



## TAMI RASMUSSEN

*Vice President*

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### PROFILE

**Tami Rasmussen**, Vice President, leads Evergreen's California practice and directs energy efficiency program evaluations and market research projects for clients nationwide covering residential, commercial, industrial, military and low-income sectors. Ms. Rasmussen has broad experience in the industry addressing residential lighting, multifamily, single-family, education and training, demand response, renewable and local government partnership programs. She also routinely manages large-scale and portfolio evaluations including for the California utilities and the Hawaii Public Utilities Commission, as well as market progress evaluation reports and cost-effectiveness assessments for the Northwest Energy Efficiency Alliance.

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### EDUCATION

M.A., Economics with concentration in Econometrics, University of California, Santa Barbara  
B.A., Economics with concentration in Environmental and Natural Resource Economics, Phi Beta Kappa, College Honors and Honors in the Major, University of California, Santa Cruz

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### INDUSTRY EXPERIENCE

- **Process Evaluation of the California Investor-Owned Utilities' Emerging 2012-2013 Technology Program** - Evergreen is conducting a process evaluation with focus on the Technology Resource Innovative Program.
- **Market Progress Evaluations for the Northwest Energy Efficiency Alliance** - Evergreen is conducting comprehensive process evaluations and market assessments for NEEA, including Heat Pump Water Heaters and Ductless Heat Pumps.
- **Massachusetts Cross-Cutting Program Evaluation** - As part of a team, Evergreen conducted overarching evaluation of the state's energy efficiency programs, with a focus on community-based partnerships.
- **State of Hawaii Comprehensive Portfolio Evaluation** - Evergreen led a team that conducted annual comprehensive evaluations of the state of Hawaii's residential, commercial and industrial energy efficiency programs from 2009 to 2015. The evaluations included process and impact evaluation and market assessment.
- **California Investor-Owned Utilities and the California Public Utilities Commission Low Income Needs Assessment** - For the California IOUs and CPUC, Evergreen staff assessed the low-income population's needs, including characterization of their demographics and energy-using equipment characteristics and assessment of their energy burden and energy needs. The study included a phone survey with 1,000 low-income residents, in-home visits to 100 non-participating customers and regression modeling of the population and California Alternate Rates for Energy and Energy Savings Assistance participant populations to determine drivers of participation in both of the state's low-income energy assistance programs.

- **Hawaii Public Utilities Commission Baseline Market Study** - For the Hawaii PUC, Evergreen staff led a team to estimate baseline energy-using equipment market shares and characterize equipment and home and business characteristics. The study included on-site surveys with more than 400 residents and 400 businesses, and a mail survey of business customers.
- **Program Assessment of the California Investor-Owned Utilities' 2010-2012 Local Government Partnership Programs** - As part of a team working for the California IOUs and the California Public Utilities Commission, 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.
- **Pacific Gas and Electric Company Local Government Partnership Program Process Evaluations (2006-2008, 2010-2012)** - Process evaluation of utility program that supports cities and counties meeting the state's greenhouse gas legislation requirements. The overarching objectives of this effort were to evaluate the effectiveness of program processes and to guide PG&E's program managers in improving program processes. The 2006-2008 evaluation also addressed a series of specific objectives over three phases of activity. The major research activities included review of program materials and relevant regulatory filings and in-depth interviews with PG&E, local government and implementation contractor staff.
- **Process Evaluation of the Advanced and Basic Lighting Programs and the Lighting Market Transformation Program** - For Southern California Edison and Pacific Gas and Electric Companies, Evergreen conducted a process evaluation and market assessment with a major focus on the nonresidential sector including a nonresidential lighting market characterization.
- **Sempra Utilities Process Evaluation of Non-Residential Program Portfolio** - As part of a team, Evergreen conducted process evaluation of San Diego Gas & Electric Company and Southern California Gas Company non-residential programs, leading the evaluations of the Deemed program and the cross-cutting issue of regulatory reporting.
- **Development of Program Performance Metrics for the California Investor-Owned Utilities** - Development of metrics to measure energy efficiency program progress against long-term strategic plan goals, program-specific goals and evaluation report recommendations for retrofit, new construction and integrated DSM programs for the commercial, industrial and residential sectors.
- **Pacific Gas and Electric Company and Southern California Edison Home Energy Efficiency Survey Process Evaluation** - Research on the California IOUs' residential energy audit tool. For PG&E, included billing analyses and attribution model.
- **Pacific Gas and Electric Company Retail and Hospitality Process Evaluation** - Research on the retail and hospitality sectors in PG&E's service territory, including conjoint analysis, in-depth interviews and segmentation analysis.
- **Northwest Energy Efficiency Alliance Consumer Products and Lighting Market Progress Assessment** - Annual market research and evaluation of consumer lighting and appliance projects, including a retrospective that assessed NEEA's net impacts on the regional lighting market after a decade of intervention.

