



# Kevin Price

## Vice President



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### EDUCATION

- > B.A., Environmental Studies, University of California, Santa Barbara
- > B.A., Geography, University of California, Santa Barbara

### EMPLOYMENT

- > Evergreen Economics  
2011 – current
- > KEMA  
2007 – 2011

**Kevin Price** has broad experience in conducting residential and commercial energy efficiency program process and impact evaluations, as well as market research studies. Kevin is adept at planning and managing large scale data collection efforts, web and phone survey design, and directing data analysis efforts. He is also proficient in developing geographic information systems for sampling and spatial data analysis.

### AREAS OF EXPERTISE

Kevin regularly serves as project manager for fieldwork studies involving large-scale data collection and analysis efforts; he has guided the development of data collection tools and has managed data collection activities, quality assurance and quality control efforts, and analysis of the collected data. He has designed surveys and conducted interviews with key market actors and energy efficiency program sponsor staff members. Kevin has also routinely managed market research and market assessment studies for clients in the Northwest, California, and Connecticut, focusing on residential and commercial lighting products, residential water heaters, natural gas fireplaces, and residential and commercial HVAC equipment.

### SELECTED INDUSTRY EXPERIENCE

- > **California Statewide Energy Savings Assistance (ESA) Program Non-Energy Impacts (NEI) Study**  
Served as the project manager and lead researcher investigating the incidence of non-energy benefits (particularly concerning air temperature, draftiness, and noise) and developing non-market valuations of non-energy benefits from no-cost energy efficiency and building upgrades available to low-income California investor-owned utility customers.
- > **SCE Commercial Sector Building Decarbonization Market Characterization**  
Served as technical advisor for a study to characterize the market size and potential for addressing California building decarbonization goals through building and transportation electrification and by identifying the potential drivers and barriers for building decarbonization across different building types and operators.
- > **Xcel Energy Colorado Behavioral Demand Response Program Savings Verification**  
Project director for the Xcel Energy Colorado Behavioral Demand Response Program Savings Verification project to assess the program implementer's methodology for calculating savings.



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## SELECTED INDUSTRY EXPERIENCE (continued)

- > **Energy Trust of Oregon Packaged Terminal Heat Pump Impact Evaluation**  
Project Director and Manager providing site-level interview data collection oversight and energy metering oversight for a study to determine realized energy savings and realization rates for Energy Trust of Oregon's Packaged Terminal Heat Pump program while understanding how installation and operation characteristics impact performance.
- > **Second Independent Electric Program Investment Charge (EPIC) Evaluation**  
Project manager for an evaluation 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 to inform the EPIC 5 portfolio planning effort. Oversaw all research tasks and served as the main contact for the CPUC, ensured that adequate and appropriate resources were allocated to the project and that high quality deliverables were completed on time and on budget, conducted interviews, oversaw analysis of the EPIC database, facilitated and contributed to discussions with the CPUC and the EPIC Policy + Innovation Coordination Group (PICG), and oversaw and contributed to reporting.
- > **MCE Strategic Energy Management (SEM) Core Assessment**  
For MCE, project manager for an assessment to inform the development of a streamlined SEM offering intended for commercial and industrial customers for whom a full SEM engagement is not appropriate.
- > **Northwest Energy Efficiency Alliance Residential Laundry Field Study**  
Managed fieldwork, data collection, analysis, and reporting for a field study of residential consumer laundry habits. This residential laundry field study leveraged NEEA's 2022 Residential Building Stock Assessment (RBSA) project to collect data on laundry habits in the region served by NEEA.
- > **Northwest Energy Efficiency Alliance 2022 Residential Building Stock Assessment**  
Involved in day-to-day project management and management of all aspects of the 2022 RBSA study from sampling to recruitment, including management of a call center (for recruitment) and a team of three engineering firms that are responsible for site visits. The primary goal of the study was to develop a current, robust, and representative characterization of the existing residential single-family and multifamily building stock in the Northwest.
- > **Energy Trust of Oregon Trade Ally Interviews**  
Project director/manager for a project to conduct 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.
- > **Commercial Building Stock Assessment Data Review and Summary Table Development**  
Led data collection efforts for a data review and summary table development of the fourth commercial building stock assessment (CBSA) completed by the Northwest Energy Efficiency Alliance.
- > **Connecticut HVAC Market Share Assessment**  
Leading market actor interviews and providing market insights about HVAC technologies for a project to inform the administrators of Energize Connecticut and the Connecticut Department of Energy and Environmental Protection on the market share of recognized energy efficient HVAC equipment among common and emerging heating and cooling technologies being installed in the state's homes and buildings.

