May 16, 2011

The Honorable City Council
Palo Alto, California

Selection of Candidates to be Interviewed for the Utilities Advisory Commission for Two Terms Ending on June 30, 2014

Enclosed are five applications submitted for two terms, ending on June 30, 2014 on the Utilities Advisory Commission.

At the Council Meeting on May 16, 2011, the City Council will select the candidates to be interviewed for the Utilities Advisory Commission, with the interview date to be determined.

Council may move to interview all applicants, only specific applicants, or reopen the recruitment. Copies of all applications are attached.

The applicants are as follows:

1. Stuart Bernstein
2. Garth Hall
3. Jason Matlof
4. John Melton
5. Asher Waldfogel

REPORT PREPARED BY: Ronna Jojola Gonsalves, Deputy City Clerk

ATTACHMENTS:

• Applications (PDF)

Department Head: Donna Grider, City Clerk
UTILITIES ADVISORY COMMISSION

CITY OF PALO ALTO
BOARD AND COMMISSION APPLICATION

SUBMIT TO:
Office of the City Clerk
250 Hamilton Avenue, Palo Alto, CA 94301
(650) 329-2571

Please print or type answers to all questions and place N/A in those areas that do not apply. Be sure that you fill out the attached supplement and return it with your signed application.

NAME: Bernstein, Stuart

RESIDENCE ADDRESS:

Street

City

State Zip

HOME PHONE

WORK PHONE

CELL PHONE

EMAIL

Education: BS, University of California, Berkeley, 1985

MBA, Harvard Business School, 1991

MPA, Harvard Kennedy School, 1991
List relevant training and experience, certificates of training, licenses, or professional registration:

Global Head of Clean Technology & Renewables Group at Goldman, Sachs & Co.

Are you a Palo Alto Resident?  

* Yes  

* No

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are board members or commissioners?  

* Yes  

* No

Are you available and committed to complete the term applied for?  

* Yes  

* No

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests. Fair Political Practices Commission, Conflict of Interest, Form 700. Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to: 1) engage in business with the City, 2) provide products or services for City projects, or 3) be affected by decisions of the board or commission you are applying for?  

* Yes  

* No

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney’s Office at 650-329-2171 to arrange an appointment.

* Excluding your principal residence, do you own real property in Palo Alto or within two miles of Palo Alto?  

* Yes  

* No

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney’s Office at 650-329-2171 to arrange an appointment.

* Need to seek approval from my employer and confirm that there are no business conflicts?

EMPLOYMENT

Present or last employer

Name of Company: Goldman, Sachs & Co.  

Occupation: Investment Banker  

(If retired, indicate former occupation)

Signature of Applicant  

Date: 5/15/11
CITY OF PALO ALTO
UTILITIES ADVISORY COMMISSION
SUPPLEMENTAL QUESTIONNAIRE

Please Return to:
Office of the City Clerk
250 Hamilton Avenue
Palo Alto, CA 94301
650-329-2571

Name: Stuart Bernstein
Date: May 5, 2011

Please print or type your answers to the following questions and submit with your completed application. You may submit additional sheets, if necessary, to complete your answers.
5. How would you see your role as board member when recommending policy and working with the Council? I would endeavor to objectively analyze alternatives and solutions in the context of city and consumer objectives.

6. What are the current issues facing the Utilities Advisory Commission? Achieving renewable portfolio objectives, Continuing tradition of uninterrupted service, Keeping rates affordable.

7. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve? Continue to lead renewable adoption, Continue to lead analysis of new technologies to achieve objectives.
UTILITIES ADVISORY COMMISSION

CITY OF PALO ALTO
BOARD AND COMMISSION APPLICATION

SUBMIT TO: Office of the City Clerk
250 Hamilton Avenue, Palo Alto, CA 94301
(650) 329-2571

Please print or type answers to all questions and place N/A in those areas that do not apply. Be sure that you fill out the attached supplement and return it with your signed application.

