

# Curriculum Vitae

James Woods

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Economics Department  
Portland State University  
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10612 NE Sacramento  
Portland, OR 97220

## Degrees

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

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 - 2014  
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

Solano Community College, Suisun, CA  
Adjunct Faculty, Business, 1996

University of the Pacific, Stockton, CA  
Visiting Professor, Economics, 1994 - 1995

## Honors

- “Continuing Board Achievement Award”, Oregon School Boards Association, November 2009
- “Outstanding Board Achievement Award”, Oregon School Boards Association, November 2008
- “Multnomah County Volunteer Award”, Multnomah County Board of Commissioners, April 2008
- “Civic Engagement Award” for Excellence in Faculty/Community Partnership, Center for Academic Excellence, Portland State University, June 2005

## Grants and Sponsored Research

- Evaluation of the Non-Use Value of Actions to Reduce Endocrine Disruptor Pollution in the Lower Columbia River and its Tributaries, Environmental Protection Agency, Co-Investigator, 2015, \$800,000 (Rejected)
- Advanced Residential Energy and Behavior Analysis, California Energy Commission, Co-Investigator, 2009 – 2014, \$1,213,787
- Next-Generation Testing to Evaluate Sustainable Outcomes in Building Design and Construction, National Science Foundation, Emerging Frontiers in Research and Innovation- Science in Energy and Environmental Design (EFRI-SEED), Co-Investigator, 2009, approximately \$2,000,000 (Rejected)
- Recovery Act: Advanced Energy Efficient Building Technologies, Department of Energy, Co-Investigator, 2009, \$1,750,397.39 (Rejected)
- Academic Innovation Mini-(AIM) Grant: Design or Retool a Technology-Assisted Course: A Comprehensive Approach, 2009, \$1,500
- The Columbia River Basin Sustainable Water Resources, Energy and Climate Initiative, PSU Miller Grant, Co-Investigator, 2009, \$299,392 (\$1,299,392 total)
- 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)

## Publications

### Thesis

#### *Evolutionary Methods in Macroeconomics*

The dissertation introduces two evolutionary methods that can be used to solve heterogeneous and homogeneous agent stochastic dynamic programming problems. A third solution method, used for homogeneous agent models and based on viral evolution, produces forward looking and discounting behavior that closely mirrors experimental evidence without assuming that agents are forward looking.

### Papers in Refereed Journals

- “The mechanisms of information integration in experimental prediction markets”, *International Journal of Economics and Business Research*, Int. J. Economics and Business Research, Vol. 9, No. 1, 2015 (With Richard Jolly, Martin Zwick, Wayne Wakeland, Barry F. Anderson)
- “Estimating Base Temperatures in Econometric Models That Include Degree Days”, *Energy Economics*, Volume 45, September 2014 (With Cody Fuller)
- “The Readability of Principles of Macroeconomics Textbooks”, *Journal of Economic Education*, Volume 44, Issue 2, 2013 (With Sarah Tinkler)
- “What People Do When They Say They are Conserving Electricity”, *Energy Policy*, June 2008
- “Toward Marginal Cost Pricing of Accident Risk: The Energy, Travel, and Welfare Impacts of Pay-At-The-Pump Auto Insurance”, *Energy Policy*, June 1999 (With Chris Kavalek)

### Papers at Refereed Conferences

- “Course Design for Reduced Student Procrastination and Increased Performance”, *Western Economic Association International 91th Annual Conference*, 2016 (With Sarah Tinkler)
- “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)
- “The Readability of College Economics Textbooks Revisited”, *Western Economic Association International 85th Annual Conference*, 2010 (With Sarah Tinkler)
- “Online and In-Class Exams as a Method of Assigning Course Grades: Are They Equivalent?”, *Western Economic Association International 85th Annual Conference*, 2010 (With Sarah Tinkler)
- “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)
- “Non-exponential Discounting with More Reliable Empirical Tests”, *Western Economic Association International 84th Annual Conference*, 2009 (With Anna Kim)
- “Fiddling with Thermostats”, *2006 ACEEE Summer Study on Energy Efficiency in Buildings*, ACEEE, 2006
- “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)
- “Market Transformation and Multiple Equilibria”, *2002 ACEEE Summer Study on Energy Efficiency in Buildings – Proceedings*, ACEEE, 2002 (With Adrienne Vayssieres Kandel)
- “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)
- “Equity Finance of Residential Real Estate: A Potential Market Transformation Program”, *2000 ACEEE Summer Study on Energy Efficiency in Buildings – Proceedings*, ACEEE, 2000

