

Utilities Advisory Commission Application

Submitted on	25 February 2025, 3:24pm
Receipt number	60
Related form version	11

Personal Information

Name	Craig A Barney
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Cell Phone Number	
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Home Phone Number	
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Email Address	
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Are you a Palo Alto resident?	Yes
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Address	
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City	Palo Alto
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Postal Code	94303
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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 Commissioners or Board Members?	No
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Are you available and committed to complete the term applied for?	Yes
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Fair Political Practices California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission , Conflict of Interest Form 700).	No
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Do you/your spouse have an investment in, or do you or your spouse 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 this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?	No
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How did you learn about the vacancy on the Utilities Advisory Commission?	Palo Alto Weekly
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Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I give permission for the City of Palo Alto to post to the City's website the attached Board and Commission Application intact. I have read and understand my rights under Government Code Section 6254.21. I may revoke this permission at any time by providing written notice to the Palo Alto City Clerk.

Personal and Job Experience

Occupation

Environmental Manager

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

B.S. Chemistry; UC Berkeley
MSEM: Master of Science Environmental Management; USF
Environmental Manager 40 years experience

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

Previously on the CPA Compost Committee
CPA CBDG 1998
Peninsula Industrial Business Association, President 1996
Leadership Palo Alto, Member 1997

Application Questions

1. Why are you interested in serving on the Utilities Advisory Commission and what experience would you bring to the position?

As I am nearing retirement after over 40 years in the environmental field, I am interested in using my skills locally. As a PA resident, I am very concerned about increasing our green energy portfolio.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting, you can view archived videos from the Midpen Media Center.

Archived videos are available from the [Midpen Media Center](#).

Fiber to the home

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and how would you help in the process?

Improving all utilities and their delivery. Smart Meters are new and would like to understand them. Solar Power at home. Battery storage at home

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

[The Utilities Strategic Plan \(2018\)](#)

[The Long Term Electric Acquisition Plan \(2012\)](#)

[The Gas Utility Long-term Plan \(2017\)](#)

[Urban Water Management Plan \(2021\)](#)

[Ten-Year Electric Energy Efficiency Plan and Ten-Year Natural Gas Energy Efficiency Plan \(2012\)](#)

[Sustainability and Climate Action Plan \(SCAP\)](#)

[Fiber-to-the-Premise Master Plan \(2015\)](#)

Volunteered for Fiber to Home working group.

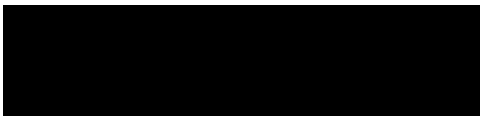
If you'd like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.

Yes

Signature

Name of signatory: Craig A Barney



Date Completed

02/25/2025

Utilities Advisory Commission Application

Submitted on	16 January 2025, 10:18am
Receipt number	50
Related form version	8

Personal Information

Name	Rachel Croft
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Cell Phone Number	
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Home Phone Number	
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Email Address	
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Are you a Palo Alto resident?	Yes
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Address	
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City	Palo Alto
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Postal Code	94306
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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 Commissioners or Board Members?	No
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Are you available and committed to complete the term applied for?	Yes
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Fair Political Practices California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission , Conflict of Interest Form 700).	No
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Do you/your spouse have an investment in, or do you or your spouse 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 this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?	No
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How did you learn about the vacancy on the Utilities Advisory Commission?	Other: current commissioner
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Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

Personal and Job Experience

Occupation

Consultant, Marketing and Strategy in Healthcare industry

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

- Current member of Utilities Advisory Commission (22 months).
- For the last 8 years I worked for a company applying behavior change models for quitting smoking. As employee #4 I led early development of the product, working with smoking cessation experts to select and implement behavior change models through use of an FDA cleared biometric sensor plus behavior change app. Through data collection and iteration we learned about what works to help people quit smoking. I hope to apply this experience at UAC as we help residents and businesses adopt energy / water efficiency and modify use patterns achieve the City's sustainability goals.
- Prior to that I spent 18 years in the medical device industry in business functions: strategic marketing and business development, working in compliance with FDA and EU regulations.
- Prior to that I spent 5 years in investment banking.
BS Industrial Engineering , Stanford
MBA in Finance, Wharton U Penn

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

Current UAC Commissioner (22 months)
Recently joined the Palo Alto Climate Protection Working Group (June 2024)
Greene Elementary: Current PTA Secretary (2 years)
Escondido Elementary: Safe Routes to School rep (2 years), VP Communication (2 years)
I worked actively in Southgate over the last 10 years to keep residents informed and provide input to Palo Alto regarding Grade Separation at the Churchill crossing.
Nextdoor: neighborhood lead for Southgate

Application Questions

1. Why are you interested in serving on the Utilities Advorsy Commission and what experience would you bring to the position?

