

Hal Gordon

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Doctoral Studies

University of California, Berkeley

PhD, Agricultural and Resource Economics, December 2022

Dissertation: *Demand for Three Environmentally Friendly Goods: Plant Based Meat, Clean Air, and Efficient Light Bulbs*

Primary Fields: Energy and Environmental Economics; Public Economics

Prior Education

UC Berkeley	MS	Agriculture and Resource Economics	May 2017
Georgetown U	MPP	Environmental & Regulatory Policy	May 2012
U Chicago	BA	Political Science with Honors	June 2009

Teaching

UC Berkeley	GSI	Applied Econometrics, Michael Anderson	2017
Berkeley/Haas	Reader	Energy and Environmental Markets, Severin Borenstein	2019
UC Berkeley	GSI	Natural Resource Economics, Larry Karp	2019
UC Berkeley	GSI	Regulation of Energy and the Environment, Meredith Fowlie	2020
UC Berkeley	Instructor	Regulation of Energy and the Environment	2022

Grants

2016	National Science Foundation NSF Research Traineeship: Environment and Society: Data Science for the 21st Century
2019	Giannini Foundation Mini-Grant
2020	Giannini Foundation Mini-Grant
2021	Food System Research Fund Grant

Awards

Best Thesis – Georgetown MPP Class of 2012 \$500

Employment

Amazon, Summer Economics Intern

May 2022 to Aug 2022

- Conducted causal inference studies with data from the human resource department about the labor dynamics and job growth of Amazon's millions of employees

Graduate Student Researcher, UC Berkeley, working for Profs. Fowlie, and Auffhammer

Aug 2015–Aug 2016 & Jan 2017 - Aug 2018

- Worked on two different projects, one that supported my advisor's research on international carbon adjustments and leakage of carbon, and another that supported a large research project on the adoption of solar panels in rural India.

MLB Stadium Vendor, Oakland, San Francisco, Washington DC, Baltimore, Chicago (NL & AL)
2005-2022

- Known as "Hal the Hot Dog Guy" at the Oakland Coliseum from 2017-2022

International Consultant, Centro Agronómico Tropical de Investigación y Enseñanza (CATIE),
Turrialba, Costa Rica

Feb 2015-July 2015

- Cleaned and analyzed the results of two multiyear surveys of coffee growers receiving payments for ecosystem services

Senior Research Asst, Resources for the Future, Washington, DC

May 2014-Jan 2015

Research Asst, Resources for the Future, Washington, DC

May 2012-May 2014

Intern, Resources for the Future, Washington, DC

May 2011-May 2012

- Performing quantitative and qualitative analysis in economic investigational studies
- Carbon Tax Incidence Work:
 - Designer and lead author of a micro-simulation incidence model that refracted information from a dynamic overlapping generations model onto states and income groups that analyzed how labor taxes changes resulting from energy tax changes impact the provision of labor
 - Built and analyzed numerous government data sources using both SAS and Stata
 - Wrote detailed methodology documentation of the incidence model
- Shale Gas Expert Survey and Research
 - Had a leading role on survey-based analysis of over 200 of the top shale gas (aka fracking) experts in the US
 - Wrote and implemented a complex on-line survey incorporating a unique risk identification methodology
 - Analyzed all data and created all charts and figures that were used in publications
- Energy Efficiency Audits
 - Designed, wrote, and distributed an on-line survey of home energy auditors and home energy professionals
 - Wrote sections of the white paper and co-authored published article

Regulatory Policy Intern, OMB Watch, Washington, DC

20 hr/wk Oct 2010-April 2011 (\$10/hr)

- Researched federal government regulatory issues related to the DOL and EPA

Workforce Program Specialist, US Department of Labor, Employment & Training Administration,
Chicago, IL

40 hr/wk July 2009-July 2010 (\$42,000 year)

- Developed and maintained statistical analysis tools on Midwest region outcomes of the American Recovery and Reinvestment Act programs for unemployed adults, dislocated workers, and youth

Computer Languages

R, Stata

References

Dr. Sofia Villas-Boas
sberto@berkeley.edu
Ag. & Resource Econ.

