

## JONATHAN RUBIN

MCS Policy Center  
York Complex #4  
University of Maine  
Orono, ME 04469-5784  
Phone (207) 581-1528

School of Economics  
305 Winslow Hall  
University of Maine  
Orono, Maine 04469-5782  
jonathan.rubin@umit.maine.edu

### Education

Ph.D., Agricultural Economics, University of California, Davis, 1993

M.A., Economics, University of Washington, 1987

B.A., Economics, University of Rochester, New York 1984

### Fields of Interest

Environmental and Resource Economics, Transportation Energy and Policy, Biofuels

### Professional Experience

2008 – Present	Professor, Margaret Chase Smith Policy Center and School of Economics, University of Maine
2006 - 2007	Associate Professor, Margaret Chase Smith Policy Center and School of Economics, University of Maine
August 2005 – July 2006	Visiting Fellow, Clare Hall, and Cambridge Centre for Climate Change Mitigation Research (4CMR), Department of Land Economy, University of Cambridge, UK
2002 - 2005	Interim Director, Margaret Chase Smith Policy Center, University of Maine
2001 – 2005	Associate Professor, Department of Resource Economics and Policy, University of Maine
1998 - 2001	Assistant Professor, Margaret Chase Smith Policy Center and Department of Resource Economics and Policy, University of Maine
1993 - 1998	Assistant Professor, Department of Economics, University of Tennessee
1993 - 1998	Research Scientist, Energy, Environment and Resources Center, University of Tennessee
1987 to 1989	Research Assistant, Institute for Marine Studies, University of Washington

### Awards and Honors

Collaborative Visiting Fellowship, Economic & Social Research Council - Social Science Research Council (United Kingdom), 2007-2008.

Poster Award: Label Format Effects on Consumers' Eco-Assessments of Passenger Vehicles. Mario F. Teisl, Jonathan Rubin and Caroline Noblet. Sponsor: U.S. Environmental Protection Agency Science Forum 2005 (2nd place out of 232 submissions)

Outstanding Public Service Award, College of Natural Sciences, Forestry and Agriculture at the University of Maine, 2002.

Outstanding Published Research Award of the Western Agricultural Economics Association, 1998, with Catherine Kling, for "Bankable Permits for the Control of Environmental Pollution."

Rubin, Jonathan, University of California Transportation Center Dissertation Fellowship, 1992 - 1993.

Life Member, Clare Hall, University of Cambridge, UK

Phi Kappa Phi

Phi Beta Kappa

### **Selected Grants and Sponsored Research**

Rubin, Jonathan, "Design and Analysis of a U.S. Low Carbon Fuel Standard," the Energy Foundation, \$200,000, 1 January 2010 – 30 June 2011.

Rubin, Jonathan, Per Gårder, John Pechenham, Charles Morris, Kenneth Nichols, "Road Salt Risk Assessment," Cooperative Agreement between Margaret Chase Smith Policy Center and Maine Department of Transportation, \$87,039, September 2008 - December 2009.

Bilodeau, Michael, Jonathan Rubin, "Sustainable Bioplastics Cluster Enhancement Project," Environmental Health Strategy Center, Maine Technology Institute, \$150,680, January 2008 – January 2010.

Teisl, Mario, Jonathan Rubin, Caroline Noblet, "Marketing New England Biofuels to Ensure Energy Security," Northeast Sun Grant Initiative, \$100,000, June 2008 – June 2010.

Teisl, Mario, Jonathan Rubin and Sue Jones, "Environmental Marketing of Green Vehicles: Exploring Effective Design and Performance," US EPA, NCER, \$399,979, 8/04 - 12/06.

Rubin, Jonathan, David Greene, Paul Leiby, "Tradable Fuel Economy Credits for Cars and Light Trucks," US Environmental Protection Agency, Office of Research and Development, NCER, \$177,247, January 1, 2003 - December 30, 2006.

Rubin, Jonathan, Deirdre Mageean, Kevin Boyle, "Measuring the Economic Damages from Oil Spills in Maine's Marine Economy," Maine Sea Grant, \$122,599, February 1, 2003 - January 31, 2005.

Pechenham, John, Jonathan Rubin, and Kevin Boyle, "MtBE in Groundwater: The Maine Experiment: Did the Reformulated Gasoline Policy Work?" U.S. Geological Survey, \$108,739, March 1, 2002 - February 28, 2004.

Mageean, Deirdre, Jonathan Rubin and Charles Morris, "Workplace and Tax Structure Affecting Economic Development in Maine," U.S. Department of Commerce, \$201,000, July 1, 2001 - June 30, 2002.

Rubin, Jonathan, Charles Morris, Suzanne Hart, "Project to Conduct Telephone Surveys to Determine Gasoline Consumption Attributable to Snowmobiles, ATVs and Watercraft," Commission to Study Equity in the Distribution of Gas Tax Revenues to Snowmobiles, All-Terrain Vehicles and Watercraft," \$72,575, October 15, 2000 - January 31, 2002.