### Unrefereed Public Reports

- ”Advanced Residential Energy and Behavior Analysis Project”. RD Report. Publication # CEC-500-2017-029. with Loren Lutzenhiser, Mithra Moezzi, and Aaron Ingle. Sacramento, CA: California Energy Commission, September 12, 2017

- “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
- “Economics of Improved Indoor Air Quality and the Use of Construction Methods that Promote Building Durability in Affordable Multi-Family Dwellings”, with Randall Bluffstone, Josh Newkirk, Marla Pemberton, Jessica Bonar, Portland, OR: Portland Development Commission, 2009
- “Behavioral Assumptions in Energy Efficiency Potential Studies”, Mithra Moezzi, James Woods Contributor, California Institute for Energy and Environment, 2009
- “Energy Implications of Heating and Cooling Setpoint Behavior”, Sacramento, CA: California Energy Commission, 2007
- “What People Do When They Say They are Conserving Electricity”, Sacramento, CA: California Energy Commission, 2007
- “Parkrose On-line Talented and Gifted (TAG) Survey”, Parkrose School District, 2005
- “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
- “Signaling Quality in a Quality Control Contract”, in *Putting Market Transformation Evaluation into Action*, Sacramento, CA: California Energy Commission, 1998
- “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

#### **Work in progress**

- “Housing Market Institutions Drive Race and Ethnicity Difference in Energy Consumption”, with Michael Edwards
- “More Bias Please: Unit Energy Consumption from Large Scale Appliance Surveys”, with Cameron Mulder
- “Simultaneous Estimation of Residential Fuel Demand: Using Natural Gas Demand to Refine Electricity Demand”, with Cody Fuller

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

- “Course Design for Reduced Student Procrastination and Increased Performance”, , *Western Economic Association International 91st Annual Conference*, with Sarah Tinkler July 2, 2016
- “Housing Market Institutions Drive Race and Ethnicity Difference in Energy Consumption”, *Western Social Science Association (WSSA) Conference* with Michael Edwards, April 10, 2015
- “Countering Positive Result Bias in Energy Efficiency Evaluation”, *Portland State University, Economics Seminar*, February 3, 2015
- “Overuse of the Cognitive Reflection Test and How to Compensate”, *Portland State University, Economics Brown Bag*, November 7, 2014
- “School Funding”, *Community & Parents for Public Schools*, October 22, 2011
- “Schools as an Economic Issue”, *AIA Portland’s Architecture + Education Symposium: Schools for the Future of Our Communities*, March 11, 2011

“Roundtable on Hybrid Courses”, *Portland State University, Focus on the Faculty*, 2010

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

“Online and In-Class Exams as a Method of Assigning Course Grades: Are They Equivalent?”, *Western Economic Association International 85th Annual Conference*, July 2, 2010

“Beyond the Price Effect in Time-of-Use Programs: Results from a Municipal Utility Pilot, 2007-2008”, with Susan Lutzenhiser, Jane Peters and Mithra Moezzi, *International Energy Program Evaluation Conference*, August 12, 2009

“Non-exponential Discounting with More Reliable Empirical Tests”, *Western Economic Association International 84th Annual Conference*, July 2, 2009

“Economic and Financial Analysis of Improved Indoor Air Quality in Affordable Housing Projects”, *Portland State University, Umbrella Tour*, March 11, 2009

“Fiddling with Thermostats: Energy Implications of Heating and Cooling Set Point Behavior”, *Mechanical and Materials Engineering Seminar*, May 2, 2008

“Professional Engineering Review: Engineering Economics”, *Department of Mechanical and Materials Engineering, Portland State University*, 2008

Discussant “Freakonomics”, *Arlington Club, Portland, OR*, 2007

“Professional Engineering Review: Engineering Economics”, *Department of Mechanical and Materials Engineering, Portland State University*, 2007-2013

“Fiddling with Thermostats”, *2006 ACEEE Summer Study on Energy Efficiency in Buildings*, 2006

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

“Evaluating the Parkrose Talented and Gifted Program”, *Center for Academic Excellence, Portland State University*, 2005

“Professional Engineering Review: Engineering Economics”, *Department of Mechanical and Materials Engineering, Portland State University*, 2005

