

# Boards and Commissions Application

## Profile

Gerald

First Name

Gottheil

Last Name

[Redacted]

Email Address

## Which Boards would you like to apply for?

Clean Energy Community Advisory Commission: Archived

Question applies to Clean Energy Community Advisory Commission

### I am applying under the following stakeholder categories (Pick top 3): \*

- Clean Energy Business
- Electricity Field (e.g. Electrical Utilities, Energy Production, Efficiency, Demand Reduction, Technology, Financing, Policy)
- Energy Advocate

## Are you a resident of San Jose?

Yes  No

## Length of Residency

6 or more years

## What district do you live in? To verify, please click here: <https://eservices.sccgov.org/rov/?tab=dt> \*

District 10

[Redacted]

Street Address

[Redacted]

Suite or Apt

San Jose

City

CA

State

95120

Postal Code

[Redacted]

Primary Phone

[Redacted]

Alternate Phone

Self employed

Employer

Corporate and Marketing Communications

Job Title

[Redacted]

Current Employer Address

none

Current Employer of Spouse



Address of Current Employer of Spouse

N/A

Spouse's Job Title

**If you or your spouse is retired and receiving a pension, please state source of pension.**

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### **Interests & Experiences**

**High School, College, Professional, Vocational, or Other Schools Attended. Please include Major or Field of Study, Dates Attended, Degree and Date of Degree.**

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Cherry Hill HS East, Cherry Hill, NJ, grad 1975 BSME, Univ of Delaware, degree conferred 1979 MBA, San Diego State Univ, degree conferred 1987 Licensed Professional Engineer, Consumer Board, State of California

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**List any position or office held in any governmental agency, civic, or charitable organization including the dates**

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English

Languages Spoken

**Special Awards or Recognitions Received**

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**Please state why you want to become a member of this Board or Commission including specific objectives which you would work toward as a member. If you are applying for the Board of Fair Campaign and Political Practices, please indicate any familiarity or experience you may have with campaign laws.**

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Energy policy and programs are critical to our local economy, health, and safety. I have long been interested in energy production, renewable energy, energy conservation and management and was very pleased to hear of the Clean Energy Community Advisory Commission. This is a great opportunity to pursue a passion of mine and contribute to the community. I believe that I can be an asset to this board, using my expertise in energy and program management to help identify and evaluate clean energy programs that are technically sound, practical, and economical.

**Please state any other information which you feel would be useful in reviewing your application**

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I have a background in utilities and renewable energy. As an Energy Management Engineer at PG&E I worked with municipalities, commercial and industrial customers on a wide variety of programs to use energy more efficiently. I also managed communications to the community for a residential power management program. More recently, I managed all marketing and communications for GreenVolts, a utility-scale solar power company. Customers included utilities, schools, and municipalities. I co-authored a white paper on the CPV technology employed and managed public relations, including a project with the CPUC. I have over 20 years of experience developing marketing communications programs and implementing them on budget for start-ups and global companies. This experience across the range of marketing communications, including branding, traditional marketing (direct mail, collateral, brochures, etc), digital and online methods, and social media, give me a perspective that will help when considering community outreach.

**Do you own property in the City of San José?**

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Yes  No

**If yes, please list the addresses here.**

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**Do you rent property in the City of San José?**

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Yes  No

**If yes, is it a month-to-month lease?**

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Yes  No

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State and local law require that you abstain from participation in decisions that may affect your financial interests, including sources of income, interest in real property, personal finances or investments. In addition, if appointed, you may be required to fill out a disclosure statement which identifies certain of your financial interest beginning with the immediate twelve-month period prior to your appointment. Please review the scope of your board/commission in Municipal Code Chapter 2.08. Based on your best judgment, does this Board or Commission make decisions that may affect sources of income, interests in real property, personal finances or investments of you or your spouse?

Yes  No

If yes, please explain. Please identify any organizations, associations, corporations, or entities by which you are employed or associated that might be affected by decisions of this Board or Commission, and the positions you hold in these entities.

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Eric Romo, CEO AltospaceVR

Reference 1 Name

[REDACTED]

Reference 1 Address

[REDACTED]

Reference 1 Phone

David Gudmundson, CEO  
GreenVolts

Reference 2 Name

[REDACTED]

Reference 2 Address

[REDACTED]

Reference 2 Phone

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## Supplemental Questions

Have you ever attended a meeting of the Commission(s) to which you are applying?

Yes  No

Would you be available to attend meetings at the scheduled time?

Yes  No

**Please describe your experience in serving on a Commission or Board.**

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While I have not attended a meeting of this board (it is only now being formed) I have attended other City meetings. While I have not served on a governmental board, I have served on, and chaired, committees to evaluate projects. This has included committees that were cross-functional, inter-organizational, and international in composition.

