



# Application for Appointment to Fill Vacancy for Carlsbad City Council District 1



Applications must be received by Wednesday, Aug. 11, 2021 at 5 p.m.

### Requirements:

- Citizen of the United States
- Registered voter and resident of City of Carlsbad District 1
- Complete Form 700
- Attach a resume or professional biography

*6:28 a.m. H.G.  
RTV: 7/13/21 H.G.*

### Personal Information

Name <b>Peder Norby</b>		Date of Birth:
Home Address		District Number <b>1 H.G.</b>
City Carlsbad	ZIP 92008	
Home Phone	Mobile	
E-mail		
Occupation Consultant		
Employer Norby Consulting		
Employer Address Same as home address.		
City	ZIP	
Work Phone	Mobile	

### Acknowledgements

	Yes	No
I am a resident of the City of Carlsbad District 1.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I am a registered voter in Carlsbad.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I am a Citizens Academy graduate.	<input type="checkbox"/>	<input checked="" type="checkbox"/>
I have sufficient time to devote to the responsibility of the position and will attend the required meeting(s) if I am appointed.	<input checked="" type="checkbox"/>	<input type="checkbox"/>
I acknowledge that if appointed I will file necessary documents including a Form 700 Economic Disclosure Statement (a public record that will be posted on the City's website). I further agree to attend Ethics Training as required under the Political Reform Act and any other required trainings.	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Questions? Please call 760 434-2808 or email [clerk@carlsbadca.gov](mailto:clerk@carlsbadca.gov)

I acknowledge that if appointed to fill the District 1 Council seat for a term ending with the Nov. 2, 2022 election, I will not be eligible to run for that seat in the November 2022 election per Carlsbad Municipal Code section 2.04.110. I further agree to abide by the provisions of this code section as it exists at the time of my appointment.

<input checked="" type="checkbox"/>	<input type="checkbox"/>
<input checked="" type="checkbox"/>	<input type="checkbox"/>

I am aware that this application is a public document.

**Please describe your professional experience and relevant experience.**

I have served as a consultant to the City of Encinitas as a Downtown Executive Director, The Hwy 101 Corridor Coordinator, General Plan Update Facilitator & Rail, Streetscape consultant for 21 years. I have served as a Special Projects Coordinator for the city of Carlsbad for 4 years. The organization that I directed in Encinitas and the City of Encinitas won the Great American MainStreet Award from the National Trust of Historic Preservation in 2004.

I owned two Danish bakeries in Carlsbad D1 for 15 years, creating over 50 jobs in the village and a number of other Danish bakeries in Encinitas, Del Mar and New Mexico.

I served as a Field Trial test driver for BMW North America for 6 years, driving prototype hydrogen and electric cars prior to the launch of BMWi division in 2014. I have trained over 200 BMW dealers nationally in the operations and sales of electric vehicles.

I have served as a consultant for Arcimoto, a micro mobility vehicle manufacturer in Eugene Oregon, assisting them in the selection of a site for operations in Downtown San Diego and in obtaining their State of California Manufacturers License and their State of California Dealers License.

I have also served as a strategic advisor to BYTON automotive and a consultant to Sempra Energy working on EV emissions mapping.

**Please describe your educational background.**

I am a native San Diegan. I attended Patrick Henry High School, Mira Mesa Community College and San Diego State.

In my junior year of college, I made the decision to leave my studies and started my first business in Carlsbad. This began my life long career as an entrepreneur and consultant.

I purchased my first home in Carlsbad at the age of 19 and have been a homeowner in Carlsbad ever since.

I believe my experience and the "practice" of my profession through the decades, has provided me with a unique and different educational experience, yet one just as necessary and rewarding as a traditional educational experience, in accomplishing the many goals, projects and initiatives for which I have been involved.

