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Letter of Nomination

October 15, 2013

The Honorable City Council
One City Hall Plaza, Second Floor
Oakland, CA 94612

Dear President Kernighan and members of the City Council:

Pursuant to City Charter section 601, the Mayor, hereby reappoints the following persons as members of the following Board or Commission, subject to the City Council's confirmation:

CANNABIS REGULATORY COMMISSION

Sierra Martinez, Mayoral reappointment, on the recommendation of Councilmember Lynette Gibson McElhaney to serve the term beginning August 1, 2013 and ending July 31, 2015, filling the seat previously held by himself.

Thank you for your assistance in this matter.

Sincerely,

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Jean Quan
Mayor

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Sierra Martinez

Legal Director, California Energy Project, NRDC

Summary

SIERRA MARTINEZ is the Legal Director of California Energy Projects in the San Francisco office of the Natural Resources Defense Council (NRDC). Sierra represents NRDC at state and local fora to promote energy efficiency and other clean energy solutions to climate change. He focuses primarily on regulation of electric and gas utilities to align company and customer incentives to minimize the societal cost of energy services. Sierra has testified and presented on energy issues before the California State Legislature, the California Energy Commission, the California Public Utilities Commission, the California Air Resources Board, and the California Independent System Operator. Sierra guest lectures on energy regulation and the environment at UC Berkeley Law (Boalt Hall) and speaks before various academic institutions on energy issues. He holds a J.D. from Stanford Law School and a B.A. from Stanford University.

Publications

California's Energy Efficiency Success Story: Saving Billions of Dollars and Curbing Tons of Pollution
NRDC July 2013

Authors: Sierra Martinez, Devra Wang

California's long, bipartisan history of promoting energy efficiency—America's cheapest and cleanest energy resource—has saved Golden State residents more than \$65 billion, helped lower their residential electricity bills to 25 percent below the national average, and contributed to the state's continuing leadership in creating green jobs.

Tremendous Potential Benefits From Improving Energy Savings Estimates Across The Country
American Council for an Energy Efficient Economy August 2012

Authors: Sierra Martinez, Peter Miller, Marian Goebes, Cynthia Austin, Julia Wei

Energy efficiency programs in various jurisdictions across the U.S. often promote similar measures. However, these programs often use different estimates of energy savings, even for climate-independent measures. We review and compare the evaluation parameters that have been adopted across programs in various jurisdictions across the U.S. with the estimates used in California, for four common measures. The results show that California has adopted estimates of energy savings for these measures that are generally substantially lower than those used in other jurisdictions.

Breaking the Link Between Energy Consumption and Economic Growth
Electricity Policy Journal May 2011

Authors: Sierra Martinez, David Goldstein, Robin Roy

There are skeptics of energy efficiency who claim that, paradoxically, all the energy and money we have been saving due to energy efficiency, across all sectors of the economy, has actually caused us to increase our

energy consumption. This “economy-wide rebound” theory is a startling, but ultimately unsupportable, theory that is plainly contradicted by the evidence.

Energy Efficiency Progress in California’s Public Power Sector

Electricity Policy Journal December 2012

Authors: **Sierra Martinez**, Lara Ettenson, Devra Wang, Alex Leupp, Scott Tomashefsky

California’s public power and rural cooperative utilities have pursued energy efficiency aggressively over the past half-dozen years. During the past five years, these 40 utilities have tripled annual energy savings and saved customers more than \$1 billion in avoided energy costs.

California Restores Its Energy Efficiency Policy Leadership

NRDC March 2010

Authors: **Sierra Martinez**, Devra Wang, James Chou

Remarkable advances in California’s energy efficiency programs over the last decade have yielded enormous economic and environmental benefits. Efficiency programs provided nearly \$5 billion in net benefits to customers statewide over the last decade alone. New programs planned over the next three years are expected to provide even greater savings to consumers while creating more than 15,000 skilled green jobs. In 2008, the pollution savings from efficiency programs (which have accumulated since the state first began programs in earnest in the mid-1970s) totaled nearly 1,000 tons of smog-forming nitrogen-oxides and provided global warming pollution savings equivalent to the emissions from approximately 3 million cars.

California has made remarkable progress, but there is no time for the state to rest on its laurels. Recent analyses show the state can capture approximately 7,000 MW and nearly 29,000 GWh of additional efficiency savings through 2020, continuing to save energy more cheaply than it can be produced. Capturing these savings is becoming even more important as the state seeks to jumpstart the economy, continue improvements in air quality, and curb global warming.

Education

Stanford University Law School

J.D., Law, 2005 - 2008

Stanford University

B.A. with Honors, Philosophy, Symbolic Systems, 1999 - 2003

Alhambra High School

1995 - 1999

Experience

Member of the Board at Echo Lakes Association

May 2013 - Present (5 months)

Legal Director, California Energy Project at Natural Resources Defense Council

June 2009 - Present (4 years 4 months)

Led NRDC's team on proceedings related to resource planning before the California Public Utilities Commission and the California Energy Commission. Advocated before the CPUC in long term resource planning proceedings and before the CEC in the integrated energy policy proceeding, for clean energy solutions to California's energy needs. Provided direct testimony as an expert witness in hearings, testified at all-party meetings, conducted cross-examinations of the witnesses for large investor-owned utilities and the independent system operator regarding energy demand forecasts and energy efficiency resources. Negotiated a multi-party settlement agreement on behalf of NRDC in the long term procurement proceeding. Advocated before the CEC for accurate forecasts of energy efficiency in the biennial California Energy Demand forecast and testified to improve the CEC's reliance on clean energy resources.