Rubin, Jonathan, "Alternative Fuels Transition Model Project," U.S. Department of Energy and Energy Division, Oak Ridge National Laboratory, \$28,000 (1995), \$45,000 (1996), \$48,000 (1997/1998), \$50,000 (2000/2002).

Rubin, Jonathan and Paul Leiby, U.S. Department of Energy Grant, "Flexible Greenhouse Gas Emission Banking Systems," \$87,720, 1998 - 2000.

Reed, Gregory and Jonathan Rubin, Waste Management Research and Education Institute Grant "Episodic Ozone Control: Research on the Feasibility and Effectiveness in Tennessee," \$26,617, (1997-1998).

Jonathan Rubin and Gregory Reed, Waste Management Research and Education Institute Grant "Economic Implications of Proposed Ozone Ambient Air Quality Standards," \$30,499 (1996 -1997).

Kling, Catherine, Gloria Helfand and Jonathan Rubin, Universitywide Energy Research Group Grant, "Economic Efficiency of Marketable Credits for Introducing Alternative Transportation Fuels," \$23,700, (1992 - 1993).

## **Publications**

### Refereed Journal Articles

- Teisl, Mario F., Mark W. Anderson, Caroline L. Noblet, George K. Criner, Jonathan Rubin, Timothy Dalton, "Are Environmental Professors Unbalanced? Evidence From the Field," *Journal of Environmental Education*, 42(2), 67–83, 2011, DOI: 10.1080/00958961003705899.
- Qin Fan and Jonathan Rubin, "Two-Stage Hedonic Price Model for Light-Duty Vehicles: Consumers' Valuations of Automotive Fuel Economy in Maine," *Transportation Research Record: Journal of the Transportation Research Board*, No. 2157, Transportation Research Board of the National Academies, Washington, D.C., 2010, pp. 119–128, DOI: 10.3141/2157-15
- Dickerson, Catherine & Rubin, Jonathan (2010), "Bioproducts Process Pathways for Kraft Paper Mills," *Journal of ASTM International (JAI)*, Vol. 7, No. 3. DOI: 10.1520/JAI102571
- Teisl, Mario F., Caroline L. Noblet and Jonathan Rubin (2009) "The Psychology of Eco-Consumption," *Journal of Agricultural & Food Industrial Organization*: Vol. 7:2 (9) DOI: 10.2202/1542-0485.1268
- Teisl, Mario F., Caroline L. Noblet, and Rubin, Jonathan (2009), "Can Environmental Promotion Backfire? Evidence From the Vehicle Market," *Social Marketing Quarterly*, 15:3,2- 32, DOI: 10.1080/15245000903156761
- Rubin, Jonathan, Paul Leiby, David Greene, Tradable Fuel Economy Credits: Competition and Oligopoly," *Journal of Environmental Economics and Management*, 58 (2009) 315–328, DOI: 10.1016/j.jeem.2009.05.002
- Barker, Terry, Athanasios Dagoumas, and Jonathan Rubin, "The Macroeconomic Rebound Effect and the World Economy," *Energy Efficiency* (2009), 2: 4 (November) doi:10.1007/s12053-009-9053-y.
- Teisl, Mario F. Jonathan Rubin, Caroline Noblet, "Non-Dirty Dancing? Interactions Between Eco-Labels and Consumers," *Journal of Economic Psychology*, 29(2):140-159 (2008).
- Barker, Terry and Jonathan Rubin, "Macroeconomic Effects of Climate Policies for Road Transport: Efficiency Agreements Versus Fuel Taxation for the UK, 2000-2010," *Transportation Research Record*, Transportation Research Board, National Research Council, volume 2017(2007):54-60.
- Kathryn Hunt, Jeffrey S. Kahl, Jonathan Rubin, Deirdre M. Mageean, "Assessing the Science-Based Information Needs of Stakeholders: A Case Study on Acid Rain Research and Policy," *Journal of Contemporary Water Research and Education*, 136(June) pp: 68-79 2007.
- Noblet, Caroline L., Teisl, Mario F. and Jonathan Rubin, "Factors Affecting Consumer Assessment of Eco-Labeled Vehicles," *Transportation Research Part D: Transport and Environment*, 11(2006): 422–431.
- Lawler, Joshua J., Jonathan Rubin, Bernard J. Cosby, Ivan J. Fernandez, Jeffrey S. Kahl, Stephen A. Norton, "Predicting recovery from acidic deposition: Applying a modified TAF (Tracking Analysis Framework) Model to Maine (USA) High Elevation Lakes," *Water, Air, and Soil Pollution*, (2005) 164: 383–399.
- Leiby, Paul and Jonathan Rubin, "Transitions in Light-Duty Vehicle Transportation: Alternative Fuel and Hybrid Vehicles and Learning," *Transportation Research Record*, Transportation Research Board, National Research Council, volume 1842(2003):127-134.

