



# AGENDA

## *CPUC En Banc on Time-of-Use Marketing, Education & Outreach*

February 4, 2016, 1 p.m.-4 p.m.

CPUC Auditorium

### **Schedule of Speakers:**

**1 p.m. – 1:15 p.m.**

#### **Welcome and Introductions**

Michael Picker, President, CPUC

Lianne M. Randolph, Commissioner, CPUC

Carla J. Peterman, Commissioner, CPUC

**1:15 p.m. – 2:15 p.m. Successful ME&O for TOU rates: An Expert Panel**

Moderator:

Kristin Ralff Douglas, Policy & Planning Division, CPUC

Speakers:

Judith Schwartz, President and Founder, To the Point

Seth Kiner, Founder & Managing Principal, Charlotte Street Advisors

Scott Rose, Principal, Director of Public Affairs, Runyon Saltzman  
Einhorn

**2:15 p.m. – 2:20 p.m. Break**

**2:20 p.m. – 3:20 p.m. California Utilities TOU ME&O Outreach Efforts: A Panel Discussion**

Moderator:

Kristin Ralff Douglas, Policy & Planning Division, CPUC

Speakers:

**Laurie M. Giammona, Senior Vice President and Chief Customer Officer,** Pacific Gas and Electric Company

Kevin M. Payne, Senior Vice President, Customer Service, Southern California Edison

Caroline Winn, Chief Energy Delivery Officer, San Diego Gas & Electric

**3:20 p.m. – 3:40 p.m. Public Comment Period**

**3:40 p.m. – 3:45 p.m. Concluding Remarks**