

## **Victoria MacPherson, Associate Analyst**

### **Veritas Economics**

1851 Evans Road, Cary, NC 27513

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#### **PRACTICE AREAS**

- Offshore Wind Development
- Regulatory Compliance
- Custom Models

#### **EXPERTISE**

- Economic Valuation
- Survey Administration
- Geographic Information System (GIS) Mapping

#### **EDUCATION**

B.A., History - 2015  
Meredith College  
Raleigh, NC

Ms. MacPherson supports Veritas Economics' (Veritas) research efforts to develop studies that collect, compile, validate, and analyze economic data to understand energy, environmental, and economic challenges. Ms. MacPherson has worked on projects that have evaluated commercial and recreational fishery impacts from offshore wind development, commercial and recreational fishery benefits from reductions in power plant impingement and entrainment, and property value and recreation impacts from retrofitting existing power plants with cooling towers. Ms. MacPherson has also supported the development and administration of complex surveys to collect data that Veritas has used to develop adoption models of residential solar, electric vehicles, and alternative electricity service plans.

#### **KEY PROJECTS**

Supported the evaluation of commercial and recreational fishery impacts, economic impacts, and potential mitigation measures associated with confidential offshore wind projects in the NY/NJ Bight and off the coasts of RI and MA.

Supported the development of recreational and commercial fishery models at more than 60 sites throughout the country to estimate the economic benefits from reducing impingement and entrainment at power plants and manufacturing facilities.

Supported the development of economic models to value changes in commercial and recreational fisheries including Cape Cod Bay, Narragansett Bay, Delaware River and Bay, Chesapeake Bay, Florida Atlantic and Gulf of Mexico Coast, California Pacific Coast, Great Lakes, and numerous inland lake and river fisheries.

Compiled data to support the assessment of impacts to property values and recreational values from retrofitting existing power plants with cooling towers at numerous sites throughout the United States.

Characterized power plant markets throughout the United States to evaluate how changes in individual power plant operations and fixed costs would affect prices and electricity output.

Supported the development and administration of Veritas' Electricity Service Plan Survey.

Supported the development and administration of Veritas' Residential Solar Survey.

## Experience

Veritas Economics—Cary, NC  
Associate Analyst, 2018 to present  
Research Assistant, 2016 to 2018

## Software

- Assisted Veritas' efforts in the development of Electricity Service Plan Software User Manual (EPRI 2019)

## Project Experience

### *Regulatory Compliance and Policy Analysis*

- Evaluated the property value and recreation impacts of retrofitting existing power plants with closed-cycle cooling.
- Assisted in the valuation of more than 60 fisheries throughout the United States, including marine, estuary, lake, and river environments using state-of-the-art economic-valuation methods.
- Characterized power plant markets throughout the United States to evaluate how changes in individual power plant operations and fixed costs would affect prices and electricity output.

### *Survey Administration and Custom Models*

- Supported the development and administration of Veritas' Electricity Service Plan Survey. The results of the survey were used to develop Veritas' Electricity Service Plan Adoption Model.
- Supported the development and administration of Veritas' Residential Service Plan Survey. The results of the survey were used to develop Veritas' Residential Solar Adoption Model.

### *Off-Shore Wind*

- Assisted in Veritas' efforts to estimate the commercial and recreational fishery impacts, socioeconomic impacts, and potential mitigation measures associated with confidential off-shore wind projects located in the NY/NJ Bight and off the coasts of RI and MA.

### *Fisheries Economics*

#### **Commercial and Recreational Fishery Valuations**

- Supported the valuation of changes at more than 20 commercial fisheries in the Atlantic and Pacific Oceans, the Gulf of Mexico, the Great Lakes, and numerous U.S. inland lakes and rivers.
- Assisted in conducting more than 60 recreational fishery assessments and valuations at sites in the Atlantic and Pacific Oceans, the Gulf of Mexico, the Great Lakes, and numerous U.S. inland lakes and rivers.

### *Socioeconomic and Community Impacts and Economic Impact Analysis*

- Assisted in the evaluation of the socioeconomic impacts of developing an off-shore wind facility in the NY/NJ Bight and off the coasts of Rhode Island and Massachusetts.

