



KEVIN PRICE

Senior Consultant

Email: price@evergreenecon.com

PROFILE

Kevin Price, Senior Consultant, has experience conducting residential and commercial energy efficiency program impact evaluations, process evaluations and market assessments. He is skilled in project management, survey development, data analysis, market assessments and report writing. Mr. Price is currently managing an evaluation of a Northwest Energy Efficiency Alliance (NEEA) heat pump water heater market transformation initiative involving surveys of homeowners and water heater installers, and interviews with market actors and Northwest utility partners. Mr. Price recently managed an emerging technologies technology assessment for Pacific Gas and Electric (PG&E) focused on behavioral changes resulting from installing and using wirelessly controlled LED replacement lamps in residential applications. Mr. Price also managed concurrent evaluations of lighting distributor rebate trial programs for PG&E and Southern California Edison (SCE), which focus on lighting market actor behavior changes, and their impacts, resulting from the new program design. Also for SCE and PG&E, Mr. Price led the Process Evaluation of the Advanced and Basic Lighting Programs and the Lighting Market Transformation Program. Other recent work has included developing survey materials and managing data collection efforts for residential impact evaluations for the California Public Utilities Commission, for residential and nonresidential process evaluations for the California Investor-Owned Utilities, and for cost-effectiveness assessments for NEEA's residential lighting and ductless heat pump programs. For the ductless heat pump evaluation, Mr. Price created a Geographic Information System to track and visually display participation levels across the Northwest. In addition, Mr. Price has managed or assisted in impact and process evaluations for commercial programs in New York, Canada, and Hawaii.

EDUCATION

B.A., Environmental Studies, University of California, Santa Barbara

B.A., Geography, University of California, Santa Barbara

INDUSTRY EXPERIENCE

- **Northwest Energy Efficiency Alliance Heat Pump Water Heater Initiative Market Progress Evaluation Report #2** - Currently managing an evaluation of a Northwest Energy Efficiency Alliance (NEEA) heat pump water heater market transformation initiative involving surveys of homeowners and water heater installers, and interviews with market actors and Northwest utility partners.
- **Northwest Energy Efficiency Alliance Heat Pump Water Heater Initiative Market Progress Evaluation Report #1** - Evergreen conducted the first Market Progress Evaluation Report for the Northwest Energy Efficiency Alliance's Heat Pump Water Heater Initiative.
- **Energy Trust of Oregon Gas Fireplaces Market Transformation Study** - Evergreen conducted an assessment of the baseline market conditions (including a forecast of these conditions) for the gas fireplace market in the state of Oregon.

- **SCE and PG&E Midstream Lighting Trial Evaluations** - Conducted research for both Southern California Edison and Pacific Gas and Electric Company related to their commercial sector midstream rebate LED trial programs.
- **PG&E Emerging Technologies Program, Controls Embedded LED Replacement Lamps Technology Assessment** - Assessed a new technology that PG&E is considering integrating into its residential lighting rebate programs. The technology is comprised of controls embedded into LED replacement lamps, which are controlled wirelessly (or via the Internet). The Evergreen team developed a novel approach to collecting lighting usage data that supports an assessment of behavior changes induced by the wireless controllability of residents' lighting.
- **California IOUs Behavior Workshop** - Developed, moderated, hosted and summarized a two-day California Investor-Owned Utilities Behavior Workshop.
- **Northwest Energy Efficiency Alliance Heat Pump Water Heater Model Validation, Market Progress Assessment, and Process Evaluation** - Evergreen conducted a comprehensive process evaluation and market assessment for the Northwest Energy Efficiency Alliance's Heat Pump Water Heater Market Test project.
- **Southern California Edison and Pacific Gas and Electric Process Evaluation of the Advanced and Basic Lighting Programs and the Lighting Market Transformation Program** - Evergreen conducted a process evaluation and market assessment with a major focus on the nonresidential sector including a nonresidential lighting market characterization.
- **Northwest Energy Efficiency Alliance Heat Pump Water Heater Forecast Baseline Assessment** - Evergreen conducted a Delphi panel to estimate future heat pump water heater sales in the Northwest in absence of utility incentive programs.
- **Northwest Energy Efficiency Alliance Ductless Heat Pump (DHP) Market Progress Evaluation Report** - Evergreen conducted a comprehensive evaluation of NEEA's DHP project initiative, including process evaluation and market assessment. Mr. Price assisted in project management and conducted in-depth interviews with high-level market actors. He also created a GIS to track program participation levels across the Northwest.
- **Program Assessment of the California IOUs' Local Government Partnership Programs** - As part of a team working for the California IOUs and the California PUC, Evergreen led the LGP portion of a nonresidential best practices assessment including conducting secondary research and in-depth interviews with utility program staff, local government partners and third party contractors.
- **Northwest Energy Efficiency Alliance Heat Pump Water Heater Market History** - Prepared for NEEA by Evergreen Economics in 2011, this review chronicled the Northwest's 30 years of market intervention and general involvement in the heat pump water heater market based on interviews with manufacturers, market actors and NEEA staff. This effort served to document NEEA's historical role in the marketplace.
- **Sempra Utilities Residential Program Portfolio Process Evaluation** - Process evaluation of the residential energy efficiency program portfolios.