“Evolution as Learning Yields Hyperbolic Discounting”, *Economics Department, Portland State University*, 2003

“Market Transformation and Multiple Equilibria”, *2002 ACEEE Summer Study on Energy Efficiency in Buildings*, 2002

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

“Equity Finance of Residential Real Estate: A Potential Market Transformation Program”, *2000 ACEEE Summer Study on Energy Efficiency in Buildings*, 2000

## Media Outreach

Quoted in *WalletHub*, “2015s Most and Least Energy Efficient States”, October 13, 2015

Featured in *Portland State University Vanguard* “Legislature researches cheaper textbooks”, Jan 21, 2013

Quoted in *The Portland Tribune* “Buying the perfect gift? Fuhgeddaboudit”, January 10, 2013

Quoted in *Oregonian* “Has Oregon lost out on Fortune 500 business because of lower education funding?”, July 19, 2012

Quoted in *Oregonian* “Beaverton School District’s new superintendent Jeff Rose tours schools”, March 29, 2011

Quoted in *Portland State University Vanguard* “Rolling Out Hybrid Classes”, February 9, 2010

Interview on *OPB Radio: Think Out Loud* “Cutting the Budget”, April 30, 2009

Quoted in *Oregonian*, “Mayor Sam’s plan for schools remains obscure”, January 6, 2009

Quoted in *Mid-county Memo*, “School districts to Portland Development commission: What about us?”, August 2008

Quoted in *Oregon Sports Journal*, “Can Anyone Save Parkrose Football? Oregon’s Toughest Rebuilding Project”, October, 2007

Quoted in *Oregonian*, “Classroom divides: Can you fix school funding with an eye on the greater good when your wants are so close to home?”, May, 25, 2006

Quoted in *Oregonian*, “School board backs Parkrose contract, 4-0”, February, 24, 2006

Featured in *East County News*, “Parkrose donors’ dollars help strike up the band”, July 2005

Quoted in *Baker City Herald*, “Economists explain how tourism can benefit an entire community”, June 24, 2005

Featured in *Portland State University Vanguard*, “Awarding community education”, May 26, 2005

Featured in *Oregonian*, “Three Unopposed For School Board”, April 29, 2005

Featured in *Oregonian*, “Some Fresh Faces Line Up For School Board Races”, March 24, 2005

## Community Outreach

Invited Testimony, Oregon House, Higher Education Committee, HB 4058, April 29, 2013

“K-12 Funding 101”, Portland Business Alliance, Leadership Class, January 12, 2012

Invited Testimony, Oregon Senate, Education and Workforce Development Committee, SB250, February 10, 2011

Oregon School Boards Association Legislative Committee On School Construction, Teacher Salaries, and Shared Responsibility, November 18, 2010

Testimony to Portland Development Commission on Cooperative Agreement with Portland Public Schools on Urban Renewal, June 25, 2008

Testimony to Multnomah County Commissioners on School and Community Partnerships Budget, May 30, 2006

Testimony to City of Portland Charter Review Commission on Form of Government and District Representation, April 4, 2006

Testimony to Multnomah County Commissioners on K-12 School Funding, March 23, 2006

Testimony to Portland City Council on K-12 School Funding, March 1, 2006

“The Meth Crisis: A Public Policy Action Congress”, Panelist, June 2005

“High School Forum: Creating Community Consensus”, The Leaders Roundtable, Invited Representative, December 2004

## **Instructional Activities**

### **Reviews**

Textbook Review *Principles of Microeconomics* by Frank and Bernanke, McGraw-Hill, 2007

Textbook Review *Economic Analysis of Industrial Projects* by John Ristroph, Wiley, 2005

Textbook Review *Engineering Economy* by Stephen Robinson, Wiley, 2005

### **Ph.D. Thesis Committee**

Krystine McCants, Public Affairs and Policy, Portland State University, TBA, Chair, 2015 – Current

Rich Jolly, Systems Science, Portland State University, “The Role of Feedback in the Assimilation of Information in Markets: Applications to Prediction Markets”, 2009 – 2011

### **Ph.D. Field Committee**

Rebecca Craven, Public Affairs and Policy, Member, 2016

Krystine McCants, Public Affairs and Policy, Chair, 2015

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

Daniel Weiland, MUS, Portland State University, Urban Studies and Planning, “Impacts of PV Capacity on Pacific Northwest Natural Gas Imports”, 2013