- Leiby, Paul and Jonathan Rubin, "Effectiveness and Efficiency of Policies to Promote Alternative Fuel Vehicles," *Transportation Research Record*, Transportation Research Board, National Research Council, volume 1750(2001):84-91.
- Leiby, Paul and Jonathan Rubin, "Intertemporal Permit Trading for the Control of Greenhouse Gas Emissions," *Environmental and Resource Economics*, 19 (2001): 229-256.
- Rubin, Jonathan and Paul Leiby, "An Analysis of Alternative Fuel Credit Provisions of US Automotive Fuel Economy Standards" *Energy Policy*, volume 28, number 9, (July, 2000) pp. 589 - 602. Reprinted in the *International Library of Environmental Economics and Policy*, Ashgate Publishing Limited, forthcoming.
- Leiby, Paul and Jonathan Rubin, "Sustainable Transportation: Analyzing the Transition to Alternative Fuel Vehicles," in *Transportation Research Circular*, Number 492, pp. 54-82, Transportation Research Board, National Research Council, August 1999.
- Rubin, Jonathan, "Shifting Gears," *Forum for Applied Research and Public Policy*, 13(4):98-101.
- Leiby, Paul and Jonathan Rubin, "The Transitional Alternative Fuels and Vehicles Model," *Transportation Research Record* 1587(1997): 10 - 18, Transportation Research Board, National Research Council
- Kling, Catherine and Jonathan Rubin, "Bankable Permits for the Control of Environmental Pollution," *Journal of Public Economics* 64(1)(1997):99-113.
- Rubin, Jonathan, "A Model of Intertemporal Emission Trading, Banking and Borrowing," *Journal of Environmental Economics and Management* 31(1996):269-286. Reprinted in *Environmental Instruments and Institutions*, United Kingdom, 1998 and reprinted in *The International Library of Environmental Economics and Policy*, Ashgate Publishing Limited, 2000.
- Rubin, Jonathan, "Fuel Emission Standards for the Cost-Effective Use of Alternative Fuels in California," *Transportation Research Record*: 1444 (1994) Transportation Research Board, National Research Council.
- Helfand, Gloria and Jonathan Rubin, "Spreading Versus Concentrating Damages: Environmental Policy in the Presence of Nonconvexities," *Journal of Environmental Economics and Management*, 27(1)(1995):84-91.
- Rubin, Jonathan and Catherine Kling, "An Emission Saved is an Emission Earned: An Empirical Study of Emission Banking for Light-Duty Vehicle Manufacturers," *Journal of Environmental Economics and Management*, 25(3) (November 1993), 257-274. Reprinted in the *International Library of Environmental Economics and Policy*, Ashgate Publishing Limited, forthcoming.
- Rubin, Jonathan, Gloria Helfand and John Loomis, "A Benefit-Cost Analysis of the Northern Spotted Owl: Results from a Contingent Valuation Survey," *Journal of Forestry*, v. 89(12) (December 1991), pp. 25-30.
- Innes, Robert, Catherine Kling, and Jonathan Rubin, "Emission Permits Under Monopoly," *Natural Resource Modeling*, v. 5(3) (Summer 1991), pp. 321-343.

#### Books and Book Chapters

- Mario F. Teisl, Caroline L. Noblet and Jonathan Rubin, "The Design of an Eco-Marketing and Labelling Programme for Vehicles in Maine," in *New Frontiers in Environmental and Social Labeling, Sustainability and Innovation Series*, Springer, ISBN: 9783790817553, 2007.
- Bell, Kathleen P., Kevin J. Boyle and Jonathan Rubin, (eds.), *Economics of Rural Land-Use Change*, Ashgate Press, 2006. ISBN: 0754609839.
- Rubin, Jonathan, "Transportation and Rural Land Use Change," in *Economics of Rural Land Use Change*, Bell, Kathleen P., Kevin J. Boyle, and Jonathan Rubin, (Eds.) Ashgate Press, 2006. ISBN: 0754609839.

Leiby, Paul N. and Jonathan Rubin, "Understanding the Transition to New Fuels and Vehicles: Lessons Learned from Analysis and Experience of Alternative Fuel and Hybrid Vehicles," *The Hydrogen Transition*, Daniel Sperling and Jim Cannon (eds.) Elsevier Academic Press, 2004. ISBN 0126568812.

Published Proceedings, Magazine Articles and Invited Papers

Rubin, Jonathan D. and Robert B. Noland, "Transportation and Climate Change: Developing Technologies, Policies, Strategies," in *TR News* 268 (special issue: Climate Change: Curbing Transportation's Contribution) May-June 2010

Bogdonoff, Sondra and Jonathan Rubin, "The Regional Greenhouse Gas Initiative: Taking Action in Maine," *Environment*, 49(2) 2007.