Dr. Meredith Fowlie
fowlie@berkeley.edu
Ag. & Resource Econ.

Dr. James Sallee
sallee@berkeley.edu
Ag. & Resource Econ.

Publications

“The initial incidence of a carbon tax across income groups” with Robertson Williams III, Dallas Burtraw, Jared Carbone, and Richard Morgenstern. *National Tax Journal*, 2015, 68(1): 195-214.

“What the experts say about the environmental risks of shale gas development.” with Alan Krupnick. *Agricultural and Resource Economics Review*, 2015, 44(2): 106-119.

“The initial incidence of a carbon tax across US states.” with Robertson Williams III, Dallas Burtraw, Jared Carbone, and Richard Morgenstern. *National Tax Journal*, 2014, 67(4): 807-830.

“Assessing the energy-efficiency information gap: results from a survey of home energy auditors” with Karen Palmer, Margaret Walls, and Todd Gerarden. *Energy Efficiency*, 6(2): 271-292.

Job Market Paper

Predicting the Demographics of Plant Based Meat Customers

Meat and agriculture is a major source of greenhouse gas releases, and beef is particularly emissions heavy. Plant-based meat (PBM) is billed as a new food that could overturn the beef market and eventually transition many meat eaters to a far more environmentally friendly option. Currently, we have very little information about how much meat is being substituted by PBM. This paper uses proprietary data from a nationwide grocery chain to create a very large sample of households who have bought PBM at least once. With this dataset, I am able to draw fine conclusions about what attributes are related to purchasing and repurchasing PBM. I find that buying and more importantly, rebuying PBM is associated with having previously bought less meat and more meat substitutes. In addition, the people entering the PBM market are no more likely to have bought meat than those who first started buying it, suggesting PBM is struggling to expand its reach to those who could most easily switch away from real meat. In addition, because of how promotional pricing is determined at this nationwide chain, I am able to run event study regressions to test the theory that PBM has is a robust substitute for beef in grocery stores. In these regressions, I find little evidence for switching between meat and PBM.

Other Dissertation Chapters

Recreational Damages from Air Pollution (co-authored with Scott Kaplan)

This project leverages a unique setting to study the effects of air pollution on a market good people consume for recreational purposes: tickets to National Football League (NFL) games posted on a popular, online secondary marketplace. Our initial findings suggest that an increase in the AQI does not lead to a statistically significant change in listed ticket prices (in fact, we find a slightly positive estimate that is likely the effect of unaccounted for noise). We also determine that there was no statistically significant impact on the number of tickets listed on the marketplace for these games.

The Effects of an Efficiency Mandate on the Market for Light Bulbs in the United States

The so-called energy efficiency gap that describes how households apparently undervalue investments in energy efficient appliances and capital improvements has long vexed policy makers. In 2007, the US Congress attempted to help close this gap by establishing a 30% efficiency mandate on all existing incandescent light bulbs. The aim of the law was to eliminate cheap, inefficient bulbs in favor of more expensive, highly efficient compact fluorescent lamps (CFLs) or yet to be produced more efficient halogen incandescent bulbs, but the ultimate effect of the mandate was unclear at the time it was passed. Using heterogeneity in the roll-out of the mandate between California and the rest of the country, I use a panel of light bulb sales data from a nationwide discount store retailer to examine the effects on the market the mandate had. I find that the mandate increased the price of incandescent bulbs (along with their efficiency) but had little effect on the demand for CFLs. When certain incandescent bulbs were made unavailable I find strong evidence that customers switched to different types of incandescent bulbs or, in some instances, reduced overall light bulb purchases. The mandates clearly incrementally increased the efficiency of light bulbs purchased, but did not switch the nation en-mass to high efficiency CFLs.