- **Northwest Energy Efficiency Alliance Commercial Sector Impact Evaluation** - Assessment of cost-effectiveness assumptions for the BetterBricks project, including for the Hospitals and Offices sectors.
- **Northwest Energy Efficiency Alliance Consumer Electronics Market Baseline Assessment** - Development of an estimate of market baseline for high efficiency televisions for NEEA's cost-effectiveness model and program planning purposes.
- **California Utilities Demand Response Program Process Evaluation** - Process evaluation of large commercial and industrial customer reliability and day-ahead pricing programs, including new opt-out Critical Peak Pricing tariff.
- **California Residential Appliance Saturation Study** - Statewide large-scale survey of residential appliance and energy equipment holdings, including non-response follow-up survey.
- **Northwest Energy Efficiency Alliance New Homes Impact Evaluation** - On-sites and metering study of new homes in the Northwest.
- **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 Multi-Family Rebate Program Evaluation** - Annual impact and process evaluation and market assessment of comprehensive residential programs for multi-family homes.
- **California Utilities Low-Income Energy Efficiency Program Evaluation** - Process and impact evaluation of weatherization and energy efficiency program for low-income residents.
- **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.
- **California Utilities Education and Training Program Evaluation** - Comprehensive evaluation and market assessment of Energy Centers and training programs for contractors and commercial customers.

## **SELECTED PUBLICATIONS AND PRESENTATIONS**

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- Rasmussen, T., Edwards, C., Tran, A., Gettig, B., O'Drain, M., 2014, "Understanding the Needs of Low Income Customers: Results from a Needs Assessment Study", *ACEEE Summer Study on Energy Efficiency in Buildings*, Asilomar, CA.
- Rasmussen, T., Price, K., Horkitz, K. & Teja, A., 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.
- Rasmussen, T., Dickerson, C., Takanishi, W., & Willems, P., 2011, "Are your programs living up to their potential?" *International Energy Program Evaluation Conference*, Boston, MA.

- Rasmussen, T., Richardson, V., Mayo, B., & Jarvis, D., 2010, "Local Government Partnerships: Maximizing Local Energy Savings Opportunities", *National Energy Services Conference*, Tucson, AZ.
- Rasmussen, T., Canseco, J., & Teja, A., 2008, "Are We There Yet? An Assessment of a Decade of Northwest Lighting Market Transformation Efforts", *ACEEE Summer Study on Energy Efficiency in Buildings*, Asilomar, CA.
- Rasmussen, T., Canseco, J., Rubin, R., & Teja, A., 2007, "Are we done yet? An assessment of the remaining barriers to increasing compact fluorescent lamp installations and recommended program strategies for reducing them", *European Council for an Energy Efficient Economy Conference*, Nice, France.
- Rasmussen, T., Gaffney, K., & Rubin, R., 2006, "Illuminating Current CFL Usage Patterns: Results from a CFL Metering Study", *2005 International Energy Program Evaluation Conference*, Brooklyn, NY, & *2006 International Energy Efficiency in Domestic Appliances and Lighting Conference*, London, England.
- Rasmussen, T., Goepfrich, V., & Horkitz, K., 2005, 2006, "Drivers of CFL Purchase Behavior and Satisfaction: What Makes Consumers Buy and Keep Buying?", *2005 International Energy Program Evaluation Conference*, Brooklyn, NY, & *2006 International Energy Efficiency in Domestic Appliances and Lighting Conference*, London, England.
- Rasmussen, T., & Tobiasson, W., 2004, "Addressing Non-Response Bias: Experiences from the California Residential Appliance Saturation Survey", *National Energy Services Conference*, Florida.
- Rasmussen, T., McElroy, K., & Rubin, R., 2003, "Addressing Attribution in the Wake of the California Energy Crisis", *International Energy Program Evaluation Conference*, Seattle, WA; *International Conference on Energy Efficiency in Domestic Appliances and Lighting*, Turin, Italy.
- Rasmussen, T., & Gaffney (formerly McElroy), K. (May/June 2003). CFL Programs that Work. *Home Energy*.
- Rasmussen, T., McElroy, K., & Rubin, R., 2002/2003, "Mass Deliveries of CFLs as a Response to the Energy Crisis: Evaluation of California's 2001 Compact Fluorescent Bulb Programs" *2002 ACEEE Summer Study on Energy Efficiency in Buildings*, Pacific Grove, CA; and *2003 International Conference on Energy Efficiency in Domestic Appliances and Lighting*, Turin, Italy.

## PROFESSIONAL AFFILIATIONS

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- Association of Energy Service Professionals, Board of Directors 2008-2009, Vice Chair of Education 2009, Chair of Market Research and Evaluation Topic Committee 2004-2005, Member 2004 – present
- California Energy Efficiency Industry Council, Member 2011 – present