Rubin, Jonathan, Paul Leiby, David Greene, "Tradable Fuel Economy Credits: Competition and Oligopoly," *Proceedings of the U.S. EPA Market Mechanisms and Incentives Workshop: Applications to Environmental Policy*, October 17-18, 2006.

<http://yosemite.epa.gov/ee/epa/erm.nsf/vwRepNumLookup/EE-0499?OpenDocument>

Teisl, Mario F., Jonathan Rubin and Caroline L. Noblet, "Do Eco-Communication Strategies Reduce Energy Use and Emissions from Light Duty Vehicles?" *Proceedings of the U.S. EPA Market Mechanisms and Incentives Workshop: Applications to Environmental Policy*, October 17-18, 2006.

<http://yosemite.epa.gov/ee/epa/erm.nsf/vwRepNumLookup/EE-0499?OpenDocument>

Teisl, Mario F., Caroline L. Noblet and Jonathan Rubin 2005. The design and implementation of effective environmental information policies. Proceedings of The Role of Labeling in the Governance of Global Trade: The Developing Economy Perspective Conference – Invited paper. March 17-19. Bonn Germany.

Peckenhams, J., J. Rubin, and C. Clavet (2005), "Maine's Experiment With Gasoline Policy to Manage MtBE in Groundwater," in Calabrese, E., P. Kostecki, and J. Dragun, (eds.), *Proceedings of the 20th Conference on Contaminated Soils, Sediments, and Water*, Volume 10, Springer Science and Business Media, 2004.

Rubin, Jonathan, "Increasing the Flexibility of Transportation Energy Sources for Improved Security, Reduced GHG'S & Cleaner Air," *TR News* 226 (2003): 16-23, Transportation Research Board, The National Academy of Sciences.

Paul N. Leiby, Jonathan Rubin, and David Bowman, 2002. "Efficacy of Policies to Promote New Vehicle Technologies: Alternative Fuel Vehicles and Hybrid Vehicles," Proceedings of the 25th Annual IAEE International Conference, June 26-29, Aberdeen, Scotland.

Barkenbus, Jack, Jean H. Peretz, and Jonathan Rubin, "More on the Agenda: Commentary on Re-Examining Environmental Justice," *Social Science Quarterly* 73(3)(1996).

Experiment Station, Staff and Technical Papers

Rubin, Jonathan, "Transportation and Climate Change," *Maine Policy Review*, volume 17(2): 115-119 (2008).

Anger, Annela, Jonathan Rubin, Peter Allen, Jonathan Köhler, "Air Transport in the European Union Emissions Trading Scheme," Final Report, Cambridge Centre for Climate Change Mitigation Research, University of Cambridge, December 2008.

Dickerson, C. & Rubin, J. (2008). *Maine Bioproducts Business Pathways*. Margaret Chase Smith Policy Center and Forest Bioproducts Research Initiative, School of Economics, University of Maine, Orono.

- Dickerson, Kate, Jonathan Rubin and Jacob Kavkewitz, "Biomass and Biofuels in Maine: Estimating Supplies for Expanding the Forest Products Industry," Margaret Chase Smith Policy Center, November 2007.
- Dickerson, Kate and Jonathan Rubin, "Potatoes to Plastics," prepared for InterfaceFABRIC, Inc., Margaret Chase Smith Policy Center, Department of Resource Economics and Policy, 1 June 2007.
- Bogdonoff, Sondra and Jonathan Rubin, "A Primer for Maine: Regional Greenhouse Gas Initiative," Muskie School of Public Service, University of Southern Maine and Margaret Chase Smith Policy Center, University of Maine, October 2006  
<http://www.umaine.edu/mcsc/reports/RGGIPrimerREV.pdf>
- Rubin, Jonathan Paul Leiby, David Greene, "Tradable Fuel Economy Credits: Competition and Oligopoly" Resource Economics and Policy staff paper number 559, March 2006.
- Teisl, Mario F., Jonathan Rubin, Caroline Noblet, Lynn Cayting, Melissa Morrill, Thomas Brown, and Sue Jones, "Designing Effective Environmental Labels for Passenger Vehicle Sales in Maine, Results of Focus Group Research, Maine Agricultural and Forest Experiment Station report 434, 2004.
- Rubin, Jonathan, Suzanne Hart, Charles Morris, "Gasoline Consumption Attributable to ATVs in Maine," prepared for the Commission to Study Equity in the Distribution of Gas Tax Revenues Attributable to Snowmobiles, All Terrain Vehicles and Watercraft, Maine State Legislature, June 21, 2001.
- Rubin, Jonathan, Suzanne K. Hart and Charles Morris, "Gasoline Consumption Attributable to Snowmobile Use in Maine," prepared for the Commission to Study Equity in the Distribution of Gas Tax Revenues Attributable to Snowmobiles, All Terrain Vehicles and Watercraft, State of Maine, July 16, 2001.
- Rubin, Jonathan, Suzanne K. Hark and Charles Morris, "Gasoline Consumption Attributable to Gasoline Powered Watercraft Use in Maine," prepared for the Commission to Study Equity in the Distribution of Gas Tax Revenues Attributable to Snowmobiles, All Terrain Vehicles and Watercraft, State of Maine, November 20, 2001.
- Rubin, Jonathan and Paul Leiby, "Flexible Greenhouse Gas Emission Banking Systems," *Maine Agricultural & Forest Experiment Station Miscellaneous Report*, Number 427, April 2002.
- Leiby, Paul and Jonathan Rubin, "The Alternative Fuel Transition: Results from the TAFV Model of Alternative Fuel Use in Light-Duty Vehicles 1996 -2010", Final Report - TAFV Version 1, *Maine Agricultural And Forest Experiment Station Miscellaneous Report*, Number 417, September 2000.
- Roach, Brian, Jonathan Rubin, and Charlie Morris "Measuring Maine's Marine Economy," *Maine Policy Review*, Fall 1999:56-62.
- Das, Sujit, T. Randall Curlee, Donald W. Jones, Paul Leiby, Jonathan Rubin, Susan M. Schexnayder, David P. Voit, Any Wolfe, "Supporting Infrastructure and Acceptability Issues for Materials Used in New Generation Vehicles, Energy Division, Oak Ridge National Laboratory, ORNL/TM-13731, March 1999.
- Leiby, Paul and Jonathan Rubin, "Analyzing the Transition to Alternative Fuel Vehicles," Prepared for U.S. Department of Energy, Office of Energy Efficiency and Alternative Fuels and Office of Transportation Technology, June 20, 1997
- Leiby, Paul and Jonathan Rubin, "Technical Documentation of the Transitional Alternative Fuels and Vehicles (TAFV) Model," May 1997.
- Thomas Leschine, Laura Geselbracht, and Jonathan Rubin, "Oil Spill Damage Assessment: Policy Recommendations and Summary of Findings," report to the Washington State Legislature, Institute for Marine Studies, University of Washington, final report June 1989.