NAME ____________________________________________________________________________
Hall __________________________ Garth __________________________
Last First

HOME ______ PHONE ______

WORK PHONE ______

E-MAIL ______

RESIDENCE ADDRESS _____________________________________________________________
Street City State Zip Code

EDUCATION
B.Sc Civil Engineering, University of the Witwatersrand, South Africa

MS, Engineering Planning, Stanford University

MS, Management Science, Stanford University (Sloan Program, Grad School of Business)

Ph.D, Civil Engineering (Water Resources), University of the Witwatersrand

List relevant training and experience, certificates of training, licenses, or professional registration

Pacific Gas and Electric Company and PG&E Corporation, 1981-2001:
- Director of Power Contracts, 1997-1989. Negotiation of electric power transmission arrangements and wholesale power purchases/sales
- Director of Research & Development, 1993-1996. Oversight of R&D projects in energy efficiency, renewable technologies, gas transmission, power quality

East Bay Municipal Utility District, 2004-present:
- Water supply contract negotiations and issues resolution. Partnership development and administration of joint water supply projects. (No identified conflict of interest with City of Palo Alto Utilities.)

Professional registration: Professional Engineer, CA No. C36523 - current.
• Are you a Palo Alto resident?

Yes   No
X

• Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are board members or commissioners?

X

• Are you available and committed to complete the term applied for?

X

• California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700. Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely 1) to engage in business with the City, 2) to provide products or services for City projects, or 3) be affected by decisions of the board or commission you are applying for?

X

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney's Office at (650) 329-2171 to arrange an appointment.

• Excluding your principal residence, do you own real property in Palo Alto or within two miles of Palo Alto?

X

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney's Office at (650) 329-2171 to arrange an appointment.

EMPLOYMENT

Present or last employer:

Name of Company: **East Bay Municipal Utility District**

Occupation: **Senior Civil Engineer**

(If retired, indicate former occupation)

Signature of Applicant: signature supplied on original
CITY OF PALO ALTO
Utilities Advisory Commission
Supplemental Questionnaire

NAME: Garth C. Hall
DATE: May 4, 2011

Please return to:
Office of the City Clerk
250 Hamilton Avenue
Palo Alto, CA 94301
(650) 329-2571

Please print or type your answers to the following questions and submit with your completed application. You may submit additional sheets, if necessary, to complete your answers.

1. Have you attended the following meeting?
   - Utilities Advisory Commission
     Date ________________________  
     ☑

2. How did you learn about the vacancy on the Utility Advisory Commission?
   Community Group ___  Newspaper Ad ___  Place of Employment ___  
   Utility Bill Stuffer ___  City Clerk’s Office ___  
   Other (Specify) ________________________________________

3. Describe your involvement in community activities, volunteer and civic organizations.
   1. Board member, Chabot Space and Science Center, 1994-95
   3. AYSO soccer referee and coach, 1997-2003
   4. Vice President, Home Owners Association, Loma Verde Ave (current)
   5. Member, Sierra Club & National Audubon Society (current)
CITY OF PALO ALTO
Utilities Advisory Commission
Supplemental Questionnaire

4. What is it about the Utilities Advisory Commission that interests you? What qualities, experience and expertise would you bring to the Utilities Advisory Commission?

I am ready to volunteer for public service now that my children are almost independent. I enjoy collaboration with others similarly motivated to add perspectives, contribute to work products, and resolve issues in the electric, gas and water utility world. I find the new demands for conservation, cost control, and environmental leadership faced by utilities today to be as challenging as ever. See attachment for qualities, experience and expertise.

5. How would you see your role as a commissioner when recommending policy and working with the Council?

The UAC has a duty to the Council to provide independent and objective recommendations on utility strategic plans, power, gas and water proposed contracts, tariffs, policies and other matters prior to Council action. A well-functioning UAC should (a) provide feedback to the Utility Director on her proposals, allowing those proposals to be refined when necessary, and (b) reduce the amount of time needed by City Council members to review the details of utility documents supporting recommendations and thus enhance the overall approval process.

6. What are the current issues that the Utilities Advisory Commission will face?

a) Enhancing service quality (e.g., communication with residents during outages, service reliability).
b) Meeting societal goals (e.g., reducing greenhouse gas emission, waste-to-power conversion).
c) Ensuring employee and public safety (e.g., gas distribution system integrity).
d) Containing costs and communicating necessary rate increases (e.g., forthcoming SFPUC rate hikes).
e) Ensuring adequate long-term affordable supplies of electric power, gas and water.
f) Enhancing strategies for service recovery after emergencies such as earthquakes.

7. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve?

It's best to frame this response in terms of function and performance rather than Utilities business and service goals. I'd like to contribute towards a UAC that:

a) does its homework (prepares well) so that meetings are efficient
b) is constructive and respectful, recognizing the challenges faced by the utility leaders and personnel
c) listens well and is insightful so that its contributions and recommendations are useful
d) is honest and courageous, so that problems are called out for attention even when it's uncomfortable
e) is collaborative so that the City Council receives a consensus recommendation whenever possible
f) is creative and encourages creativity among utility leaders
g) (in balance with the previous point) avoids offering too many random ideas for City staff to explore
h) is committed, with as few missed meetings as possible
i) takes a balanced perspective taking into account the interests of all City residents.

While the topics calling for UAC attention will somewhat be in flux, I would like the UAC to include reviews and recommendations with respect to demand side management, energy efficiency, renewable energy incentives/feed-in-tariffs, and water conservation incentives/policies. Given the prices trends for power, gas and water, as well as wastewater collection and treatment, the UAC can contribute positively to Council actions to help contain residents' and businesses' cost of energy, water and wastewater including their internal costs to conserve.
Continuation of Answer to Question 4:
What qualities, experience and expertise would you bring to the Utilities Advisory Commission?

Qualities:
- Commitment (show up, prepare well, work hard, remain engaged)
- Ability to focus on the key issues
- Strong ability for collaboration (give and take, persuasion based on fact and reasoning, willingness to compromise when appropriate, listen well, respect others, high level of engagement, good balance of speaking and listening)
- Integrity (no personal agenda, serve the City’s residents and Council as best I can)

Experience:
- 26 years of utility experience (PG&E, EBMUD) – primarily electric and water service.
- The above 26 years includes senior management roles in PG&E – electric power contracts, R&D, information technology, program management, executive assistance to President
- Project management and contract negotiation (PG&E and EBMUD)
- Engineering consulting – primarily application of information technology for international utilities, auditing of utility operations (3 years)
- Familiarity with Brown Act and regular process for running public board/council meetings

Expertise:
- Economic analysis of utility projects
- General knowledge of energy efficiency, renewable, and other infrastructure technologies
- Understanding of the science behind technologies used in electric, gas and water utilities
- General understanding of the role and practices of FERC and CPUC in regulating investor-owned utilities such as PG&E
- Understanding of California’s Independent System Operator functions
- Basic understanding of telecommunications technology
- Application of standard cost accounting principles
- Policy development in the context of utility management
UTILITIES ADVISORY COMMISSION

CITY OF PALO ALTO
BOARD AND COMMISSION APPLICATION

SUBMIT TO:
Office of the City Clerk
250 Hamilton Avenue, Palo Alto, CA 94301
(650) 329-2571

Please print or type answers to all questions and place N/A in those areas that do not apply. Be sure that you fill out the attached supplement and return it with your signed application.

NAME: Matlof, Jason

RESIDENCE ADDRESS:

EDUCATION:

Harvard Business School, MBA 1996

University of California, Los Angeles, BA Political Science, 1991

Rio Americano High School, Sacramento, CA 1987

List relevant training and experience, certificates of training, licenses, or professional registration:

I've worked in the Cleantech and Energy Efficiency realms for the last 6 years. As an active entrepreneur and investor in these sectors.

I've become somewhat expert in the issues of grid operations, smart grid technologies, challenges associated to peak demand/generation/transmission, and renewable energy integration.

I believe strongly that I can add to the level of discussion in a very valuable way.
- Are you a Palo Alto Resident?  
  Yes  
  No  
  ☑️  

- Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are board members or commissioners?  
  ☑️  

- Are you available and committed to complete the term applied for?  
  ☑️  

- California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700. Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to; 1) engage in business with the City, 2) provide products or services for City projects, or 3) be affected by decisions of the board or commission you are applying for?  
  ☑️  

  *If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney’s Office at 650-329-2171 to arrange an appointment.*

- Excluding your principal residence, do you own real property in Palo Alto or within two miles of Palo Alto?  
  ☑️  

  *If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney’s Office at 650-329-2171 to arrange an appointment.*

**EMPLOYMENT**

Present or last employer  
Name of Company: Battery Ventures  
Occupation: Venture Investor  
*(If retired, indicate former occupation)*

Signature of Applicant  
Date:
CITY OF PALO ALTO
UTILITIES ADVISORY COMMISSION
SUPPLEMENTAL QUESTIONNAIRE

Please Return to:
Office of the City Clerk
250 Hamilton Avenue
Palo Alto, CA 94301
650-329-2571

Name: Jason Matlof
Date: 5/2/11

Please print or type your answers to the following questions and submit with your completed application. You may submit additional sheets, if necessary, to complete your answers.

