



**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

DATE : October 27, 2008

TO : Council President Peters & Honorable Members of the San Diego City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointment to the Sustainable Energy Advisory Board

It is my pleasure to appoint Risa Baron to the Sustainable Energy Advisory Board, subject to your confirmation.

Risa Baron is an Energy Programs Supervisor for the San Diego Gas & Electric Company (SDG&E), and has worked for the utility in various capacities since 1996. As an Energy Programs Supervisor, Ms. Baron designed and currently spearheads SDG&E's energy efficiency local government partnership program featuring conservation, demand response, energy efficiency, and sustainability issues. She also manages the San Diego Energy Resource Center Partnership with the California Center for Sustainable Energy, and serves as a technical resource on various committees and working groups to keep local governments, community organizations, and other agencies informed on sustainable energy issues. Beyond Ms. Baron's professional role at SDG&E, she also shares her sustainability insight and conservation knowledge as an Instructor for the Extension Program at the University of California, San Diego. Previously, Ms. Baron was an Account Executive and a Program Manager for SDG&E, Program Manager for the Coronado Transportation Management Association, and an Account Executive/Project Manager for CALTRANS-Commuter Computer.

Ms. Baron's professional and community service activities include serving on the City of San Diego's Affordable Housing Task Force, Normal Heights Community Planning Committee, and the City of San Diego's Finance Committee for the Strategic Framework/General Plan Update. She is also the Founding President of the Women's Transportation Seminar. As a result of Ms. Baron's efforts, she is the recipient of various professional, public relations, and industry awards. She received the 2005 National Account Manager of the Year from Edison Electric Institute, 1998 New Product Launch of the Year Award from the American Marketing Association, 1998 One Time Program

October 27, 2008

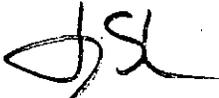
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Award from the Public Relations Society of America, San Diego Chapter, and former Vice President Al Gore's National Performance Review Award that recognizes government programs that reduce costs and work in partnership with local communities. She also published and presented "A New Way to Drive – Educating Customers Behind the New Wheel" for the Electric Vehicle Association of the America's Symposium.

Ms. Baron's knowledge and insight into sustainability energy issues will be a valued addition to the Sustainable Energy Advisory Board. Ms. Baron received a Bachelor of Science degree in Political Science and Bachelor of Arts degree in Public Administration from San Diego State University. She will serve as the designated SDG&E representative for the Sustainable Energy Advisory Board, and will replace Teresa Farrelly, who is not seeking reappointment, for a term expiring March 1, 2010. Ms. Baron resides in Normal Heights.

I ask that you confirm this appointment and join me in acknowledging Ms. Baron for her willingness to give of her time and expertise to serve the City of San Diego in this capacity.



JERRY SANDERS

Mayor

JS:lg

cc: City Attorney Michael Aguirre
City Clerk Elizabeth Maland

Risa Baron

001603

SAN DIEGO, CA 92116

ACCOMPLISHED PROGRAM MANAGER

Extensive knowledge of DSM implementation for energy efficiency, clean transportation and transportation demand management

Relationship Management... Project Management... Resource Development... Effective Advocacy

Collaborative Team Member
Decision-Maker
Client Problem Solver

Strategic Thinker
Creates Rapport
Experienced

Analytical
Connected
Writing and Presentation Skills

VALUE ADDED CONTRIBUTIONS

- o Responsible for the program design and implementation for SDG&E's energy efficiency local government partnership program. Manage staff of 8 people and budget of \$12+ million.
- o Developed the program implementation plan for the launch of the electric vehicle program.
- o Key presenter to business organization and community groups during the CA energy crisis.
- o Prepare grants and proposals to support agency activities.
- o Instructor, UCSD Extension program for Sustainability issues.

PROFESSIONAL PROFILE

ENERGY PROGRAMS SUPERVISOR, SDG&E

2005 - PRESENT

- Program design and implementation for SDG&E energy efficiency local government partnership program with a focus on energy efficiency, demand response, conservation and sustainability issues.
- Manage San Diego Energy Resource Center partnership with California Center for Sustainable Energy.
- Supervise staff and manage workload and projects for team.
- Maintain a positive posture for SDG&E with its local government partnerships that are oriented toward developing programs and strengthening the relationship.
- Monitor the developments in local government and energy efficiency issues and keep team and partners informed.
- Facilitate interactions between the SDG&E with community organizations and local agencies to create partnership opportunities.
- Serve of various committees as a technical resource on sustainability issues such as Chula Vista Climate Change Working Group and Centre City Development Corporation (CCDC) Sustainability Advisory Committee.
- Prepare and present presentations to various trade associations and interested parties.