I am interested in sustainability and I view utilities as key actors that can enable communities to reduce their climate impacts. This was my main reason for wanting to participate on the UAC. I am interested in bringing my experience applying behavior change models to advise CPAU as it seeks to influence resident and business usage patterns to achieve our SCAP objectives. Now that AMI is almost completely rolled out we have data to share with customers that has the potential to change behaviors if we use it effectively. I'm inspired by CPAU's opportunities and challenges and I hope to continue work on the commission for another term.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting, you can view archived videos from the Midpen Media Center.

Archived videos are available from the [Midpen Media Center](#).

I'm particularly interested in time of use rates and their potential to impact usage patterns, in line with my interest in behavior change. I would like to see CPAU set rates that incentivize people use energy in ways that help us achieve clean power while maintaining reliability and resiliency.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and how would you help in the process?

I would like to see the UAC continue to advise and advocate for activities that will help us to achieve our SCAP goals. This would involve continued tracking of metrics (for example: 80% by 2030, penetration of electrification, HPWH uptake, etc.) and achievement against them. I also hope the UAC can advise the city on decisions that affect rates which have been increasing at a higher rate lately, with a goal of bringing the year/year increases down while still achieving reliability, service and SCAP goals.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

[The Utilities Strategic Plan \(2018\)](#)
[The Long Term Electric Acquisition Plan \(2012\)](#)
[The Gas Utility Long-term Plan \(2017\)](#)
[Urban Water Management Plan \(2021\)](#)
[Ten-Year Electric Energy Efficiency Plan and Ten-Year Natural Gas Energy Efficiency Plan \(2012\)](#)
[Sustainability and Climate Action Plan \(SCAP\)](#)
[Fiber-to-the-Premise Master Plan \(2015\)](#)

I have reviewed the SCAP plan in detail as it has evolved,so that I am familiar with the City's goals, especially the items that are relevant to CPAU.

I have reviewed any plans that are relevant to discussions at UAC as the discussions arise.

If you'd like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook.

View the [Boards and Commissions Handbook](#).

Yes

Signature

Name of signatory: Rachel E Croft

Date Completed

01/16/2025

Utilities Advisory Commission Application

Submitted on	13 February 2025, 5:19pm
Receipt number	57
Related form version	11

Personal Information

Name	Claude Ezran
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Cell Phone Number	
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Home Phone Number	
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Email Address	
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Are you a Palo Alto resident?	Yes
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Address	
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City	Palo Alto
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Postal Code	94303
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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 Commissioners or Board Members?	No
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Are you available and committed to complete the term applied for?	Yes
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Fair Political Practices California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission , Conflict of Interest Form 700).	No
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Do you/your spouse have an investment in, or do you or your spouse 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 this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?	No
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How did you learn about the vacancy on the Utilities Advisory Commission?	Email from the City
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Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

Personal and Job Experience

Occupation

Retired Executive

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

- Retired high-tech marketing executive, 30+ years of experience in Silicon Valley companies such as Intel, 3Com, Adobe, and start-ups, mostly at the Director and VP level.
- Director of Marketing for Oorja Fuel Cells, a clean energy company(2015-2016).
- Extensive experience working collaboratively in teams.
- Member of the Board of Directors of Cable Co-op (1992-1998).. Subscribers-owned cable TV company serving Palo Alto households. Very similar to a publicly owned utility.
- MBA, Harvard Business School.
- MSEE, Ecole Superieure d'Electricite (France). Studied electricity generation and transport.
- BS. Advanced mathematics and physics

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

- Human Relations Commission, including Vice-chair and Chair:2008-2014.
- Founder and Organizer of Palo Alto World Music Day: 2009-2019
- Member of the Board of Directors, Palo Alto Recreation Foundation (PARF): 2010-2020
- Graduate of the Palo Alto Citizen Police Academy: 2019
- Member of the Community Advisory Group to the Police Chief: 2010-2012
- Member of Steering Committee for Measure A (school parcel tax): 2005
- Treasurer of the Palo Alto PTA Council: 2004-2007.
- Member of the Board of Directors, Cable Co-op: 1992-1998.

