

$CBA \leftrightarrow BCA$

$$NB = B - C$$

- Clear about the Base
- Alternatives?
- Who is impacted + how?
- Who matters? → **STANDING**

Technical Steps

- Predict, quantify, monetize, + discount impacts
- Sensitivity analysis
- Analyst Recommendation

Cost Effectiveness Analysis

Economic Impact analysis

↳ NOT A CBA/BCA