**Considering your experience and activities in business, labor, professional, social, or other organizations, indicate the experience, training, knowledge and/or skills which qualify you for appointment to the selected commission(s).**

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I have a background in utilities and renewable energy. As an Energy Management Engineer at PG&E I worked with municipalities, commercial and industrial customers on a wide variety of programs to use energy more efficiently. I was one of the top performers and received written commendation for my results. Once I received my Professional Engineer license, I became a reviewer of proposals submitted by engineers on behalf of businesses and industries. PG&E was providing subsidies for projects that reduced demand and usage. My role was to review proposals and energy impact, determine if they met program requirements, and certify them for approval. I also managed communications to the community for a residential power management program for the North Bay Region (included all of Marin and Sonoma county). This involved direct contact with ratepayers, and communications with them throughout the program. I managed all marketing and communications for GreenVolts, a utility-scale solar power company. Customers included utilities, schools, and municipalities. I co-authored a white paper on the CPV technology employed and managed public relations, including a project with the CPUC. I have over 20 years of experience developing marketing communications programs and implementing them on budget for start-ups and global companies. This experience across the range of marketing communications, including branding, traditional marketing (direct mail, collateral, brochures, etc), digital and online methods, and social media, give me a perspective that will help when considering community outreach.

**What is your understanding of the purpose of the Commission?**

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The Commission will review and evaluate clean energy programs, providing recommendations for Mayor, City Council, City Manager and Director. This should include input on the strategy of the overall program for the SJCE, guidelines and policies for program scoring, prioritization and development. The Commission should also participate in the review and evaluation of specific programs. SJCE roles could include: evaluation of projects involving capital or infrastructure, creating incentive-based projects for businesses and residents, community outreach and education, tracking and analysis of progress toward program goals, interaction and sharing of best programs/practices with other communities.

**Please list three issues facing the City that you feel the Commission should address.**

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1. Develop an energy efficiency and renewable plan that will position San Jose as a leading clean energy city nationwide. This will have a positive brand image impact on the City and will attract residents and businesses that will reinforce our objectives and values around clean energy. 2. Clean Energy Week across SJ Schools will be educational, raising awareness and engaging the community in thinking about projects and programs for a cleaner energy environment. As part of this, for example, a project competition engages students, teachers and parents, generating ideas for programs, products, services and businesses. Clean Energy Week will raise awareness and be a source of pride for San Jose. 3. Consider SJMUD? This may have been considered before, and is a long-term and complex project, but becoming a municipal utility district gives San Jose ultimate control over its energy use, and if feasible, provide economic benefits to the residents.

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Question applies to Clean Energy Community Advisory Commission

**Based on the stakeholder categories you selected, please briefly describe your qualifications and applicable experience. Please attach resume at the end of the application.**

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(Electric Power, Utilities) I have a background in utilities and renewable energy. As an Energy Management Engineer at PG&E I worked with municipalities, commercial and industrial customers on a wide variety of programs to use energy more efficiently. I was one of the top performers and received written commendation for my results. Once I received my Professional Engineer license, I became a reviewer of proposals submitted by engineers on behalf of businesses and industries. PG&E was providing subsidies for projects that reduced demand and usage. My role was to review proposals and energy impact, determine if they met program requirements, and certify them for approval. (Clean Energy Business) I also managed communications to the community for a residential power management program for the North Bay Region (included all of Marin and Sonoma county). This involved direct contact with ratepayers, and communications with them throughout the program. I managed all marketing and communications for GreenVolts, a utility-scale solar power company. Customers included utilities, schools, and municipalities. I co-authored a white paper on the CPV technology employed and managed public relations, including a project with the CPUC. (Community Outreach) I have over 20 years of experience developing marketing communications programs and implementing them on budget for start-ups and global companies. This experience across the range of marketing communications, including branding, traditional marketing (direct mail, collateral, brochures, etc), digital and online methods, and social media, give me a perspective that will help when considering community outreach.

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**Given the small number of committee members, having a quorum is essential. Please describe your ability to make a commitment to attending and actively contributing to the committee (The committee will meet at least quarterly and in the evenings, but may meet more frequently in the early stages)**

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I am self-employed and able to arrange my schedule to attend meetings.

**I would like to say . . .**

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I am very pleased that San Jose is developing the SJCE! I have been involved in several start-up ventures and hope to have the opportunity to contribute to this Commission!

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(Optional) Please upload a resume.

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**Retirement Board Questions Only**

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**Verification**

By checking the box below, you agree with the following statement.

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I agree that all of the information contained in my responses to the questions on this application are true and accurate to the best of my knowledge. I further agree that, by checking the box below and submitting this application, online or otherwise, I am affixing my digital signature to this form as of the date submitted.

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I Agree \*