Advocated for the elimination of the financial biases toward supply-side resources and for allowing energy efficiency to compete directly with its supply-side alternatives. Testified on panel before the Assigned Commissioner at the California Public Utilities Commission to develop such a risk-reward incentive mechanism for energy efficiency programs over 2010-2012.

Supported the growth of energy efficiency among California publicly-owned utilities, through direct engagement with the utilities, the Northern California Power Agency, and the California Municipal Utilities Association. Advocated for increased energy efficiency by collaborating with POU related organizations, collaborating with individual public utilities, and participating in various CEC workshops.

Managed NRDC's Summer Legal Intern program for three years in the San Francisco office.

Presented to NRDC's Board of Trustees on accomplishments in the clean energy space.

Voter Protection Team & Political Organizer at Campaign For Change - Obama

September 2008 - November 2008 (3 months)

Trained legal challengers to monitor and report voting irregularities at polls in Rio Arriba County.

Organized campaign volunteers to canvass and phonebank in the greater Española region.

Advanced Clinical Law Student at Stanford Environmental Law Clinic

2007 - 2008 (1 year)

Played an integral role in successfully litigating a California Environmental Quality Act case. Successfully argued a motion in California Superior Court for attorneys' fees under California's private attorney general statute.

Conducted research for NRDC on the California Air Resources Board's authority to implement land use measures to reduce greenhouse gas.

Summer Associate at Heller Ehrman LLP

May 2007 - August 2007 (4 months)

Conducted legal research and writing in support of litigation for a large investor-owned utility regarding electricity prices during the 2000-2001 California Energy Crisis

Extern at United States District Court

May 2006 - July 2006 (3 months)

Externed for the Honorable Jeffrey S. White in the Northern District of California

Political Organizer, Nevada Co-Chair at East Bay For Kerry-Edwards

July 2004 - September 2004 (3 months)

Organized Bay Area residents to canvass, phone bank, and travel to the greater Reno Area.

Projects

CPUC Long Term Procurement Proceeding

2010 to Present

Members: Sierra Martinez, Devra Wang, Noah Long, Lara Ettenson

The purpose of the proceeding is to ensure a reliable and cost-effective electricity supply in California through integration of a comprehensive set of procurement policies that underly long-term procurement plans.

Skills & Expertise

Energy Policy
Energy Efficiency
Energy
Climate Change
Clean Energy
Environmental
Renewable Energy
Environmental Policy
Policy Analysis
Environmental Advocacy
Cleantech
Public Policy
Energy Law
Sustainable Development
Carbon Markets
Clean energy advocacy
Clean energy technologies
Sustainability
Environmental Law
Environmental Awareness
Sustainable Energy
Legal Research
Legal Writing

Environmental Issues
Legislation
Civil Litigation
Litigation
Policy
Politics
Alternative Energy
Clean Technology
Land Use
Clean Energy Technologies
Environmental Science
Administrative Law
Sustainable Business
Legislative Relations

Interests

Energy, Energy Efficiency, Climate Change, Renewables, Clean Technology, Climate Change, Politics, and Business

Sierra Martinez

Legal Director, California Energy Project, NRDC



Contact Sierra on LinkedIn

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Approved as to Form and Legality

DRAFT

Oakland City Attorney's Office

OAKLAND CITY COUNCIL

Resolution No. _____ C.M.S.

INTRODUCED BY MAYOR JEAN QUAN

RESOLUTION REAPPOINTING SIERRA MARTINEZ AS MEMBERS OF THE CANNABIS REGULATORY COMMISSION

WHEREAS, Section 601 of the City Charter provides that members of City boards and commissions shall be appointed by the Mayor subject to confirmation by the affirmative vote of five members of the City Council; and

WHEREAS, the Oakland Cannabis Regulation and Revenue Act (Ordinance 12694 C.M.S.), also known as **Measure Z**, adopted by the voters of Oakland, November 2, 2004 in the **General Municipal Election**, creates the Cannabis Regulatory Commission to oversee the ordinance's implementation and the disbursement of revenue from licensing and taxation of businesses that sell cannabis; and

WHEREAS, the Oakland Cannabis Regulation and Revenue Act specifies that members of the Cannabis Regulatory Commission are to be appointed one by the Mayor, one by the City Auditor, one by the City Administrator, and one from each Member of the City Council, to serve unlimited two-year terms; and

WHEREAS, the Honorable Mayor Jean Quan has reappointed Sierra Martinez as the District 3 Representative, as recommended by Councilmember Gibson McElhaney, to sit on the Committee, to serve a two-year term subject to confirmation by the City Council; now therefore, be it

RESOLVED, that pursuant to City Charter section 601, the City Council hereby confirms the Mayor's appointment of Sierra Martinez to the Cannabis Regulatory Commission for a two-year term beginning August 1, 2013 and ending July 31, 2015, filling the seat previously held by himself.

FURTHER RESOLVED, that Sierra Martinez's term of office on the Cannabis Regulatory Commission shall begin on the first day after the City Council approves this resolution.

IN COUNCIL, OAKLAND, CALIFORNIA,

PASSED BY THE FOLLOWING VOTE:

AYES - KALB, PRESIDENT KERNIGHAN, GIBSON MCELHANEY, SCHAAF, GALLO,
BROOKS, REID AND KAPLAN

NOES -

ABSENT -

ABSTENTION -

ATTEST:

LATONDA SIMMONS

City Clerk and Clerk of the Council of
the City of Oakland, California