



**INGO BENSCH**

*Principal Consultant*

Email: [bensch@evergreenecon.com](mailto:bensch@evergreenecon.com)

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## PROFILE

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**Ingo Bensch**, Principal Consultant, conducts market, behavioral and evaluation research to inform energy-related programs and policy. His work combines sound research principles with pragmatic approaches to provide useful empirical insights for professionals and policymakers seeking to promote energy-efficient choices by households and businesses. Mr. Bensch's areas of particular expertise include behavioral research, survey design and implementation and the evaluation of residential and information-based programs.

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## EDUCATION

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Master of Public Affairs, Environmental and Natural Resources Management, Indiana University  
Bachelor of Arts and Sciences, Economics and Science-Technology Studies, Stanford University

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## INDUSTRY EXPERIENCE

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Most of the work highlighted below was done while Mr. Bensch was Principal Researcher at the Energy Center of Wisconsin (now Seventhwave) from 1998 to 2015. Mr. Bensch joined Evergreen Economics in March 2015, lending his considerable expertise in market, behavioral and evaluation research.

- **California Multifamily Program Process Evaluation** – Currently leading a statewide process evaluation of California utilities' multifamily energy efficiency programs; the evaluation is intended to be formative and provide actionable input that will allow greater integration of disparate services to the multifamily sector, easier and more efficient access to program offerings, and greater participation.
- **Ameren Missouri Weatherization Program Evaluation** - Designed and implemented the process evaluation component of an evaluation by Evergreen Economics of Ameren Missouri's weatherization program for its low-income customers.
- **California Low Income Needs Assessment** – Assisted in conducting a needs assessment of low-income households in California conducted by Evergreen Economics; led a team of three interviewers who conducted nearly 100 in-home interviews to better understand perceptions, needs and willingness to participate of eligible non-participating households.
- **Minnesota Residential High User Study** - Designed a study of residential high users in Minnesota, oversaw a field study to characterize these households and is continuing to support the Energy Center of Wisconsin (now Seventhwave) to develop program strategies.
- **We Energies Business Customer Research** – Managed the Energy Center of Wisconsin's research services for We Energies, leading teams and conducting research to help the utility better meet business customers' needs efficiently and effectively. Projects included a customer usability study of a newly developed online energy management tool, research-based strategy

development for self-help services, testing of a redesigned interactive voice response system, and internal consulting to inform account management services to business customers.

- **Chicago Area Energy Efficiency Potential Study** – As part of a comprehensive study of achievable program-based energy savings for two Chicago natural gas utilities, led the development and fielding of complicated telephone surveys for residential, commercial and industrial customers to understand the end-uses served and the characteristics of gas-using equipment, households and businesses.
- **Cool Choices Evaluation** – Led independent evaluations and research support for Cool Choices' game-based sustainability efforts in workplaces and communities, including developing the appropriate research and analytical approaches and overseeing a team of analysts conducting the work. Worked closely with program staff to understand drivers behind participation in the game and assess the impact of players' actions on their energy consumption.
- **Midwest Energy Survey** - Developed and led the implementation of a multi-year, multi-client tracking study of Midwestern households' perceptions, attitudes and practices on energy efficiency and related topics.
- **Evaluation of the National Weatherization Assistance Program** - For a multi-year evaluation of the national low income Weatherization Assistance Program for the Department of Energy, led an extensive data collection effort for which response rates exceeded 90 percent due to a creative case management approach Mr. Bensch developed. For the evaluation, also analyzed the data and wrote a report that characterized weatherization activities across the nation.
- **Minnesota Study of Residential Plug Load Savings Opportunities** – As co-principal investigator for a groundbreaking study, employed in-depth metering of numerous plugged-in devices to identify the theoretical savings opportunities for residential electric customers, and conducted interviews to understand consumer motivation, interest and acceptance of potential program approaches.
- **New Construction Market Assessment** - Managed research into market actor awareness, attitudes, practices and training needs related to high performance building design. Designed a research strategy and approach to provide actionable information to Wisconsin's Focus on Energy program and a curriculum design project for the U.S. Department of Energy.
- **Evaluation of Education Programs** – For over a decade, oversaw the in-house evaluation process for the Energy Center of Wisconsin's education programs, which train thousands of professionals annually through conferences, technical training series, lunch and learns, and online training.
- **Daylighting Program Evaluation** - Conducted an internal evaluation of the Energy Center of Wisconsin's training-intensive Daylighting Collaborative program. Interviewed program stakeholders and participants, surveyed program participants and analyzed results of daylighting training evaluations.

- **Weatherization On-the-Job Training Program Feasibility Study** - Conducted a feasibility study for an on-the-job training pilot program to expand the current workforce of weatherization installers and auditors.

## SELECTED PUBLICATIONS AND PRESENTATIONS

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- Bensch, I., & Keene, A., 2015, "Energy Impact from Gamification-Induced Behavior Change", *International Energy Program Evaluation Conference*, Long Beach, CA.
- Kuntz, K., Shukla, B., & Bensch, I., "How Many Points for That? A Game-Based Approach to Environmental Sustainability", *American Council for an Energy-Efficient Economy—2012 Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA.
- Bensch, I. & Pigg, S., 2010, "Energy Savings Opportunities with Home Electronics and Other Plug-Load Devices: Results from a Minnesota Field Study", *American Council for an Energy-Efficient Economy – 2010 Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA.
- Bensch, I., 2008, "Is Climate Change a Good Thing? Opportunities and Barriers to Using Climate Change to Motivate Efficiency", *American Council for an Energy-Efficient Economy – 2008 Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA.
- Bensch, I., Pigg, S., & Anderson, M., 2006, "How Much Is that Training Program Worth? Quantifying the Value of Training and Other 'Fuzzy' Education Events", *American Council for an Energy-Efficient Economy – 2006 Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA.
- Bensch, I., 2005, "Measuring Training Impacts . . . in Cyberspace: Online Surveys as a Cost Effective Evaluation Tool", *International Energy Program Evaluation Conference*, New York, NY.
- Bensch, I., 2003, "An Education and Training Evaluation that Changed a Program", *International Energy Program Evaluation Conference*, Seattle, WA.

## PROFESSIONAL AFFILIATIONS AND HONORARY ROLES

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- International Energy Program Evaluation Conference (planning committee member)
- American Evaluation Association (current member)
- Mad-City BECCsters (co-organizer of a Madison-area behavior change professional group)
- American Council for an Energy Efficient Economy (panel leader for the 2008 and 2010 Summer Studies)
- Behavior, Energy and Climate Change Conference (program committee member for the 2009 conference)
- Department of Energy Expert Peer Review Panel (peer review group member for an evaluation of the State Energy Program, 2009)
- Association of Energy Services Professionals (Market Research and Evaluation Topic Committee – chair, 2006; vice chair, 2005)
- National Legislative Program Evaluation Society (1993-1998)