- Rubin, Jonathan, "Economic Issues and Valuation Concepts for Natural Resource Damages and an Analysis of Washington's Assessment Procedures," prepared for the Oil Spill Damage Assessment Study, Institute for Marine Studies, University of Washington, final report April 1989.
- Rubin, Jonathan, "Petroleum Toxicity and Fate in the Marine Environment with Implications for the Development of a Compensation Schedule for Spilled Oil," prepared for the Oil Spill Damage Assessment Study, Institute for Marine Studies, University of Washington, final report March 1989.

### **Presentations**

- Olaf Johnson, T., Garder, Per E., Stern, Adam R. Rubin, Jonathan, "Interaction of Road Type, Road Surface Condition, and Driver Age on Winter Crashes in Maine," Transportation Research Board 90<sup>th</sup> Annual Meeting, January 23-27, 2011, Washington, DC.
- Stern, Adam R., Garder, Per E., Rubin, Jonathan, Johnson, T. Olaf, "Effects of Adverse Winter Weather on Drivers in High-Risk Age Groups: Statewide Analysis," Transportation Research Board 90<sup>th</sup> Annual Meeting, January 23-27, 2011, Washington, DC.
- Mario F. Teisl, Caroline L. Noblet and Jonathan Rubin. 2010. Success and Failure in Eco-Labeling Vehicles. Behavior, Energy and Climate Change Conference Sacramento, California November 15, 2010, <http://www.beccconference.org>.
- Fan, Qin and Jonathan Rubin, "Two-Stage Hedonic Price Model for Light-Duty Vehicles: Consumers' Valuations of Automotive Fuel Economy in Maine," Transportation Research Board Annual Meeting, Washington, DC, 13 January 2010.
- Rubin, Jonathan, Congressional Briefing, "From the Little Guy to the Big Picture, the Untold Story of Climate Action: Local Business Owners, Economists and climate Scientists on Job Creation, Innovation and Minimizing the Costs of Global Warming," Organized by the Union of Concerned Scientists, Russell Senate Office Building, Washington, DC, 11 March 2010
- Mario F. Teisl, Caroline L. Noblet and Jonathan Rubin. 2010. Understanding the public goods' motivations of New England biofuel consumers. Invited presentation. The Northeast Sungrant Annual Meeting; Syracuse NY. May 24–26.
- Caroline L. Noblet, Mario F. Teisl and Jonathan Rubin. 2010. What will New England Consumers want from their Biofuels? Invited Symposium Paper (Bioenergy Demand, Economics and Feedstock Supply). Northeastern Agricultural and Resource Economics Association Annual Conference Atlantic City, NJ. June 13-15.
- Fan, Qin and Jonathan Rubin, Two-Stage Hedonic Price Model for Light-Duty Vehicles: Consumers' Valuations of Automotive Fuel Economy in Maine, 89th Transportation Research Board Annual Meeting, Washington, DC, 2010.
- Teisl, M., C. Noblet and J. Rubin. 2009. The Psychology of Eco-Consumption - Invited paper. 2nd International Workshop at Laboratory of Forest Economics, Nancy, France June 29-30.
- Teisl, Mario, Jonathan Rubin, Caroline Noblet, "Does Saving the Planet Endanger my Engine: Focus Group Results Related to Biofuels," Sun Grant Initiative Energy Conference, March 10-13, 2009 Washington DC.
- Rubin, Jonathan and Fan, Qin, "Hedonic Price Model for Light-Duty Vehicles: Consumer's Valuation of Automotive Fuel Economy," Eastern Economic Association Annual Conference, February 27-March 1, 2009, New York City.
- Noblet, Caroline L., Jonathan Rubin, Mario F. Teisl, "The Design of an Eco-Marketing and Labeling Program for Vehicles in Maine," Transportation Research Board 85th Annual Meeting, Washington, DC January 22-26, 2007. Also published on CD-ROM in full.