ACCOUNT EXECUTIVE, SDG&E

2001 - 2005

- Key contact to major commercial and industrial customers including the City of San Diego, San Diego Unified School District as well as major retail, non-profit organizations and telecommunications companies. Responsible for preparing rate analysis, tariff explanation, regulatory updates, outage information, and other energy issues.
- Work closely with customer to solve energy issues at their facility and served as liaison with the customer and SDG&E staff to ensure we project was completed.
- Proactively work with customers to develop energy efficiency, demand response and conservation program for their facility. Assisted customers with utility applications and managed the project through the process.

PROGRAM MANAGER / LEAD PROGRAM MANAGER, SDG&E

1996 - 2000

- Responsible for program management for small commercial, residential, electric vehicle and new construction programs to develop program implementation, procedures, budgeting, marketing and regulatory compliance.
- Tracked annual budget of \$1.5 million and managed expenditures for compliance with company and CPUC regulatory requirements.

Risa Baron

001604

SAN DIEGO, CA 92116

- Responsible for designing and launching web pages for programs. Received industry recognition for innovative design for a website for the electric vehicle program.
- Responsible for organizing largest annual mass-market event at the Del Mar Fair. Exhibit attracted over 130,000 customers, a 38% increase from previous year.
- Prepared grants and proposals to support clean transportation program activities. Successfully secured a CEC grant to implement new education program.

PROGRAM MANAGER, CORONADO TRANSPORTATION MANAGEMENT ASSOCIATION

1995-1996

- Developed and implemented the transportation demand management (TDM) program for base employees at both NAS North Island and NAB Coronado.
- Increase participation in vanpool program from 3 vans to 30 vans in one year.
- Responsible for developing marketing materials, prepare and present presentation on the benefits of the program and organized special events.
- Recipient of the Vice President's Al Gore, "National Performance Review Award" in 1996. The award was in recognition of government programs that reduce costs and work in partnership with local communities.

ACCOUNT EXECUTIVE / PROJECT MANAGER, CALTRANS - COMMUTER COMPUTER

1991-1994

- Educated companies, and designed and implement their transportation demand management (TDM) programs to comply with local air quality regulations. Program focus on the implementation of carpool/vanpool, transit, bicycle and telecommuting programs.
- Worked with local transit agency to collaborate on projects, such as installing bike racks on buses.
- Prepared grants and proposal for local, state and federal agencies to support agency activities.
- Successfully organized first ever, *San Diego Bike to Work Day*. Event attracted as many as 4,000 participants..

AWARDS AND MAJOR ACCOMPLISHMENTS

- Recipient, Edison Electric Institute, National Account Manager of the Year, 2005 for outstanding customer service.
- Published and presented, "A New Way to Drive - Educating Customers Behind the New Wheel", Electric Vehicle Association of the America's Symposium-14, December 1998.
- Recipient, American Marketing Association's, "New Product Launch of the Year" 1998.
- Recipient, Public Relations Society of America, "One Time Program Award", 1998.
- Recipient, Vice President's Al Gore, "National Performance Review Award" in 1996. The award was in recognition of government programs that reduce costs and work in partnership with local communities.

COMMUNITY SERVICE

- Benchley Weinberger Elementary School Foundation, 2005-present.
- City of San Diego's Affordable Housing Task Force, 2002-2005.
- Chair, Normal Heights Community Planning Committee, 2000-2005.
- City of San Diego's Strategic Framework/General Plan Update, Finance Committee, 1998-2002.
- Founding President, Women's Transportation Seminar, 1993-1996.

ACADEMICS & STUDIES

San Diego State University, Bachelor of Science, Political Science and Bachelor of Arts, Public Administration 1991.
LEAD SAN DIEGO, Expected graduation June 2009.

001605	REQUEST FOR COUNCIL ACTION CITY OF SAN DIEGO	1. CERTIFICATE NUMBER (FOR AUDITOR'S USE) 136 11/18
TO: CITY ATTORNEY	2. FROM (ORIGINATING DEPARTMENT): MAYOR JERRY SANDERS	3. DATE: 10/30/08

4. SUBJECT:
APPOINTMENT TO THE SUSTAINABLE ENERGY ADVISORY BOARD

5. PRIMARY CONTACT (NAME, PHONE, & MAIL STA.) Lisa Gordon MS11A, 67740	6. SECONDARY CONTACT (NAME, PHONE, & MAIL STA.) Jaymie Bradford MS 11A, 36588	7. CHECK BOX IF REPORT TO COUNCIL IS ATTACHED <input type="checkbox"/>
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8. COMPLETE FOR ACCOUNTING PURPOSES

FUND	DEPT.	ORGANIZATION	OBJECT ACCOUNT	JOB ORDER	C.I.P. NUMBER	AMOUNT	9. ADDITIONAL INFORMATION / ESTIMATED COST:

10. ROUTING AND APPROVALS

ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED	ROUTE (#)	APPROVING AUTHORITY	APPROVAL SIGNATURE	DATE SIGNED
1	ORIG. DEPT /LG	<i>L Gordon</i>	10/30/08	8	DEPUTY CHIEF/KM	<i>Km</i>	11/03/08
2	AUDITOR			9	COO		
3				10	CITY ATTORNEY	<i>Catherine S. Kelly</i>	11/3/08
4	CFO			11	ORIG. DEPT/ COUNCIL LIAISON/JB	<i>J. Brull</i>	11/3/08
5				DOCKET COORD: _____ COUNCIL LIAISON _____			
6				✓	COUNCIL PRESIDENT	<input type="checkbox"/> SPOB <input checked="" type="checkbox"/> CONSENT <input type="checkbox"/> ADOPTION	
7					REFER TO: <i>1-3</i>	COUNCIL DATE: <i>11/18/08</i>	

11. PREPARATION OF: RESOLUTIONS ORDINANCE(S) AGREEMENT(S) DEED(S)

Appointing Risa Baron, as the San Diego Gas & Electric Company representative, to replace Teresa Farrelly, who is not seeking reappointment, for a term expiring March 1, 2010. Please see Mayor Sanders' October 27, 2008 nominating memorandum which is attached.

11A. STAFF RECOMMENDATIONS: Ratify nominations as submitted.

12. SPECIAL CONDITIONS (REFER TO A.R. 3.20 FOR INFORMATION ON COMPLETING THIS SECTION.)

COUNCIL DISTRICT(S): Risa Baron – Council District 3

COMMUNITY AREA(S): Risa Baron resides in Normal Heights.

ENVIRONMENTAL IMPACT: N/A

HOUSING IMPACT: N/A

OTHER ISSUES: N/A

RECEIVED
CITY COUNCIL OFFICES
2008 NOV -4 AM 9:56

001606

DOCKET SUPPORTING INFORMATION
CITY OF SAN DIEGO

DATE:

10/30/08

SUBJECT:

APPOINTMENT TO THE SUSTAINABLE ENERGY ADVISORY BOARD

BACKGROUND:

Please see attached nominating memorandum from Mayor Jerry Sanders dated October 27, 2008.

BY LINE: (MAYOR / DEPT. HEAD / AUTHOR INITIALS)

JS/LG

SIGNATURES:



ORIGINATING DEPT. HEAD

MAYOR
(FOR MAYORAL DEPARTMENTS ONLY)

RESOLUTION NUMBER R-_____

DATE OF FINAL PASSAGE _____

WHEREAS, on October 13, 2003, the City Council adopted an ordinance which is on file with the Office of the City Clerk as Document No. O-19224, and codified at San Diego Municipal Code section 26.04 renaming the Energy Advisory Board to Sustainable Energy Advisory Board and adding provisions relating to renewable energy goals and board appointments; and

WHEREAS, the Sustainable Energy Advisory Board is to serve as an advisory body to the Mayor, City Council, and City Manager on energy policy and future energy needs for the metropolitan San Diego area and to assist the City's attainment of its energy independence and renewable energy goals; and

WHEREAS, the ordinance requires the Mayor to appoint nine members and they will be confirmed by the City Council; and

WHEREAS, the ordinance requires that there shall be seven designated members and two at-large members; and

WHEREAS, the ordinance requires the seven designated members shall be appointed from the following representative areas of organizational interest, expertise, and background

- (1) San Diego Regional Energy Office [SANDAG]
- (2) San Diego Gas & Electric Company
- (3) Environmental Advocate
- (4) Labor Organization
- (5) Solar Power System Manufacturer or Installer
- (6) Building Industry
- (7) Chamber of Commerce/Business Community

WHEREAS, the ordinance requires the two at-large representatives shall be appointed at the discretion of the Mayor and subject to confirmation by the Council; and

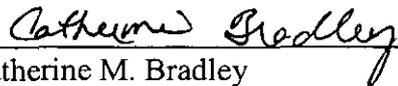
WHEREAS, the ordinance requires that the members shall serve two year terms and each member shall serve until a successor is duly appointed and confirmed; NOW, THEREFORE,

BE IT RESOLVED, by the Council of the City of San Diego, that the following appointment by the Mayor of the City of San Diego, to serve as a member of the Sustainable Energy Advisory Board, for a term ending as indicated, be and the same is hereby confirmed:

<u>NAME</u>	<u>CATEGORY</u>	<u>TERM ENDING</u>
Risa Baron (Normal Heights, District 3) (Replacing Teresa Farrelly, who is not seeking reappointment)	San Diego Gas & Electric Company	March 1, 2010

APPROVED: MICHAEL J. AGUIRRE, City Attorney

By



Catherine M. Bradley
Chief Deputy City Attorney

CMB:als
11/03/08
Or.Dept:Mayor
R-2009-571

I hereby certify that the foregoing Resolution was passed by the Council of the City of San Diego, at this meeting of _____.

ELIZABETH S. MALAND
City Clerk

By _____
Deputy City Clerk

Approved: _____
(date)

JERRY SANDERS, Mayor

Vetoed: _____
(date)

JERRY SANDERS, Mayor