

Expert Panel Members

Weatherization Program Evaluation

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Expert Panel Members Bios

SHARYN BARATA - Opinion Dynamics - Sharyn Barata is the Director of West Coast Operations for Opinion Dynamics. She is presently in the process of relocating and will soon be opening an office in Southern California. Ms. Barata is one of the nation's leading process and market assessment energy evaluators. She has led the evaluation efforts, or participated as a lead researcher, in over fifty evaluations, including some of the country's leading process and market evaluations. Her experience includes being a member of the Master Evaluation Contractor Team (MECT) that was charged by the California PUC with assessing the third party and Statewide evaluation plans for all of the State's 2004 – 2005 programs. She also was involved in the creation of California's Evaluation Framework where she concentrated on sections related to information and education programs and standards for process evaluation standards. She is currently reviewing the PRG / PAG process and utility program portfolio's for the California IOU's. Other recent projects include:

- Evaluations of the NEEA's Local Government Association Project,
- LIPA's Low-Income program, and
- NYSERDA's multi-program Process Evaluation effort.

Prior to starting her own business, Ms. Barata worked for Florida Power & Light where she was responsible for setting up the initial program evaluations of FPL's residential evaluation efforts. As the manager of Evaluation for FPL she was responsible for ten residential programs, including: new construction, solar initiatives, low-income efforts and innovative load control programs.

At ODC, Ms. Barata's responsibilities include project management of West Coast projects, development of project methodologies, maintaining client contact, managing project budgets, developing questionnaires and discussion guides, conducting depth interviews, moderating focus groups, writing reports and interpreting survey and research results.

Ms. Barata is on the Board of Directors and Conference Planning Committee of the International Energy Program Evaluation Conference, and was also a founding member

and planning committee chair for the annual Energy Marketing and Customer Service (EMACS) conference.

GREGORY DALHOFF - Dalhoff and Associates - Mr. Dalhoff has worked in the field of energy analysis and policy for fifteen years. He has directed and/or been involved in impact evaluation, economic modeling, and monitoring studies, and tracking system development.

His primary experience in low-income program evaluation has been with the state and utility collaborative low-income program in Iowa. He has been involved with the annual impact evaluation and tracking activities since its inception in 1992, and directed activities since 1996. This annual evaluation/savings validation process has included numerous billing studies of gas use and periodic studies of electricity savings.

Mr. Dalhoff has conducted an evaluation of the Vermont Weatherization Program and low-income program verification studies for Portland General Electric. Additional low-income evaluations have included baseload electricity and NEAT audit validation studies. Mr. Dalhoff has been involved in several monitoring studies of residential furnace and air conditioning energy use.

Prior to starting his own business in 1996, Mr. Dalhoff was employed as an impact evaluation consultant at Wisconsin Energy Conservation Corporation. His experience there included low-income energy and water-use impact evaluations and various commercial and industrial impact evaluations.

Mr. Dalhoff holds a Bachelor of Civil Engineering and a Masters of Land Resources in Energy Analysis and Policy.

MARGARET F. FELLS - With a Ph.D. in physics, Margaret Fels has lead research projects in energy conservation as well as basic physics, has taught at the high school and university levels, and has run outreach programs that make University resources available to K-12 schools in the area. Starting at Princeton University in 1972, she has been an Assistant Professor of Civil Engineering (1974-77) a Senior Research Scientist in the Center for Energy and Environmental Studies (from 1988), and Science Educator in the Teacher Preparation Program and Center for Teaching and Learning (from 1995). Author of the PRISM (PRinceton Scorekeeping Method) methodology that is widely used throughout the U.S. for the evaluation of energy conservation programs, Dr. Fels served on the Board of the American Council for an Energy Efficient Economy for many years (until 2004). From 1995 to 2002, she ran outreach programs at Princeton, including the QUEST summer science training program for elementary teachers, and the Learn-by-Teaching Program through which undergrads in science courses developed hands-on science lessons and taught them in local schools. Now retired from Princeton, she works with Michelle Marean to provide support to PRISM users, works on the development of energy conservation curriculum, and enjoys having time for music and family (especially a very young granddaughter).

LORI MEGDAL - Dr. Megdal is the owner of Megdal & Associates. Megdal & Associates has been a successful leader in energy efficiency program evaluation for 15 years. Prior to this, Dr. Megdal was a senior consultant with Cambridge Systematics, Inc. She went to CS after being the Manager of Evaluation & Research for the City of Austin's Environmental & Conservation Services Department.

Dr. Megdal has presented many papers and articles at many national conferences. She received the 1991 Achievement Award from ADSMP, she is on the Board of Directors for AESP, and was the 2003 Chair of the AESP Market Research & Evaluation Topic Committee. Currently, she is working on program theory and logic models for NYSERDA, evaluation of the Massachusetts ENERGY STAR® Lighting Program, part of the California Master Evaluation Contract Team assisting the California PUC, among other projects. She recently completed a lead role in the development of the new California evaluation Framework that offers a major reference document for the state-of-the-art in evaluation of energy efficiency programs.

Megdal & Associates is a certified woman-owned small business in Massachusetts, New Hampshire, Vermont, Rhode Island, Washington, New York, and California. Dr. Lori Megdal is also a service-connected disabled veteran.

JANE S. PETERS, Ph.D. - President, Research Into Action, Inc. - Dr. Peters has over twenty years of experience in customer research, market assessment, program performance measurement and evaluation focusing on energy efficiency and renewables. Dr. Peters is well known for her qualitative research including process and market evaluations and focus group moderation. Since 1982, Dr. Peters' work has focused on measuring the effectiveness of energy efficiency programs offered to residential, commercial and industrial end-users. A key issue in understanding program behavior is to assess the factors that motivate end-users and market actors to participate in efficiency programs or to change their professional practices to include energy efficient products and solutions. Dr. Peters' research has long focused on ensuring that measures of these motivations and changes in barriers to adoption of energy efficiency measures and practices are considered in program designs.

Dr. Peters has conducted a variety of studies for market transformation programs. She was the principal investigator for the 1998 CADMAC Summary Study of 15 market effects study; co-principal investigator on the 1998 NARUC Evaluation of Regional Market Transformation Effects; and principal investigator for evaluations of the Building Operators Training program, the Architecture + Energy program, and the Scientific Irrigation Scheduling program for the NW Energy Efficiency Alliance and is currently conducting baseline research for the Commercial Sector Initiative for the NW Alliance. Dr. Peters also conducts process evaluations for energy efficiency programs and currently is the principal investigator for a four year effort to conduct process evaluations of NYSERDA Energy Smart Portfolio of programs and for evaluations of the Energy Trust of Oregon Business Efficiency and Production Efficiency programs.

Dr. Peters has a Ph.D. in Urban Studies, and an A.B. in Psychology. Prior to starting Research Into Action in July 1996, Dr. Peters was a principal with Barakat & Chamberlin, Inc. in their Portland, Oregon office.

SCOTT PIGG – Sr. Project Manager – Energy Center of Wisconsin - Scott manages and conducts technical research, market research, and program evaluation in all customer sectors for ECW. With 17 years of experience in the field, Scott has extensive knowledge of energy use and energy efficiency savings in the residential sector and commercial sectors, as well in techniques for analyzing customer billing data. He also has extensive experience in the design and implementation of research projects that involve direct monitoring of energy use and related parameters. Scott's expertise in residential energy use has led to several guest appearances on Wisconsin Public Radio's Larry Meillor Show. Scott holds Master's degrees in Agricultural Engineering and Land Resources (with a certificate in Energy Analysis and Policy) from the University of Wisconsin.