

From: Prosper, Terrie D.  
Sent: 7/8/2010 11:24:53 AM  
To: Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: CPUC Presents Panel on Water Challenges at Thought Leaders Speaker Series:  
CPUC Media Advisory

**FOR IMMEDIATE RELEASE**

**MEDIA  
ADVISORY**

Media Contact: Terrie Prosper, 415.703.1366,  
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**CPUC  
PRESENTS PANEL ON WATER CHALLENGES  
  
AT  
THOUGHT LEADERS SPEAKER SERIES**

SAN FRANCISCO, July 8, 2010 – The California Public Utilities Commission (CPUC) today announced it will host a panel discussion titled, “The Real Cost of Water and the Coming Water Shortage”, as part of its 21<sup>st</sup> Century Thought Leaders in Essential Industries Speaker Series. This event is free and open to the public.

**WHAT:**

Policy experts will engage in an interactive discussion of a politically

charged and economically complicated challenge to the lifestyles and livelihoods of all Californians. Discussion topics include:

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The energy and environmental costs of water production, transport, treatment, distribution, and use;

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Climate change mitigation and adaptation costs associated with water;

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External costs not currently reflected in water prices;

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Whether agricultural and urban users pay for the real cost of their water;

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Whether California's multiple water regulatory agencies should propose a joint plan for integrating water regulation;

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The advantages and disadvantages of CPUC cost effectiveness calculations in evaluating water projects;

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How the various beneficial uses of water can be appropriately reflected in the price of water.

**WHEN:**

Wednesday,  
July 14, 2010, 1:30 p.m. to 3:30 p.m.

**WHERE:**

CPUC  
Auditorium, 505 Van Ness  
Avenue, San  
Francisco

Also available in real time and archived via video webcast  
at: [www.californiaadmin.com/cpuc.shtml](http://www.californiaadmin.com/cpuc.shtml).

**WHO:** - **Ellen Hanak**, Senior Fellow, Public  
Policy Institute of California

- **Michael Hanemann**, Chancellor's  
Professor, Department of Agricultural and Resource Economics, University of  
California, Berkeley

- **Fran**  
**Spivy-Weber**, Vice-Chair of the State Water Resources Control Board

- **Bob**  
**Wilkinson**, Senior Lecturer, Environmental Studies and Bren School,  
University of  
California, Santa  
Barbara

To register for this event (not required, but appreciated)  
and for more information on Thought Leaders, including archived video webcasts  
of prior speakers, please visit [www.cpuc.ca.gov/thoughtleaders](http://www.cpuc.ca.gov/thoughtleaders).

The CPUC hosts the Thought Leaders Speaker Series to  
stimulate thought and discussion of some of the most pressing challenges facing  
California  
utility regulators and the private sector industries impacted by state policies.  
Leading experts from around the world take center stage to offer their expertise  
and vision in areas such as communications, energy, water, transportation, the  
environment, green jobs, and more.

For more information on the CPUC, please visit [www.cpuc.ca.gov](http://www.cpuc.ca.gov).

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Terrie Prosper  
Director, News & Public  
Information Office  
California Public Utilities  
Commission

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