Application Questions

1. Why are you interested in serving on the Utilities Advisory Commission and what experience would you bring to the position?

Three examples regarding my life-long strong interest in energy and utility issues:

Director of Marketing for Oorja Fuel Cells (2015-2016).
Oorja was a clean energy company that manufactured power systems based on methanol fuel cells. These systems reduced operating costs and greenhouse gas emissions in a wide variety of applications such as wireless telecommunications and materials handling.

Member of the Board of Directors of Cable Co-op (1992-1998)
Cable Co-op was a cable TV company serving 28,000 households around Palo Alto. It was owned by its subscribers. In many ways its mission and its functioning were very similar to those of a publicly owned utility.

MSEE, Ecole Superieure d'Electricite (France).
My engineering School was partially funded by EDF (Électricité de France), a state-owned utility which is one of the largest utilities in the world. I studied electricity generation and distribution in great detail and visited many different types of power generation plants.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting, you can view archived videos from the Midpen Media Center.

Archived videos are available from the [Midpen Media Center](#).

Reliability and Resiliency Strategic Plan. Resiliency is an important issue for the Commission that I am very interested in. We need to look at what can be done to decrease the frequency and duration of power outages by looking at all the factors that impact reliability: equipment quality, equipment placement, redundancies, risk management, human factors, etc.

Grid Modernization Project. As we increasingly move away from combustion engine cars and gas appliances, and increase our population with mandated housing, the demands on the electric grid will substantially increase above and beyond what the current grid can accommodate. This is a critical issue for the future of Palo Alto.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and how would you help in the process?

I would put to use my analytical and problem solving skills to look at:

The progress already achieved with the deployment of our Advanced Metering Infrastructure (AMI) and how that improves conservation of water and energy, as well as how our customers are using the information provided to better manage their consumption. Are we now getting tangible benefits from AMI besides labor savings?

Improving reliability and resiliency of the electric grid. Look at the entire chain of factors that impact them. How can we combine grid modernization with improvements in reliability?

Continue the focus on: clean energy, reducing greenhouse gas emissions, transition from gas to electricity, and improving sustainability.

Continue to improve recycling rates, but focus also on reducing waste in the first place.

Energy conservation programs, green building codes, etc.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

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[The Gas Utility Long-term Plan \(2017\)](#)

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[Ten-Year Electric Energy Efficiency Plan and Ten-Year Natural Gas Energy Efficiency Plan \(2012\)](#)

[Sustainability and Climate Action Plan \(SCAP\)](#)

[Fiber-to-the-Premise Master Plan \(2015\)](#)

I read some of these documents in the past and will definitely spend more time on them if selected for the position.

I participated in a community workshop for the update of the Strategic Plan, in 2017.

I do, also, closely follow news about the City utilities, mostly through the Palo Alto Weekly.

If you'd like to provide any additional documents, please upload below.

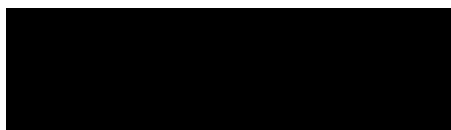
Please confirm that you have read the Boards and Commissions Handbook.

View the [Boards and Commissions Handbook](#).

Yes

Signature

Name of signatory: Claude Ezran



Utilities Advisory Commission Application

Submitted on	10 February 2025, 11:53am
Receipt number	53
Related form version	11

Personal Information

Name	Phil Metz
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Cell Phone Number	
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Home Phone Number	
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Email Address	
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Are you a Palo Alto resident?	Yes
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Address	
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City	Palo Alto
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Postal Code	94306
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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 Commissioners or Board Members?	No
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Are you available and committed to complete the term applied for?	Yes
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Fair Political Practices California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission , Conflict of Interest Form 700).	No
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Do you/your spouse have an investment in, or do you or your spouse serve as an officer or director of, a company doing business in Palo Alto which you believe is likely to:

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2. Provide products or services for City projects; or
3. Be affected by decisions of this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?	No
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How did you learn about the vacancy on the Utilities Advisory Commission?	Email from the City
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Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

Personal and Job Experience

Occupation

Retired researcher, consultant, and business executive.