- Barker, Terry and Jonathan Rubin, "Macroeconomic Effects of Climate Policies for Road Transport: Efficiency Agreements v. Fuel Taxation," Transportation Research Board 85th Annual Meeting, Washington, DC January 22-26, 2007.
- Rubin, Jonathan, University of Maine, Paul Leiby, Environmental Sciences Division, Oak Ridge National Laboratory, David Greene, "Tradable Fuel Economy Credits: Competition and Oligopoly" US EPA National Center for Environmental Economics and National Center for Environmental Research, Market Mechanisms and Incentives: Applications to Environmental Policy, October 17th and 18th, 2006, Washington, DC.
- Mario Teisl, Jonathan Rubin, Caroline L. Noblet, "Environmental Marketing of Passenger Vehicles: Strategies and Impacts," US EPA National Center for Environmental Economics and National Center for Environmental Research, Market Mechanisms and Incentives: Applications to Environmental Policy, October 17th and 18th, 2006, Washington, DC.
- Teisl, Mario F., Jonathan Rubin, Caroline Noblet, "Do eco-communication strategies provide a road to sustainability? Evidence from the passenger vehicle market," GIN 2006 Cardiff, July 2 - 5 2006, Cardiff, 13th International Conference of The Greening of Industry Network.
- Mario F. Teisl, Jonathan Rubin and Caroline L. Noblet. 2006. Modeling the interaction between eco-labels and consumers: A psychonomic assessment. Selected paper, Annual meeting of the Northeast Agricultural and Resource Economics Association. Mystic, CT. June 11-14.
- Teisl, Mario F., Jonathan Rubin and Caroline L. Noblet, "Eco-Information & Passenger Vehicle Consumers: Eco-Modelling the interaction and its impact on Behavior," Evencon 2006: Applied Environmental Economics Conference, The Royal Society, London, 24 March 2006.
- Noblet, Caroline L., Jonathan Rubin, Mario F. Teisl, "The Design of an Eco-Marketing and Labeling Program for Vehicles in Maine," TRB 85<sup>th</sup> Annual Meeting, Washington, DC January 22-26, 2006. Also published on CD-ROM in full.
- Teisl, Mario F., Caroline L. Noblet and Jonathan Rubin. 2005. The effect of green labels on consumer preferences U.S. Environmental Protection Agency Science Forum 2005, Washington DC May 17.
- Rubin, Jonathan, Paul Leiby, David Greene, "Analysis of Tradable Corporate Average Fuel Economy Credit Systems," presentation Transportation Research Board, 84th Annual Meeting, Washington, D.C., January 9-13, 2005.
- Leiby, Paul, Jonathan Rubin and David Greene, "Tradable Fuel Economy Credits for Cars and Light Trucks," presentation Annual Meeting, Allied Social Science Associations, Philadelphia, PA, January 7-9, 2005.
- Teisl, Mario, Caroline Noblet, Jonathan Rubin, and Alice White-Cyr, "Designing an Eco-Marketing Program for Passenger Vehicles: What is the likelihood of success?" CU Environmental and Resource Economics Workshop October 22 - 23, 2004, Vail, Colorado
- Leiby, Paul, Jonathan Rubin, David L. Greene, "Tradable/Bankable Fuel Economy Credits for Cars and Light Trucks," presented at the 24th Annual North American Conference, United States Association for Energy Economics and the International Association for Energy Economics, July 8 -10, 2004, Capital Hilton Hotel.

