



MARTHA THOMPSON

Consultant

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PROFILE

Martha Thompson is a Consultant with experience conducting energy efficiency program evaluations and market research for a variety of clients across the country. Currently, Ms. Thompson is analyzing the ways in which the California IOUs integrate emerging technologies into their programs, and is managing a web survey and conjoint to give three San Diego Gas & Electric demand response programs customer feedback about potential program changes. She recently finished analysis of in-depth interviews she performed with multiple lighting market actors in California. Ms. Thompson has managed a large-scale baseline study for the Hawaii PUC including over 800 on-site surveys with the state's residential and nonresidential customers. Ms. Thompson has also managed participant and nonparticipant telephone surveys and in-depth interviews for impact and process evaluations in California, the Northwest and Massachusetts.

EDUCATION

B.A., Economics with concentration in Public Affairs, University of California, Los Angeles

INDUSTRY EXPERIENCE

- **SDG&E Demand Response Process Evaluation** – Managing a web survey and conjoint to give three SDG&E demand response programs customer feedback about potential program changes.
- **California Multifamily Program Process Evaluation** – Assisting with 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.
- **Energy Trust of Oregon Gas Fireplaces Market Transformation Study** – Evergreen is currently conducting an assessment of the baseline market conditions (including a forecast of these conditions) for the gas fireplace market in the state of Oregon.
- **Northwest Energy Efficiency Alliance Heat Pump Water Heater Evaluation** – Assisting with 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.
- **California Statewide Financing Pilot Programs Process Evaluation** – Assisted with the mail survey component of a process evaluation of financing pilot programs for the California Investor-Owned Utilities.
- **SDG&E Agricultural Market Study** - Managed an Agricultural Market Study for SDG&E. The study included industry-specific mail surveys in coordination with the Farm Bureau, in-depth

interviews, and an industry best practice review, to collectively provide real-time feedback to program implementers.

- **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.
- **SCE and PG&E Midstream Lighting Trial Evaluations** – Evergreen is currently conducting research for both Southern California Edison and the Pacific Gas and Electric Company related to their commercial sector midstream rebate LED trial programs.
- **Southern California Edison Study of the California Utility Internal Measure Development Process** – Researching how the four California Investor-Owned Utilities, along with Sacramento Municipal Utility District (SMUD) and Los Angeles Department of Water and Power (LADWP), develop and approve new energy efficiency and demand response measure for all customer sectors.
- **Process Evaluation of the Advanced and Basic Lighting Programs and the Lighting Market Transformation Program** - For Southern California Edison and Pacific Gas and Electric Company, Evergreen is conducting a process evaluation and market assessment with a major focus on the non-residential sector.
- **Integrated Demand Side Management Market Characterization, Residential and Small Commercial Markets in California, for San Diego Gas & Electric** - Researched residential and small commercial markets for integrated DSM solutions. This study documented consumer trends and the needs and wants of customer segments such that efforts to promote IDSM can be targeted most efficiently to maximize their impact.
- **California Statewide Omnibus IDSM Process Evaluation, Program Years 2010-2012, for the CPUC** - Investigated successes and lessons learned through the California IOUs' efforts to integrate DSM programs through implementation of the Statewide IDSM Program.
- **Low-Income Needs Assessment** – For the California IOUs and the California Public Utilities Commission, 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 (CARE) and Energy Savings Assistance (ESA) participant populations to determine drivers of participation in both of the state's low-income energy assistance programs.
- **Idaho Power Custom Efficiency Program Evaluation** – Currently assisting with process and impact evaluation activities of a commercial and industrial custom program for Idaho Power Company.
- **Massachusetts Cross-Cutting Program Evaluation** - Developed Program Theory and Logic Models for the state's community-based partnership programs. Conducted interviews with program staff and stakeholders and prepared a report on findings.

- **PG&E Emerging Technologies Program, Controls Embedded LED Replacement Lamps Technology Assessment** –The Evergreen team has developed a novel approach to collecting lighting usage data that will support an assessment of behavior changes induced by the wireless controllability of residents’ lighting.
- **San Diego Gas & Electric Load and Appliances and Lighting Field Services Contract** – Evergreen evaluated field service efforts at SDG&E retail stores and distributors in 2013-2014 to support the Plug Load and Appliance Program and the Lighting Program.
- **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.
- **Program Assessment of the California IOUs’ Local Government Partnership Program** - 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, conducting in-depth interviews with utility program staff, local government partners and third party contractors.
- **Public Utilities Commission of Ohio** - Worked as part of the Independent Evaluator team to review and verify all savings claims submitted annually by Ohio Utilities.
- **Sempra Utilities Residential Program Portfolio Process Evaluation** - For SDG&E and SoCalGas, assisted with the process evaluation of the residential energy efficiency program portfolios. Tasks included analyzing survey data from the Home Energy Raters Training participant surveys as well as general population views on CFLs.
- **Sempra Utilities Non-residential Program Portfolio Process Evaluation** - For SDG&E and SoCalGas, assisted with the process evaluation of the non-residential energy efficiency program portfolios. Tasks included analysis of Deemed program participant interviews.
- **Northwest Energy Efficiency Alliance New Homes Market Progress Report** – Conducted analysis on Energy Star Home verifiers, realtors and home buyers survey data and prepared report on findings.
- **Xcel Energy Motors Program Research** – Conducted market research on motor and VFD rebate programs across the United States and Canada.
- **Black Hills Energy** - Conducted analysis on Residential Cooling program participant survey and prepared report on findings.
- **Northwest Energy Efficiency Alliance Lighting Market Tracking Study** - Managed 58 lighting retailer on-site surveys and conducted interviews with lighting retailers and manufacturers.
- **SCE Whole House Retrofit Market Research** - Reported and prepared a presentation for Southern California Edison on Whole House Retrofits and their current market presence.
- **California Solar Incentive Market Research** – Conducted market research on California’s solar incentives through AB 811 for a Public Policy capstone.

- **EISA Standards Research** – Created and defended a policy report addressing the political climate surrounding the legislation to phase out incandescent bulbs as a Public Policy minor capstone.
- **Hawaii Energy Comprehensive Evaluation** – Conducted analysis and reporting for a comprehensive market assessment, impact and process evaluation of the state’s residential and non-residential energy efficiency programs. Researched context of Hawaii’s energy landscape in comparison to other states. Assisted with Opower research to assess process and savings analysis.
- **Northwest Energy Efficiency Alliance Consumer Electronics, New Homes and Lighting Cost-Effectiveness Models** – Conducted market research and assessment of cost-effectiveness savings parameters in ACE Models for three of NEEA’s residential sector projects.
- **Pacific Gas and Electric Retail and Hospitality Evaluation** – Managed customer recruitment and responses for a conjoint survey.
- **Consumers Energy Business Solutions Program Evaluation**– Conducted analysis and developed a findings report for a non-residential customer impact evaluation. Performed verification of database claims.

PRESENTATIONS

- Thompson, M., 2015, “Introducing....Emerging Technologies! Evaluation of Vendor Partner Solicitation Efforts”, *International Energy Program Evaluation Conference*. Long Beach, CA.
- Cornwell, J., Thompson, M., Fischlein, M., Yin, C., 2015. “Filling the Measure Pipeline: An Examination of Six Utilities’ Emerging Technology Measure Development Processes”. *International Energy Program Evaluation Conference (IEPEC)*, Long Beach, CA.