**Please describe your current or past community involvement, including any service on boards, commissions or committees, with private or public agencies.**

I have served on several Carlsbad Committees and non profit boards as a resident of Carlsbad. This includes the Housing & Redevelopment Advisor Committee, Design Review Board, Prop E. Steering Committee, Carlsbad Educational Foundation Board, Carlsbad Tourism Board, VBA board, Lagoon Foundation Board and others.

I served for eight years as a San Diego County District 3 Planning Commissioner appointed by Supervisor Pam Slater Price (R) and Supervisor Dave Roberts (D).

I served as the Chairperson of the California Site Selection Committee that secured Carlsbad for the location of the LEGOLAND theme park, prevailing over several hundred competitors nationwide, I also served as the Chairperson of the Political Action Committee (PAC) that secured a "yes" vote during the election for the Carlsbad Ranch Specific Plan (LEGOLAND).

I served as a board member of the California MainStreet Alliance (CAMSA), a California statewide Non Governmental Organization (NGO), whose members provided professional development and technical assistance to certified and aspiring MainStreet cities.



**Please explain why you wish to be appointed to City Council  
(attach a separate sheet if needed)**

I believe that the City of Carlsbad needs stability in terms of tenure and civility in D1. I have never run for public office, but have been previously called to serve and appointed to public office in the County of San Diego. It's not a career choice that I have chosen in the past, although I honor those who do serve and I understand the difficulties and sacrifices public service requires.

I believe that I can be of assistance to the city council and the citizens of Carlsbad. I am by nature a "Hub" or "centrist" personality and a certified facilitator that has a long track record of service and success in complex situations. I have many contributions as a team member or team leader in bringing agencies, communities and projects to a solution in order to move forward.

I have no intentions of running for any public office in Carlsbad or elsewhere in the future.

**Are you related to, employed by, or affiliated in any way with anyone on the City Council or City of Carlsbad staff members? If yes, please list member name(s).**

No.

**What would you like to accomplish as a council person if appointed?**

I believe that the current "Decibel Level" of rancor, angst and mistrust is very high in D1. In this heightened tense personalized environment with elevated voices, it's very difficult, if not impossible, for meaningful community discussions on the topics of the day to occur and for consensus to be reached.

In order to effectively govern, the most pressing need is the ability to have productive civic discussions by reducing tensions, seeking to understand, striving to regain trust and healing the divisions in our community among neighbors. We should celebrate our diversity of opinion and lifestyles realizing that's what makes Carlsbad, and specifically D1, so wonderful. I will do everything I can to assist and behave in a manor that seeks to accomplish this. Without civil discourse and calmer waters any future goals one wishes to accomplish will be difficult.

I'd like to see Carlsbad begin the challenging work of developing a successor plan to the Growth Management Plan (GMP). The GMP has been very successful in guiding the development of this community from 35,000 citizens in the 1980's to now over 115,000 citizens. As we are now 95% built out, we need to realize that the GMP is a document that is relevant to the last 5%, but not so relevant to the built environment of the other 95%. A successor plan is needed that focuses on the 95% built environment and how we live & thrive together as a community and as neighbors for the decades to come.

I'd work towards establishing a consensus to begin a certified National Trust for Historic Preservation (NTHP) Mainstreet Program for the Village and if the stakeholders desire, for the Barrio. I'd seek to end the "rotation" of expensive outside consultants who the city has hired to provide a vision for the area. The city should work to develop over time, strong boards, staff and guidance from our residents and business stakeholders, that can guide the future of our neighborhoods.

I would also work towards gaining consensus on accelerating the transition of our vehicle fleet to electric, the strengthening of our measures in the Climate Action Plan, and the information provided to our residents and businesses regarding all emission reduction strategies.

**Please give examples of using collaboration to become successful.**

While our children were in Carlsbad Unified School District, I co-founded and co-chaired with two other parents, Julie Baker and Lynne Crockett, a program called "Kids Are Worth a Million" as part of the Carlsbad Educational Foundation. We were successful beyond our imagination in fundraising and service to our school district. Today, the fruits of this program continue to grow supporting Carlsbad public schools. I am thankful for all who contribute their time and efforts in helping our public schools.

