

SESSION 6C

DOES PRACTICE TRUMP THEORY IN THE IMPLEMENTATION OF MT?

Moderator: Ken Keating, Bonneville Power Administration

PAPERS:

Is One Model of Market Transformation Enough for Public Benefit Market-transformation Programs?

Harley Barnes, Aspen Systems Corporation
Jon Maxwell, Aspen Systems Corporation
William Steigelmann, Aspen Systems Corporation

The Program Theory and Metrics Process

Jeff Erickson, PA Government Services
Jennifer Fagan, KEMA-XENERGY
Oscar Bloch, Wisconsin Division of Energy

SESSION SUMMARY:

The theory of Market Transformation (MT) may be too attractive to policy makers. Both papers in this session are concerned about how the expectations of policy makers create situations in which the MT goals and practice are not aligned with good theory or achievable objectives. Barnes et al., argue that MT is expected too soon from technologies with long adoption curves, when economic experience should set lower expectations. Erickson and his team explain how the push to get programs up and running sometimes leaves crucial steps undone, leading to a counter-productive lack of alignment and poor design. Both authors suggest realistic approaches to MT that consider the difficulties of designing and implementing programs in a world of competing goals.

