

Sara G. Veale, Associate Analyst
Veritas Economic Consulting, LLC
1851 Evans Road, Cary, NC 27513

PRACTICE AREAS

- Electric Vehicles
- Water Resource Economics
- Regulatory Compliance and Policy Analysis
- Natural Resource Damage Assessments (NRDA)

EXPERTISE

- Economic valuations research
- Economic modeling support

EDUCATION

B.A., Political Science,
Minor in Security Studies,
East Carolina University,
Greenville, NC, 2009

Ms. Veale specializes in supporting Veritas Economic Consulting's efforts to develop studies that collect, compile, validate, and analyze economic data on consumers market and non-market decisions. Ms. Veale has supported Veritas' efforts to develop the National Benefit-Cost Framework of Electric Vehicles that evaluates the impacts of electric vehicle adoption increases on physical, economic, and environmental systems, assisted in the development of the Electric Vehicle Adoption Model which uses survey and best available data to forecast location-specific electric vehicle adoption under a variety of scenarios; assisted in the survey design, development, data compilation, and analysis of electric vehicle customer expectations surveys; and supported the analysis of the economic and reliability impacts associated with a required closed-cycle cooling retrofit of existing once-through cooled systems.

Ms. Veale also helped in the design, administration, and data compilation of a water withdrawal facilities survey in the Upper Great Lakes region. She used the survey data to evaluate the operational and economic impacts of fluctuating water levels on facility operations. Ms. Veale supported Veritas' 316(b) compliance and natural resource economics work, including data collection and analysis, report writing, and literature reviews. She uses Analytica visual modeling software to help create economic models.

KEY PROJECTS (CLIENTS)

Assisted in the development of the Electric Vehicle Adoption Model which uses survey and best available data to forecast location-specific electric vehicle adoption under a variety of scenarios (Veritas)

Assisted in the survey design, development, and analysis of electric vehicle customer expectations survey (Southern Company and Tennessee Valley Authority and Electric Power Research Institute)

Assisted in the development of an economic model to assess unit-level compliance costs of proposed regulation on coal combustion products from coal-fired electric generation (Electric Power Research Institute)

Evaluated changes in operational and economic performance indicators resulting from fluctuating lake levels for municipal water suppliers, waste treatment facilities, electricity generators, and manufactures on the Great Lakes (International Upper Great Lakes Study Board)

Created a database of 500 water intakes and performed a series of chi-square tests on the data. Conducted research on engineering aspects of water intakes and wrote a substantial part of the resulting report (International Upper Great Lakes Study Board).

Experience

Veritas Economic Consulting, LLC, Cary, NC

Associate Economist, 2009 to present

Administrative Assistant/Research Assistant, 2008 to 2009

East Carolina University Political Science Department, Greenville, NC

Research Assistant, 2009

Areas of Specialization

Electric Vehicles

- Currently supporting the development of a framework that provides the structure for developing a comprehensive benefit-cost analysis of strategies to promote the adoption of the electric vehicle by U.S. households.
- Supported in the development of a custom model that forecasts location-specific electric vehicle adoption under a variety of scenarios.
- Assisted in the analysis of customer expectations of electric vehicles throughout the country.

Water Resource Economics

- Evaluated the operational and economic impact of fluctuating water levels on municipal water suppliers', manufacturers' and electricity producers' facility operations, intake systems, and outfall systems.
- Provides data modeling support for ongoing evaluation of potential economic benefits resulting from alternative restoration projects
- Used IMPLAN software to help assess economic and community impacts and created simulations to evaluate the economic impact of specific scenarios
- Created a database of 500 intakes and performed a series of chi-square tests on the data
- Conducted research on engineering aspects of water intakes

Regulatory Compliance and Policy Analysis

- Evaluating the economic impacts of retrofitting existing power plants with closed-cycle cooling.
- Evaluating potential economic benefits of alternative restoration decisions for an urban river.
- Assisted in the valuation of more than 100 fisheries throughout the United States, including marine, estuary, lake, and river environments using state-of-the-art economic-valuation methods.
- Assisted in performing transfer-based fishery valuation assessments at dozens of sites throughout the United States.

Natural Resource Damage Assessment (NRDA)

- Helped support the evaluation of the Trustees' recreational model and corresponding damage estimates for the 2007 San Francisco Bay oil spill. Supported the development of a recreational model of baseline park use.
- Provides data modeling support for ongoing evaluation of potential economic benefits resulting from alternative restoration projects

- Validates data for random utility maximization model
- Performed research on water levels, compliance plans, and the environmental health of waterways and their corresponding economic impact
- Used IMPLAN software to help assess economic and community impacts and created simulations to evaluate the economic impact of specific scenarios
- Created a database and performed a series of chi-square tests on the data

Survey Design and Administration

- Participated in design, pretesting and administration of customer expectations of electric vehicles throughout the country.
- Supported the design, development, and administration of a water withdrawal facilities survey in the Upper Great Lakes Region.

Other Research and Language Skills

- Performed in-depth research on the terrorist progression in Southeast Asia
- Has moderate level of understanding of Spanish, beginning level Japanese

Honors and Awards

Graduated Summa Cum Laude, East Carolina University

GPA: 3.976

Phi Kappa Phi: 2007–2009

National Society of Collegiate Scholars: 2005–2009

Campus Crusade for Christ: 2005–2008

Scholarship Recipient, East Carolina University Honors School Scholarship sponsored by the Dowdy Student Store, 2005–2006

Scholarship Recipient, ECU Department of Political Science Mitchell-Hunt Scholarship, Fall 2007, for excellence in research and writing

Scholarship Recipient, ECU Department of Political Science Colonel Louis A. and Trudy Gomes Scholarship, Fall 2008, for academic excellence

Scholarship Recipient, ECU Department of Political Science Outstanding Senior, Spring 2009, for excellent performance in the political science program throughout the undergraduate degree

Selected Reports

Kinnell, J.C., M.F. Bingham, C.M. Spagnardi, S.G. Veale, D.M. Woodard, and G.S. Crownfield. 2009. *Estimation and Comparison of the Benefits and Costs of Alternative IM&E Reduction Options: Manchester Street Generating Station*. Cary, NC: Veritas Economic Consulting.

Environmental Consulting & Technology Inc and Veritas Economic Consulting. 2008. *Impact of Fluctuations in Water Levels and Flow Rate on the Water Uses Within the Upper Great Lakes*. Report to International Upper Great Lakes Study Board and International Joint Commission. October 10, 2008.