

Donna M. Clark, Senior Economist
Veritas Economic Consulting, LLC
1851 Evans Road, Cary, NC 27513

PRACTICE AREAS

- 316(b) Compliance
- Regulatory Impact Analysis
- Exposure Assessment
- Natural Resource Damage Assessments
- Restoration Evaluation and Planning
- Utility Economics

EXPERTISE

- Benefit-Cost Analysis
- Nonmarket Valuation
- Statistical Analysis
- Utility Demand Forecasting
- Utility Rate Research & Impact Analysis
- Survey Design and Administration

EDUCATION

M.S., Economics,
Binghamton University,
Binghamton, NY, 1989

B.S., Applied Mathematical
Economics, State
University of New York
College at Oswego,
Oswego, NY, 1987

Ms. Clark specializes in conducting socioeconomic impact assessments for 316(b) compliance, exposure assessments, regulatory impact assessments, policy analysis, natural resource damage assessments, and restoration planning. Ms. Clark also has expertise in utility economics including demand forecasting, strategic planning, rate research and evaluation, program evaluation, and rate case support.

KEY PROJECTS and EXPERIENCE

Evaluated and estimated the social costs of 316(b) regulatory compliance at electric generating stations across the United States.

Developed revitalization and compensatory restoration plans for sites in NY, MI, and NJ.

Developed a recreation random utility model for southwest MI.

Conducted benefit transfers to estimate natural resource damages to waterbodies (NY and OH) and the Appalachian Trail in PA.

Developed econometric models to produce long-term electric and short-term natural gas demand forecasts.

Developed, implemented and evaluated the impacts of a natural gas weather normalization rate.

Estimated natural gas customers at risk for switching suppliers due to regulatory changes. Estimated market price for pipeline capacity, forecasted adoption rates, developed customer profiles and revenue loss projections.

Analyzed customer load shapes to identify rate classification errors.

Conducted a gas appliance saturation survey and evaluated the cost effectiveness of residential gas marketing programs.

Developed a gas business unit cost index to benchmark performance and earn justify financial incentives.

Designed surveys and analyzed data to estimate peak shaving and load shifting due to electric demand side management programs.

Provided testimony and support for utility rate cases and NRD litigations.

Experience

Veritas Economic Consulting (Veritas), Cary, NC
Senior Economist, 2016 to present

Triangle Economic Research (TER), Durham, NC
Senior Economist, 2000 to 2002, 2004-2006

Niagara Mohawk Power Corporation (NIMO), Syracuse, NY
Strategic Planning: Forecasting and Economics Department
Gas Rates and Integrated Resource Planning Department
Market Planning and Research Department
Planning Analyst/Senior Economist, 1989-1999

New York State Electric & Gas Corporation (NYSEG), Binghamton, NY
Load and Market Research Department
Market Research Specialist, 1989

Binghamton University
Department of Economics
Graduate Research Assistant, 1987 to 1988

Areas of Specialization

Regulatory Compliance, NRD Assessments & Non-Market Evaluations

- Evaluating the socioeconomic impacts of retrofitting existing electric power plants with closed-cycle cooling systems. Developing 316(b) regulatory compliance submittals on behalf of utility clients across the United States. (Veritas)
- Developed revitalization plans for northern NY and northeast NJ metro areas. Created facility inventory databases, researched successful urban revitalization plans and drafted facility enhancement plans for compensatory restoration of polluted sites. (TER)
- Developed random utility models to estimate recreational park usage in Michigan. Managed the data collection of over 500 parks and created models to develop park improvement plans to compensate for damages from fish consumption advisories in a major river. (TER)
- Conducted a benefit transfer to estimate potential damages from fish consumption advisories and restrictions on recreational boating on a river in Ohio. Proposed fishing and park facility improvement plans to compensate for damages. (TER)
- Conducted a benefit transfer to estimate recreational fishing and boating damages from fish consumption advisories on Lake Ontario. Critiqued State damage estimates. (TER)
- Estimated reduced economic activity and tax revenues due to groundwater contamination in a Southwest city. (TER)

