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S. David Freeman

S. David Freeman is an engineer, attorney, author, utility manager, and eco-pioneer.

Born in Chattanooga, Tennessee, Freeman served in WWII in the Merchant Marine then went on to graduate from Georgia Tech in 1948 with a degree in civil engineering. In 1956, Freeman graduated first in his class from the University of Tennessee Law School.

Mr. Freeman began his career from 1961-1964 as Assistant to the Chairman of the Federal Power Commission, which regulated electric power and natural gas industries.

Mr. Freeman, as a holdover staff member in the White House helped create the Environmental Protection Agency (EPA). After assisting in the creation of the nation's original energy and environmental policies, he left the Nixon administration in 1971 to lead the Ford Foundation's first comprehensive study of energy policy that featured conservation and renewables.

From there, Freeman went on to work for the U.S. Senate Commerce Committee and was the staff person who worked on the legislation to enact better mileage standards for motor vehicles in 1975.

In 1977, President Jimmy Carter named Freeman to head the Tennessee Valley Authority (TVA). It was his vote there that was responsible for stopping eight large nuclear reactors already under construction in the homeland of the atomic bomb. Instead, he implemented a conservation program that was much more cost-effective.

After TVA, Freeman became the CEO of a smaller version of the TVA, the Lower Colorado River Authority (LCRA) in Austin, Texas from 1986 to 1990.

Freeman moved to California in 1990 to manage the Sacramento Municipal Utility District. The utility was in real trouble with a history of rate increases, fired managers and a nuclear plant that worked on average only every other day. After Freeman was hired, the nuclear plant was shut down and rates stayed level. Freeman initiated a huge efficiency program and one of the state's first solar energy programs.

Next Governor Cuomo offered Freeman the job of leading the New York Power Authority. It was there that he initiated major conservation efforts, including solar power and electric cars, which Governor Pataki continued and strengthened after Freeman left New York in 1996.

At the invitation of the staff Governor Pete Wilson, and other California officials, Freeman returned to become the trustee of the funds available for the infrastructure of the new electric deregulation initiative. His role was to ensure that everything was completed in a timely fashion, which was done.

Freeman was then hired in 1997 to be the general manager of the Los Angeles Department of Water and Power, the largest public power distributor in the nation. Here again, the utility was in serious trouble, fearing bankruptcy if it couldn't meet the oncoming competition in the new world of electric deregulation.

Freeman reduced the oversized workforce as part of the cost-cutting effort to guarantee it would be competitive and successful. He helped beef up L.A.'s power supply through conservation and by stopping the efforts to sell a L.A.'s generating plants, and thus survived the California energy crisis of 2001 with no blackouts, no rate increases, and with reduced debt. He also helped initiate programs for solar and other green power, and began reducing the use of coal.

While managing LADWP in 2001, Freeman was asked by Governor Davis to help him end the energy crisis by negotiating a large number of power contracts for the state of California. Those power contracts combined with an urgent efficiency idea, did, in-fact, end the energy crisis.

In 2005 Mayor Antonio Villaraigosa appointed Freeman as the President of the Los Angeles Board of Harbor Commissioners. The Board implemented the most aggressive Clean Air Action Plan in the nation—a comprehensive strategy that reduced air emissions from port operations by 50%.

Mr. Freeman has served most recently as L.A.'s Deputy Mayor for Energy and the Environment, and briefly as Interim Manager of LADWP until April of 2010.

Freeman won awards from the Los Angeles Coalition for Clean Air, National Wildlife Association, Global Green, CEERT, CalStart 2007 Blue Sky Award and many other organizations for his devotion to clean air, water and renewable energy.

Freeman was featured in the critically-acclaimed documentary *Who Killed the Electric Car?* in 2006. He has written four books: *Energy: A New Era* (1975), *Winning Our Energy Independence* (2007), *All Electric America: A Climate Solution and the Hopeful Future* (2016), *The Green Cowboy: An Energetic life* (2016)