

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

**Logic Model for [Project Name]**

*Audience: Identification/Description*

**Overall Goal: to improve...**

<b>Objectives</b> (what your audience will be able to do/say/feel, etc. after the project)	<b>Resources</b> (what you have or need to do your project )	<b>Activities</b> (what you do to make project happen)	<b>Outputs</b> (what you produce or deliver as part of the project)	<b>Short-term Outcomes</b> (audience changes immediately after or within 1 to 2 years)	<b>Mid- to Long-term Outcomes/Impacts</b> (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"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
Audience will demonstrate that they care about their local watershed by...	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>
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"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>	<ul style="list-style-type: none"> <li>•</li> </ul>

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**Logic Model Template**

*Audience:*

**Overall Goal:**

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