

- **David Freeman, Program Analyst.**

Mr. Freeman is a program analyst with SERA, and has conducted market progress, NEB, and detailed interview work for energy clients across the nation and internationally. He most recently conducted detailed process / NTG / NEB telephone interviews with participants and non-participant homeowners, builders, and other stakeholders for several projects in California. He used the data to measure market progress, identify key barriers and opportunities, and estimate the gross and net savings attributable to the program. He has detailed work in non-energy benefits work, assessing the “hard to measure” program impacts beyond energy savings that accrue due to program efforts. His NEBs work includes analysis of the NEBs for the California Statewide Energy Star® Single Family Homes Program and Home Performance with Energy Star®, as well as the California Statewide Energy Star® Multifamily Homes Program, Green Campus program, San Francisco Environment, City of Oakland, Building Research of New Zealand, and other clients. Mr. Freeman conducted detailed analyses of the Green Campus program, analyzing the participation decision-making, program impacts, program design / implementation, and NEBs associated with the program. He has examined the role of attitudes on conservation behaviors and program participation. Mr. Freeman has conducted work in DSM program tracking and evaluation, and conducted field and phone research on energy decision-making / program options / preferences. He has analyzed the pros and cons of alternative policies and programs, identified the attributable effects, conducted and analyzed large-scale surveys, and researched non-energy benefit impacts from programs. He has conducted and analyzed large-scale surveys, has conducted DSM tracking and evaluation work, and conducted field and phone research on a wide variety of DSM evaluation topics including net-to-gross, NEB, and program effects, as well as work measuring progress toward “sustainability” goals. He has conducted detailed interviews with building stakeholders, and has analyzed topics including attitudes, adoption of new practices, barriers, investment decisions, customer satisfaction, preferences and behavior. Mr. Freeman holds a B.S. in Environmental Studies with an Economics Minor, Bucknell University, Lewisburg, Pennsylvania.