1. Have you attended the following meeting? Yes No
   - Utilities Advisory Commission X (Date: Roughly Nov, 2010)

2. How did you learn about the vacancy on the Utilities Advisory Commission?
   Community Group: _____ Palo Alto Weekly: _____ Palo Alto Weekly Online: _____
   Email from City Clerk: _____ Library Bulletin Board: _____ Fogster.com: _____
   Other, Please Specify: PA UAC Member, Jon Foster

3. Describe your involvement in community activities, volunteer and civic organizations:
   Innvision / Breaking Bread Homeless Shelter – regular monthly volunteer at First Presbyterian (PA) food kitchen
   Campaign to Re-Elect Jay Inslee – Hosted large fundraiser for Congressman / renewable energy advocate ('10)
   Finance Committee, Congregation Beth Jacob – Redwood City Congregation
   Silicon Valley Leadership Group (SVLG) – active participant in energy subcommittee lobbying Congress
   Charitable Giving – very active in numerous organizations

4. What is it about the Utilities Advisory Commission that interests you? What qualities, experience and expertise would you bring to the Utilities Advisory Commission?
   I am personally and professionally committed to society’s need to transition away from dependency upon dirty, non-sustainable fossil fuels and towards more sustainable and climate friendly forms of energy. Having said that, I’m also a businessman and pragmatist with an appreciation that this transition must be economic and financially beneficial in order to be successful. I can merge the social and business interest in approaching policy, which is critical in my mind. I have committed my entire career to these pursuits and would like to contribute in this vein
To my community, as well. I believe that my personal and professional commitment and expertise in this domain will be of strong value to the Utility Advisory Commission.
5. How would you see your role as board member when recommending policy and working with the Council?

Having worked for 2 decades as an entrepreneur and members of many for-profit and non-profit boards and committees, I understand the need to create consensus in order to be effective. I plan to be an active participant in the dialogue; to advocate for Palo Alto citizens interests; to advocate for safety and a conservative approach to financial and budgeting issues; and to be an advocate for crafting a long-term energy policy that is consistent with our community’s values.

6. What are the current issues facing the Utilities Advisory Commission?

From the meeting(s) that I attended and various updates that I’ve read, I understand that a number of issues are discussed and reviewed by the UAC, including:

- Reviewing and Approving Operating Budgets for the Palo Alto Utility
- Long-term wholesale water sourcing allocation from the regional Bay Area consortium
- Feed-in-Tariffs for renewable energy suppliers

7. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve?

- Support for energy efficiency incentive programs that seek to achieve peak load reductions and the associated benefits related to cost of peak power generation / transmission congestion / green house gas emissions / et al.
- Consideration of electricity rate plans that more fully reflect the cost of power generation and delivery, and compensate users that avoid peak consumption periods.
- Consideration of automated meter reading and interval pricing schemes that reduce cost of service delivery, drive desired behavior, and increase the efficiency of energy consumption (load shifting, off-peak generation and distribution, et al...)
- Investigative studies to ensure that increases in electric vehicle charging in our community projected in the coming decade will not cause grid reliability problems during peak afternoon
Are you a Palo Alto Resident?

Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are board members or commissioners?

Are you available and committed to complete the term applied for?

California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700. Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to: 1) engage in business with the City, 2) provide products or services for City projects, or 3) be affected by decisions of the board or commission you are applying for?

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney’s Office at 650-329-2171 to arrange an appointment.

Excluding your principal residence, do you own real property in Palo Alto or within two miles of Palo Alto?

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney’s Office at 650-329-2171 to arrange an appointment.

