



Martha Wudka

Vice President



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EDUCATION

- > B.A., Economics with concentrations in Public Affairs and Urban Planning, University of California, Los Angeles

CAREER

- > Evergreen Economics
2011 – current
- > EcoNorthwest and statswizard
2010 – 2011

Martha Wudka has 15 years of experience conducting energy efficiency program evaluations and market assessments for a variety of clients and is well versed in reporting, analysis, and qualitative and quantitative analysis. Her range of experience includes management of process and impact evaluations from research design to presenting results, with a focus on low-income and disadvantaged communities.

AREAS OF EXPERTISE

Martha has conducted numerous market research and assessment studies to support energy efficiency program evaluation and implementation, including low-income needs assessments, disadvantaged community program evaluations, market characterizations, and market effects studies covering a wide range of sectors and end uses. She has a working understanding of end-use customer and supplier energy efficiency markets based on her wide-ranging experience and has specialized in creatively reaching hard-to-reach populations. She has also focused on renewable energy and electrification pilot program evaluations.

Martha has led research efforts for several process evaluations of local government partnerships, conducted research for multi-family program evaluations, and is assisting with the management of a complex home energy use survey. She has created research tools in a number of formats (focus group guides, mail, web and in-person surveys) for a wide array of market actors including customers, community-based organizations, manufacturers, and contractors, and has also created logic models for a number of evaluations including for partnerships between local governments and California's investor-owned utilities. She has also managed impact evaluations for a range of sectors and end users.

SELECTED INDUSTRY EXPERIENCE

- > **FortisBC Commercial LED Lighting Baseline Evaluation**
For FortisBC's Commercial LED Lighting program, project director of a study to gather local market data and program participant input to determine the program's energy savings impacts and inform any needed improvements to the program design and savings assumptions.
- > **Community Renewable Energy (CRE) Program Evaluation**
Project manager for an evaluation of the CRE program to assist the California Public Utilities Commission Energy Division in better understanding the feasibility of an in-lieu fee that builders could pay as an alternative to installing solar that could then go into a fund to support the CRE program.



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SELECTED INDUSTRY EXPERIENCE (continued)

> **San Diego Gas & Electric Categorical Eligibility Study**

Initial project manager for analysis of how well public assistance programs serve as pre-qualifiers for utility program eligibility, with the goal of making enrollment in utility rate and energy efficiency programs easier for low-income customers and increasing program engagement and participation. The study recommended programs to be used for categorical eligibility and assessed opportunities and challenges to alternate paths for eligible households to apply to income-qualified programs.

> **MCE Low Income Families and Tenants (LIFT) Program Evaluation**

Survey lead for a variety of qualitative and quantitative research activities for MCE from 2022 through 2024 to characterize the current program cycle and assess the persistence of savings since the beginning of the LIFT pilot.

> **Silicon Valley Clean Energy Customer Survey**

Project manager for research on topics including segmentation, potential, and equity; research included web surveys of participants and non-participants of various SVCE programs to track customer awareness and trends, inform marketing efforts, track technology adoption and identify differences by socioeconomic vulnerability index (SEVI) and EV and solar adoption compared with the general population.

> **Pacific Gas and Electric Residential Equity Electrification Pilot (REEP) Program Evaluation**

Project manager overseeing regular monitoring of project performance including progress on scope, budget, and schedule 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.

> **FortisBC Low Income Programs Deemed Measure Review and Program Staff Interviews**

Program manager for a deemed measure review of FortisBC's Social Housing Retrofit Support Program. Evergreen has also done interviews with program staff to document upcoming program changes.

> **FortisBC Home Renovation Rebate Program Impact and Process Evaluation**

Project manager for a process and impact evaluation of the Home Renovation Rebate Program. Tasks include sample design for a web survey, impact analysis, billing analysis, net-to-gross analysis, and calculating program cost effectiveness.

