



## JENNY FRASER

*Consultant*

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

---

### PROFILE

**Jenny Fraser**, Consultant, is experienced in project management and conducting analysis for energy efficiency program impact and process evaluations in California, Hawaii and in the Northwest. She is currently assisting in the management of a process evaluation for the California Statewide Financing Pilot Programs. Her other recent work includes assisting in the management of an audit of the Vermont Energy Efficiency Utilities for the 2011-2013 program cycle. Her other work has included billing analysis to estimate program impacts, managing survey data, developing survey samples and analyzing participant data for energy efficiency programs. Ms. Fraser also has experience with discrete choice modeling of consumer behavior in energy efficiency. She has a variety of experience with statistical analysis, econometrics, process evaluations, survey design and data analysis, as well as developing logic models in support of other evaluation activities. Ms. Fraser is experienced with applications including Excel, Eviews, Stata, SAS, SPSS and LimDep.

---

### EDUCATION

M.A., Economics, University of California, Santa Barbara

B.S., Economics, University of Oregon

B.S., Mathematics, University of Oregon

---

### INDUSTRY EXPERIENCE

- **California Statewide Financing Pilot Programs Process Evaluation** – Currently assisting in the management of a process evaluation of financing pilot programs for the California Investor-Owned Utilities.
- **Vermont Independent Audit of the Energy Efficiency Utilities** – Assisted in the management of an audit of the Vermont Energy Investment Corporation and the City of Burlington Electric Department program activities for the 2011-2013 program cycle.
- **Idaho Power Custom Efficiency Program Evaluation** – Assisted in the management of process and impact evaluation activities of a commercial and industrial custom program for Idaho Power Company.
- **Black Hills Energy Residential Cooling Program Evaluation** – Managed the process evaluation of Black Hills Energy's Residential Cooling Program as a subcontractor to Tetra Tech.
- **Union Gas DSM Audit** – Assisted with the management and analysis to conduct an audit of Union Gas's 2013 and 2014 demand side management (DSM) programs.
- **Bonneville Power Administration Performance Tested Comfort System Impact Evaluation** – Managed and conducted billing analysis for an impact evaluation of heat pump and duct sealing jobs in the Northwest for BPA.

- **Hawaii Energy Conservation and Efficiency Programs Evaluation** – Conducted energy savings validation and verification for Hawaii Energy portfolio evaluation as part of a multi-year contract. Conducted billing analysis to evaluate savings associated with Opower Home Energy Reports program. Lead analyst in conducting billing analysis of solar water heaters and condominium submetering for Hawaii Energy portfolio evaluation. Developed sampling plans for residential and commercial phone and on-site surveys.
- **California Statewide Energy Savings Assistance Program Impact Evaluation** – Determined whole house and measure-level energy savings associated with measures installed through the California Statewide ESA program, as lead analyst for fixed effects billing analysis.
- **Black Hills Energy Online Home Energy Evaluation, Residential Appliance Rebate and Small Business Direct Install Lighting Program Evaluations** – Managed the process evaluation of these three programs in Colorado, as a subcontractor to Tetra Tech. Developed survey instruments and interview guides and conducted in-depth interviews with program implementers.
- **Black Hills Energy Non-Residential New Construction Program Evaluation** – Managed the process and impact evaluation of the Non-Residential New Construction program in Iowa and Colorado, as subcontractor to Tetra Tech. Conducted in-depth interviews with participating building owners and market actors in support of evaluation activities.
- **Black Hills Energy Residential and Commercial Conjoint Analysis** – Conducted conjoint analysis using discrete choice regression models to determine customer preferences for program design as well as lighting and HVAC equipment, as subcontractor to Tetra Tech.
- **Southern California Edison Enhanced Inspections Plans** – Lead analyst in development of enhanced inspection plans for Southern California Edison’s Express Efficiency, Schools and Entertainment Centers programs.
- **Northwest Energy Efficiency Alliance Continuous Energy Improvement for Industry Impact Energy Savings Analysis** – Conducted energy savings regression analysis for NEEA’s Continuous Energy Improvement program for the industrial sector.
- **Northwest Energy Efficiency Alliance Impact of Heat Pumps on Home Sales Price** – Interviewed residential real estate appraisers as part of an analysis on heat pump systems in the Northwest for NEEA.
- **Energy Trust of Oregon Home Energy Solutions Program Evaluation** – Conducted billing analysis for impact evaluation of Energy Trust of Oregon’s Home Energy Solutions Program.
- **Sempra Residential Programs Process Evaluation** – Assisted with survey design for two residential customer education programs in California for San Diego Gas & Electric and Southern California Gas Company.
- **Pacific Gas and Electric Home Energy Efficiency Survey Evaluation** – Assisted with evaluation of PG&E Home Energy Efficiency Survey program including development of the survey sample and preparation of the participant and survey datasets for regression analysis.

- **Energy Trust of Oregon Energy Efficiency Finance Tool** – Developed an energy efficiency finance tool for the Energy Trust of Oregon to evaluate energy efficiency project investments for commercial customers.
- **California Statewide Non-Residential Audit Program Evaluation** – Lead analyst for the discrete choice analysis modeling for audits of non-residential energy efficiency programs in California.
- **California Statewide Technical Assistance and Technology Incentives Process Evaluation** – Developed discrete choice models for California Statewide TATI process evaluation.
- **City of Seattle Green Buildings Potential and Impacts Assessment** – Assisted in evaluating energy efficiency potential and economic impacts of new Green Building policies for the City of Seattle.
- **Oregon and Washington Carbon Cap and Trade Economic Impact Analysis** – Estimated the statewide economic impacts of a carbon cap and trade system in Oregon and Washington.
- **California Statewide Express Efficiency Program Evaluation** – Developed discrete choice models for statewide energy efficiency evaluation in California.
- **Consumers Energy Commercial & Industrial Energy Optimization Programs Evaluation** – Conducted energy savings validation analysis for Michigan’s Consumers Energy Commercial and Industrial program.
- **California Statewide Water Pilot Programs Impact Evaluation** – Contributed to analysis of embedded energy savings for water agencies served by California Investor-Owned Utilities.

## **SELECTED PUBLICATIONS AND PRESENTATIONS**

---

- Grover, S., J. Fraser, 2015, “Who Dunit? Determining Savings Attribution When Both Rebates and Financing Are Available”, *Proceedings of the 2015 International Energy Program Evaluation Conference*, Long Beach, CA.
- Fraser, J., Dickerson, C.A., & Sakuda, M., 2014, “Paying Your Fair Share – A Billing Analysis and Literature Review of Condominium Submetering”, *ACEEE Summer Study on Energy Efficiency in Buildings*, Asilomar, CA.
- Yaillen, J., Cobb, C., 2013, “Getting Our Ducts in a Row: A Billing Analysis of Duct Sealing and Heat Pumps in the Northwest”, *International Energy Program Evaluation Conference (IEPEC)*, Chicago, IL
- Grover, S., Cornwell, J., Yaillen, J., Dickerson, C., Flanagan, J., Sakuda, S., 2013, “Opower, Where Art Thou? Savings Estimates From a Pilot Program”, *International Energy Program Evaluation Conference*, Chicago, IL.
- Yaillen, J., Cole, J., Dickerson, C.A., & Takanishi, W., 2012, “Saying Mahalo to Solar Savings: A Billing Analysis of Solar Water Heaters in Hawaii”, *ACEEE Summer Study on Energy Efficiency in Buildings*, Asilomar, CA.