

Susanna M. Becker, Economist

Veritas Economic Consulting

1851 Evans Road, Cary, NC 27513

PRACTICE AREAS

- Survey Research
- Econometric Analysis
- 316(b) Compliance Evaluation
- Demand Response Modeling

EXPERTISE

- Survey Administration and Management
- Web-Based Survey Design and Programming
- Econometric and Statistical Analysis
- Economic Modeling
- Power System Modeling

EDUCATION

M.S., Agriculture and Resource Economics, University of Delaware, 2019

B.S., Applied Math Economics, State University of New York at Oswego, 2017

RECENT PUBLICATIONS

- Becker, Susanna. 2019. "Market Segmentation and Time-of-Use Rates: A Consumer Choice Analysis." Working paper.
- Electric Power Research Institute. 2019. *EPR I Program 182 Electricity Service Plan Market Size Model Software User Manual*. Principal Investigators: M.F. Bingham and J.S. Kinnell. Palo Alto, CA: Electric Power Research Institute.

Ms. Becker is an Economist specializing in Veritas' efforts to collect, compile, validate, and analyze economic data to assess market and non-market challenges. Ms. Becker has experience in the design and administration of complex scientific surveys, specifically in mixed-mode formats, and specializes in econometric analysis and modeling of survey data. Ms. Becker has worked on projects that apply economic analysis in regulatory compliance and economic impact assessments in a regulatory context. The results of her efforts have been utilized by clients to make informed decisions concerning future projects and business practices and will be used by regulators to make best technology available (BTA) determinations. Specific examples of Ms. Becker's survey research experience and expertise include each of the following:

- Designed and programmed the online survey instrument and managed the online administration of the 2018 Knowledge, Interests, Intent, and Perceptions Survey for Electricity Service Plans.
- Managed the design, administration, and analysis of the 2018 Electricity Service Plan Survey.
- Designed, programmed, and administered online and paper survey instruments and for the 2017 Cover Crop Policy Adoption Survey.

KEY PROJECTS

Designed and programmed the online survey instrument and managed the online administration of the 2018 Knowledge, Interests, Intent, and Perceptions for Electricity Service Plans Survey.

Managed the design, administration, and analysis of the 2018 Electricity Service Plan Survey.

Estimated nested logit models to estimate customers' preferences for alternative electricity service plans to develop Veritas' Electricity Service Plan Market Size Simulation Model.

Designed, programmed, and administered online and paper survey instruments for the 2017 Cover Crop Policy Adoption Survey.

Support Veritas' development of Benefit Valuation Stud, Social Cost Studies, and Benefit Cost Comparison for a variety of site-specific 316(b) assessments at facilities throughout the United States.

Experience

Veritas Economic Consulting, Cary, NC

Economist, 2019 to present

Research Assistant, 2018 to 2019

University of Delaware, Newark, DE

Graduate Assistant, 2017 to 2019

Project Experience

Survey Design and Administration

- Designed and programmed the online survey instrument and managed the online administration of the 2018 Knowledge, Interests, Intent, and Perceptions (KIIP) Survey for Electricity Service Plans.
- Managed the design, administration, and analysis of the 2018 Electricity Service Plan (ESP) Survey.
- Designed, programmed, and administered online and paper survey instruments and for the 2017 Cover Crop Policy Adoption Survey.

Regulatory Compliance and Policy Analysis

- Used Veritas' Environmental Policy Simulation Model (EPSM) to evaluate the economic, financial, and reliability impacts associated with a closed-cycle cooling retrofit requirement at various power plants
- Valuated the change in fishery conditions, angler wellbeing, and commercial harvest for fisheries throughout the United States, including marine, estuary, lake, river, Great Lake, and Gulf of Mexico environments using state-of-the-art economic-valuation methods.
- Performed transfer-based fishery valuation assessments at a variety of sites throughout the United States.

Software

- Aided in the development of the EPRI Program 182 Electricity Service Plan Market Size Model. (EPRI 2019)
- Participated in the design of a market-segment based demand response model.

Selected Reports

Electric Power Research Institute. 2019. *EPRI Program 182 Electricity Service Plan Market Size Model Software User Manual*. Principal Investigators: M.F. Bingham and J.S. Kinnell. Palo Alto, CA: Electric Power Research Institute.

Selected Presentations

Bingham, M.F., J.C. Kinnell, S. Becker, and S. Hickman. 2019. "Data Uncertainty in Entrainment Reduction Benefits Estimates." Presented at Great Lakes Interest Group 316(b) Annual Meeting, La Crosse, Wisconsin, October 10.