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

Serving as a technical advisor, providing insight across all aspects of the research tasks in support of the overall project. Tasked with leveraging her considerable topical knowledge and expertise to guide research tool development and synthesizing research results towards specific and actionable recommendations to inform the EPIC 5 portfolio planning effort.

> **2025 California Investor-Owned Utilities and the California Public Utilities Commission Low Income Needs Assessment**

Project manager 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.

- > **San Diego Gas & Electric Single-Family Affordable Solar Housing (SASH) Program and Disadvantaged Community Single-Family Affordable Solar Housing (DAC-SASH) Program Evaluation**

Project manager and process evaluation 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. This project is for the California Public Utilities Commission (CPUC), sponsored by SDG&E.
- > **San Diego Gas & Electric Disadvantaged Communities Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) Program Evaluations**

Project manager for an evaluation of the Disadvantaged Communities Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) programs for the California Public Utilities Commission (CPUC) Energy Division (sponsored by SDG&E). The DAC-GT and CSGT programs, along with complementary programs, are intended to ensure that low-income households within DACs have opportunities to access clean energy.
- > **2022 California Investor-Owned Utilities and the California Public Utilities Commission Low Income Needs Assessment**

Project manager for the 2022 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 explored included energy use patterns, energy burden, disconnects, and bill arrearages.
- > **Statewide Evaluation of New Mexico Investor-Owned Utilities' Electric and Gas Energy Efficiency and Load Management Programs**

For the New Mexico Public Regulation Commission, currently the project director for a statewide evaluation of electric and gas energy efficiency and load management programs focusing on five New Mexico utilities, including process and impact analysis for programs serving the residential (including multifamily and low-income), commercial, and industrial sectors.
- > **Local Government Partnerships Quantification of Co-Benefit and Local Economic Benefits in Hard-to-Reach and Disadvantaged Communities**

Project manager for a study of co-benefits and local economic benefits of local government partnerships in hard-to-reach and disadvantaged communities for the California investor-owned utilities.
- > **Pacific Gas and Electric San Joaquin Valley Disadvantaged Communities (SJV DAC) Pilot Impact Evaluation**

Led the survey effort for an impact evaluation of the SJV DAC Pilot in the communities served by two program administrators, Pacific Gas and Electric (PG&E) and Richard Heath and Associates (RHA). This pilot offered no-cost electrification, remediation, and electric appliance upgrades to communities that were reliant on propane and wood-burning appliances.
- > **Southern California Gas San Joaquin Valley Disadvantaged Communities Pilot Projects Process Evaluation**

For Southern California Gas, designed customer research efforts for a process evaluation of a pilot project to convert San Joaquin Valley communities that rely on propane or wood burning appliances to either natural gas or all electric appliances. The evaluation was intended to determine the effectiveness of pilot processes and provide recommendations to improve their design and delivery and provide a basis to determine the success of the pilots in meeting their stated goals.
- > **Energy Trust of Oregon Existing Multifamily Program Process Evaluation**

Project manager for an evaluation intended to better understand Existing Multifamily Program participant motivations, identify opportunities for additional participation, and chronicle program successes and challenges.

- > **Low Income Programmable Communicating Thermostat Time of Use Pilot Evaluation**

Project manager for an evaluation of a pilot program focused on transitioning low-income customers to time of use rates. The pilot was being conducted across three utilities (Southern California Edison, San Diego Gas & Electric, and Pacific Gas and Electric), and the evaluation included using AMI billing data analysis and a customer web survey.
- > **Avista Evaluation of Income Based Payment Program and Balance Management Arrangement Pilot Programs**

Project manager for evaluations of two pilot programs designed to improve service to the low-income sector to understand the impact of the program on energy burden, disconnection rates, and the effectiveness of engagement methods. In addition to more quantitative impact analyses, Evergreen conducted surveys with customers and in-depth interviews with pilot program implementers including Community Action Agencies and Avista staff.
- > **Commonwealth Edison Income Eligible High User Needs Assessment**