The three of us realized that we each had individual strengths very different from each other, that when combined had the possibility to do something very special. Without collaboration with each other, other school parents, teachers, principals, district administrators, and businesses the effort would not have been successful.

I have mentored several cities and communities, including Vista, Del Mar, Oceanside, Cardiff by the Sea, Leucadia and other regions of California as they began their commercial districts' MainStreet Programs. The core of the program is collaboration among all stakeholders, program staff and city staff to accomplish their unique visions for their MainStreet areas. These programs continue to be successful because of the collaborative structure and efforts resulting in the betterment of their community as they envision it.

Lastly, I grew up as one of 8 siblings learning early on that collaboration is a requirement, not an option. We are all very different and very close knit as a family.

**What are the most pressing issues facing our community and how do you plan to address them?**

The transition of the city and guiding policies from a "growth city" to a "built out city."

Fostering more civil and respectful civic discussions, decorum and interactions, while encouraging diversity of opinion.

The stark increase of violent crime in our city and in D1 that has manifested itself in the past few years.

The crisis of the covid pandemic and how it disrupts and effects all aspects of our community.

Reducing our emissions and improving our environmental stewardship with stronger partnerships with nature.

Maintaining and improving the economic, cultural and environmental strength of our city.

In all cases, I will participate with my ideas and suggestions, and more importantly, listen to those ideas and suggestions of others whether on the dais, in a community meeting or elsewhere, so that we can collectively craft the best path forward to address the issue of the day and the improvement of our city.



### Additional information or comments

Carlsbad is and remains a great city to live in, work in & to raise a family in. I am grateful for the leadership and for all who have served this city from its incorporation to today.

I am also thankful for each resident & D1 neighbor who answered the call and submitted an application to fill the council vacancy.

Thank you for your review and consideration of my application.

### Signature

By signing below, I declare under penalty of perjury under the laws of the State of California that the answers provided in this application are true and correct to the best of my knowledge.

First Name: Peder

Last Name: Norby

Signature: Peder Norby Digitally signed by Peder Norby  
Date: 2021.08.09 22:35:51 -07'00'

Date: 08/09/2021

### Signature

Completed applications must be received by the City Clerk's Office no later than Wednesday, Aug. 11 at 5 p.m. Once submitted, applications cannot be amended. Remember that you must answer all questions on this application, provide a resume or biography and submit a Form 700 to be considered for the appointment to the City Council District No. 1 office. Incomplete application packages will not be considered.

**Option 1:** Mail or drop off the signed paper copy of your completed application with resume or professional bio and Form 700 to:

City of Carlsbad  
City Clerk's Office  
1200 Carlsbad Village Drive  
Carlsbad, CA 92008  
(760) 434-2800

Postmarks are not accepted. Applications must be received by the City Clerk's Office by the due date.

**Option 2:** E-mail your completed application.

Sign, date and e-mail the application with your resume or professional bio and Form 700 to: [clerk@carlsbadca.gov](mailto:clerk@carlsbadca.gov)

**STATEMENT OF ECONOMIC INTERESTS  
COVER PAGE  
A PUBLIC DOCUMENT**

Date Initial Filing Received  
*Filing Official Use Only*

Please type or print in ink.

NAME OF FILER (LAST)	(FIRST)	(MIDDLE)
Norby	Peder	Hans

**1. Office, Agency, or Court**

Agency Name *(Do not use acronyms)*  
City Council, City of Carlsbad

Division, Board, Department, District, if applicable  
Council Member District 1

Your Position  
Candidate

► If filing for multiple positions, list below or on an attachment. *(Do not use acronyms)*

Agency: \_\_\_\_\_ Position: \_\_\_\_\_

**2. Jurisdiction of Office** *(Check at least one box)*

State  Judge, Retired Judge, Pro Tem Judge, or Court Commissioner  
*(Statewide Jurisdiction)*

Multi-County \_\_\_\_\_  County of \_\_\_\_\_

City of Carlsbad  Other \_\_\_\_\_

**3. Type of Statement** *(Check at least one box)*

Annual: The period covered is January 1, 2020, through December 31, 2020.

