

# IN SEARCH OF THE COUNTERFACTUAL

*Moderator: Ralph Prah, Prah & Associates*

## PAPERS:

### **Baseline Policy Enhancement in Massachusetts and California**

Jonathan B. Maxwell, ERS

Sue Haselhorst, ERS

Ralph Prah, Prah & Associates

### **Not All Spillover is the Same – So Don't Treat it That Way!**

Ryan Bliss, Research Into Action, Inc.

Nicole Sage, ADM Associates Inc.

David Diebel, ADM Associates Inc.

### **Financing or Incentives: Disentangling Attribution**

Antje S. Flanders, Opinion Dynamics Corporation

### **How Much do we Know About Savings Attributable to a Program?**

Stefanie Wayland, Opinion Dynamics

Olivia Patterson, Opinion Dynamics

Katherine Randazzo, Opinion Dynamics

## SESSION SUMMARY:

Setting baselines and assessing attribution are two of the most challenging issues in EM&V, due in large part to the out-sized role that counterfactual scenarios play in getting the right answer. This session showcases four papers on recent methodological advances in these two critical areas. Maxwell et al. report on recent efforts by Massachusetts and California to systematize their policies regarding the determination of baseline assumptions. Bliss et al. describe a new approach to combining interview results from end-users and upstream actors to estimate spillover. Flanders discusses an effort to sort out attribution to financing vs. incentives when both are offered. Finally, Wayland et al. discuss new approaches to the statistical modeling of attribution issues.