

# Joanna Gubman

## Experience

---

### **Executive Director, Urban Environmentalists / Environmental Director, YIMBY Action.** *San Francisco, 2021 – 2024.*

Led 11,000 activists transforming cities into sustainable, human-centered and just communities through land use policy reform. Dual role also directing environmental work for YIMBY Action, a network of 55,000+ housing activists. Multi-pronged, intersectional advocacy: local/state level, legislative/administrative policy, electoral politics, narrative change.

- **6.5x list growth** at Urban Environmentalists over 2.5 years. Recruited & managed **20 diverse grassroots volunteer leads** and engaged in both organizing and fundraising efforts across YIMBY Action. Partnered closely with the Urban Environmentalists **Advisory Board**, which I have since transitioned to serving as a member of.
- Active in several **coalitions** including ClimatePlan and the Build It Green California Housing System Innovators Network (2023 Steering Committee).
- **Development:** including from PG&E Foundation (\$25k over two years) and individual donors (up to \$15k)
- Growth has enabled more frequent **programming** (multiple events monthly), consistent & impactful grassroots **communications**, deeper **coalition partnerships**, new Los Angeles chapter, and significant policy campaigns.
- **Sample campaigns:**
  - [~350 grassroots public comments](#) and [organization-level comments](#) on the Energy Commission's 2023 Integrated Energy Policy Report Draft Scoping Order calling for more robust land use analysis and consideration of micromobility and mode shift
  - 500+ grassroots emails to State Legislators in support of AB 835 ([single stair reform](#) – successfully passed)
  - Endorsements and mobilizations for the 2023 Chicago City Council elections
  - Ongoing leadership development efforts, such as successfully recruiting members for leadership roles in their local Sierra Club chapters and for the US EPA [National Environmental Youth Advisory Council](#)
- Selected **public speaking, press, and publications:**
  - Chicago Tribune Editorial Board support for Urban Environmentalists Illinois' [zoning reform campaign](#), 2023: [Here's a way to spur more affordable housing. Cut the red tape holding back three-flats.](#)
  - Desert Sun op-ed with California State Assemblymember Chris Ward, 2023: [Community solar will drive clean energy and help the housing crunch](#)
  - Streetsblog article, 2023: [San Franciscans Are Buying E-Bikes Like Never Before. Where Do We Put Them?](#) and formal presentation to the San Francisco Board of Supervisors on the same topic
  - American Council for an Energy Efficient Economy 2022 Summer Study on Energy Efficiency in Buildings: [peer-reviewed paper](#) and [presentation](#), *Energy Efficiency, Land Use, and Equity*
  - Up for Growth 2021 Virtual Summit for Housing Changemakers: [Land Use Policy is Environmental Policy](#)
  - California Efficiency + Demand Management Council 2021 Fall Conference: [Aligning Climate Policies with Equity Priorities](#) (video available upon request)
  - Streetsblog article addressing the SFMTA budget shortfall, 2021: [Stop Subsidizing Car Ownership](#)

### **Administrative Law Judge II, California Public Utilities Commission (CPUC).** *San Francisco, 2020-2021.*

Presided over cases such as building decarbonization, expanding broadband access in underserved communities, and rail crossing applications.

- Planned and directed the work of matrixed advisory staff teams to achieve Commissioner and state policy goals, as well as support both legal compliance and justice broadly writ. Reallocated resources and reprioritized activities as needed to meet shifting policy objectives within tight time constraints.
- Collaborated and negotiated with Commissioners' offices to steer overall proceeding direction.
- Mentored and trained advisory staff to support proceeding needs, professional growth, and job satisfaction.
- Held formal hearings and authored decisions ([example](#)).
- Governmental affairs liaison – included estimating budget and staffing impacts of proposed legislation.

### **Advisor to Commissioners Liane Randolph, Martha Guzman, and Carla Peterman, CPUC.** *San Francisco, 2015 – 2019.*

Advised & represented the Commissioners on climate adaptation, wildfire policy, electric grid planning/reliability/rates, transportation electrification, transportation network company (Lyft/Uber) data, greenhouse gas education & outreach, increasing affordable energy access in underserved communities, low-income solar programs, energy efficiency, and more. Served each Commissioner in succession; above dates include a research sabbatical for half of 2016.

