



INFORMAL PUBLIC WORKSHOP¹
CALIFORNIA CUSTOMER CHOICE²
October 31, 2017 (9:00 am to 5:00 pm)
State Capitol, Room 4203, Sacramento, CA

Agenda³

9:00 a.m. - 9:10 a.m. **Opening Remarks** **President Michael Picker & Commissioner Liane Randolph**

9:10 a.m. – 9:15 a.m. **Welcome** **Diane Fellman, Senior Policy Analyst, Policy and Planning Division**

9:15 a.m. – 9:30 a.m. **Overview of Project and Scope**
Presenter: Alison LaBonte, Lead Special Consultant, Executive Division

9:30 a.m. – 11:15 a.m. **Overview of Markets Chosen For Evaluation**
Presenters: Michael Colvin, Senior Policy Analyst, Policy and Planning Division
Josh Huneycutt, Special Consultant, Executive Division

Market Perspectives

Presenters:

New York [Richard Sedano](#), *President and CEO, Regulatory Assistance Project*

Illinois [Mark Pruitt](#), *Illinois CCA Network, Former Director of IL Power Agency*

UK [Chris King](#), *Global Chief Policy Officer, Siemens Digital Grid*

Texas [Darrin Pfannenstiel](#), *President of Retail Energy Supply Association, Stream*

CA 2020⁴ **Michael Colvin, Senior Policy Analyst, Policy and Planning Division**

Each presenter will discuss:

- 1) Drivers of “customer choice” for that market;
- 2) Lessons learned; and
- 3) Where the market is headed next.

11:15 a.m. – 11:30 a.m. **Customer Perspective across US Electricity Markets**
Presenter: [Chris Hendrix](#), Director of Markets & Compliance, Wal-Mart, Inc.

11:30 a.m. – 11:45 a.m. **Heat Mapping** **Raisa Ledesma Rodriguez, Special Consultant, Executive Division**

11:45 a.m. – 1:00 p.m. **LUNCH**

¹ **Note:** Communications at this Workshop are subject to the provisions governing *ex parte* Commission’s Rules of Practice and Procedure and the California Public Utilities Code (See [Administrative Law Judge’s Ruling of October 19, 2017](#)).

² California Customer Choice project team is comprised of: Michael Colvin and Diane Fellman (Policy and Planning Division), Alison LaBonte, Josh Huneycutt, and Raisa Ledesma Rodriguez (Special Consultants, Executive Division).

³ This Agenda is valid as of October 26, 2017 and is subject to change. Updates will be posted at www.cpuc.ca.gov/choiceworkshop

⁴ California 2020 is the business-as-usual case for the current regulatory trajectory.



1:00 p.m. – 3:00 p.m. Shark-Tank Style Discussion: Stakeholder Market Views on Potential Customer Choice Models ⁵

Question: What are stakeholder market views & how do they hold up to scrutiny?

- *Introduction & Facilitator:* **Diane Fellman**
- *Panel:* **President Picker, Commissioner Randolph, Marzia Zafar ⁶**
- *Presenters* from each stakeholder group will provide their vision for customer choice to the Panel (in order)

Stakeholder Group	Representative	Affiliation
Investor Owned Utility	Colin Cushnie Vice President	Southern California Edison (SCE)
CCA	Jan Pepper CEO & Councilmember Los Altos City Council	Peninsula Clean Energy
Residential Provider	Matt Duesterberg CEO and Co-Founder	Ohm Connect
C&I Customer	Aaron Daly Global Energy Coordinator	Whole Foods Market
Storage	Janice Lin Co-Founder and Executive Director	California Energy Storage Alliance (CESA)
Investor	Lisa Hagerman Director of Programs	DBL Partners
Solar: Rooftop	Sean Gallagher Vice President, State Affairs	Solar Energy Industries Association (SEIA)
Marketer	Gary Ackerman Executive Director	Western Power Trading Forum (WPTF)
Generator	Jan Smutny Jones CEO	Independent Energy Producers (IEP)

3:00 p.m. – 3:10 p.m. Break

3:10 p.m. - 4:00 p.m. Core Principles Panel *Facilitator: Diane Fellman*

Presenters:

- **Environmental** [Laura Wisland](#), Senior Energy Analyst
Union of Concerned Scientists
- **Environmental justice** [Parin Shah](#), Senior Strategist
California Environmental Justice Alliance & Asian Pacific Environmental Network
- **Labor** [Marc Joseph](#), Adams, Broadwell, Joseph & Cardozo
Attorney for CUE (the Coalition of California Utility Employees)
- **Residential Customers** [Matt Freedman](#), Staff Attorney, TURN (The Utility Reform Network)

4:00 p.m. – 5:00 p.m. Public Comment *Facilitator: Alison LaBonte*

⁵ This is not intended to reveal an outcome or indicate a preference.

⁶ President Picker, Mr. Ed Randolph (Director, Energy Division) and Ms. Zafar (Director, Policy and Planning Division) are the California Customer Choice Steering Committee. Commissioner Randolph is participating in her capacity as Assigned Commissioner on the Integrated Resource Planning Proceeding (R.16-02-007)