EMPLOYMENT

Present or last employer
Name of Company: Battery Ventures Occupation: Venture Investor
(If retired, indicate former occupation)

Signature of Applicant: Jason Matty Date: 5/5/11
CITY OF PALO ALTO
BOARD AND COMMISSION INCUMBENT APPLICATION

SUBMIT TO:
Office of the City Clerk
250 Hamilton Avenue, Palo Alto, CA 94301
(650) 329-2571

Incumbents may use this form to declare their intent to apply for another term in office.

BOARD CURRENTLY SERVING ON: UTILITIES ADVISORY COMMISSION

NAME: Melton John

RESIDENCE ADDRESS: Street

HOME PHONE:
WORK PHONE:
CELL PHONE:
EMAIL:

I am reapplying for the board listed above; please resubmit the most recent application I have on file.

I am reapplying for the board listed above; I will update my application and submit it prior to the deadline.*

I will NOT reapply for another term at this time.

*Blank applications may be found at www.cityofpaloalto.org

Signature of Applicant John Melton
Date: 4/19/11
Board or Commission applying for

UTILITIES ADVISORY COMMISSION

CITY OF PALO ALTO
BOARD AND COMMISSION APPLICATION

SUBMIT TO: Office of the City Clerk
250 Hamilton Avenue, Palo Alto, CA 94301
(650) 329-2571

Please print or type answers to all questions and place N/A in those areas that do not apply. Be sure that you fill out the attached supplement and return it with your signed application.

NAME ____________________________ ____________________________ HOME PHONE
Last First

WORK PHONE ____________ E-MAIL ____________________________

RESIDENCE ADDRESS ________________________________________________________________
Street City State Zip Code

EDUCATION

B.S. UNIVERSITY OF OKLAHOMA

M.B.A., STANFORD UNIVERSITY

List relevant training and experience, certificates of training, licenses, or professional registration

4 YEARS EXPERIENCE AS UTILITIES ADVISORY COMMISSIONER

35 YEARS FINANCIAL MANAGEMENT EXPERIENCE IN HI-TECH COMPANIES
• Are you a Palo Alto resident?

• Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are board members or commissioners?

• Are you available and committed to complete the term applied for?

• California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Form 700. Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely 1) to engage in business with the City, 2) to provide products or services for City projects, or 3) be affected by decisions of the board or commission you are applying for?

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney's Office at (650) 329-2171 to arrange an appointment.

• Excluding your principal residence, do you own real property in Palo Alto or within two miles of Palo Alto?

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney's Office at (650) 329-2171 to arrange an appointment.

EMPLOYMENT

Present or last employer:

Name of Company: SDL, INC. Occupation: CFO (RETIRED)

Signature of Applicant: John Miller (If retired, indicate former occupation)
CITY OF PALO ALTO
Utilities Advisory Commission
Supplemental Questionnaire

Please return to:
Office of the City Clerk
250 Hamilton Avenue
Palo Alto, CA 94301
(650) 329-2571

NAME: JOHN MELTON
DATE: JUNE 23, 2008

Please print or type your answers to the following questions and submit with your completed application. You may submit additional sheets, if necessary, to complete your answers.

1. Have you attended any of the following meetings?

Yes No
♦ Board/Commission Orientation Session  ✓  
   Date 2004

♦ Utilities Advisory Commission  ✓  
   Date 2004-2008

2. How did you learn about the vacancy on the Utility Advisory Commission?
Community Group ___ Newspaper Ad ___ Place of Employment ___
Utility Bill Stuffer ___ City Clerk's Office ✓
Other (Specify) __________________________

3. Describe your involvement in community activities, volunteer and civic organizations.

MEMBER UTILITIES ADVISORY COMMISSION
MEMBER STORM DRAIN OVERSIGHT COMMITTEE
MEMBER OF STORM DRAIN BLUE RIBBON COMMITTEE
MEMBER BETTER LIBRARIES FOR PALO ALTO STEERING COMMITTEE
4. What is it about the Utilities Advisory Commission that interests you? What qualities, experience and expertise would you bring to the Utilities Advisory Commission?

Palo Alto Municipal Utilities is a business vital to the financial health and quality of life of the City. I have been a member of the Utilities Advisory Commission for the past 4 years, plus I bring 35 years experience in financial and general management, including Chief Financial Officer, of technology companies.