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

Education:

- PhD in physics
- MBA in marketing

Experience:

- Commissioner, Utilities Advisory Commission (2021-present)
- Co-founder, Director, and Vice President, BioPhysical Economics Institute (2020-2024)
- Research Fellow, Project Drawdown (2018-2019)
- 11 years as sustainability consultant and researcher
- 10+ years of R&D in energy efficiency and renewable energy, including electric heat pumps, cool / green roofs, solar, and community energy systems
- 16 years consulting for energy-related businesses, including electric utilities
- 6 years as renewable energy business development executive
- 3 years as Palo Alto emergency services volunteer, both as BPC and as CERT

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

Since 2017, my full-time focus has been energy and environmental sustainability research, advocacy, and writing.

Commissioner UAC (2021-present)

BioPhysical Economics Institute (BPEI) (2020-2024): Together with a group of scientists, economists, and executives, I co-founded BPEI and served as Director and Vice President. BPEI, a non-partisan non-profit, works to bring the natural sciences into economic analysis and financial decision making.

Project Drawdown (2018-2019): I served as a Research Fellow, focusing on heat pumps, district heating, and cool roofs to help the world reach "Drawdown" of atmospheric greenhouse gases.

Emergency Services Volunteer (ESV) (2017-present): Both a block preparedness coordinator (BPC) and a community emergency response team (CERT) volunteer.

International Rescue Committee (IRC) volunteer (2018-present): Since 2018 I have volunteered as a mentor with the IRC to help immigrants obtain jobs in the US.

Application Questions

1. Why are you interested in serving on the Utilities Advrsory Commission and what experience would you bring to the position?

I want to help CPAU become a leader in all its utilities to benefit the Palo Alto Community and as a model for others:

- Grid Modernization: CPAU plans to spend \$300M+ but lacks a detailed

plan for how the grid would address new technologies, regulations, and SCAP needs.

- Emergency preparedness: CPAU has preparation for water operations in an emergency, but not for electricity.
- Fiber to the home (FTTH): I was proud to help get FTTH off the ground but there's much more to do.
- Commercial energy / data centers strategy: "Commercial" represents 80% of CPAU's electric load and, due to AI, datacenters may become giant new loads. CPAU needs a plan for these changes.
- Operational improvement: Esp. how to learn from mistakes and not repeat them.

Relevant experience I bring to UAC includes 4 years as a UAC commissioner, and expertise in physics, especially energy and renewable energy systems; biophysical economics; the utility industry; building energy systems; and executive mgmt.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting, you can view archived videos from the Midpen Media Center.

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The #1 issue is modernizing the CPAU distribution grid. I am interested because of the cost – \$300M+ CAPEX – and because implementation will determine Palo Alto's contribution to renewable energy worldwide.

But CPAU has not articulated its goals, strategy for achieving those goals, a detailed roadmap for what will be done when, and ways to reduce expenditures. I'm especially concerned that we address:

1. New technologies: The future grid will be fundamentally different from today's grid. So, Grid Mod needs to anticipate those changes, for example, local distributed energy resources (DER) such as solar + storage; microgrids; demand side management (DSM); electric vehicles (EVs), and advanced metering (AMI).
2. SCAP: Delivering the energy called for by the City's SCAP plan?
3. Resilience: During normal operations and during emergencies.
4. Other exogenous factors, esp. energy supply, regulations, and demand shifts, such as proliferation of large data centers.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and how would you help in the process?

I would like to help CPAU reestablish its leadership in the utility industry:

1. Get Grid Mod on track: Develop a detailed strategy and plan, addressing (as outlined above) new transformational technologies, SCAP needs, resilience, and other exogenous factors, including energy supply, new regulations, and demand shifts.
2. Emergency preparedness across all utilities. For electricity, CPAU assumes a worst-case emergency of 24-48 hours. That is inconsistent with the Palo Alto Office of Emergency Services (OES) which recommends that we prepare for 1-2 weeks of no electricity, no water, and no help. CPAU needs to develop its emergency preparedness consistent with the OES "design emergency" and in collaboration with OES.
3. Make FTTH a success. As a member of UAC's FTTH subcommittee, I was proud to play a role in getting FTTH off the ground – after decades of effort. I think we arrived at a good solution. And now we need to implement.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience with these documents is not required for selection.

