

Regional M T Evaluation
Opportunities and Challenges

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Opportunity

**Ability to
identify and
address
multiple policy
objectives**



Challenge

Competing and sometimes conflicting evaluation objectives



Opportunity

Input from evaluation partners and key stakeholders can lead to improved methods and results



Challenge

Group decision making is not easy....



Opportunity

Reduced cost per sponsor.



Challenge

Lots of meetings.

Unequal participation by sponsors.



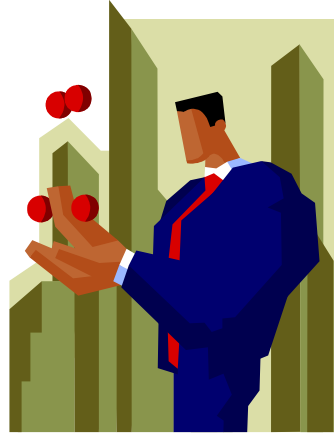
Opportunity

Project scope can be matched to program scope



Challenge

Key stakeholders desire either state level or service territory specific results



Opportunity

Increased leverage to obtain data from key trade allies



C h a l l e n g e

**Data quality
about market
effects is
“squishy.”**



O p p o r t u n i t y

**Comparing
results across
regions can
lead to
improved
program efforts.**



Challenge

Results cannot be compared if inconsistent methods were used to obtain them.



Making It Work

**Planning
Communications
Flexibility and
compromise**