-or- The period covered is \_\_\_\_/\_\_\_\_/\_\_\_\_, through December 31, 2020.

Assuming Office: Date assumed \_\_\_\_/\_\_\_\_/\_\_\_\_

Leaving Office: Date Left \_\_\_\_/\_\_\_\_/\_\_\_\_  
*(Check one circle.)*

The period covered is January 1, 2020, through the date of leaving office.

-or-  The period covered is \_\_\_\_/\_\_\_\_/\_\_\_\_, through the date of leaving office.

Candidate: Date of Election Aug/Sep 2021 and office sought, if different than Part 1: \_\_\_\_\_

**4. Schedule Summary (must complete)** ► Total number of pages including this cover page: 5

**Schedules attached**

<input checked="" type="checkbox"/> Schedule A-1 - Investments - schedule attached	<input checked="" type="checkbox"/> Schedule C - Income, Loans, & Business Positions - schedule attached
<input checked="" type="checkbox"/> Schedule A-2 - Investments - schedule attached	<input type="checkbox"/> Schedule D - Income - Gifts - schedule attached
<input checked="" type="checkbox"/> Schedule B - Real Property - schedule attached	<input type="checkbox"/> Schedule E - Income - Gifts - Travel Payments - schedule attached

-or-  None - No reportable interests on any schedule

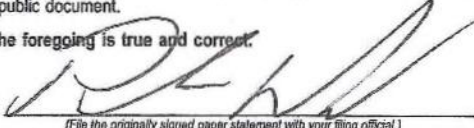
**5. Verification**

MAILING ADDRESS	STREET	CITY	STATE	ZIP CODE
<i>(Business or Agency Address Recommended - Public Document)</i>		Carlsbad	Ca	92008
DAYTIME TELEPHONE NUMBER		EMAIL ADDRESS		

I have used all reasonable diligence in preparing this statement. I have reviewed this statement and to the best of my knowledge the information contained herein and in any attached schedules is true and complete. I acknowledge this is a public document.

I certify under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Date Signed August 5th 2021  
*(month, day, year)*

Signature   
*(File the originally signed paper statement with your filing official.)*



**SCHEDULE A-1**  
**Investments**  
**Stocks, Bonds, and Other Interests**  
(Ownership Interest is Less Than 10%)

*Investments must be itemized.*

*Do not attach brokerage or financial statements.*

**CALIFORNIA FORM 700**  
FAIR POLITICAL PRACTICES COMMISSION

Name  
Peder Norby

▶ NAME OF BUSINESS ENTITY  
Arcimoto (FUV)

GENERAL DESCRIPTION OF THIS BUSINESS  
Vehicle Maker

FAIR MARKET VALUE  
 \$2,000 - \$10,000       \$10,001 - \$100,000  
 \$100,001 - \$1,000,000       Over \$1,000,000

NATURE OF INVESTMENT  
 Stock       Other \_\_\_\_\_ (Describe)  
 Partnership       Income Received of \$0 - \$499  
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:  
     /      / 20           /      / 20  
ACQUIRED                      DISPOSED

▶ NAME OF BUSINESS ENTITY  
Tesla Motors (TSLA)

GENERAL DESCRIPTION OF THIS BUSINESS  
Auto Maker, Solar, Software

FAIR MARKET VALUE  
 \$2,000 - \$10,000       \$10,001 - \$100,000  
 \$100,001 - \$1,000,000       Over \$1,000,000

NATURE OF INVESTMENT  
 Stock       Other \_\_\_\_\_ (Describe)  
 Partnership       Income Received of \$0 - \$499  
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:  
     /      / 20           /      / 20  
ACQUIRED                      DISPOSED

▶ NAME OF BUSINESS ENTITY  
Cassava (SAVA)