Conducted in-depth interviews with social service agencies for a needs assessment study of income-eligible customers with high usage. The study employed consumption data analysis, a quantitative customer survey, in-depth interviews, and in-home visits to investigate causes of high usage, customer needs, and opportunities for program engagement. Results will aid utility program staff and social service agencies partnering with the program to more effectively address the needs of eligible high users.
- > **EERMC Needs Assessment for Energy Education**

For the Rhode Island Energy Efficiency and Resource Management Council (EERMC), managed a needs assessment of the educational needs of specific market actor groups including public officials and business stakeholders; this assessment used a combination of primary and secondary research. This research was to be used by the EERMC to conduct energy education in the future.
- > **Northwest Energy Efficiency Alliance Residential End Use Load Research Study**

Providing recruitment support for 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.
- > **Pacific Gas and Electric Company Home Energy Use Study for Codes and Standards Program**

Assisting with customer recruitment, quality control, and analysis for a field study including on-site surveys and metering of equipment to update saturation estimates and load shapes. Also assisted with implementation of on-site visits, on-site metering planning, and quarterly and annual follow up surveys along with surveys specifically focused on appliances in new construction homes. 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.
- > **Pacific Gas and Electric Codes and Standards Program Research**
 - **Nationwide Air Purifier Survey**

Managed a survey with the help of the National Opinion Research Center (NORC) at the University of Chicago; NORC recruited a representative sample of people who own air purifiers with a survey instrument developed by Evergreen. The goal was to understand the purchasing motivations for owners of air purifiers and how these air purifiers are used.
 - **Induction Stove Tops Study**

Project manager for research on induction stove tops to understand how the perceptions and opinions of induction stove tops change when end users gain experience using them; the research included a weeklong trial in which a sample of 101 participants was given a portable induction stove top and compatible cookware for a week and asked to record their experiences in a set of forms provided by the research team.

- **TVs Study**
Project manager of a project for Pacific Gas and Electric to gain an understanding on how participants' TV viewing choices and habits affect energy use.
- **Large Clothes Washers Study**
Conducted study of average load weights to understand the association of load weight with washer size, if any.
- **Codes and Standards Engagement Team Research**
Project manager for a study to understand how Energy Solutions, coordinator of the California Title 24 Statewide Utility Codes and Standards program, is doing with public engagement and to understand stakeholder desire to restructure Title 24. Helped develop stakeholder surveys that covered portable ACs, air purifiers, air distribution, non-residential HVAC controls, and economizers and compressors.
- > **Southern California Edison Distributed Energy Resources (DER) Customer Profiling Research**
Conducted a literature review 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; the overarching goal of this research was to inform future program efforts and expand DER adoption.
- > **Consumers Energy Business Instant Discount Program Process and Impact Evaluation**
Reported on interviews with both participating and non-participating contractors and distributors.
- > **Energy Trust of Oregon Residential Cannabis Lighting Study**
Managed study of lighting used in residential growing in Oregon. Research included a web survey with recruitment via in-person events, Facebook marketing, and word of mouth. The study also included market actor interviews to understand lighting purchasing trends for residents who grow cannabis indoors in their homes.
- > **San Diego Gas & Electric Cannabis Agriculture Energy Demand Study, Phase I**
Managed cannabis study for SDG&E. The study included in-depth interviews with trade organizations and utilities that currently operate in states where cannabis production has been legalized for recreational use, and an industry review, to collectively provide information on the industry in the case of legalization in California.
- > **San Diego Gas & Electric Cannabis Agriculture Energy Demand Study, Phase II**
Managed cannabis study that included a web survey with cannabis growers along with a workshop with commercial growers in the San Diego region to understand the locations and types of growing that were anticipated to occur after legalization in California.
- > **California Public Utilities Commission Electric Program Investment Charge (EPIC) Program Evaluation**
Assisted with the management of a comprehensive evaluation of the state of California's publicly funded electricity innovation program. EPIC funds applied R&D, technology demonstration, and market facilitation projects, and is jointly administered by the California Energy Commission and the three California electric investor-owned utilities. Research tasks included a literature review; in-depth interviews with administrators, grantees, vendors, and stakeholders; a best practices assessment; network analysis; development of case studies; and a Delphi panel.
- > **Early EM&V of Pacific Gas and Electric Company's Commercial LED T8 Incentives**
Performed in-depth interviews with distributors to help guide PG&E in formulating commercial lighting program design. One of the key research topics was whether the lamps are ready for inclusion in less hands-on programs, such as a midstream or upstream approach.
- > **California Investor-Owned Utilities Local Government Partnership Program Process Evaluations (2016-2017)**
Led comprehensive process evaluations of the IOUs' LGP programs to document activities and operations as well as program delivery successes and challenges, and offered recommendations for program improvement. Research included telephone and online surveys with IOU program staff and local government partners across the state.

