

JOHN G. BERLIN
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Professional Experience

**Independent Energy Consultant
City of Roseville, CA**

Present

Development of city's climate change and greenhouse gas reduction strategy and a comprehensive strategy involving energy, transportation, land use and water use. Energy advisor on City committees: Sustainable Action, Energy Efficiency and Renewables, Green Building, and Marketing and Education.

**Black and Veatch
Sub-Contractor
Roseville, CA**

2007-2009

For client, Pasadena Water and Power Dept., developed and implemented an aggressive city-wide program to increase energy efficiency, reduce load, and implement comprehensive green building practices. Conducted staff and cost-benefit program evaluations. Worked with regulators and California Energy Commission Proceeding on Load Management to develop statewide guidelines for Demand Power Response, Smart Grid, advanced metering and rates. With client, Southern California Public Power Authority (SCPPA) Public Benefits Committee, developed demand-side programs.

**Sierra Green Building Association
Independent Contractor
Truckee, CA**

2006 – 2007

Published and developed the Sierra region's Green Building Resource Guide. The Resource Guide (October 2006) includes case studies, articles, sustainable building practices and a directory of regional sustainable companies. Business development assistance and public education and outreach to vendors, member companies, the public, local officials and the building industry.

**Northern California Power Agency
Member Services Coordinator (Energy and Retail Services)
Contract Manager
Project Manager**

1997 – 2006

Led member services for 22 utility and associate members. Oversaw \$19M budget for cost-effective customer programs. Developed load reduction programs; Overall division responsibility for Public Benefit Program issues; Worked to provide NRDC review, legislation, Western IRP reporting requirements and ESCO services. Responsible for all analyses, management and activities regarding new member utilities, customer sector surveys, retail rate issues, key account issues, development of Renewable Portfolio Standards and Renewable Energy Credits markets.

- Contract and Project Manager for \$9 million budget.
- Contract and Project Manager for \$6 million renewable resource funding
- Manager \$350,000 Measurement & Verification contract
- Worked with Independent System Operator (ISO) to advance Demand Relief
- Implemented advanced metering

**Northern California Power Agency
Demand-Side Manager**

1992 - 1997

DSM Manager responsible for the development and coordination of programs for ten utilities. Oversaw integration of DSM resources through competitive bidding into integrated resource plan. Responsible for contract negotiations between NCPA, member utilities, energy service companies and DSM financing sources. Liaison and collaboration with Western Area Power Administration, California Energy Commission, California Municipal Utilities Association, city councils and boards.

**New York Public Service Company
Senior Energy Analyst and Economist
Albany, New York**

1990 – 1992

In the Energy Efficiency Department, responsible for the development and oversight of DSM programs for seven IOU combination electric and gas utilities and several municipal electric utilities. Responsible for cost-benefit-analyses, resource assessments, regulatory incentives and DSM competitive bidding programs. Witness in Commission hearings and rate cases. Principal participant in Commission's investigation of least-cost integrated planning. Member of Orange and Rockland Rate Case settlement team on revenue decoupling and innovative incentives.

**Pacific Power and Light
Senior Load Management Analyst
Portland, Oregon**

1985 – 1990

In Rates and Regulation Department, responsible for evaluating alternative pricing and load management strategies for system and customer benefit. Involvement in the design of alternative pricing strategies to market surplus energy. Involvement in state rate cases. Department liaison to Northwest Power Planning Council.

**Bonneville Power Administration
Economist**

1980 – 1985

Economist in office of Conservation. Participant in development on initial conservation policy for the region. Utility Sector and Industrial Sector team leader. Chairman of BPA task group and distribution system efficiency improvements. Program manager for \$90 million region-wide Street Lighting Energy Efficient Program. Project Manager to strategize region-wide programs.

Education

B.A. Economics, 1973
Miami University, Oxford Ohio

Graduate Studies in Economics, 1975
Miami University, Oxford, Ohio

Memberships and Organizations

- Past Chairman and Officer, California Municipal Utilities Association – Energy Services Committee
- President and Board Member, Utility Energy Forum
- Fuel Cell Commercialization Group
- Past Member, California Municipal Rates Group
- Solar Electric Power Association
- Automatic Meter Reading Association
- California Utilities Emergency Association
- NCPA Electric Superintendents Committee