- Managed proceedings: developed work plans and guided and directed large, interdisciplinary staff teams on the Commissioner's behalf to ensure alignment with her vision and timely accomplishment of key objectives.
- Expert technical and strategic advisor to the Commissioner on ongoing proceedings and upcoming votes.
- Internal negotiator and key contributor to decisions involving hundreds of millions of dollars of public funds with major health, safety, and quality of life implications for millions of Californians ([electric vehicles example](#)).
- Formally lobbied by stakeholders on a daily basis ([sample transportation-related "ex parte" notice](#)); also initiated community outreach and site visits to support equitable outcomes for underrepresented groups.
- Selected public speaking:
  - UC Davis STEPS workshop, [Improving governmental role in rollout of infrastructure](#)
  - CALSTART 2016 conference: transportation electrification policy in California
  - Representing the Commissioner at numerous public meetings, hearings, workshops, and events

**Supervisor, Energy Efficiency Residential Programs and Portfolio Approval, CPUC.** *San Francisco, 2015.*

- Managed seven direct reports and three matrixed staff. Developed, implemented, and monitored internal staff processes and productivity systems. Engaged in hiring and disciplinary action. Fostered staff growth: members of my team have since been promoted to being a judge, a supervisor, and a senior analyst.
- Oversaw ~\$1 billion/year in programs: low income energy programs; local government partnerships & programs; residential energy efficiency & financing programs; and marketing, education, and outreach.
- Led staff in supporting regulatory proceedings ([community program example](#)).

**Senior Regulatory Analyst, Resource Adequacy & Procurement Oversight, CPUC.** *San Francisco, 2013 – 2014.*

Monitored PG&E electric procurement (~\$6 billion/year). Led weekly summer wildfire readiness/status calls. Contributed to reliability calculation methodologies and policies for clean energy technologies. Public reports and presentations.

**German Chancellor Fellowship for Prospective Leaders, Alexander von Humboldt Foundation.** *Berlin and Potsdam, Germany; three separate fellowships in 2011-2012, 2016, and 2019.*

- **Shared Micromobility Fellow at Agora Verkehrswende, 2019** – Lead author of the first comprehensive German-language review of e-scooter sustainability, modal share impacts, equity, and regulatory best practices, in collaboration with the associations of German cities and towns. Also [available in English](#).
- **Transportation Electrification Policy Fellow at the Potsdam Institute for Climate Impact Research, 2016** – Lead author of a comparative analysis of German and Californian [transportation electrification policies](#).
- **Solar Policy Fellow at the German Solar Industry Association (BSW-Solar), 2011-2012** – Researched solar policies to meet changing energy system and political needs. Selected public speaking:
  - U.S. Green Building Council Greenbuild International Conference and Expo: Solo presentation, *Solar Policy and Green Building: Lessons from Germany*
  - European Photovoltaic Solar Energy Conference and Exhibition: [Growing Beyond the Feed-in Tariff: Priorities to Support PV in the Age of Retail Parity](#); paper available upon request
  - Fraunhofer Institute for Solar Energy Systems ISE (national laboratory): solo research presentation

**Managing Consultant, Energy Efficiency & Sustainability Strategies, Navigant (Guidehouse).** *San Francisco, 2007 – 2011.*

Contributed to Orange County Energy & Conservation Plan Transportation Element. Analyzed emerging energy efficiency technologies. Program Manager, California Sustainability Alliance: managed content, online presence, staff, and budget.

## **Education and Community Involvement**

---

- 2024 Executive Committee Member, [Sierra Club San Francisco Group](#) (San Francisco Bay Chapter)
- Board Member, [San Francisco Bicycle Coalition](#), since 2021
- 2018 Environmental Director, [San Francisco Eastern Neighborhoods Democratic Club](#)
- 2017-2018 Member, Community Advisory Committee, [Van Ness Improvement Project](#)
- 2016 and 2018 [Climate Ride](#) participant
- 2015 Co-President and 2016 Advisory Board Member, [Young Professionals in Energy – SF Bay Area](#), a 501(c)3
- Certified [LEED AP](#) – GBCI #0010283775
- **Languages:** Spanish (intermediate), Cantonese (beginner), German (fluent), Russian (beginner)
- B.S. and M.S. in Mechanical Engineering from [Stanford University](#), GPA 3.85 (BS) and 3.82 (MS), Tau Beta Pi