

Post-Decision Workshop – Statewide Marketing, Education and Outreach (ME&O)

CPUC Auditorium – 505 Van Ness Avenue, San Francisco, 94102

Call-in Number: 866-642-1440, password 751-6937

This workshop will be available via live video webcast at <http://www.adminmonitor.com/ca/cpuc/>

D.16-03-029: The assigned Administrative Law Judge shall schedule a workshop to discuss the results of the two upcoming evaluation, measurement, and verification studies related to statewide marketing, education and outreach.

The workshop topics shall also include the 2017 vision, goals, budget and governance structure of the program, and shall incorporate the revisions and guidance on these topics provided in this decision.

Agenda

- 9:30 – 9:45 Introduction (Commissioner Peterman)**
- 9:45 – 10:15 The California Long Term Energy Efficiency Plan – A review of goals, strategies and accomplishments (2008 – 2016) (Commission Staff)**
- 10:15 – 11:00 Statewide ME&O – Evaluation Results and Discussion (Opinion Dynamics)**
Discussion Question to Stakeholders: How should these results help inform the RFP for a program administrator for Statewide ME&O?
- 11:00 – 11:15 Break**
- 11:15 – Noon Cross Cutting ME&O – Evaluation Results and Discussion (Opinion Dynamics)**
Discussion Question to Stakeholders: How should these results help inform the 5 year ME&O roadmap and the annual integrated communications plans?
- Noon – 1:00 Lunch**
- 1:00 – 2:30 Revised vision, goals, objectives, and strategies for ME&O**
Discussion Question to Stakeholders: How should existing Strategies and Measurable Objectives be updated to reflect the revised vision and goals?
- 2:30 – 2:45 Break**
- 2:45 – 3:30 Budget, Governance Structure, Roles and Responsibilities**
Discussion Question to Stakeholders: (1) Budget discussion (2) How should existing Roles and Responsibilities be updated to reflect the revised governance structure?
- 3:30 – 4:15 Planning Process for 5 year ME&O Roadmap and 1 year Joint Consumer Action Plans**
Review planning schedule, and how other proceedings align with roadmap.
Discussion Question to Stakeholders: What should be included in the plans? What should not?
- 4:15 – 4:30 – Next Steps and Wrap Up**