

**Richard A. Watts, Ph.D.**  
**Assistant Research Professor**  
**Community Development & Applied Economics and**  
**Transportation Research Center**  
**University of Vermont**  
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## **EDUCATION**

**Ph.D. Natural Resource Planning**, 2006. Rubenstein School of Environment and Natural Resources, University of Vermont. Burlington, Vermont.  
Dissertation: Planning for Power: Citizen Participation in the Planning for a High-Voltage Transmission Line in Vermont.

**Master of Arts**. Newspaper Journalism, 1989. S.I. Newhouse School of Public Communications, Syracuse University. Syracuse, New York.

**Bachelor of Arts**. Political Science, 1985. State University of New York at Cortland. Cortland, New York.

## **PROFESSIONAL EXPERIENCE**

**Community Development & Applied Economics** **Sept. 2010 - Present**  
**Transportation Research Center, University of Vermont**  
*Assistant Research Professor*

Supervise graduate students, teach graduate level and undergraduate classes related to transportation and communication studies, conduct related research, prepare reports and articles and coordinate academic seminars.

**Transportation Research Center, University of Vermont** **2007 – 2010**  
*Research Director*  
*Senior Research Analyst*

Senior level responsibility for growing interdisciplinary research teams, dialogue and scholarship across campus. Coordination and administration of research projects. Senior level participation and lead project investigator on external research grants. Responsible for analyzing research and scheduling needs of multiple research projects conducted in different UVM Colleges. Author or co-author manuscripts; prepare reports for journal publications and national presentations; research funding opportunities and write grant proposals in collaboration with researchers.

**Snelling Center for Government**  
*Public Policy Fellow*

**2006-2008**

Policy researcher at non-profit governmental think tank. Supported center research, conducted policy research and coordinated the Lintilhac graduate student program.

**University of Vermont**

**2006-2007**

*Lecturer, Rubenstein School of Environment & Natural Resources*

Taught core RESNR courses; NR 104 *Social Processes and the Environment* and NR 153 *Introduction to Public Policy*, advised students and coordinated one of the required undergraduate race and diversity classes.

**EVERmont**

**1995-2001**

*Executive Director*

Founding director of electric vehicle research program that investigated the impact of cold weather and hilly terrain on electric vehicle performance. Organization received multiple external grants totaling more than \$3 million and produced numerous research reports. Built the profile of the corporation through public outreach and media outreach and created a coalition of 25 Vermont stakeholders promoting the testing and demonstration of electric vehicles.

**Richard A. Watts, Inc.**

**1996-2006**

*Principal*

Founder and director of strategic communications and public policy consulting firm that focused on supporting public policy campaigns through strategic communications and public outreach. Campaigns included reducing teen smoking rates, promoting passenger rail service, state transportation issues and electric power. Clients included the Vermont Department of Health, the Coalition for a Tobacco Free Vermont, the Vermont Agency of Transportation, the Vermont Electric Power Company, the Vermont Department of Public Service, the Champlain Flyer, Vermont Community Access Media, Vermont Anti-Hunger Coalition and the City of Burlington among others.

## **MEMBERSHIP ON THESIS COMMITTEES**

Shannon H. Rogers, Ph.D. Candidate. Natural Resources and Earth Systems Science Program, University of New Hampshire. Graduation 2011.

Kristin DeVoe-Talluto, MS Candidate. Masters of Public Administration, University of Vermont. Graduation 2011.

## **GRADUATE STUDENTS SUPERVISED**

Jonathan Dowds, MS. Rubenstein School of the Environment and Natural Resources,

University of Vermont. Graduated 2010.

Aaron Witham, MS Candidate. Rubenstein School of the Environment and Natural Resources, University of Vermont. Expected graduation 2012.

Jonathan Madison, MPA Candidate. Master of Public Administration, University of Vermont. Graduated October 2012.

Phoebe Spencer, MS Candidate. Community Development & Applied Economics. University of Vermont. Expected graduation 2013.

Robert Fish, MS Candidate, Masters of Public Administration, University of Vermont. Expected graduation 2013.