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[Sustainability and Climate Action Plan \(SCAP\)](#)
[Fiber-to-the-Premise Master Plan \(2015\)](#)

As a UAC commissioner since 2021, I am very familiar with and have contributed to all of the CPAU-related plans listed and their subsequent revisions. Some of the contributions I'm most proud of include:

- Utilities strategic plan and Grid Mod: Commissioner Memos articulating improvements with commissioners Johnston and Phillips.
- Emergency preparedness: Commissioner Memos setting direction with commissioners Bowie and Gupta.

In addition, I have served on the Palo Alto S/CAP Ad Hoc Working Group, so I am very familiar with and have contributed to the S/CAP plan as it has evolved.

If you'd like to provide any additional documents, please upload below.

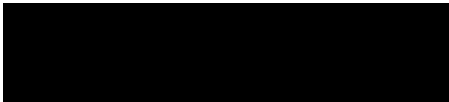
Please confirm that you have read the Boards and Commissions Handbook.

View the [Boards and Commissions Handbook](#).

Yes

Signature

Name of signatory: Phil Metz



Date Completed

02/07/2025

Utilities Advisory Commission Application

Submitted on	8 February 2025, 8:56pm
Receipt number	56
Related form version	11

Personal Information

Name	Olgu
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Cell Phone Number	
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Home Phone Number	
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Email Address	
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Are you a Palo Alto resident?	Yes
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Address	
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City	Palo Alto
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Postal Code	94306
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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 Commissioners or Board Members?	No
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Are you available and committed to complete the term applied for?	Yes
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Fair Political Practices California state law requires board/commission members to file a disclosure of financial interests (Fair Political Practices Commission , Conflict of Interest Form 700).	No
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Do you/your spouse have an investment in, or do you or your spouse 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 this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?	No
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How did you learn about the vacancy on the Utilities Advisory Commission?	City Website
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Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

Personal and Job Experience

Occupation

Data Scientist/Software Engineer

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

I have worked for SCE and PG&E almost 10 years where I led/participated in various RFO proposals and their evaluations as well as various gas and electric forecast/strategy/procurements.

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

Currently, I am the VP of merchandise at Gunn High School Sports Boosters as well as the coach for my daughter's Girls Scout's Robotics team.

Application Questions

1. Why are you interested in serving on the Utilities Advisory Commission and what experience would you bring to the position?

I am interested in serving on the UAC because I am passionate about ensuring that our community has access to safe, reliable, cost efficient, and sustainable utility services. I believe that thoughtful utility planning is essential for economic growth, environmental responsibility, and the well-being of residents. I will bring a strong background in engineering/data/strategy with experience in energy management & development & procurement to advise the board and the City Council. In my previous roles at SCE and PG&E, I evaluated RFOs and procurements for various products/resources which gave me insight into the challenges and opportunities in utility management. I am confident that my ability to analyze current challenges, engage with stakeholders, and develop practical solutions will contribute to informed decision-making on the commission. I look forward to collaborating with fellow members to enhance the efficiency and sustainability of our community's utilities.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting, you can view archived videos from the Midpen Media Center.

Archived videos are available from the [Midpen Media Center](#).

Grid modernization project would be one that particularly interest me. As I worked on modeling various parts of the CA grid and forecasted hourly nodal prices in CA, I will utilize my expertise to help contribute to UAC.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and how would you help in the process?

I would like to see a robust system where an informative UAC that will guide and work with City Council effectively to accomplish the common goal of providing safe, reliable, cost efficient, and sustainable utility services to the city. I will utilize my utility background from SCE and PG&E to contribute and be a part of that robust system.

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[The Utilities Strategic Plan \(2018\)](#)

[The Long Term Electric Acquisition Plan \(2012\)](#)

[The Gas Utility Long-term Plan \(2017\)](#)

[Urban Water Management Plan \(2021\)](#)

I have experience in utility strategy, short/long term electric and gas procurement planning & execution, and grid changes needed to support electrification.

[Ten-Year Electric Energy Efficiency Plan and Ten-Year Natural Gas Energy Efficiency Plan \(2012\)](#)
[Sustainability and Climate Action Plan \(SCAP\)](#)
[Fiber-to-the-Premise Master Plan \(2015\)](#)

If you'd like to provide any additional documents, please upload below.