- Clavet, Cecilia, Jonathan Rubin, John M. Peckenham, "Was MtBE a Costly Mistake? The Evidence from Maine," Northeastern Agricultural and Resource Association 2004 Annual Meeting, Halifax, Nova Scotia, at the Delta Halifax hotel on June 20 - 23.
- Rubin, Jonathan, David L. Greene, Paul N. Leiby, "Tradable/Bankable Fuel Economy Credits for Cars and Light Trucks," presented at 23rd International Association for Energy Economics North American Conference, Camino Real Hotel, Mexico City, October 19-21 2003
- Paul Leiby and Jonathan Rubin, "Transition Modeling of AFVs and Hybrids: Lessons Learned," IX Biennial Conference on Transportation and Energy: The Hydrogen Transition, U.S. Department of Energy, Natural Resources Canada, University of California Transportation Center, Energy Foundation, July 29 - August 1, 2003, Asilomar Conference Center Pacific Grove, California.
- Paul Leiby and Jonathan Rubin, "Transitions in Light-Duty Vehicle Transportation: Alternative Fuel and Hybrid Vehicles and Learning," presented at Transportation Research Board 82<sup>nd</sup> Annual Meeting, January 12-16, 2003, Washington, DC.
- Rubin, Jonathan and Paul Leiby, "Transitions in Light-Duty Vehicle Transportation: A Comparison of Alternative Fuel and Hybrid Vehicles," The 2002 Joint Statistical Meetings, August 11-15, 2002 New York, New York.
- Rubin, Jonathan and Paul Leiby, "Hybrid Vehicles and Endogenous Learning," short presentation in Research Sketches Session, National Bureau of Economic Research, Inc. Summer Institute 2002 Workshop on Public Policy and the Environment, Royal Sonesta Hotel, Cambridge, Massachusetts, July 29-30, 2002.
- Leiby, Paul and Jonathan Rubin, "Transition Modeling: A Comparison of Alternative Fuel and Hybrid Vehicles," TRB Summer Meeting 2002, Energy, Air Quality and Alternative Fuels Committees, Thomas Edison Inn, Port Huron, Michigan, July 7-9, 2002.
- Warlimont, Petra and Jonathan Rubin, "Valuation of Damages to Maine's Lakes from Acid Deposition as Part of an Integrated Assessment," presented at the Northeastern Agricultural and Resource Economics Association 2001 Annual Meeting, Bar Harbor, Maine June 10-12, 2001.
- Rubin, Jonathan, Joshua J. Lawler, Bernard. J. Cosby, Jeffrey S. Kahl, "Predicting the Effects of Varying Acid Deposition Scenarios on the High Elevation Lakes of Maine," Maine Water Conference 2001, Augusta Civic Center, Maine, May 3, 2001.
- Norman, Carol H., Gregory D. Reed, Terry L. Miller, Wayne T. Davis, Jonathan Rubin, "Episodic Ozone Controls: Their Impact and Cost-Effectiveness," Air and Waste Management Association 2001 Annual Conference and Exhibition June 24-28, Orlando, Florida.
- Leiby, Paul and Jonathan Rubin, "Effectiveness and Efficiency of Policies to Promote Alternative Fuel Vehicles," Transportation Research Board 80th Annual Meeting, Washington, DC, January 6 -11, 2001.
- Rubin, Jonathan and Paul Leiby, "Analysis of Alternative Fuel Credit Provisions of U.S. Automotive Fuel Economy Standards," Transportation Research Board 80th Annual Meeting, Washington, DC, January 6 -11, 2001.
- Paul Leiby and Jonathan Rubin, "Efficient Greenhouse Gas Emission Banking Systems," AERE invited session on Market Based Instruments, Allied Social Science Association 2000 Annual Meeting, January 7-9, Boston MA
- Leiby, Paul and Jonathan Rubin, "Transitional Barriers to Introducing New Technologies" invited presentation at Transportation Energy and Environmental Policy for the 21st Century, August 24-27, 1999, Asilomar Conference Center, Monterey, California