### **GRADUATE TEACHING EXPERIENCE**

ENGR 295 *Critical Issues in Transportation for the 21<sup>st</sup> Century* (Fall 2007, 2008, 2009)

CDAE 392 *Graduate Seminar* (2009, 2010)

TRC 310 *Graduate Seminar* (2010)

### **UNDERGRADUATE TEACHING EXPERIENCE**

ENVS 295 *Cars, Culture and the Media* (2010)

ENVS 195 *Sustainable Transportation Planning* (2008, 2009)

NR 153 *Introduction to Public Policy* (Fall 2006)

NR 104 *Social Processes and the Environment* (2006, 2007)

ENVS 195 *Energy and the Environment* (2001-2007)

ENVS 195 *Transportation and the Environment* (2001, 2006)

ENVS 195 *Activism and the Environment* (2001, 2002)

### **BOOKS**

Watts, R. (2012). *Public meltdown: The story of the vermont yankee nuclear power plant*. Amherst, MA: White River Press.

### **PEER-REVIEWED PUBLICATIONS**

**R. Watts**, K. Frick and J. Maddison. Policy Making, Incrementalism And News Discourse: Gasoline Tax Debates In Eight U.S. States. *Public Works Management & Policy*. Accepted January 5, 2012.

**R. Watts**, J. Maddison. The Role of Media Actors in Reframing the Media Discourse in the Decision to Reject Relicensing the Vermont Yankee Nuclear Power Plant. *Journal of Environmental Studies and Sciences*. Accepted December 29, 2011.

J. Maddison, **R. Watts**. Newspaper Source Prominence in News Media Coverage of Motor Vehicle Emissions 2000-2008. *Newspaper Research Journal*. Accepted October, 2011.

J. Maddison, **R. Watts**. The Technological Fix as a Frame in Media Debates about Tailpipe Emissions. *Technology in Society*. Accepted October 27, 2011.

J. Dowds, P. Hines, **R. Watts**, C. Farmer. Estimating the Impact of Electric Vehicle Charging on Electricity Costs Given an Electricity Sector Carbon Cap. *Transportation Research Record*. Vol. 2191, pp. 43-49, 2010.

### **RESEARCH REPORTS & PAPERS (SELECTED)**

**Watts, R.**, P. Hines, J. Dowds. October, 2010. The Debate over Re-Licensing the Vermont Yankee Nuclear Power Plant. *The Electricity Journal*. Elsevier Publications.

**Watts, R.** September, 2010. An Examination of Gasoline Taxes in News Media Discourse. *New York Transportation Journal*. New York, NY.

**Watts, R.** June, 2010. Increasing Carpooling in Vermont: Opportunities and Obstacles. Transportation Research Center. Burlington, Vermont.

**Watts, R.** May, 2009. An Examination of News Media Discourse Related to Gas Taxes. Transportation Research Center. Burlington, Vermont.

A. Weeks, **R. Watts**, L. Aultman-Hall. August, 2009. The Transportation Impacts of Smart Growth in Two Maine Rural Towns. Transportation Research Center. Burlington, Vermont.

S. Letendre and **R. Watts**. May, 2008. Effects of Plug-In Hybrid Electric Vehicles on the Vermont Electric Transmission System. Transportation Research Center. Burlington, VT.

**Watts, R.**, E. Wang, L. Aultman-Hall. 2008. Transportation Efficiency in Vermont. Transportation Research Center. Burlington, Vermont.

E. Wang, T. Coffin and **R. Watts**. July, 2007. The Vermont Transportation Energy Report. Clean Cities Coalition. Transportation Research Center. Burlington, VT.

**Watts, R.** June, 2006. The Vermont Transportation Energy Report. Vermont Clean Cities Coalition, Snelling Center for Government. Burlington, Vermont.

**Watts, R.** May, 2006. Engaging Citizens in Vermont's Energy Future. Snelling Center for Government. Burlington, Vermont.

**Watts, R.** August, 2003. Evaluation & Review: Citizen Participation and Local Official Consultation in the Transportation Planning Initiative. Attitudes Towards the TPI: TAC Members, RPC Staff, VTrans Staff. Vermont Agency of Transportation. Montpelier, Vermont.