- > **Residential HVAC/Domestic Hot Water (DHW) Performance and Potential Evaluation**  
For the Connecticut Energy Efficiency Board, project manager for a study to conduct metering at 150 sites for more than 2.5 years, focusing on monitoring of both electric HVAC and water heating equipment. The Evergreen team's approach to long-term metering of HVAC and water heating equipment was designed to capture average electrical demand (kW and power factor) at 1-minute intervals for electric end uses.
- > **Pacific Gas and Electric Multifamily Energy Use Study for Codes and Standards Program**  
Project manager for an energy use study of multifamily buildings in California, which includes energy audits at 90 buildings across the state. The site visits will include common areas and samples of tenant units. The data will be used to support the development of improved building codes.
- > **Pacific Gas and Electric Home Energy Use Study for Codes and Standards Program**  
Project manager for a field study including on-site surveys and metering of equipment to update saturation estimates and load shapes. Assisted with follow-on studies to better understand consumer usage patterns and preferences for televisions, laundry equipment and refrigerators. The study covers the residential sector, encompassing all electricity and natural gas-using equipment, as well as building shell characteristics and the presence of distributed generation (i.e., solar photovoltaic). This study is utilizing a rigorous sampling scheme of 1,000 homes representative of the customer population.
- > **Northwest Energy Efficiency Alliance Residential End Use Load Research Study**  
Managing a residential energy monitoring field study including 400 on-site metering equipment installations across the Pacific Northwest. This study involves recruitment of participants, coordinating field staff, data quality control, and the development of a robust IT infrastructure and data entry tools.
- > **Southern California Distributed Energy Resources (DER) Customer Profiling Research**  
For a project for SCE to develop a distributed energy resources (DER) customer-profiling tool and then provide insights into the characteristics and needs of future adopters, led a literature review to identify DER adoption drivers, barriers, and customer segmentation strategies aimed at providing early answers to pressing research questions.
- > **Energy Trust of Oregon Evaluation of the New Homes Ductless Heat Pump Pilot**  
Managed an evaluation of Energy Trust of Oregon's New Homes Ductless Heat Pump (DHP) Pilot, including data analysis, in-depth interviews, web surveys, and billing analysis. Evergreen compared these results to energy modeling outputs to assess how well program engineering models estimate energy usage for the different DHP systems.
- > **Pacific Gas and Electric Clothes Washer and Dishwasher Customer Usage Research**  
Assisted with a short-term longitudinal study investigating customer usage patterns for clothes washers and dishwashers over a weeklong period using an online survey.
- > **Early EM&V of Pacific Gas and Electric's Commercial LED T8 Incentives**  
Managed an assessment of LED T8 replacement lamps, which have played an integral role in PG&E's Direct Install program since 2015. One of the key research topics was whether the lamps were ready for inclusion in less hands-on programs, such as a midstream or upstream approach.
- > **Northwest Energy Efficiency Alliance Hearth Pilot Light Retrofit Study**  
Managed an investigative study assessing the viability of retrofitting existing gas hearth products with more efficient ignition systems.