GENERAL DESCRIPTION OF THIS BUSINESS  
pharmaceuticals

FAIR MARKET VALUE  
 \$2,000 - \$10,000       \$10,001 - \$100,000  
 \$100,001 - \$1,000,000       Over \$1,000,000

NATURE OF INVESTMENT  
 Stock       Other \_\_\_\_\_ (Describe)  
 Partnership       Income Received of \$0 - \$499  
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:  
     /      / 20           /      / 20  
ACQUIRED                      DISPOSED

▶ NAME OF BUSINESS ENTITY  
Ark Invest (ARKK)

GENERAL DESCRIPTION OF THIS BUSINESS  
Investment Funds

FAIR MARKET VALUE  
 \$2,000 - \$10,000       \$10,001 - \$100,000  
 \$100,001 - \$1,000,000       Over \$1,000,000

NATURE OF INVESTMENT  
 Stock       Other \_\_\_\_\_ (Describe)  
 Partnership       Income Received of \$0 - \$499  
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:  
     /      / 20           /      / 20  
ACQUIRED                      DISPOSED

▶ NAME OF BUSINESS ENTITY  
American Funds

GENERAL DESCRIPTION OF THIS BUSINESS  
investment Funds

FAIR MARKET VALUE  
 \$2,000 - \$10,000       \$10,001 - \$100,000  
 \$100,001 - \$1,000,000       Over \$1,000,000

NATURE OF INVESTMENT  
 Stock       Other \_\_\_\_\_ (Describe)  
 Partnership       Income Received of \$0 - \$499  
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:  
     /      / 20           /      / 20  
ACQUIRED                      DISPOSED

▶ NAME OF BUSINESS ENTITY  
Empower

GENERAL DESCRIPTION OF THIS BUSINESS  
Retirement Fund

FAIR MARKET VALUE  
 \$2,000 - \$10,000       \$10,001 - \$100,000  
 \$100,001 - \$1,000,000       Over \$1,000,000

NATURE OF INVESTMENT  
 Stock       Other \_\_\_\_\_ (Describe)  
 Partnership       Income Received of \$0 - \$499  
 Income Received of \$500 or More (Report on Schedule C)

IF APPLICABLE, LIST DATE:  
     /      / 20           /      / 20  
ACQUIRED                      DISPOSED

Comments: \_\_\_\_\_

**Print**      **Clear**

**SCHEDULE A-2**  
**Investments, Income, and Assets**  
**of Business Entities/Trusts**  
 (Ownership Interest is 10% or Greater)

**CALIFORNIA FORM 700**  
 FAIR POLITICAL PRACTICES COMMISSION

Name  
 Peder Norby

**1. BUSINESS ENTITY OR TRUST**

Norby Consulting  
 Name  
 Carlsbad Ca, 92008  
 Address (Business Address Acceptable)

Check one  
 Trust, go to 2  Business Entity, complete the box, then go to 2

**GENERAL DESCRIPTION OF THIS BUSINESS**  
 Land use, energy, planning, rail consulting

<b>FAIR MARKET VALUE</b>	<b>IF APPLICABLE, LIST DATE:</b>
<input type="checkbox"/> \$0 - \$1,999	____/____/20
<input type="checkbox"/> \$2,000 - \$10,000	____/____/20
<input checked="" type="checkbox"/> \$10,001 - \$100,000	ACQUIRED DISPOSED
<input type="checkbox"/> \$100,001 - \$1,000,000	
<input type="checkbox"/> Over \$1,000,000	

**NATURE OF INVESTMENT**  
 Partnership  Sole Proprietorship  Other

**YOUR BUSINESS POSITION** Sole Proprietor / Consultant

**2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)**

\$0 - \$499  \$10,001 - \$100,000  
 \$500 - \$1,000  OVER \$100,000  
 \$1,001 - \$10,000

**3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary)**

None or  Names listed below  
 City of Encinitas

**4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD OR LEASED BY THE BUSINESS ENTITY OR TRUST**

Check one box:  
 INVESTMENT  REAL PROPERTY

Name of Business Entity, if Investment, or Assessor's Parcel Number or Street Address of Real Property