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

### **M.S. Project Adviser**

Anna Kim, M.S. Candidate, Portland State University, Economics, “The Form of the Discount Rate: An Empirical Study”, 2008

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

## **Curriculum Development**

New Course , EC 438/538 Energy Economics (4 credits), 2014

Modified Course, EC 486/596 Program Evaluation (4 credits), 2014

Modified Course, EC 314 Public and Private Investment (4 credits), 2004

## **Courses**

Introduction to Microeconomics, EC 201  
Introduction to Macroeconomics, EC 202  
Public and Private Investment Analysis, EC 314  
Public and Private Investment Analysis (Hybrid), EC 314  
Public and Private Investment Analysis (Online), EC 314  
Advanced Microeconomics, EC 576  
Applications of Advanced Microeconomic Theory, EC 591  
Behavioral and Experimental Economics, EC 410/510  
Program Evaluation, EC 486/586  
Energy Economics, EC 438/538  
Public Utility Economics EC 437/537

## **Professional and Service Activities**

### **University**

Negotiating Team, Portland State University American Association of University Professors (PSU-AAUP), 2016 – Current  
Graduate Curriculum Committee, Economics, Portland State University, 2013 - 2016, 2017 - Current  
Online Education Subcommittee (Subcommittee to EPC) 2017 – 2018  
Director, Undergraduate Curriculum Committee, Economics, Portland State University 2016 - 2018  
Workshop Coordinator, Economics, Portland State University, 2013 - 2017  
Policy Task force for Copyright, Portland State University, 2016 – 2017  
Portland State University American Association of University Professors (PSU-AAUP), President, Candidate, 2016  
Public Affairs and Policy Ph.D. Admissions Committee, Portland State University, 2015 – 2016  
Policy Task Force for NTTF Continuing Appointments, Portland State University, 2016  
Curriculum Committee, College of Letters and Science, Portland State University, 2014 - 2016  
Founding Director Summer Academy to Inspire Learning (SAIL), Economics, Portland State University 2011  
Undergraduate Curriculum Committee, Economics, Portland State University, 2010 - 2013  
Promotion and Tenure Committee (Fixed-Term Faculty), Economics, Portland State University, 2005 - 2010  
Spring Commencement Marshal, 2003 - 2011  
By-Laws Committee, Economics, Portland State University, 2007 - 2010  
University Budget Committee, Portland State University, 2006 - 2008  
Judge, “Civic Engagement Awards”, Center for Academic Excellence, Portland State University, 2006



## **Community**

Oregon Legislature, HD 45  
Candidate, 2013, 2018

Higher Education Coordinating Commission, State of Oregon  
Commissioner, 2012 - 2013

Parkrose Board of Education, Position #5  
Chairman, 2007 - 2010, 2012 - 2013  
Vice Chairman, 2005 - 2007, 2012  
Director 2005 - 2013

Parkrose School District Budget Committee  
Ex Officio Member, 2005 - 2013  
Position #3, 2005

Parkrose Educational Foundation  
Liaison from Parkrose Board of Education, 2005 - 2007, 2012 - 2013  
Board Member, 2004-2005

Oregon School Boards Association, Position #19  
Director, 2011 - 2013

Textbook Affordability Work Group (Oregon HB 4058), Higher Education Coordinating Commission  
Chairman 2012

College and Career Ready Outcomes, Indicators and Measures Work group, Oregon Department of Education  
Member, 2011 - 2012

Education Cabinet, City of Portland and Multnomah County  
Member, 2008 - 2010

Multnomah County, Central Citizen Budget Advisory Committee  
Member, 2006 - 2009

Multnomah County, Human Services, Citizen Budget Advisory Committee  
Member, 2007 - 2009

Portland Schools Foundation, "Schools, Family, Housing Community Grants Program", Selection Committee, 2007 - 2008

"The Better Business Bureau: Oregon and Southwest Washington Business of the Year Awards", Better Business Bureau, Judge, November, 2007

Multnomah County, School and Community Partnerships, Citizen Budget Advisory Committee (Merged with Human Services)  
Chairman, 2006 - 2007  
Member, 2006 - 2007

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

## **Journal Article and Paper Review**

Energy Policy, 2007 - Current

ACEEE Summer Study on Energy Efficiency in Buildings, 2000, 2002, 2004, 2006

April, 2018