*Policy Analysis, Regulatory Impact Analysis, and Regulatory Compliance***Section 316(a) and (b) of the Clean Water Act**

- Currently supporting the development of r(10), (11), (12), and/or (13) regulatory submissions at 51 facilities throughout the United States for
  - AEP
  - Alliant
  - Consumers Energy
  - Dairyland Power Cooperative
  - Detroit Edison
  - Dominion Power
  - Duke Energy
  - Dynegy
  - Exelon
  - Florida Power and Light
  - Hawaii Electric Company (HECO)
  - Nebraska Public Power District (NPPD)
  - NRG
  - Omaha Public Power District (OPPD)
  - Tampa Electric Company, and
  - Tennessee Valley Authority (TVA).

**Selected Reports**

Veritas Economics. 2021. "Entrainment Reduction Benefits Study: Robinson Nuclear Station." Cary, NC: Veritas Economics.

Veritas Economics. 2021. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Robinson Nuclear Station." Cary, NC: Veritas Economics.

Veritas Economics and Golder Associates. 2021. "Comprehensive Technical Feasibility & Cost Evaluation Study § 122.21 (r)(10) for Nueces Bay, LLC – Nueces Bay Power Station." Cary, NC: Veritas Economics.

Veritas Economics and Golder Associates. 2021. "Benefits Valuation Study § 122.21 (r)(11) for Nueces Bay, LLC – Nueces Bay Power Station." Cary, NC: Veritas Economics.

Veritas Economics and Golder Associates. 2021. "Non-Water Quality Environmental and Other Impacts Study § 122.21 (r)(12) for Nueces Bay, LLC – Nueces Bay Power Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Entrainment Reduction Benefits Study: Anclote Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Anclote Power Plant." Cary, NC: Veritas Economics.

Veritas Economics and Golder Associates. 2020. "Benefits Valuation Study § 122.21 (r)(11) for Barney M. Davis, LP's BDEC Energy Center." Cary, NC: Veritas Economics.

Veritas Economics and Golder Associates. 2020. "Non-Water Quality Environmental and Other Impacts Study § 122.21 (r)(12) for Barney M. Davis, LP's Barney Davis Energy Center." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Entrainment Reduction Benefits Study: P.L. Bartow Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: P.L. Bartow Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Entrainment Reduction Benefits Study: Cayuga Generating Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Cayuga Generating Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Entrainment Reduction Benefits Study: Marshall Steam Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Marshall Steam Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Entrainment Reduction Benefits Study: Oconee Nuclear Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Oconee Nuclear Station." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Entrainment Reduction Benefits Study: Cape Canaveral Energy Center." Cary, NC: Veritas Economics.

Veritas Economics. 2020. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Cape Canaveral Energy Center." Cary, NC: Veritas Economics.

Electric Power Research Institute. 2019. *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.

Veritas Economics. 2019. "Entrainment Reduction Benefits Study: Peach Bottom Atomic Power Station." Cary, NC: Veritas Economics.

Veritas Economics. 2019. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Peach Bottom Atomic Power Station." Cary, NC: Veritas Economics.

Veritas Economics. 2019. "Entrainment Reduction Benefits Study: Quad Cities Generating Station." Cary, NC: Veritas Economics.

Veritas Economics. 2019. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Quad Cities Generating Station." Cary, NC: Veritas Economics.

Veritas Economics. 2019. "Entrainment Reduction Benefits Study: Port Everglades Energy Center." Cary, NC: Veritas Economics.

Veritas Economics. 2019. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: Port Everglades Energy Center." Cary, NC: Veritas Economics.

Veritas Economics. 2018. "Entrainment Reduction Benefits Study: McGuire Nuclear Station." Cary, NC: Veritas Economics.

Veritas Economics. 2018. "Social Costs of Purchasing and Installing Entrainment Reduction Technologies: McGuire Nuclear Station." Cary, NC: Veritas Economics.

Electric Power Research Institute. 2017. *Photovoltaic (PV) Adoption Influencers: Estimating the Drivers of Residential Solar Choice*. Product ID 3002011012. Principal Investigators: S. Coley, N. Enbar, M.F. Bingham, J.S. Kinnell, S.G. Hickman, V.L. MacPherson, and Z. Li. Palo Alto, CA: Electric Power Research Institute.