5. How would you see your role as a commissioner when recommending policy and working with the Council?

I see my role as commissioner to understand the issues brought before the commission in sufficient detail to identify the key pieces of information necessary to make a decision, to make timely decisions based on the best information available, and to provide to Council not only a recommended course of action, but also the rationale for the recommendation and the trade-offs with possible alternatives.

6. What are the current issues that the Utilities Advisory Commission will face?

The cost of energy and the cost and availability of water will continue to be significant issues facing the UAC and its customers.

7. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve?

I would like for the UAC to focus on achieving the City’s renewable energy goals and Climate Protection Plan goals with the best possible trade-off between environmental benefit and energy cost to the customer.
June 23, 2008

City Council
C/o City Clerk
City of Palo Alto
250 Hamilton Avenue
Palo Alto, CA 94303

Honorable Councilmembers,

My current three-year term on the Utilities Advisory Commission is coming to an end and I am very interested in continuing to serve on the Commission. I would appreciate your support in appointing me to a new term.

Best regards,

John Melton
CITY OF PALO ALTO
BOARD AND COMMISSION INCUMBENT APPLICATION

SUBMIT TO:
Office of the City Clerk
250 Hamilton Avenue, Palo Alto, CA 94301
(650) 329-2571

Incumbents may use this form to declare their intent to apply for another term in office.

BOARD CURRENTLY SERVING ON: ____________________________________________

NAME: Waldfogel Last
Asher First

RESIDENCE ADDRESS: ______________________________________________________
Street

City State Zip

HOME PHONE: __________________________
WORK PHONE: _________________________
CELL PHONE: _________________________
EMAIL: ______________________________

I am reapplying for the board listed above; please resubmit the most recent application I have on file.

I am reapplying for the board listed above; I will update my application and submit it prior to the deadline.*

I will NOT reapply for another term at this time.

*Blank applications may be found at www.cityofpaloalto.org

Signature of Applicant __________________________ Date: May 4, 2011
Board or Commission applying for: UTILITIES ADVISORY COMMISSION

CITY OF PALO ALTO
BOARD AND COMMISSION APPLICATION

SUBMIT TO: Office of the City Clerk
250 Hamilton Avenue, Palo Alto, CA 94301
(650) 329-2571

Please print or type answers to all questions and place N/A in those areas that do not apply. Be sure that you fill out the attached supplement and return it with your signed application.

NAME WALDFOGEL ASHER

EDUCATION
B.A. Philosophy, University of Minnesota, Minneapolis 1979
S.M. Philosophy, Massachusetts Institute of Technology 1982

List relevant training and experience, certificates of training, licenses, or professional registration

Founder, Peakstream Inc. (Acquired by Google 2007)
Founder, Tollbridge Technologies
Founder, Redback Networks (IPO 1999; Acquired by Ericsson 2006)
Founding Engineer, Wellfleet Communications (Bay Networks; Acquired by Nortel 1994)
• Are you a Palo Alto resident?  
  Yes  No
  
• Do you have any relatives or members of your household who are employed by the City of Palo Alto, who are currently serving on the City Council, or who are board members or commissioners?
  
• Are you available and committed to complete the term applied for?
  
• California state law requires appointed board and commission members to file a detailed disclosure of their financial interests, Fair Political Practices Commission, Conflict of Interest, Form 700. Do you have an investment in, or do you serve as an officer or director of, a company doing business in Palo Alto which you believe is likely 1) to engage in business with the City, 2) to provide products or services for City projects, or 3) be affected by decisions of the board or commission you are applying for?

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney's Office at (650) 329-2171 to arrange an appointment.

• Excluding your principal residence, do you own real property in Palo Alto or within two miles of Palo Alto?

If you answered yes, you may wish to consult with the City Attorney before filing this application. Please contact the City Attorney's Office at (650) 329-2171 to arrange an appointment.

**EMPLOYMENT**

Present or last employer:

Name of Company: _SELF EMPLOYED CONSULTANT INVESTOR_

Occupation: _ENTREPRENEUR_

(If retired, indicate former occupation)

Signature of Applicant: _[Signature]_
Please return to:
Office of the City Clerk
250 Hamilton Avenue
Palo Alto, CA 94301
(650) 329-2571

NAME: Asher Waldfoel
DATE: June 26, 2008

Please print or type your answers to the following questions and submit with your completed application. You may submit additional sheets, if necessary, to complete your answers.