- > **Northwest Energy Efficiency Alliance Heat Pump Water Heater Initiative Market Progress Evaluation Report (MPER) #1**  
Managed the first Market Progress Evaluation Report for the Northwest Energy Efficiency Alliance's (NEEA's) Heat Pump Water Heater Initiative.
- > **Northwest Energy Efficiency Alliance Heat Pump Water Heater Initiative Market Progress Evaluation Report (MPER) #2**  
Managed an evaluation of NEEA's Heat Pump Water Heater Initiative involving surveys of homeowners and water heater installers, and interviews with market actors and Northwest utility partners.
- > **Energy Trust of Oregon Gas Fireplaces Market Transformation Study**  
Managed an assessment of the baseline market conditions (including a forecast of these conditions) for the gas fireplace market in the state of Oregon.
- > **Energy Trust of Oregon New Homes Gas Fireplace Survey**  
Worked with Energy Trust to develop and implement an analysis plan of self-reported gas fireplace usage in conjunction with weather data to determine the impact of local weather conditions on fireplace usage.
- > **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, involved in day-to-day project management, and research design and strategy.
- > **Pacific Gas and Electric Lighting Innovation Midstream Trial Evaluation**  
Managed and conducted an evaluation of PG&E's commercial LED midstream trial (similar to a pilot program); the purpose of the trial was to test a midstream incentive program theory for increasing the rate of LED adoption in the commercial sector.
- > **Evaluation of the Southern California Edison Commercial Midstream LED Lighting Distributor Pilot Program**  
Managed and conducted a research study of SCE's commercial midstream LED lighting distributor pilot program. The purpose of the pilot program was to test a midstream incentive program theory for increasing the rate of LED adoption in the commercial sector.
- > **Pacific Gas and Electric Emerging Technologies Program, Controls Embedded LED Replacement Lamps Technology Assessment**  
Managed the assessment of a new technology that PG&E was 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 to support an assessment of behavior changes induced by the wireless controllability of residents' lighting.
- > **California Utilities CFL Metering Study**  
Developed and assisted in the management of a large-scale lighting logger study to assess CFL hours of use and load profiles for determining CFL energy and demand savings.
- > **California Investor-Owned Utilities Behavior Workshop**  
Developed, moderated, hosted, and summarized a two-day California IOUs behavior workshop.
- > **Northwest Energy Efficiency Alliance Heat Pump Water Heater Model Validation, Market Progress Assessment and Process Evaluation**  
Managed and conducted a comprehensive process evaluation and market assessment for the Northwest Energy Efficiency Alliance's Heat Pump Water Heater Market Test project.

- > **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, managed research tasks for a process evaluation and market assessment of their 2010-2012 lighting programs, 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**  
Managed and 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 Initiative Market Progress Evaluation Report (MPER) #3**  
Assisted in project management, conducted in-depth interviews with high-level market actors, and created a GIS to track program participation levels across the Northwest.
- > **Third-Party Review of Northwest Energy Efficiency Alliance's Early Involvement in the Heat Pump Water Heater Market**  
Prepared for NEEA, 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 2010-2012 Residential Programs Process Evaluations**  
For San Diego Gas & Electric and Southern California Gas Company, conducted research tasks in support of process evaluations of the residential energy efficiency programs.
- > **Sempra Utilities 2010-2012 Non-residential Programs Process Evaluations**  
For San Diego Gas & Electric and Southern California Gas Company, conducted research tasks in support of the process evaluations of the non-residential energy efficiency programs, including an evaluation of the regulatory requirements and the utilities' abilities to manage competing expectations (market transformation versus direct, measurable energy savings).
- > **California Utilities Upstream Lighting Program Evaluations**  
Conducted research tasks in support of impact and process evaluations and market assessments for the California investor-owned utilities.
- > **California Utilities Single-Family Rebate Program Evaluations**  
Conducted research tasks in support of impact and process evaluations and market assessments of the California investor-owned utilities' comprehensive residential programs for single-family homes.
- > **Northwest Energy Efficiency Alliance Lighting and Consumer Products Market Progress Evaluation Reports (MPERs)**  
Conducted research tasks in support of 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.
- > **Con Edison and Orange & Rocklin Small Business Direct Install Program Evaluation**  
Conducted on-site research tasks in support of a process evaluation of two commercial lighting direct install retrofit programs in New York.
- > **Ontario Power Authority Small Commercial Direct Install Evaluation**  
Conducted research tasks in support of an impact and process evaluation of Ontario Power Authority's Small Commercial Direct Install program.

- > **Pacific Gas and Electric Company and Southern California Edison Mass Markets Energy-Efficiency Program Evaluation**  
Conducted research tasks in support of a process evaluation of residential lighting programs.
- > **Hawaii Electric Company (HECO) Energy\$olutions for Business Program Evaluation**  
Conducted on-site research tasks in support of an impact evaluation of HECO's commercial prescribed and custom lighting retrofit program.

## **GEOGRAPHIC INFORMATION SYSTEMS (GIS)**

Kevin 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 service territories in California to outlying areas. He has also conducted sampling using a GIS, as well as represented geographical patterns in evaluation findings in a clear and effective manner.