- > **AESP Building a Program Workshop**
Training utility staff on building demand side management programs as part of a 12-hour in-person workshop by the Association of Energy Services Professionals. Part of the team delivering the workshop to AESP members and clients throughout North America.
- > **2016 California Investor-Owned Utilities and the California Public Utilities Commission Low Income Needs Assessment**
Performed in-person outreach with community-based organizations as part of an effort to understand and improve outreach to hard-to-reach low-income customers. Assisted with focus groups for customers with a high energy burden in Riverside and Fresno. To build on past studies, this needs assessment explored how low-income households address basic energy and non-energy needs, the degree to which different population segments face resource-related hardships, and their engagement with utility low-income programs.
- > **Northwest Energy Efficiency Alliance Super-Efficient Dryers Market Characterization**
Assisted with a market characterization of the supply chain and consumer demand for highly efficient heat pump electric and natural gas dryers by collaborating on residential customer focus groups in Boise and Seattle to better understand laundry habits and how heat pump dryers are perceived. The study explored market size and trends and investigated consumer awareness, potential interest, and willingness to try (and pay for) super-efficient dryers.
- > **San Diego Gas & Electric Demand Response Customer Evaluation**
Managed a process evaluation of three SDG&E demand response programs, including in-depth interviews, a web survey, and conjoint analysis, to give the programs customer feedback about potential program changes.
- > **California Investor-Owned Utilities Multifamily Programs Process Evaluation**
Managed and conducted in-depth interviews with laundry leasing companies and property management firms as part of a laundry study focusing on common area laundry in multifamily buildings. This research was part of a statewide process evaluation of the California investor-owned utilities' multifamily energy efficiency programs. The evaluation was 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 conducted 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 Initiative Market Progress Evaluation Report (MPER) #1**
Assisted 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.
- > **San Diego Gas & Electric 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' 2012-2013 Emerging Technology Program**
Conducted a process evaluation with focus on the Technology Resource Innovative Program. The evaluation focused on the solicitation processes and the quality of the submissions, including a comparative analysis of the different approaches the utilities are using.
- > **Pacific Gas and Electric Lighting Innovation Midstream Trial Evaluation**
Assisted with 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**
Assisted with 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.
- > **Southern California Edison Study of the California Utility Internal Measure Development Process**
Researched how the four California investor-owned utilities, along with the Sacramento Municipal Utility District (SMUD) and the Los Angeles Department of Water and Power (LADWP), develop and approve new energy efficiency and demand response measures 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 conducted 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.
- > **California Investor-Owned Utilities Integrated Demand Side Management (IDSMS) Market Characterization Study, Residential and Small Commercial Markets**
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 IDSMS could be targeted most efficiently to maximize their impact.
- > **California Statewide Omnibus IDSMS Process Evaluation**
For the CPUC, investigated successes and lessons learned through the California IOUs' efforts to integrate DSM programs through implementation of the Statewide IDSMS Program.
- > **2013 California Investor-Owned Utilities and the California Public Utilities Commission Low Income Needs Assessment**
For the California IOUs and the 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 (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 Company Custom Efficiency Program Evaluation**
Assisted with process and impact evaluation activities of a commercial and industrial custom program for Idaho Power.
- > **Massachusetts Cross-Cutting Behavioral Program Evaluation**
Assisted with the process evaluation component of an overarching evaluation of the state's energy efficiency programs by developing 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.