## **CONFERENCE PRESENTATIONS (FULL PAPERS)**

Crumbling Infrastructure or Long-Term Solution: An Examination of News Media Discourse Related to Gas Taxes. Association for Education in Journalism and Mass Communication. August 5, 2010. Denver, CO.

Planning for Power: An Examination of News Media Discourse in the Siting of a High-Voltage Transmission Line in Vermont. Association for Education in Journalism and Mass Communication. August 7, 2009. Boston, MA.

Effects of Plug-In Hybrid Electric Vehicles on the Vermont Electric Transmission System. Transportation Research Board Annual Meeting. January 15, 2008. Washington, D.C.

Citizen Participation and Frame Analysis in the Development of Scenarios for the VTrans Long Range Transportation Business Plan. Transportation Research Board Annual Meeting. January 15, 2008. Washington, D.C.

International Society for Society and Natural Resources (ISSRM) Conference. Planning for Power: Citizen Participation in the Planning for a High-Voltage Transmission Line in Vermont. June 14, 2008. Burlington, Vermont.

## **RESEARCH PRESENTATIONS (SELECTED)**

Public Meltdown: The story of the Vermont Yankee Nuclear Power Plant. Transatlantic Forum on Nuclear Energy Policy. York University, Toronto. November 12, 2011.

Building a Successful RideShare program. October 26, 2010. Transportation Research Board 19th National Rural Public and Intercity Bus Transportation Conference. Burlington, Vermont.

Plug-in Hybrid Electric Vehicles, Emissions and Grid Impacts. North Atlantic Transportation Planning Officials, August 13, 2008. Niagara-on-the-Lake, Ontario, Canada.

Experiences in Engaging Town and Elected Officials. May 18, 2007. Northeast Association of Development Officials, New England Rural Transportation Workshop. Woodstock, Vermont.

## **SELECTED EXTERNAL GRANTS (LEAD PROJECT INVESTIGATOR)**

Sustainable Transportation Leaders, Social Networks, Communications & Policy Outcomes. Richard Watts, Tao Sun, Curt Ventriss. UTC Spire. \$88,914 (2012-2013).

Bicycles, Transportation Sustainability, and Quality of Life. Richard Watts, Luis Vivanco, Stephanie Kaza, Josh Farley. UTC Spire. \$201,605 (2012-2013).

Sugar Sweetened Beverages and Media Discourse. Richard Watts, Sarah Heiss, Jane Kolodinsky, Brian Flynn, Rachel Johnson, Michael Moser. Food Systems Spire, \$15,000 (2011-2012).

Social Ties and Transportation: A Community-level basis for reducing Vehicle Tailpipe Emissions. Tom Macias (PI), Richard Watts. \$118,222 (2012-2013).

Tailpipe Emissions and the Construction of Knowledge Related to Vehicles in Northern Climates. \$293,964, (2009-present).

Gasoline Taxes, Media Discourse and Network Analysis, \$42,770, (2009-present).

Efficient Transportation in Vermont. Vermont Agency of Transportation, \$30,000, (2008-2009).

Modeling Plug-In Hybrid Electric Vehicle Impacts In Vermont From Empirical Vehicle/User Data, \$50,000, (2007).

Transportation Impacts of Transit Development in Two Maine Towns, \$50,000, (2007).

Clean Cities Coalition. Vermont Department of Public Service, \$20,000, (2007).

FTA Shared Car Demonstration Program. U.S. Department of Transportation Federal Transit Administration, \$500,000, (2001).

Northern Region Thermal Management Technology Project. U.S. Department of Defense Advanced Research Projects Administration, \$500,000, (1996).

Vermont Electric Vehicle and Demonstration Program. U.S. Department of Defense Advanced Research Projects Administration, \$250,000, (1994).

## **COMMUNITY SERVICE**

Sustainability Faculty Fellow. University of Vermont (2009-2010).

Member, Center for Research on Vermont. University of Vermont (2009-2011).

Environmental Representative, Chittenden County Metropolitan Planning Organization Technical Advisory Committee (2005-2010).

Vice-Chair, Vermont Public Interest Research Group Board of Directors (2007-2011).

Member, Lake Champlain Chamber of Commerce Regional Affairs Committee (1995-2009) and Energy Policy and Transportation Policy Review Study Committees.