Description of Business Activity or City or Other Precise Location of Real Property

<b>FAIR MARKET VALUE</b>	<b>IF APPLICABLE, LIST DATE:</b>
<input type="checkbox"/> \$2,000 - \$10,000	____/____/20
<input type="checkbox"/> \$10,001 - \$100,000	____/____/20
<input type="checkbox"/> \$100,001 - \$1,000,000	ACQUIRED DISPOSED
<input type="checkbox"/> Over \$1,000,000	

**NATURE OF INTEREST**  
 Property Ownership/Deed of Trust  Stock  Partnership

Leasehold \_\_\_\_\_ Yrs. remaining  Other \_\_\_\_\_

Check box if additional schedules reporting investments or real property are attached

**1. BUSINESS ENTITY OR TRUST**

Name  
 Address (Business Address Acceptable)

Check one  
 Trust, go to 2  Business Entity, complete the box, then go to 2

**GENERAL DESCRIPTION OF THIS BUSINESS**

<b>FAIR MARKET VALUE</b>	<b>IF APPLICABLE, LIST DATE:</b>
<input type="checkbox"/> \$0 - \$1,999	____/____/20
<input type="checkbox"/> \$2,000 - \$10,000	____/____/20
<input type="checkbox"/> \$10,001 - \$100,000	ACQUIRED DISPOSED
<input type="checkbox"/> \$100,001 - \$1,000,000	
<input type="checkbox"/> Over \$1,000,000	

**NATURE OF INVESTMENT**  
 Partnership  Sole Proprietorship  Other

**YOUR BUSINESS POSITION**

**2. IDENTIFY THE GROSS INCOME RECEIVED (INCLUDE YOUR PRO RATA SHARE OF THE GROSS INCOME TO THE ENTITY/TRUST)**

\$0 - \$499  \$10,001 - \$100,000  
 \$500 - \$1,000  OVER \$100,000  
 \$1,001 - \$10,000

**3. LIST THE NAME OF EACH REPORTABLE SINGLE SOURCE OF INCOME OF \$10,000 OR MORE (Attach a separate sheet if necessary)**

None or  Names listed below

**4. INVESTMENTS AND INTERESTS IN REAL PROPERTY HELD OR LEASED BY THE BUSINESS ENTITY OR TRUST**

Check one box:  
 INVESTMENT  REAL PROPERTY

Name of Business Entity, if Investment, or Assessor's Parcel Number or Street Address of Real Property

Description of Business Activity or City or Other Precise Location of Real Property

<b>FAIR MARKET VALUE</b>	<b>IF APPLICABLE, LIST DATE:</b>
<input type="checkbox"/> \$2,000 - \$10,000	____/____/20
<input type="checkbox"/> \$10,001 - \$100,000	____/____/20
<input type="checkbox"/> \$100,001 - \$1,000,000	ACQUIRED DISPOSED
<input type="checkbox"/> Over \$1,000,000	

**NATURE OF INTEREST**  
 Property Ownership/Deed of Trust  Stock  Partnership

Leasehold \_\_\_\_\_ Yrs. remaining  Other \_\_\_\_\_

Check box if additional schedules reporting investments or real property are attached

Comments: \_\_\_\_\_

**Print** **Clear**





**SCHEDULE C**  
**Income, Loans, & Business**  
**Positions**  
 (Other than Gifts and Travel Payments)

**CALIFORNIA FORM 700**  
 FAIR POLITICAL PRACTICES COMMISSION

Name  
 Peder Norby

▶ 1. INCOME RECEIVED

NAME OF SOURCE OF INCOME  
 Arcimoto

ADDRESS (Business Address Acceptable)  
 Eugene, OR 97402

BUSINESS ACTIVITY, IF ANY, OF SOURCE  
 consultant

YOUR BUSINESS POSITION  
 consultant

GROSS INCOME RECEIVED  No Income - Business Position Only  
 \$500 - \$1,000  \$1,001 - \$10,000  
 \$10,001 - \$100,000  OVER \$100,000

