

# 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

Behavioral Economics, Portland, OR  
Owner, 2001 - Current

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

Planning Grant for Research Institute for Sustainable Energy, PSU Miller Grant, Co-Investigator, 2009,  
\$73,906

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

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

California Residential Energy Conservation Study, California Energy Commission, Sub-contractor, 2004,  
\$19,650 (\$1,200,000 total)

## Selected Publications

### **Papers in Refereed Journals**

“What People Do When They Say They are Conserving Electricity”, *Energy Policy*, June 2008

### **Papers at Refereed Conferences**

“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)

“Multi-Attribute Valuation for Cost Effective Evaluation of Market Transformation and Other Hard to Quantify Programs”, *2001 International Energy Program Evaluation Conference* (With Sami Khawaja)

### **Unrefereed Public Reports**

“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 2000-2001 California Energy Crisis”, *Public Interest Energy Strategies Report Pub #100-03-012*, Sacramento, CA: California Energy Commission, 2003

*The Energy Efficiency Public Goods Charge Report: A Proposal for a New Millennium*, (Contributor) Committee Report Pub 1999-12-08, 1999

### **Selected Presentations and Invited Talks**

“How Much Does Household Behavior Count”, *2010 ACEEE Summer Study on Energy Efficiency in Buildings* (Poster Session), 2010

“Preliminary Results from the California State Electricity Pricing Pilot” (with Sarang Amirtabar, Christian Miner and Chris Smith-Hill), *Economics Department, Portland State University*, 2006

### **M.S. Thesis Adviser**

Oliver Smith, MUS, Portland State University, Urban Studies and Planning, “Socio-demographic Trends in Household Travel and Associated Energy Usage in California”, 2007

### **Community**

California Demand Side Management Advisory Committee (CADMAC), Persistence Sub-Committee  
Ex Officio Member, 1998 - 1999

November, 2012