

# Barretto Bay

## STRATEGIES

CLEAN TRANSPORTATION PRACTICE

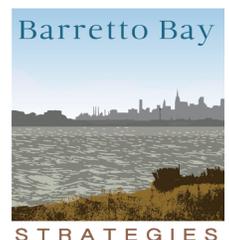
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Barretto Bay Strategies is an urban solutions consulting firm based in New York, NY. Its Clean Transportation practice helps animate markets for emergent technologies and disruptive business models. Since 2011, the firm has advised public agencies, auto manufacturers, planning firms, and tech start-ups, each with projects positioned at the interface of policymaking and market development. Barretto Bay's recent clients have included a global automaker launching electric vehicle car share pilots in East Coast metros, an energy tech start-up pursuing new markets for food truck power provisioning equipment, and a state agency seeking a strategy for the deployment of curbside electric vehicle charging stations in the nation's largest city.

Barretto Bay's work on behalf of public agencies and authorities has included planning studies of the East Coast electric vehicle ecosystem, policy studies of green loading zones, and technical and public policy research on second life batteries and electric vehicle tourism. Barretto Bay has also led implementation projects to accelerate the deployment of EV charging stations and fleet electric vehicles throughout New York State. Its efforts on behalf of public and private sector organizations have informed pioneering implementation projects and catalyzed new models for accelerating the adoption of clean transportation solutions in the U.S.





## STAFF BIOS

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PAUL LIPSON  
PRINCIPAL

Paul Lipson is an urban solutions consultant and community development practitioner with a specialization in clean transportation solutions for metropolitan areas. Lipson's firm, Barretto Bay Strategies, currently advises a number of anchor institutions, tech firms, public agencies, and OEMs, each with projects positioned at the interface of public policy and market development.

Barretto Bay's recent clients have included a global auto manufacturer launching electric vehicle car share pilots in East Coast metros, an energy tech start-up seeking applications for new food truck power provisioning equipment, and a maker of zero-emission mobile refrigeration systems targeted to the NYC market. Barretto Bay's work on behalf of the New York State Energy Research and Development Authority (NYSERDA) has included planning studies of the East Coast electric vehicle

ecosystem, policy studies of green loading zones, a NYC curbside charging study, and technical and public policy research on second life batteries and electric vehicle tourism. Barretto Bay has also led implementation projects to accelerate the deployment of EV charging stations and fleet electric vehicles throughout New York State.

From 2004 – 2011, Lipson, Barretto Bay's principal, served as Chief of Staff to Congressman Jose E. Serrano (NY-16), an 11-term Democrat and senior appropriator from The Bronx, NY. In

2009, Lipson served as principal author of The American Electric Vehicle Manufacturing Act (HR 4399), a bill introduced with bi-partisan support aimed at scaling up the domestic electric truck industry and helping to address air quality deficits incurred by medium duty fleets based in places like the South Bronx.

Earlier in his career, Mr. Lipson founded and led The Point Community Development Corporation, a pioneering CDC based in the Hunts Point section of The Bronx and active in the sustainability sector. The organization launched the South Bronx Greenway, initiated the revitalization of 8 acres of scatter-site brownfields, redeveloped two significant industrial parcels, launched a creative sector business incubator in the historic American Banknote Building, and led local community consensus-building around land use and waterfront issues in the Hunts Point peninsula.

Mr. Lipson holds a Bachelor's degree in American History from Brown University.



LUIS TORRES  
SENIOR CONSULTANT

Mr. Torres has spearheaded a number of local, state and regional studies and implementation projects in the clean energy, procurement, and transportation spheres. In late 2011, Torres partnered with Coulomb Technologies (now ChargePoint) to secure deployment sites for EV charging stations throughout New York State. Also that year, Mr. Torres also served as a senior adviser to Navistar's electric truck division as the stimulus-funded manufacturer sought markets for its medium duty electric truck. Beginning in 2013, Mr. Torres managed a multi-year procurement localization study for large institutions in Bronx County on behalf of the Greater New York Hospital Association and allied organizations in The Bronx, yielding new procurement opportunities for Bronx small businesses.