- Leiby, Paul and Jonathan Rubin, "Dynamic Analysis of Achievable Potential and Costs for Alternative Fuel Vehicles," invited presentation at the International Energy Agency International Workshop on Technologies to Reduce Greenhouse Gas Emissions, Washington, D.C., May 6-7, 1999.
- Leiby, Paul and Jonathan Rubin, "Alternative Fueled Vehicles and the EPACT Fuel-Replacement Goals: What Needs to Happen to Get There?," invited presentation at the 1999 Society for Automotive Engineers International 1999 Government/Industry Meeting, Panel on Alternative Fueled Vehicles and the Replacement of Fuel Goals, April 27 1999, Washington, D.C.
- Leiby, Paul and Jonathan Rubin, "Modeling Emissions Trading Among GHGs and Criteria Pollutants," Presented at the Transportation Research Board 87th Annual Meeting, January 12 1999.
- Leiby, Paul and Jonathan Rubin, "Alternative Fuel Vehicle Production and Use for CAFE Credits," presented at Transportation Research Board Workshop on Air Quality Impacts of Conventional and Alternative Fuel Vehicles, Ann Arbor, Michigan August 2-4, 1998.
- Leiby, Paul and Jonathan Rubin, "Efficient Greenhouse Gas Emission Banking and Borrowing Systems, presented at 1998 Western Economic Association International 73<sup>rd</sup> Annual Conference, Lake Tahoe.
- Leiby, Paul and Jonathan Rubin, "Sustainable Transportation: Analyzing the Transition to Alternative Fuel Vehicles," Policies for Fostering Sustainable Transportation Technologies, sponsored by the USDOE and USDOT, Asilomar Conference Center, August 17-20, 1997.
- Leiby, Paul and Jonathan Rubin, "The Transitional Alternative Fuels and Vehicles Model," Transportation Research Board 76th Annual Meeting, Washington, D.C., January 16, 1997.
- Kling, Catherine and Jonathan Rubin, "Bankable Permits for the Control of Environmental Pollution," Allied Social Science Associations Meeting in San Francisco, January 1996.
- Collins, Jeffery, Robert Bohm, Jonathan Rubin and Jean Peretz, "The Cross-Industry Effects of Environmental Regulation on Manufacturing Productivity," Allied Social Science Associations Meeting in Washington, D.C. January 1995.
- Rubin, Jonathan, "Fuel Emission Standards and the Cost Effective Use of Alternative Fuels in California," Transportation Research Board 73rd Annual Meeting, Washington D.C., January 9-13, 1994.
- Helfand, Gloria and Jonathan Rubin, "The Forest or the Trees: Multiple Use, Dominant Use, and the Importance of Nonconvexities," Allied Social Science Associations Meeting in Washington, D.C. December 29, 1990.
- Leschine, Thomas, Laura Geselbracht, and Jonathan Rubin, "A Proposed Resource Damage Assessment Methodology for Washington State," 1989 Oil Spill Conference Proceedings, San Antonio, Texas, February 13-16, 1989 (American Petroleum Institute, Washington, D.C.).

### **Selected Media Appearances**

- Maine Public Radio, "New Technology Allows Maine Organization to Create a New Material," 10 March 2011
- Channel 5 news, "Speculation Could be to Blame for Gas Prices," 28 February 2011
- Maine Public Radio, Maine Things Considered, "Potatoes to Plastic," 6 June 2007
- WERU, 89.9 (Blue Hill) and 102.6, (Bangor), radio "Conversation on Science," with Jim Campbell, April 5, 2005.
- WERU 89.9 FM (Blue Hill) and 102.9 FM (Bangor) radio, "Talk of the Towns," with Ron Beard, October 15, 2004.
- Channel 2, WLBZ, (Bangor), WCHS 6 (Portland) NBC television, September 22, 2004.

Maine in the Morning, WVOM radio, September 23, 2004.  
Channel 7, WVII ABC television (Maine) , September 22, 2004, TV.  
Channel 7 WVII ABC television (Maine), Gasoline prices February 9, 2003, 11:00 News  
Maine Public Radio, seven stations, July 25, 2003,  
Michigan Public Radio 91.7 Ann Arbor, Detroit/91.1, Flint/104.1 Grand Rapids, October 2, 2003.  
WABI TV Channel 5 television (Bangor), January 17, 2001.

### **Selected Public Service**

Chair, Committee on Transportation Energy, Transportation Research Board of the National Academies, 2008 – present  
Member, Committee on Transportation Energy, of the National Academies, 2000-2007  
Member, Committee on Alternative Fuels, Chair, Transportation Research Board of the National Academies, 2000-2008  
Founding Member of the Sustainable Bioplastics Council of Maine, 2010  
Advisory Panel Member, National Cooperative Highway Research Program (NCHRP) Project 25-25, Task 64, “Feasibility Study of Using Solar or Wind Power for Transportation Infrastructure”  
Transportation Research Board of the National Academies  
Advisory Panel Member, Airport Cooperative Research Program, “Sustainable Facilities and Practices,” Transportation Research Board of the National Academies  
Member, Mobile Sources Subcommittee (MOSS), Maine Air Toxics Initiative  
Testimony, Joint Select Committee on Regulatory Fairness and Reform (Maine) 10 March 2011  
Testimony, Joint Standing Committee on Appropriations and Financial Affairs (Maine), May 16, 2005  
Testimony, Joint Standing Committee on Inland Fisheries and Wildlife (Maine), February 11, 2002.  
Testimony, Commission to Study the Impact of a Maine-based Casino on the Economy, Transportation Infrastructure, State Revenue and Job Market, September 30, 2002.  
Testimony, Maine Commission to Study Equity in the Distribution of Gas Tax Revenues Attributable to Snowmobiles, All-Terrain Vehicles and Watercraft, April 9th, July 26th, November 20th, December 17th, 2001.  
Member, Transportation and Land Use Committee, Maine Greenhouse Gas Initiative Stakeholder Advisory Group

### **Courses Taught**

Environmental and Resource Economics (undergraduate)  
Environmental and Resource Economics (graduate)  
Energy Economics (undergraduate)  
Environmental Policy (undergraduate)  
Microeconomics (undergraduate)  
Microeconomics (graduate)  
Public Finance (undergraduate)  
Introductory Microeconomics and Macroeconomics (undergraduate)