Utility Economics

- Developed econometric models for long-term electricity demand for use in financial, transmission, and supply planning. Produced annual, 15-year electric demand forecasts for 1.5 million electric customers. Presented results to senior management. (NIMO)
- Developed econometric models for short-term natural gas demand and customer growth for budget and rate case planning. Produced monthly, 3-year natural gas demand and

customer number forecasts. Issued monthly variance assessment reports to senior management. (NIMO)

- Estimated the number of natural gas customers at risk for switching suppliers in response to a NY Public Service Commission regulatory change to promote competition. Researched customer response to deregulation in other jurisdictions, estimated the market price for pipeline capacity in a competitive market, and developed customer profiles and revenue loss projections from a customer base of 500,000. (NIMO)
- Estimated natural gas business unit revenue losses of \$14 million due to warm winter weather. Managed the design and implementation of a weather normalization rate for 400,000 gas heat customers. Proposed unique pricing factor method and obtained approval from NY Public Service Commission staff. Coordinated employee training, bill display design, customer communication, and billing system programming changes and testing. Designed communication materials and tested them via customer focus groups. (NIMO)
- Investigated potential errors in the billing codes of 70,000 gas non-heat customers for implementation of a weather normalization rate. Identified coding errors of 40-percent after conducting statistical load shape analyses and telephone, mail, and field surveys. Implemented coding changes and designed a new, automated, annual auditing procedure. Resulted in a redesign of the corporate natural gas marketing plan. (NIMO)
- Developed a unit cost index of Niagara Mohawk Power Corporation's natural gas business for benchmarking "best practice" purposes. Proposal was one of the first utility industry incentive regulation programs in the country. Responsible for calculating, tracking, reporting and verifying results to senior management and NY Public Service Commission staff. (NIMO)

Market & Survey Research

- Designed a process for measuring customer satisfaction levels that met NY Public Service Commission requirements. Researched customer satisfaction measurement methods at other utilities and developed internal measurement protocols. (NIMO)
- Conducted a natural gas appliance saturation survey and evaluated the cost benefit of residential natural gas marketing programs. (NIMO)
- Assisted in the survey design to assess participation in electric demand-side management programs. Analyzed survey data and estimated peak shaving and load shifting demand. (NYSEG)
- Developed and maintained databases to support market analysis: customer, demographic, economic & weather data. Developed statistical models to forecast customer growth, employment levels and growth in the number of households. Conducted ongoing analysis of databases to identify trends and their impact on electricity and natural gas sales. (NIMO)

Litigation Support

- Critiqued the expert testimony of plaintiffs and developed questions for the deposition process in a groundwater contamination case in the Southwest and a hazardous substance release case in a lake in NY. (TER)
- Provided testimony, served as an expert witness and provided analytical support in rate cases for Niagara Mohawk. Reviewed and critiqued NY Public Service Commission staff positions. (NIMO)

Public Service

School Board Member, Noblesville School District, Noblesville, IN
Elected for Two Terms: 2013-2016 & 2017-2020;
President 2015-2016; Vice-President 2014; Secretary 2017

City of Noblesville Parks & Recreation Department Board Member, 2013-2016

City of Noblesville Youth Sports Alliance Board Member, 2013-2016

City of Noblesville Redevelopment Commission Board Member, 2015

Hamilton County Leadership Academy Graduate, 2010

City of Charlottesville Strategic Planning Committee Board Member, 2006

Honors and Awards

Binghamton University Scholarship, 1987-1988

Cum Laude Graduate, SUNY Oswego, 1987

Woman Scholarly Athlete Award, SUNY Oswego, 1987

Max Ziel Scholarship for Athletic and Academic Excellence, SUNY Oswego, 1986

Omicron Delta Epsilon, Economics Honor Society, SUNY Oswego, 1986-1987