



Kayla Banta

Senior Consultant



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EDUCATION

- > B.S., Economics, University of Oregon, with a concentration in Developmental Economics and a minor in Planning, Public Policy, and Management

EMPLOYMENT

- > Evergreen Economics
2020 – current

Kayla Banta specializes in both quantitative and qualitative analysis and has expertise in project management and leading analysis. She has designed and conducted surveys and in-depth interviews with a variety of market actors and has also led or assisted with sample design, research, and analysis of survey data. Kayla has experience working with a variety of software packages including R.

AREAS OF EXPERTISE

Kayla has served as project manager and analysis lead on several Evergreen Economics evaluations and has managed several studies conducted for Pacific Gas and Electric's (PG&E's) Codes and Standards (C&S) program, among other projects. She specializes in both quantitative and qualitative analysis and has experience designing and conducting in-depth interviews, designing and recruiting participants for surveys, and collecting data in-person through field visits. She has managed the implementation of several surveys and other data collection efforts across the residential and non-residential sectors. On the quantitative side, Kayla has experience collecting, cleaning, and analyzing program data and third-party data, such as Census and other public data sources.

SELECTED INDUSTRY EXPERIENCE

- > **Connecticut Energy Efficiency Board Potential Next Measures**
For a project where Evergreen was a member of team, managed and conducted literature review and deep dive research for a review of current Connecticut energy efficiency programs and new measures for Connecticut to consider adopting.
- > **Pacific Gas and Electric Residential Equity Electrification Pilot (REEP) Program Evaluation**
Qualitative research lead for a formative evaluation of PG&E's three-year Residential Equity Electrification Pilot (REEP), which involves monitoring and assessing the performance and outcomes of the program pilot while it is being implemented.
- > **2025 California Investor-Owned Utilities and the California Public Utilities Commission Low Income Needs Assessment**
Leading primary data collection for the fifth California statewide low-income needs assessment to inform the state's low-income utility weatherization program (specifically, the Energy Savings Assistance [ESA] program) and the primary low-income rate program (the California Alternative Rates for Energy); this most recent study provides a comprehensive market characterization of low-income high and low energy using households together with a survey of energy use habits.



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SELECTED INDUSTRY EXPERIENCE (continued)

> **Energy Trust of Oregon Trade Ally Interviews**

Assistant project manager (eventually project manager) and oversaw in-depth interviews with contractors that belong to Energy Trust's Trade Ally Network in an effort to explore potential issues for trade allies including barriers to program participation.

> **Second Independent Electric Program Investment Charge (EPIC) Evaluation**

Conducted thorough review of the EPIC database and assessment of reporting gaps, review of annual reports, and interviews with key stakeholders, to help the California Public Utilities Commission and EPIC program administrators in their efforts to adapt existing program strategy and fine tune administrative activities and performance in response to these changes, to inform the EPIC 5 portfolio planning effort.

> **Energy Trust of Oregon Ductless Heat Pump Controls Coordinated Research Project Evaluation**

Contributed to web survey design, programming, and analysis for an evaluation for Energy Trust of Oregon to estimate the annual electricity savings attributable to smart ductless heat pumps (DHPs) in electrically-heated single-family homes for three scenarios, defined by the type of supplemental heating used in the home.

> **SDG&E Single-Family Affordable Solar Housing (SASH) Program and Disadvantaged Community Single-family Affordable Solar Housing (DAC-SASH) Program Evaluation**

Before taking on the project manager role for this project, was Initially the primary data collection and analysis lead for an evaluation of two programs that focus on increasing the number of solar installations on single-family affordable housing; one of the programs focuses on serving customers in disadvantaged communities. Assisted with survey design and then distributed the surveys, and helped design interview guides before conducting the interviews. Led survey analysis and conducted on-site field visits for in-person interviews and program observation.

> **New York Green Bank Market Transformation Evaluation**

Designing and programming survey, will recruit for and analyze findings of survey, and will conduct, analyze, and report on in-depth interviews, for Evergreen's component of a process evaluation for NYSERDA of the New York Green Bank market transformation efforts.

> **Consolidated Edison 2020-2021 Heat Pump M&V Research Study**

As part of a team working to quantify the impacts of heat pump technologies in terms of energy and demand and to identify key drivers of the impacts for ConEd, worked on survey guide design and programming as well as participant recruitment and management, and conducted survey analysis and reporting.

> **2022 California Investor-Owned Utilities and the California Public Utilities Commission Low Income Needs Assessment**

Assisted with sample design including R analysis of Census data for the fourth California low-income needs assessment. This study involved a comprehensive market assessment of low income renter households to understand their issues relating to energy; topics to be explored included energy use patterns, energy burden, disconnects, and bill arrearages.

> **Bonneville Power Administration Process Evaluation Services**

Serving as project manager across impact and process evaluations within BPA's evaluation portfolio. Conducted and reported on in-depth interviews for a process evaluation of BPA's Strategic Energy Management (SEM) program to help BPA identify actionable opportunities to improve uptake and effectiveness of the SEM program, both for its

utility customers and for the end-use industrial customers that participate in the program. Served as task manager for ad-hoc research tasks that included in-depth interviews, secondary data analysis, and documentation review to help BPA identify and scope process evaluations for key programs.

