

## SESSION 9D

### MARKET SHARE MATTERS

*Moderator: Ralph Prah, Prah & Associates*

#### PAPERS:

##### **A Framework for Evaluating Market Effects of Energy Efficiency Programs: Guidance for Evaluators**

Edward Vine, California Institute for Energy and the Environment, and Lawrence Berkeley National Laboratory  
Ralph Prah, Prah and Associates  
Steve Meyers, Lawrence Berkeley National Laboratory  
Isaac Turiel, Consultant

##### **Evaluating Programs That Use Market Share As a Performance Metric**

Harley H. Barnes, Lockheed Martin  
William H. Steigelmann, Rockville, MD

##### **State-to-State Baseline Comparison to Establish Existence of Market Effects in the Non-Residential Sector**

J. Ryan Barry, KEMA Inc.  
Oscar Bloch, Public Service Commission of Wisconsin  
Miriam Goldberg, KEMA Inc.  
Ralph Prah, Prah & Associates  
Mitch Rosenberg, KEMA Inc.

#### SESSION SUMMARY:

This session presents three papers that focus, either in whole or in part, on the use of efficient market share as an evaluation metric.

Vine and coauthors present work being carried out in California on evaluating market effects, which includes the use of efficient market share as one key metric. They outline a six-step approach that is being used to guide the work; describe early results from studies of CFLs, residential new construction, and high-bay lighting; and provide some suggestions for future research into market effects.

Barnes and Steigelmann review energy efficiency program evaluations that have used market share as a key performance indicator, describe how the concept of market share has been deployed in practice, and characterize the strengths and limitations of various data sources and experimental designs. They argue that saturation may in some cases be a viable alternative measure of market progress, concluding that the ability to evaluate is not a barrier to the use of market-share growth as a program implementation goal.

Finally, Barry and coauthors present the results of a recent Wisconsin evaluation that used a state-to-state comparison of efficient market share and other market indicators to assess the existence and magnitude of market effects in the non-residential sector. The study found compelling evidence that market effects do exist in certain target markets. The authors discuss the unique challenges that must be faced in using quasi-experimental methods to analyze market effects in the non-residential sector, historically the subject of much less experience than in the residential sector.

