

Field Tested MT Evaluation Methods: The Scoping Study and other Resource Tools

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The *Scoping Study* was prepared by Joe Eto, Ralph Prahel and Jeff Schelgel for the California Demand Side Measurement Advisory Committee (CADMAC) and completed in 1996. The *Scoping Study* provides a framework for design and evaluation of market transformation programs. Between 1996 and 1997 CADMAC oversaw the implementation of market effects studies, 15 of which were reviewed in the *Market Effects Summary Study*. The reviewers found the *Scoping Study* to be a valuable tool for conducting market effects evaluations. However, the *Scoping Study* is not a cookbook, it is a framework. Therefore its use and application are open to interpretation. In addition, other strategies for market transformation measurement have been proposed: diffusion of innovation, leading and lagging indicators, and market share measurement.

This panel discusses how the *Scoping Study* can be used as a guide to the conduct of market transformation evaluations. The panel members have all been involved in market effects and market transformation studies in California and in other regions of the country. Panelists will review and critique the *Scoping Study* and then discuss how to measure market effects for market transformation and demand side management programs.