[Resume_Olgu_Tanriverdi.pdf](#)

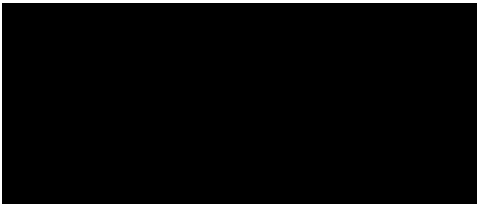
Please confirm that you have read the Boards and Commissions Handbook.

Yes

View the [Boards and Commissions Handbook](#).

Signature

Name of signatory: Olgu Tanriverdi



Date Completed

02/08/2025

Olgu Tanriverdi

Palo Alto, CA

Summary of Experience

Doctorate in EE with 20 years experience in software/finance/marketing. Looking to lead/build teams & programs to design/develop/deliver features/products to improve/optimize short/long term outlooks of P&L/MAU/KPI/CLV/ROI

Professional Experience

PlayStation – San Mateo, CA

May '22 – Present

Senior Staff Data Analyst/Scientist, Global Marketing

- Lead strategy, design, & execution of PlayStation(PS) Stars loyalty program with over xxM MAU (Oct24) on PS's mobile app
- Lead overall financial health (\$xM) & monetization of the program by designing & evaluating program offerings via A/B tests as well as building forecast models for future enrollments, monthly active users (MAU), point accruals & redemptions, & breakage
- Set program's strategic goals & pivot as needed by consistently evaluating/redesigning features to ensure to achieve the goals
- Utilized propensity score matching (PSM), a wrapper of DoWhy Python package, to show the incremental revenue and game play hours generated by the loyalty program via control and treatment matching pairs with the similar propensity scores
- Structure & build campaigns with corresponding target audiences to meet the engagement KPIs of PS Plus & PS Store teams
- Utilize Snowflake task scheduler to ETL gameplay & game sales data to build propensity models in Databricks
- Build Domo dashboards to show various KPIs, Stars campaigns performance metrics, and randomized control trial test results

Deviation Games – Santa Monica, CA

Oct '19 – May '22

Data Scientist/Lead Engineer, Gameplay Engineering

- Built Azure PlayFab Analytics infrastructure to telemetry gameplay data for feature extractions used for data science models
- Built Unreal Engine 4&5 blueprint and C++ models for various gameplay functionalities such as dropping/collecting energy
- Automated Jira creation with specific fields and attachments by building WPF UI that uses Python to call Confluence REST API

Pacific Gas & Electric – San Francisco, CA

May '15 – Oct '19

Expert Quantitative Analyst, Market Credit Risk Management

- Led cross functional teams to design, develop, calibrate, test, deploy, and release full-stack least cost dispatch optimization models to forecast the performance of large portfolio of various types of financial contracts valued over \$xB and energy generating physical assets, consisted of fossil fuel, hydro, nuclear, electric storage, and renewable energy
- Built financial models and run 10K trial Monte Carlo simulations to forecast the distribution of company's future risk exposure to various commodity prices and market conditions by using over 1B simulation data points
- Built solar paired electric storage profit maximizing LP model in Fortran to evaluate product utilization in various configurations
- Developed neural network models to forecast hourly energy prices to strategize company's long term RFOs over \$xB
- Exhibited [multi class text classification data science project](#) to automate one of companies manual processes

General Electric – Greenville, SC

Jul '10 – May '15

Senior Member of Research Staff, Integrated Performance

- Software owner and developer of various types of real-time, transient, and steady state jet engine math models, integrated in Control Simulation platforms such as EASY5, Simulink, and HYSYS for open and closed control loop performance analysis
- Developed and released simulation models for performance and efficiency evaluations of the next-gen engine in R&D phase based on specifications from global design and marketing teams prior to introduction of new products
- Built neural network models using engine sensor data to predict and prevent various engine failure modes via maintenance
- Mentored junior team members and interns on their research projects in jet engine diagnostics from exhaust stream

Southern California Edison – Rosemead, CA

Sep '07 – Jul '10

Portfolio Manager, Energy Supply & Management

- Led a team of portfolio analysts to develop neural network, regression, and time series forecast models to provide future energy and ancillary service prices used in the evaluations of company's current and future portfolio from request for offers
- Collaborated with market design and new product teams to build company's bidding strategy of virtual bids in MRTU

