

# Curriculum Vitae

James Woods

Business Address:  
Behavioral Economics  
10612 NE Sacramento  
Portland, OR 97220  
Email: woodsj@behavioralecon.com  
Phone: (503) 465-4883

## Degrees

University of California, Davis, CA, Ph.D. Economics, 2003; research areas: Energy/Conservation Behavior, Industrial Organization.

University of the Pacific, Stockton, CA, B.Sc. Economics, 1991.

## Experience

Portland State University, Portland, OR  
Assistant Professor, Economics, 2004 - Current  
Research Associate, Urban Studies, 2000 - 2004, 2009 - Current  
Adjunct Assistant Professor, Economics, 2000 - 2004

Behavioral Economics, Portland, OR  
Owner, 2001 - Current

Portland Community College, Portland, OR  
Adjunct Faculty, Economics, 2002 - 2004

Washington State University, Sociology, Pullman, WA  
Professional Worker II, 2001 - 2002

Quantec, Portland, OR  
Senior Associate, 1999 - 2001

Econometric Solutions, Stockton, CA  
Owner, 1998-1999

California Energy Commission, Sacramento, CA  
Internal Consultant, 1996 - 1998

## Selected Grants and Sponsored Research

Advanced Residential Energy and Behavior Analysis, California Energy Commission, Co-Investigator, 2009  
– Current, \$1,213,787

Natural Gas Price Shock, California Institute for Energy Efficiency, Co-Investigator, 2006, \$250,000

Understanding Customer Behavior to Improve Demand Response Delivery in California, University of California Berkeley Laboratory, Sub-contractor, 2007 – 2009, \$22,540 (\$357,937 total)

## Selected Publications

### Papers in Refereed Journals

- “Estimating Base Temperatures in Econometric Models That Include Degree Days”, Forthcoming *Energy Economics*, (With Cody Fuller)
- “What People Do When They Say They are Conserving Electricity”, *Energy Policy*, June 2008

### Papers at Refereed Conferences

- “Lifestyles, Buildings and Technologies: What Matters Most?”, *2012 ACEEE Summer Study on Energy Efficiency in Buildings*, ACEEE, 2012 (With Loren Lutzenhiser, Huafen Hu, Mithra Moezzi & Anthony Levenda)
- “Beyond the Price Effect in Time-of-Use Programs: Results from a Municipal Utility Pilot, 2007-2008”, *International Energy Program Evaluation Conference*, 2009 (With with Susan Lutzenhiser, Jane Peters and Mithra Moezzi)
- “Lasting Impressions: Conservation and the 2001 California Energy Crisis”, *2004 ACEEE Summer Study on Energy Efficiency in Buildings – Proceedings*, ACEEE, 2004 (With Lutzenhiser, L., R. Kunkle, S. Lutzenhiser, and S. Bender)

### Unrefereed Public Reports

- “PowerChoice Residential Customer Response To TOU Rates”, with Jane S. Peters, Mithra Moezzi, Susan Lutzenhiser, James Woods, Linda Dethman, Rick Kunkle, Ernest Orlando Lawrence Berkeley National Laboratory, LBNL-3870E, October 2009
- “Behavioral Assumptions in Energy Efficiency Potential Studies”, Mithra Moezzi , James Woods Contributor, California Institute for Energy and Environment, 2009
- “Conservation Behavior by Residential Consumers During and After the 200-2001 California Energy Crisis”, *Public Interest Energy Strategies Report Pub #100-03-012*, Sacramento, CA: California Energy Commission, 2003
- “A Simple Semi-Bayesian View of the Energy Benefits for the IQ+ Program”, in *Putting Market Transformation Evaluation into Action*, Sacramento, CA: California Energy Commission, 1998

### Working Papers

- “More Bias Please: Unit Energy Consumption from Large Scale Appliance Surveys”, with Cameron Mulder, Under Review The Energy Journal.
- “Simultaneous Estimation of Fuel Demand”, with Cody Fuller

### Instructional Activities

#### M.S. Project Adviser

- Christian Miner, M.S. Candidate, Portland State University, Economics, “The Value of Transferred Risks in Time-of-use Electrical Tariffs”, 2006 - 2007
- Sarang Amirtabar, M.S. Candidate, Portland State University, Economics, “Good Times for Residential Peak Prices”, 2005 - 2007
- Chris Smith-Hill, M.S. Candidate, Portland State University, Economics, “Prospect Theory and California Energy Demand: Referencing in a Temporal Price Discrimination Model”, 2005 - 2007

August, 2014