## **SELECTED PUBLICATIONS AND PRESENTATIONS**

- > Price, Kevin, Ted Helvoigt, Sarah Monohon, Alex Weirth, and Aaiysha Khursheed. 2025. "Know Their Significance First: How Understanding the Value of Non-Energy Impacts of Energy Efficiency Programs Can Shape Future Investment Towards Equitable Outcomes." Paper presented at the International Energy Program Evaluation Conference, Denver, Colorado.
- > Lehndorff, Hans, Mike Psaris, and Kevin Price. 2025. "Seeing the Forest AND the Trees: A Top-Down Approach to Measuring Residential Market Transformation." Paper presented at the International Energy Program Evaluation Conference, Denver, Colorado.
- > 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, Kevin Price, and Liandra Chapman (Evergreen Economics); Mary Anderson (Pacific Gas and Electric Company). 2022. "Why Buy? How Longitudinal Survey Data Tracks Appliance Purchase Motivations, Trends, and More." Paper presented at the International Energy Program Evaluation Conference, San Diego, California.
- > Lehndorff, Hans, Kevin Price, Mary Anderson, and David Clement. 2022. "The Spin Zone: Unravelling Clothes Washer and Dryer Usage Behavior from Energy Monitoring Data." Paper presented at the International Energy Program Evaluation Conference, San Diego, California.
- > Lehndorff, Hans, Kevin Price, and David Clement. 2022. "End-Use Level Impacts of the COVID-19 Pandemic on Residential Energy Usage in the Northwest." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Lehndorff, Hans, Kevin Price, Mary Anderson, and David Clement. 2020. "From Beginning to End-Use: Analysis Approached from Two West Coast Residential Energy Monitoring Studies." Paper presented at the virtual ACEEE Summer Study on Energy Efficiency in Buildings.
- > Price, Kevin, Hans Lehndorff, and David Clement. 2019. "A New Data Resource for a Changing Climate Landscape." Paper presented at the International Energy Program Evaluation Conference, Denver, Colorado.

- > Rivers, Keith, Kevin Price, Taylor Tramposh, and Ross Donaldson. 2019. "Look at Me Now! A Time Series Analysis of California Residential End Uses." Paper presented at the International Energy Program Evaluation Conference, Denver, Colorado.
- > Price, Kevin, Sarah Monohon, Mary Anderson, and David Clement. 2018. "M&V 2.0: Leveraging Machine Learning to Improve Energy Savings Estimates." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Price, Kevin, Tami Rasmussen, John Cornwell, and Mary Anderson. 2017. "Where are the Low Hanging Fruit? Data to Help Understand Geographic and Demographic Characteristics of Households with Inefficient Equipment." Paper presented at the International Energy Program Evaluation Conference, Long Beach, California.
- > Price, Kevin. 2016. "To ZNE and Beyond! Building a Dynamic Energy Data Resource." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Price, Kevin, John Cornwell, Chad Fulton, and David Thayer. 2015. "Real Time Monitoring and the Internet of Things: Reshaping How We Collect Data." Paper presented at the International Energy Program Evaluation Conference, Long Beach, California.
- > Price, Kevin, Dulane Moran, Stephen Bickel, Caroline Chen, and Brian Smith. 2014. "All Trade Allies Are Not Created Equal: Identifying Leverage Points in the Commercial Lighting Market." ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Rasmussen, Tami, Kevin Price, Anu Teja, and Karen Horkitz. 2012. "Quantifying Events in a Parallel Universe: Four Case Studies of Estimating Baseline for Market Transformation Programs." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Gaffney, Kathleen, Miriam Goldberg, and Kevin Price. 2009. "What Type of CFL User Are You?" Paper presented at the International Energy Program Evaluation Conference, Portland, Oregon.
- > Canseco, Jennifer, Daisy Allen, and Kevin Price. 2008. "Methods for Evaluating Customer Purchasing Behavior of Compact Fluorescent Light Bulbs." Paper presented at the American Evaluation Association Conference, Denver, Colorado.
- > Canseco, Jennifer, Kathleen Gaffney, and Kevin Price. 2008. "Walking the Aisles: What Motivates CFL Purchasers at the Time of Sale?" Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.