

necessary to keep in mind, however, that market interference can create unintended distortions, and many information and education programs are questionable in terms of cost effectiveness.

Sometimes the introduction of a new technology hinges on a success story by a prominent user - an adopter whose patronage would be widely considered an important endorsement of a new technology. Public agencies themselves can sometimes play this role in that their use of some new technology may be considered a trend-setting event by end-users or even other potential manufacturers and sellers. Indeed, some states and counties are known to be particularly innovative, and their technology choices are closely watched. Stimulating adoption by such prominent users can be an effective road to success.