)
Audience will show they know more about the local watershed by...	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
Audience will demonstrate that they care about their local watershed by...	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •
Audience will state their intent to engage in these stewardship actions... OR Audience will engage in these stewardship actions...	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> • 	<ul style="list-style-type: none"> •

Logic Model Template

Audience:

Overall Goal:

Objectives	Resources	Activities	Outputs	Short-term Outcomes	Mid- to Long-term Outcomes/Impacts
	•	•	•	•	•
	•	•	•	•	•
	•	•	•	•	•