

# Curriculum Vitae

James Woods

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Portland State University  
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## 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 - 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

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

- Advanced Residential Energy and Behavior Analysis, California Energy Commission, Co-Investigator, 2009 – Current, \$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”, Forthcoming *International Journal of Economics and Business Research* (With Richard Jolly, Martin Zwick, Wayne Wakeland, Barry F. Anderson)

- “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**

- “Lifestyles, Buildings and Technologies: What Matters Most?”, *2012 ACEEE Summer Study on Energy Efficiency in Buildings*, ACEEE, 2012 (With Loren Lutzenhiser, Huaifen 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 Vayssires 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**

- “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**

- “Online and In-Class Exams as a Method of Assigning Course Grades: Are They Equivalent?”, with Sarah Tinkler
- “Estimating Base Temperatures in Econometric Models That Include Degree Days”, with Cody Fuller (Under Review *Energy Economics*)

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

- “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**

- 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**

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

### **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**

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

### **Professional and Service Activities**

#### **University**

Graduate Curriculum Committee, Economics, Portland State University, 2013- Current

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**

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

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

Member, 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

November, 2013