From 2011-2018, Torres served as senior consultant on NYSER-DA-funded studies of the East

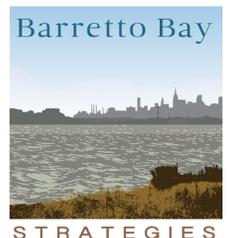
Coast's EV charging station ecosystem as well as planning projects for EV Tourism initiatives, NYC curbside charging, and "Green Loading Zones" in the NY metro area..

From 2007 through 2010, Mr. Torres served as Associate Director for the City University of New York's Center for Sustainable Energy at Bronx Community College. In this role, he promoted renewable energy and energy efficiency in urban communities, brought together policymakers, manufacturers, and end-users for regular conferences and policy discussions, and helped to secure city, state, and federal subsidies for regional fleets seeking to acquire clean transportation technology.

From 2002-2006, Torres served as a Staff Attorney for the Legal Aid Society of Rockland County. From 1998 - 2002, Torres served as special counsel to Congressman Jose

E. Serrano. His portfolio included environmental law, energy policy, and legislative redress for environmentally-beleaguered communities. He also served as a trial attorney in the Civil Rights Division of the US Department of Justice from 1994 - 1997.

Mr. Torres earned a Bachelor's degree from the John Jay College of Criminal Justice and a law degree from the University of Wisconsin Law School.





## SIDDHARTHA SANCHEZ ASSOCIATE CONSULTANT

Siddhartha Sanchez has served as a policymaker, philanthropic advisor, and community engagement specialist in the South Bronx since 2002. In his role as advisor to the Simon Bolivar Foundation, Mr. Sanchez has overseen over \$6M in grants directed to South Bronx non-profits, seeding innovative programs and attracting new resources for the area.

Prior to advising Simon Bolivar, Mr. Sanchez served as Special Advisor for Immigration and Environmental Affairs to Bronx Congressman Jose E. Serrano (NY-15). In this capacity, Sanchez helped craft legislation to address inequities in the immigration system and convened a community advisory group to set funding priorities for the district. Sanchez's passion for parks and open space catalyzed efforts to create new shoreline parks and re-envision the waterfront communities of Mott Haven, Port Morris and Hunts Point.

Mr. Sanchez's fifteen years of service to the downstate area has yielded a keen understanding of its neighborhoods and helped nurture deep relationships across sectors. His longstanding and intimate connection to communities across the five boroughs and their public and private sector decision-makers has equipped him to navigate nuance and effortlessly traverse New York's linguistic and cultural boundaries.

Mr. Sanchez earned a Bachelor's degree in International Relations from Brown University.



JOSH KELLER,  
ASSOCIATE CONSULTANT

Josh Keller is a management and development professional with over twenty years of experience providing support to industrial businesses. Mr. Keller's career has focused on economic and workforce development and he has extensive experience addressing the financing and hiring needs of small businesses in NYC's Industrial Business Zones

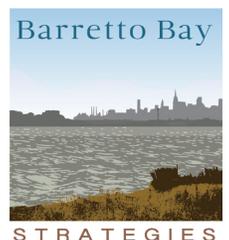
Josh is the former Executive Director of the Southwest Brooklyn Industrial Development Corporation (SBIDC), a local economic development agency serving the over 2,000 industrial businesses of the Sunset Park, Red Hook and Gowanus sections of South Brooklyn. He spearheaded initiatives at SBIDC for nearly a decade, helping local businesses access complex tax incentive and financing programs. He was also deeply involved in a number of relocation and retention projects aimed at increasing jobs and investment in the local economy.

Josh worked closely with the New York State Energy Research and Development Authority (NYSERDA) to educate businesses about incentives designed to reduce production costs while simultaneously increasing energy efficiency. For example, through his efforts, Josh ensured that South Brooklyn was the first industrial zone in NYC to access NYSERDA's Energy Smart Loan Fund, which offered interest rate buy-downs on loans used to purchase energy efficient equipment. During his time at SBIDC, Josh secured \$185 million in tax and energy cost saving incentives for local businesses and facilitated \$7 million in loan closings each year.