Western Digital Corporation – Lake Forest, CA

Apr '07 – Sep '07

Firmware Engineer

- Developed embedded firmware for 2.5" Mckinley drive features and devised compatibility analysis of complex customer features

Real Software Systems - Woodland Hills, CA

Olgu Tanriverdi
May '06 - Apr '07

Technical Consultant

- Worked in a fast-paced startup to design and develop contract management software that calculates rights, royalties, and profit participation for media giants such as SONY, MGM, Activision, EA, BBC etc. based on clients' business requirements

University of California, Los Angeles (UCLA)

Sep '00 - May '06

Research & Teaching Assistant, Flight System Research Center

- Conducted research with NASA, NREL, and DOE on mathematical modeling of horizontal axis wind turbines and developed nonlinear pitch and torque control algorithms to operate them on their optimal max generation point.
- Lectured in Numerical Analysis, Probability, Physics, Systems & Signals, Electronic Circuits, and C++ Programming

Patents & Trade Secrets

- O Tanriverdi, inventor; Gas Turbine Engine Controller with Event Trigger ([US Patent No: 9,002,617](#); Issued Date April 12, 2015)
- O Tanriverdi, inventor; System and Method to Measure 3D Flow ([US Patent No: 9,030,667](#); Issued Date May 12, 2015)

Conference Papers

- O. Tanriverdi, "Ancillary Service Price Forecast in Metrix ND," *Envision 2009 Itron Conference*, Phoenix, AZ, September 2009
- O. Tanriverdi and A.V. Balakrishnan, "Maximize Wind Turbine Power Output in Transient Region," *Proc. AWEA (American Wind Energy Association), Windpower 2006 Workshop*, Pittsburgh, PA, June 2006
- O. Tanriverdi and A.V. Balakrishnan, "Pitch & Torque Control to Maximize Wind Turbine Power Output in Partial Load Region," *Proc. EWEC (European Wind Energy Conference), Business Science Technology, Electrical System Design, Integration and Control/Technical Track*, Athens, Greece, February 2006

Professional Licenses & Certifications

- Coursera [Machine Learning](#), [Neural Networks & Deep Learning](#), [Improving Deep Neural Networks](#)
- FAST.AI [Deep Learning Part I & II](#)
- [Certified Lean Six Sigma Green Belt DFSS](#)
- [Certified Mediator](#) by CA Dispute Resolution Program and LA County Community and Senior Services

Volunteer Services & Activities

- VP Merchandise Gunn High School Sports Boosters May '24 - Present
- VP Scholarship NuEnergy Employee Resource Group, Diversity&Inclusion at PG&E Oct '16 – Jan '18
- VP Events Asian Pacific American Forum Affinity Group at GE Mar '13 - May '15
- Member of IEEE Control Systems and Computer Science Societies Mar '00 - Present

LACBA Dispute Resolution Services - West Hollywood, CA

Mar '07 - Sep '07

- Analyzed the dispute and provided resolution to community residents seeking Mediation Services

Education

University of California, Los Angeles

- Ph.D. (all but unfinished thesis) in Electrical Engineering, major in Control Systems. May '06
Minors: Digital Signal Processing and Engineering Optimization

- Engineer in Electrical Engineering Jun '03

- Master of Science in Electrical Engineering Jun '02

- Bachelor of Science in Electronics and Communications Engineering Jun '98

- Bachelor of Science in Electronics and Communications Engineering

Awards

- Graduate Student Fellowship from the Electrical Engineering Department at UCLA Sep '00 - Mar '06
- Dean's Special Young Alumni Award: Received Bachelor of Science degree at age of 20 Jun '98
- Placed 6th in 1997 Best Model of Turkiye Competition Aug '97

Computer Skills

- C++, Python, Fortran, C#, Google OR-Tools, SQL, Scikit-learn, TensorFlow, CPLEX, .NET, Matlab, Databricks, PySpark, SVN, Git, Perforce, Azure Functions, Kusto, REST APIs, Domo, Tableau, MicroStrategy, Adobe Analytics, Airflow, DoWhy, PSM

Utilities Advisory Commission Application

Submitted on	23 February 2025, 1:12pm
Receipt number	58
Related form version	11

Personal Information

Name	Barry Wolf
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Cell Phone Number	
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Home Phone Number	
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Email Address	
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Are you a Palo Alto resident?	Yes
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Address	
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City	Palo Alto
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Postal Code	94303
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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 Commissioners or Board Members?	No
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Are you available and committed to complete the term applied for?	Yes
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Fair Political Practices

California state law requires board/commission members to file a disclosure of financial interests ([Fair Political Practices Commission](#), [Conflict of Interest Form 700](#)).