1. Have you attended any of the following meetings?

   - Board/Commission Orientation Session
     Date __________________________
     Yes ______ No ______
   - Utilities Advisory Commission
     Date __________________________
     Yes ______ No ______

2. How did you learn about the vacancy on the Utility Advisory Commission?
   Community Group ____  Newspaper Ad ____  Place of Employment ____
   Utility Bill Stuffer ____  City Clerk’s Office ____
   Other (Specify) Personal Communication

3. Describe your involvement in community activities, volunteer and civic organizations.

SEE ATTACHED
4. What is it about the Utilities Advisory Commission that interests you? What qualities, experience and expertise would you bring to the Utilities Advisory Commission?

5. How would you see your role as a commissioner when recommending policy and working with the Council?

6. What are the current issues that the Utilities Advisory Commission will face?

7. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve?
Asher Waldfogel – Utilities Advisory Commission Supplementary Questionnaire

Q3: Describe your involvement in community activities, volunteer and civic organizations.

I currently sit on the Palo Alto Library Technology Advisory Committee, the Castilleja class of 2014 Annual Fund Committee, SFMOMA A+D Accession Committee, Global Fund for Women Investment Committee, and will teach the Venture Studio in the California College of Art’s new Design MBA program.

Q4: What is it about the Utilities Advisory Commission that interests you? What qualities, experience and expertise would you bring to the Utilities Advisory Commission?

PAU is at a transformational moment. Energy supply costs are up, water infrastructure is decaying and broadband fiber is the first new service PAU has contemplated in a generation. Without organizational, technical and service model changes, PAU’s ability to sustainably maintain low subscriber costs while delivering a growing ROI payment to the general fund are at risk.

As a long-time tech entrepreneur, investor and consultant I specialize in transformational moments for organizations. I bring a productive sense of what’s feasible, what’s not and how to tell the difference. I bring infrastructure-related technical, financial, analytical skills and subject matter knowledge. I have a proven entrepreneurial track record making industry-leading equipment used for telecommunications, public and private infrastructure (Bay Networks, Redback Networks, Tollbridge Technologies and PeakStream) and more recent investment and consulting work in clean tech.

Q5: How would you see your role as a commissioner when recommending policy and working with the Council?

I see a two way role as a UAC commissioner. One is to advise the Council on utilities policy issues. The other is to advocate the Council’s policies (affordability, sustainability, rate of return) back to PAU.

Examples of the first role are to advocate for market and legislative mechanisms to manage energy supply and demand. To recommend meaningful benchmarks to measure PAU’s effectiveness and ensure there is an ongoing public advantage to City PAU ownership.

Examples of the second role are to drive PAU to comply with Council priorities. For example in what year can we achieve a zero-carbon emissions goal for PAU? What can we do to reduce base and peak power demand? What contractual terms and conditions might a public-private fiber partnership require to protect the City’s assets and ensure rapid deployment of more than broadband press releases?
Q6: What are the current issues that the Utilities Advisory Commission will face?
PAU’s traditional role as a conduit for delivering low-cost commodity electricity, gas and water is changing. Costs are rising, new services are on the horizon and external needs are changing.

Here are a few identifiable issues:

Pricing: ensure affordable base load capacity and encourage private investment in peak load demand reduction and peak load production.

Sustainability: providing a roadmap to a zero carbon PAU

Operational efficiency and ROI: As costs rise is the organization aligned with prioritizing its ROI payments to CPA

New services: real-time subscriber usage monitoring. We can’t get people to use less unless they know what they’re using and what behavior affects usage.

Alignment: PAU services are not aligned with PG&E. PAU equipment requirements are not aligned with CPA zoning. CPA codes are not aligned with solar recent national codes and global best practices..

Emergency services and continuity: publish a services continuity plan and service level agreements

Q7: If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve?

My goals are to find and promote benchmarks that clearly justify continued public ownership of PAU, advocate for services alignment with PG&E, promote publication of service level agreements, find policy mechanisms that keep base load inexpensive while promoting subscriber investment in peak load systems, promote delivery of a real-time usage monitoring service, and work toward a zero-carbon emission target for PAU.