

Jennifer Kallay, Senior Associate

Synapse Energy Economics | 485 Massachusetts Avenue, Suite 2 | Cambridge, MA 02139 | 617-453-7034
jkallay@synapse-energy.com

PROFESSIONAL EXPERIENCE

Synapse Energy Economics, Inc., Cambridge, MA. *Senior Associate*, June 2013 – present, *Associate*, July 2008 – June 2013, *Research Associate*, January 2007 – July 2008.

More than a decade of experience analyzing the benefits and costs of electric and natural gas energy efficiency efforts for jurisdictions in the United States and Canada. Most recently, Ms. Kallay is researching and analyzing policies and practices regarding transportation, utility transformation, resiliency and utility/community engagement on energy-related issues, and strategies that cities and towns can use to reduce emissions.

- Managing the Synapse project team responsible for reviewing Green Community Annual Reports, verifying whether municipalities have reached their 20 percent energy reduction goals, and developing a Progress Report for the program highlighting achievements to date. Identifies strategies that are effective across towns and makes recommendations to continue to advance and improve the program.
- Developing a City of Burlington net zero energy roadmap for the Burlington Electric Department. Includes assembling baseline emissions and a trajectory, setting a net zero energy trajectory and milestone goals, and assessing and selecting policies and practices to achieve net zero energy.
- Researching the safety benefits of CAFE Standards and future transportation developments like vehicle electrification, ride sharing, and autonomous vehicles.
- Direct experience with municipal utility governance as Chair of the Board of Commissioners of Wakefield's Municipal Gas & Light Department.

Boston University's Center for Energy and Environmental Studies, Boston, MA. *Research Assistant for Professor Robert Kaufmann*, January 2006 – January 2007.

Modeled land use change in the Amazon using spatial, economic, climatic, and physical variables and GIS and regression techniques.

Digitas, Inc., Boston, MA. *Manager*, November 1999 – August 2005.

Researched, designed, and executed reporting solutions to assess the effectiveness of marketing strategies based on consumer behavior. Customized analyses to gain insight into environmental influences on marketing performance and designed and built models to predict sales/revenue and inform business economics using relational databases.

PROFESSIONAL ACTIVITIES

Wakefield Gas & Light Department Commissioner. *Chair.* 2018–present. Reviews and oversees municipal utility decision-making and strategic planning.

Wakefield Energy Conservation Committee. *Appointed Member.* 2007–2008. Assisted with issuing an RFP for energy service companies to perform energy efficiency upgrades to municipally-owned and operated buildings, reviewing responses and selecting a provider.

EDUCATION

Boston University, Boston, MA

Master of Arts in Energy and Environmental Analysis, Spring 2007. Graduate course work in multivariate statistical analysis, environmental economics, risk assessment, energy, GIS, climate change, and environmental policy.

University of Maryland, College Park, MD

Bachelor of Arts in Journalism, Spring 1999. Presidential Scholarship and Honors Program.

CONFERENCES AND MEETINGS

- *Presenter,* Synapse webinar discussing the many benefits from more stringent fuel economy standards and highlighting future transportation developments, 2018.
- *Participant,* Northeast Public Power Association Annual Conference, 2018.
- *Project partner,* Sandia National Laboratories Stakeholder Advisory Group to discuss a national path forward on resilience planning, 2018.
- *Presenter,* ACEEE Summer Study on EE in Buildings, 2016.
- *Presenter,* Synapse webinar on strategies to mitigate equity concerns of energy efficiency programs, 2015.
- *Discussant,* IEA Energy Efficiency Markets workshop, 2015.
- *Presenter,* ACI Chesapeake Regional Home Performance Conference, 2014.
- *Panelist/Presenter,* IEA Experts Roundtable on Energy Provider and Consumer Benefits of Energy Efficiency, 2013.
- *Moderator,* International Energy Program Evaluation Conference (IEPEC) – Benchmarking Program Administrator and State Level Energy Efficiency Efforts Panel, 2011.

SELECTED PUBLICATIONS

Kallay, J., A. Napoleon. 2019. Comments and Revised Comments on EfficiencyOne’s Proposed Enhancements to its Rate and Bill Impact Model. Synapse Energy Economics for the Nova Scotia Utility and Review Board.

Hall, J., R. Wilson, J. Kallay. 2018. *Effects of the Draft CAFE Standard Rule on Vehicle Safety*. Synapse Energy Economics on behalf of Consumers Union.

Whited, M., J. Kallay, D. Bhandari, B. Havumaki. 2018. *Driving Transportation Electrification Forward in Pennsylvania: Considerations for Effective Transportation Electrification Ratemaking*. Synapse Energy Economics for the Natural Resources Defense Council.

DOER. 2017. *Massachusetts Green Communities Program: 2016 Progress Report*.

Kallay, J., A. Napoleon, M. Chang. 2016. *Opportunities to Ramp Up Low-Income Energy Efficiency to Meet States and National Climate Policy Goals*. Synapse Energy Economics.

Napoleon, A., K. Takahashi, J. Kallay, T. Woolf. 2016. "Evaluation, Measurement, and Verification in Virginia." Synapse Energy Economics for Clean Energy Solutions Inc., Virginia Energy Efficiency Council, and Virginia Department of Mines, Minerals and Energy.

Kallay, J., K. Takahashi, A. Napoleon, T. Woolf. 2015. *Fair, Abundant, and Low-Cost: A Handbook for Using Energy Efficiency in Clean Power Plan Compliance*. Synapse Energy Economics for the Energy Foundation.

IEA. 2014. *Capturing the Multiple Benefits of Energy Efficiency*. Expert advisor on Chapter 6. Energy Delivery.

Brockway, N., J. Kallay, E. Malone. 2014. *Low-Income Assistance Strategy Review*. Synapse Energy Economics for the Ontario Energy Board.

Woolf, T., E. Malone, J. Kallay. 2014. *Rate and Bill Impacts of Vermont Energy Efficiency Programs*. Synapse Energy Economics for the Vermont Public Service Department.

Woolf T., E. Malone, J. Kallay, K. Takahashi. 2013. *Energy Efficiency Cost-Effectiveness Screening in the Northeast and Mid-Atlantic States*. Synapse Energy Economics for Northeast Energy Efficiency Partnerships, Inc. (NEEP).

Woolf T., J. Kallay, E. Malone, T. Comings, M. Schultz, J. Conyers. 2012. *Commercial & Industrial Customer Perspectives on Massachusetts Energy Efficiency Program*. Synapse Energy Economics for Massachusetts Energy Efficiency Advisory Council.

Hurley D., K. Takahashi, B. Biewald, J. Kallay, R. Maslowski. 2008. *Cost and Benefits of Electric Utility Energy Efficiency in Massachusetts*. Synapse Energy Economics for Northeast Energy Efficiency Council.

Swanson C., R. Hornby, J. Kallay. 2007. *Avoided Gas Supply Costs in New York*. Synapse Energy Economics for Keyspan Energy.

Hornby R., C. Swanson, M. Drunsic, D. White, P. Chernick, B. Biewald, J. Kallay. 2007. *Avoided Energy Supply Costs in New England: 2007 Report*. Synapse Energy Economics for Avoided-Energy-Supply-Component (AESC) Study Group.

Takahashi K., B. Biewald, L. Johnson, J. Kallay. 2007. *Greenhouse Gas Reduction Strategies of Electric and Gas Companies in North America*. Synapse Energy Economics for Tokyo Gas.