- > **Pacific Gas and Electric Company Emerging Technologies Program, Controls Embedded LED Replacement Lamps Technology Assessment**
With other members of 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.
- > **Process Evaluation of San Diego Gas & Electric's Plug Load, Appliance and Lighting Field Services Efforts**
Co-managed an evaluation of field services 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**
Conducted analysis for 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 2010-2012 Local Government Partnership Programs**
As part of a team working for the California IOUs and the California Public Utilities Commission, assisted with the Evergreen-led LGP portion of a nonresidential best practices assessment including conducting secondary research and conducting in-depth interviews with utility program staff, local government partners, and third party contractors.
- > **Independent Audit of Energy Efficiency and Peak Demand Reduction Programs (2019)**
Worked as part of the independent auditor team for the Public Utilities Commission of Ohio to verify the savings claimed by the Ohio electric utilities through their energy efficiency and demand response programs. The audit covered the annual program accomplishments over the 2014-2018 period and involved a review of the annual evaluation activities and the methods used to estimate energy savings.
- > **Public Utilities Commission of Ohio Independent Evaluation (2011-2014)**
Worked as part of the Independent Evaluator team to review and verify the energy efficiency program evaluations and savings claims submitted annually by Ohio's four investor-owned utilities.
- > **Consumers Energy Commercial and Industrial Programs Impact Evaluation**
Conducted analysis and developed a findings report for a non-residential customer impact evaluation. Performed verification of database claims.
- > **Sempra Utilities 2010-2012 Residential Programs Process Evaluations**
For San Diego Gas & Electric and Southern California Gas Company, assisted with the process evaluations of the residential energy efficiency programs. Tasks included analyzing survey data from the Home Energy Raters Training participant surveys as well as general population views on CFLs.
- > **Sempra Utilities 2010-2012 Non-residential Programs Process Evaluations**
For San Diego Gas & Electric and Southern California Gas Company, assisted with the process evaluations of the non-residential energy efficiency programs. Tasks included analysis of Deemed program participant interviews.
- > **Evaluations of the Hawaii Energy Conservation and Efficiency Programs**
For the Hawaii Public Utilities Commission, conducted analysis and reporting for annual comprehensive market assessment, impact, and process evaluations of Hawaii Energy's residential and non-residential energy efficiency programs for program years 2009 through 2013. Researched the context of Hawaii's energy landscape in comparison to other states.
- > **Evaluation of the Hawaii Energy Opower Program**
Assisted with Opower research to assess process and savings analysis for the Opower Home Energy Reports program.

- > **Hawaii Public Utilities Commission Baseline Energy Appliance, Equipment and Building Characteristics Study for Energy Use**
For the Hawaii PUC, managed 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.
- > **Northwest Energy Efficiency Alliance ENERGY STAR Homes Market Progress Evaluation Report**
Conducted analysis on ENERGY STAR Homes verifier, realtor, and home buyer survey data and prepared report on findings.
- > **Xcel Energy Industrial Process Efficiency Program Evaluations**
Conducted market research on motor and variable frequency drive (VFD) rebate programs across the United States and Canada.
- > **Black Hills Energy Residential Cooling Program Evaluation**
Conducted analysis on a Residential Cooling program participant survey and prepared report on findings.
- > **Northwest Energy Efficiency Alliance Long-Term Northwest Residential Lighting Tracking and Monitoring Study**
Managed 58 lighting retailer on-site surveys and conducted interviews with lighting retailers and manufacturers.
- > **Southern California Edison 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.
- > **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 Process Evaluation**
Managed customer recruitment and responses for a conjoint survey.

