

Low-Income Oversight Board  
Marketing & Outreach Subcommittee Meeting  
Members: Faith Bautista, Charlie Toledo and Gillian Wright

**August 30, 2011**

California Public Utilities Commission  
505 Van Ness Avenue - Auditorium  
San Francisco, CA  
**1:30 PM – 4:30 PM**

**Call - In Number 1-866-621-8358 - Participants Code 9632806#**

A G E N D A

- I. Welcome remarks (5 minutes)
- II. Public comments (10 minutes)
- III. Presentations by Investor-owned utilities (20 minutes each)
  - a. Marketing outreach plan for 2012-2014
  - b. Marketing outreach plan through ethnic media
- IV. Q&A (30 minutes)
- V. Presentation by Ad agency (5 minutes)
- VI. Q & A (10 minutes)
- VII. Summary and closing comments (10 minutes)