Do you/your spouse have an investment in, or do you or your spouse 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 this Board or Commission?

Excluding your principal residence, do you or your spouse own real property in Palo Alto?	No
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How did you learn about the vacancy on the Utilities Advisory Commission?	Email from the City
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Consent to Publish Personal Information on the City of Palo Alto Website

Read the code, and check only ONE option below:

I request that the City of Palo Alto redact my home address, phone numbers, and email address from the attached Board and Commission Application prior to posting to the City's website.

Personal and Job Experience

Occupation

Research Scientist

Please list your relevant education, training, experience, certificates of training, licenses, and professional registration. If describing work experience, please include company/employer name and occupation.

Biochemical engineer with 26 years of experience in the biotechnology industry and academia:

- 21 years optimizing mammalian cell culture processes for protein production

- 2 years investigating the regulation of a transcription factor gene

- 3 years designing and validating biopharmaceutical processes

EDUCATION

Ph.D. Chemical Engineering 2001

M.S.E. Chemical Engineering 1996

University of Michigan, Ann Arbor, Michigan

B.S. Mechanical Engineering, B.A. Biology / Philosophy minor 1992

Rutgers University, New Brunswick, New Jersey

Please describe your involvement in community activities, volunteer and civic organizations, including dates and any offices held.

Acterra EV Ambassador (volunteer), approximately 5 years

Application Questions

1. Why are you interested in serving on the Utilities Advisory Commission and what experience would you bring to the position?

As an EV enthusiast and engineer (who only owns EVs), I am aware of the rapid electrification of transportation and buildings and understand the need for utility planning to meet the needs of increased electricity demand while also accounting for rooftop solar/BESS at C&I and homes in Palo Alto. I am acutely aware of the effects of climate change on our water supply, our aging water supply infrastructure, and appreciate the importance of high quality water and high quality water service to Palo Alto residents.

2. Please describe an issue that recently came before the Commission that is of particular interest to you and describe why you are interested in it. If you have never been to a Commission meeting, you can view archived videos from the Midpen Media Center.

Archived videos are available from the [Midpen Media Center](#).

I am interested in how microgrids comprised of solar PV and BESS can improve the resilience, reliability, and cost effectiveness of the delivery of electricity to all users in Palo Alto. I also believe the Palo Alto Airport should be a pioneer in electric aviation.

3. If appointed, what specific goals would you like to see the Utilities Advisory Commission achieve, and how would you help in the process?

I am especially interested in helping to promote home electrification, EV ownership, planning for V2H and potentially V2G in Palo Alto, ensuring adequate transformer resources and reliability transmission lines to accommodate the growing electrification of homes and businesses, while also realizing that private investment in rooftop solar and BESS can work in synergy with the Palo Alto Utilities infrastructure to keep costs low for all stakeholders.

4. Utilities Advisory Commission Members work with the documents listed below. If you have experience with any of these documents, please describe that experience. Experience

I am not familiar with these documents but am planning to read the documents relevant to electricity.

with these documents is not required for selection.

[The Utilities Strategic Plan \(2018\)](#)
[The Long Term Electric Acquisition Plan \(2012\)](#)
[The Gas Utility Long-term Plan \(2017\)](#)
[Urban Water Management Plan \(2021\)](#)
[Ten-Year Electric Energy Efficiency Plan and Ten-Year Natural Gas Energy Efficiency Plan \(2012\)](#)
[Sustainability and Climate Action Plan \(SCAP\)](#)
[Fiber-to-the-Premise Master Plan \(2015\)](#)

If you'd like to provide any additional documents, please upload below.

Please confirm that you have read the Boards and Commissions Handbook. Yes

View the [Boards and Commissions Handbook](#).

Signature Name of signatory: Barry F. Wolf



Date Completed 02/23/2025