- **Sempra Utilities Non-residential Program Portfolio Process Evaluation** - Process evaluation of the non-residential energy efficiency program portfolios, including an evaluation of the regulatory requirements and the utilities' abilities to manage competing expectations (market transformation vs. direct, measureable energy savings).
- **California Utilities Upstream Lighting Program Evaluation** - Annual impact and process evaluation and market assessment.
- **California Utilities Single-Family Rebate Program Evaluation** - Annual impact and process evaluation and market assessment of comprehensive residential programs for single-family homes.
- **California Utilities CFL Metering Study** - Large-scale lighting logger study to assess CFL hours of use and load profiles for determining CFL energy and demand savings.
- **Northwest Energy Efficiency Alliance Consumer Products Market Progress Assessment** - Annual market research and evaluation of consumer lighting and appliance projects.
- **Ontario Power Authority Small Commercial Direct Install Evaluation** - Impact and process evaluation of small commercial direct install program.
- PG&E and SCE Mass Markets Energy-Efficiency Program Evaluation - Process evaluation of residential lighting programs.
- **Hawaii Electric Company (HECO) Energy\$olutions for Business Program Evaluation** - Impact evaluation of commercial prescribed and custom lighting retrofit program.
- Con Edison and Orange & Rocklin Small Business Direct Install Program Evaluation - Process evaluation of commercial lighting direct install retrofit program.
- **PG&E Fluorescent Lamp Recycling Program Evaluation** - Process evaluation of an end-of-life CFL recycling pilot program.

GEOGRAPHIC INFORMATION SYSTEMS (GIS)

Mr. Price is experienced in utilizing ESRI GIS software to inform evaluation studies. Example applications include analysis of program participation levels across the Northwest for NEEA's Ductless Heat Pump Initiative and geographical extrapolations of evaluation findings to the population, including an assessment of upstream CFL "leakage" from investor owned utility territories in California to outlying areas. He has also conducted sampling using a GIS, as well as representing geographical patterns in evaluation findings in a clear and effective manner.

SELECTED PUBLICATIONS AND PRESENTATIONS

- Price, K., et al., 2015, "Real Time Monitoring and the Internet of Things: Reshaping How we Collect Data", International Energy Program Evaluation Conference, Long Beach, CA.
- Price, K., et al., 2014, "All Trade Allies are not Created Equal: Identifying Leverage Points in the Commercial Lighting Market", ACEEE Summer Study on Energy Efficiency in Buildings, Asilomar, CA.
- Rasmussen, T., Price, K., Teja, A., & Horkitz, K., 2012, "Quantifying Events in a Parallel Universe: Four Case Studies of Estimating Baseline for Market Transformation Programs", ACEEE Summer Study on Energy Efficiency in Buildings, Asilomar, CA.

- Gaffney, K., Goldberg, M., & Price, K., 2009, *What Type of CFL User Are You?*, International Energy Program Evaluation Conference , Portland, Oregon, 2009.
- Canseco, J., Allen, D., & Price, K., 2008, *Methods for Evaluating Customer Purchasing Behavior of Compact Fluorescent Light Bulbs*, American Evaluation Association Conference on Evaluation Policy and Evaluation Practice Conference, Denver, Colorado, 2008.
- Canseco, J., Gaffney, K., & Price, K., 2008, *Walking the Aisles: What Motivates CFL Purchasers at the Time of Sale?*, ACEEE Summer Study on Energy Efficiency in Buildings, Asilomar, California, 2008.