SELECTED PUBLICATIONS AND PRESENTATIONS

- > Killingsworth, Blake, Charles Hanks, Kayla Banta, Isaac Johnson, and Martha Wudka. 2025. "Load of Potential: Insights into National Laundry Behaviors for DOE Standards Development." Paper presented at the International Energy Program Evaluation Conference, Denver, Colorado.
- > Monohon, Sarah, Martha Wudka, Iris Cheung, Lisa Hernandez, Reginald Wilkins, and Johna Roth. 2025. "From Propane to Progress: Clean Energy Pilots to Address Air Quality and Energy Equity in Disadvantaged Communities." 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, 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.
- > Wudka, Martha and John Paul Welch. 2022. "In With Induction? Understanding Customer Experiences and Opinions on Induction Cooktops." Paper presented at the International Energy Program Evaluation Conference, San Diego, California.
- > Wudka, Martha and Sarah Monohon. 2019. "Smart Transitions – Can Smart Thermostats Help Low-Income Customers Switch to TOU Rates?" Paper presented at the International Energy Program Evaluation Conference, Denver, Colorado.
- > Wudka, Martha and Joe Clark. 2018. "Out of the Weeds: Lessons Learned from Using Social Media to Reach Cannabis Growers." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Clark, Joe and Martha Wudka. 2018. "Highest Users on the Block: An In-depth Look at the Oregon and Southern California Cannabis Home Grower Markets." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Cornwell, John, Martha Wudka, and Carol Yin. 2018. "Leading by Example: A Look at Partnerships in California between Utilities and Local Governments." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Rasmussen, Tami, Martha Wudka, Keith Rivers, David Huang, Rick Ridge, Rohit Vaidya, and John Mitchell. 2018. "An EPIC Program to Support California's Ambitious Energy Policy Goals." Paper presented at the ACEEE Summer Study on Energy Efficiency in Buildings, Pacific Grove, California.
- > Wudka, Martha, Ingo Bensch, and Carol Edwards. 2017. "Learning from the Feet on the Street: Lessons from Studying Those Who Work with Underserved Populations." Paper presented at the International Conference on Energy Efficiency in Domestic Appliances and Lighting, Irvine, California.
- > Wudka, Martha, Ingo Bensch, Carol Edwards, and Syreeta Gibbs. 2017. "Exploring the Characteristics of Low-Income Households with the Highest Energy Burdens: One Size Does Not Fit All." Paper presented at the International Energy Program Evaluation Conference, Baltimore, Maryland.
- > Clark, Joe and Martha Wudka. 2017. "High Usage in High Times: The Potential Energy Demand Implications of the Legalized Cannabis Cultivation Market." Paper presented at the International Energy Program Evaluation Conference, Baltimore, Maryland.
- > Monohon, Sarah and Martha Wudka. 2017. "Which Switch? Choosing Between Smart Thermostats, Switches, and Alerts." Poster presented at the International Energy Program Evaluation Conference, Baltimore, Maryland.
- > Thompson, Martha, and Kris Miller. 2015. "Whetting Customer Appetite for Energy Savings in California's Fourth Year of Drought." Paper presented at the Behavior Energy and Climate Conference, Sacramento, California.
- > Thompson, Martha. 2015. "Introducing....Emerging Technologies! Evaluation of Vendor Partner Solicitation Efforts." Paper presented at the International Energy Program Evaluation Conference, Long Beach, California.
- > Cornwell, John, Martha Thompson, Miriam Fischlein, and Carol Yin. 2015. "Filling the Measure Pipeline: An Examination of Six Utilities' Emerging Technology Measure Development Processes." Paper presented at the International Energy Program Evaluation Conference, Long Beach, California.