Josh recently conducted a sectoral analysis of NY and NJ industries to help inform a redevelopment plan for a 130-acre former shipyard in South Kearny. Josh drew upon his extensive local and sectoral knowledge to help make concrete recommendations for how the developer

could best activate the space for industrial use.

Josh earned his MPA from NYU's Wagner School of Public Service and is currently pursuing a MA in economics at NYU's Graduate School of Arts and Sciences. His current research includes a study of the risk and return of Industrial Development Bonds





## TRANSPORTATION QUALIFICATIONS

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# UNIQUE QUALIFICATIONS AND RELATIONSHIPS

- Extensive network of contacts among New York and East Coast fleet operators, especially sustainably-inclined fleets
- Ready access to public & private sector decision-makers in transportation, planning, and development
- Introduced medium duty electric trucks to public and private fleets in the New York metro area on behalf of two automakers and worked closely with OEMs and dealers to devise financing and incentive models to encourage early adoption (2011-2012)
- Researched and documented EV adoption in multiple contexts: government fleets, private individuals, commercial fleets, and campus settings for Mid-Atlantic Electric Vehicle Supply Equipment Support Study (2012)
- Devised a cluster model for EVSE siting and secured locations across NYS for two-dozen new charging units for NYSERDA and ChargePoint (2012)
- Developed incentives for medium duty EV adoption in New York State in both Green Loading Zones Study (2014) and strategy memos for the NYS Office of the Attorney General (2015-2016)
- Studied after-market applications for depreciated EV battery packs for NYSERDA (2016)
- Implemented NYC EV car share pilot for ReachNow, a subsidiary of BMW (2016)
- Created regional EV Tourism model to support EV readiness efforts in upstate communities and direct EV drivers to lodgings and destinations equipped with electric vehicle supply equipment (2015)
- Implemented NYS pilot for food truck electrification with installation of power provisioning equipment in Montauk, NY (2016)
- Developed regional, “cluster-based” strategy for development of East Coast EVSE ecosystem for the TCI/NYSERDA Mid-Atlantic Electric Vehicle Supply Equipment Support Study (2012)
- Researched and developed Vocational Cohort Micro-Targeting model for NYC EVSE Curbside Deployment Study (2018)



## TRANSPORTATION CLIENT LIST

New York State Energy Research and Development Authority (NYSERDA)  
Office of the New York State Attorney General  
BMW / ReachNow  
ChargePoint  
Navistar  
Smith Electric Vehicles  
MOVE Systems  
Ideair / Convoy Solutions  
Empire Clean Cities  
Coulomb  
Solaire Generation



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NYSERDA STUDIES AND IMPLEMENTATION  
PROJECTS

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“Electric Vehicle Supply Equipment Demonstration Program” PON 2301 (for CHARGEPOINT NEW YORK: Category A): 2011 (J. Tario, Project Manager)

“Electric Vehicle Supply Equipment Support Study” PON 2392 (for NYSERDA/TCI): 2012 (J. Tario, Project Manager)

“NYC Green Loading Zones Study” PON 2618 (for WXY Studio) 2014 (A. Ruder, Project Manager)

“Electric Vehicle Tourism in New York State” PON 2755 (for WXY Studio) 2015 (A. Ruder, Project Manager)

“After Market Applications for Depreciated EV Batteries in the NY Metro Region” PON (for Empire Clean Cities) 2016 (P. Bolton, Project Manager)

“Hunts Point Community MicroGrid” NY Prize Competition (for LEVEL Infrastructure) 2016

“Animating the Electric Vehicle Market in New York State”, PON 3106 Cleaner Greener Communities Phase 2 Implementation (for Energetics) 2015 (A. Ruder, Project Manager)

“LMI EV Car Sharing in Westchester County” PON 3198 (for WXY Studio) 2018 (R. Marquis, Project Manager)

“Curb Enthusiasm: NYC EVSE Curbside Deployment Study” PON 3345 (for WXY Studio) 2017 (R. Marquis, Project Manager)

## REFERENCES

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