CONSIDERATION FOR WHICH INCOME WAS RECEIVED  
 Salary  Spouse's or registered domestic partner's income  
 (For self-employed use Schedule A-2.)  
 Partnership (Less than 10% ownership. For 10% or greater use  
 Schedule A-2.)  
 Sale of \_\_\_\_\_  
 (Real property, car, boat, etc.)  
 Loan repayment  
 Commission or  Rental Income, list each source of \$10,000 or more  
 \_\_\_\_\_  
 (Describe)  
 Other payment for services rendered  
 \_\_\_\_\_  
 (Describe)

▶ 1. INCOME RECEIVED

NAME OF SOURCE OF INCOME

ADDRESS (Business Address Acceptable)

BUSINESS ACTIVITY, IF ANY, OF SOURCE

YOUR BUSINESS POSITION

GROSS INCOME RECEIVED  No Income - Business Position Only  
 \$500 - \$1,000  \$1,001 - \$10,000  
 \$10,001 - \$100,000  OVER \$100,000

CONSIDERATION FOR WHICH INCOME WAS RECEIVED  
 Salary  Spouse's or registered domestic partner's income  
 (For self-employed use Schedule A-2.)  
 Partnership (Less than 10% ownership. For 10% or greater use  
 Schedule A-2.)  
 Sale of \_\_\_\_\_  
 (Real property, car, boat, etc.)  
 Loan repayment  
 Commission or  Rental Income, list each source of \$10,000 or more  
 \_\_\_\_\_  
 (Describe)  
 Other \_\_\_\_\_  
 (Describe)

▶ 2. LOANS RECEIVED OR OUTSTANDING DURING THE REPORTING PERIOD

\* You are not required to report loans from a commercial lending institution, or any indebtedness created as part of a retail installment or credit card transaction, made in the lender's regular course of business on terms available to members of the public without regard to your official status. Personal loans and loans received not in a lender's regular course of business must be disclosed as follows:

NAME OF LENDER\* \_\_\_\_\_

ADDRESS (Business Address Acceptable) \_\_\_\_\_

BUSINESS ACTIVITY, IF ANY, OF LENDER \_\_\_\_\_

HIGHEST BALANCE DURING REPORTING PERIOD  
 \$500 - \$1,000  
 \$1,001 - \$10,000  
 \$10,001 - \$100,000  
 OVER \$100,000

INTEREST RATE \_\_\_\_\_%  None

TERM (Months/Years) \_\_\_\_\_

SECURITY FOR LOAN  
 None  Personal residence  
 Real Property \_\_\_\_\_  
 Street address \_\_\_\_\_  
 City \_\_\_\_\_  
 Guarantor \_\_\_\_\_  
 Other \_\_\_\_\_  
 (Describe)

Comments: \_\_\_\_\_

**Print** **Clear**



Peder Norby

Peder is a native San Diegan and 36 year resident of Carlsbad Ca. Regionally, Peder served as a San Diego County Planning Commissioner for eight years, he served as the Chairman of the Technical Advisory Committee (TAC) that drafted the "Renewable Energy Master Plan for the County of San Diego.

In 2007, Peder and his wife Julie, received the "Energy Excellence Award" given to one residential project a year in California, from the Center for Sustainable Energy, for the construction of Herons' House, their Net Zero Energy home in Carlsbad Ca. The Norby's have reduced their carbon footprint by 85% and generate 100% of the net electricity required for their home and their two electric BMW i3's via rooftop Solar PV.

Peder served as a field trial driver with BMW North America, from 2008 to 2014, driving the BMW Mini-E and BMW ActiveE prototypes, logging a total of 130,000 miles in various electric vehicles. These vehicles were the development platforms for the BMWi brand.

Peder is a consultant with clients in land use, transportation, energy and agriculture.