

## Barbara C. Farhar



Dr Barbara Farhar has been a pioneer in the area of renewable and sustainable energy policy development, directing research on the interaction between technology and society and diffusion of innovations. As a Senior Policy Analyst at the National Renewable Energy Laboratory (NREL), she gained national recognition for her work on the human dimensions of energy efficiency and renewable energy. Today, she is an internationally recognized expert on the use and adoption of new energy technologies. Areas of specialization include market and policy analysis on new developments of high performance homes and the intersection of energy, gender, and poverty. In addition to her own consulting practice, Dr. Farhar is a senior research associate at the University of Colorado's Institute of Behavioral Science where she is conducting research on the social and behavioral aspects of Smart Grid City. She has produced more than 240 publications and papers on the relevance of behavioral analysis to energy policy, strategic planning for federal research, public opinion about energy and environmental policy, energy efficiency R&D planning, and technology transfer. She has been published in *Annual Review of Energy and the Environment*, *Public Opinion Quarterly*, *Solar Today* and *Science*. She is on the board of the Colorado Renewable Energy Society.

Her presentation on: **A Field Test of Plug-in Hybrid Electric Vehicles in a Smart-Grid Environment: Feedback and Charging Behavior**