- > **Northwest Energy Efficiency Alliance 2022 Residential Building Stock Assessment**
Conducted recruitment and recruitment analysis, assisted with sampling and sampling analysis, and organized the planning of the mailing component of the 2022 RBSA study, the primary goal of which was to develop a current, robust, and representative characterization of the existing residential single-family and multifamily building stock in the Northwest.
- > **Market Analysis for Boutique Hotel at Old Sacramento State Historic Park**
Conducted analysis for a financial feasibility study of constructing a boutique hotel at the Old Sacramento State Historic Park. Helped with primary research by interviewing local government and community organizations, then wrote results of findings covering the history of the area and tourist trends.
- > **Southern California Edison Indoor Horticulture Industry Review**
Scheduled and conducted interviews with indoor commercial growers to assess market behavior. Conducted a literature review on lighting market trends for indoor horticultural lighting in Southern California. Recruited for web survey using online databases, public record searches, and industry contacts.
- > **Pacific Gas and Electric Home Energy Use Survey for the Codes and Standards Program**
Designed survey questions to learn about and quantify changes to household energy use due to the COVID-19 pandemic. Analyzed survey results in R, created tables and charts to display results, and wrote memo to present results from COVID-19 specific analysis. Ongoing analysis of quarterly survey results and cleaning data.
- > **Pacific Gas and Electric Codes and Standards Program Research**
 - o **Large Clothes Washers Study**
Served as task lead for recruitment and analysis. The Large Clothes Washer study studied the impact of washer size on load size by conducting primary research by collecting laundry data and surveys from households.
 - o **Door-in-Door Refrigerators Study**
Leading the design of a study to test door opening practices based on different refrigerator configurations.
- > **Bonneville Power Administration Impact Evaluation**
Cleaned and analyzed data from different sources to consolidate and prepare a database for SEM uplift and persistence analyses. Wrote and presented recommendations for future work on project.
- > **Pacific Gas and Electric Multifamily Energy Use Study for Codes and Standards Program**
Helped run analyses in R, generated report tables and charts, and participated in report writing for an energy use study of multifamily buildings in California, which included energy audits at 90 buildings across the state. The site visits included common areas and samples of tenant units. The data will be used to support the development of improved building codes.
 - o **Electric Vehicles Charging Infrastructure Analysis**
Served as research lead for analyzing and reporting on availability of electric vehicle charging in multifamily sites. Analysis segmented availability by multifamily site characteristics by vintage, site ownership, and demographic characteristics of renters.
- > **Local Government Partnership (LGP) Quantification of Co-Benefit and Local Economic Benefits in Hard-to-Reach and Disadvantaged Communities**

Scheduled and conducted interviews with local government partnership leaders to define and assess co-benefits associated with LGP activities. Researched various LGP programs to help define co-benefits and design questions for interviews.

- > **Avista Income Based Payment Program/Balance Management Arrangement Pilot Program Evaluation**
Conducted cost analysis on client programs in R and summarized results for a client report.

SELECTED PUBLICATIONS AND PRESENTATIONS

- > Banta (Kirksey), Kayla, Kevin Price, and Martha Wudka (Evergreen Economics); Sarah Lerhaupt (California Public Utilities Commission); and Cody Kleinsmith (Energy Trust of Oregon). 2024. "Who Does the Work? A Roadmap for Staffing our Equitable Energy Transition." Paper presented at the American Council for an Energy-Efficient Economy (ACEEE) Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Banta (Kirksey), Kayla, Martha Wudka, and Tami Rasmussen (Evergreen Economics); Sarah Lerhaupt, Joshua Litwin, and Alyssa Cheung (California Public Utilities Commission). 2024. "DAC Snack Pack - How a Menu of Options Aims to Make the Clean Energy Grid Accessible to Disadvantaged Communities." Paper presented at the American Council for an Energy-Efficient Economy (ACEEE) Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Chapman, Liandra, Kayla Banta, Ted Helvoigt, and Sarah Monohon (Evergreen Economics); Lauren Gage (Apex Analytics); Santiago Martin Rodriguez-Anderson (SBW); Hanna Lee (Bonneville Power Administration). 2024. "SEM - Break Down Barriers and the Savings Persist." Paper presented at the American Council for an Energy-Efficient Economy (ACEEE) Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Kirksey, Kayla, Kevin Price, Liandra Chapman, and Mary Anderson. 2022. "Why Buy? How Longitudinal Survey Data Tracks Appliance Purchase Motivations, Trends, and More." International Energy Program Evaluation Conference, San Diego, California.
- > Kirksey, Kayla, Jenny Hughes, Jesse Emge, Kevin Price, Martha Wudka. 2022. "Testing the Waters: Why Challenging Department of Energy Assumptions is Vital to Our Energy Future." ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.