

AGENDA FOR WORKSHOP ON PUBLIC PARTICIPATION

**SEPTEMBER 13TH 2011
1:30 pm to 4:30 pm**

**California Public Utilities Commission Auditorium
State Office Building
505 Van Ness Avenue
San Francisco, CA 94102
(Agenda is subject to change)**

WELCOME FROM COMMISSIONERS

INTRODUCTION – Karen Miller, Public Advisor, CPUC

PANEL I – IMPROVING AND EXPANDING NOTICING OF PUBLIC PARTICIPATION HEARINGS (PPHS)

**Varouj Jinbachian – Public Advisor’s Office – Summary of Current Noticing
Process and Proposals for Alternative Noticing Approaches**

**Idelle Delapena – National Asian American Coalition – Using Grassroots Outreach
Methods and Community Connections to Provide Notice to Minority Customers**

**Seth Kiner – SCE, Director of Customer Experience and Marketing – Discussion of
Alternative Noticing Approaches**

**Tom Smegal – Vice President of Regulatory Matters for California Water Service
Company and Chairman of the California Water Association Regulatory
Committee – Discussion of Alternative Noticing Approaches**

PANEL II – USE OF MEDIA AND COMMUNITY NETWORKS TO IMPROVE CUSTOMER AWARENESS OF UPCOMING PPHS AND OTHER PUBLIC COMMENT OPPORTUNITIES

**Terri Prosper – Director, News and Public Information Office, CPUC – Summary
of Current CPUC Media Processes to Inform Customers of PPHs and Other Public
Comments Opportunities and Proposals for Additional Approaches**

Juan Gonzales – Chairman, San Francisco City College Department of Journalism and Founder and Editor of “El Ecolote” a bilingual news publication – Use of Ethnic Media to reach non-English and Low-English Proficient Customers (INVITED)

Demitri Belser – Executive Director – Center for Accessible Technology - Effective Ways to Communicate to People with Disabilities Including Alternative Formats to Written Information and Use of Targeted Channels

PANEL III – ADDING VALUE TO PPHS

Kyle DeVine – Assistant Public Advisor, CPUC – Summary of Current/past CPUC Activities Such as Bill Fairs and Proposals for Additional Activities

Anni Chung – Executive Director, Self-Help for the Elderly – Use of CBOs and Local Social and Government Programs to Add Value to PPHs

Ana Montes – Organizing Director – TURN – Use of Consumer Organizations and Networking to Add Value to PPHs

PANEL IV – EDUCATING CONSUMERS ON HOW TO FOLLOW PROCEEDINGS AND PROVIDE INPUT EARLY IN PROCEEDING AND USE OF INFORMAL COMMENTS IN DECISION-MAKING PROCESS

Judy Cooper – Assistant Public Advisor, CPUC – Summary of Ways Consumers Can Follow Proceedings and Proposals for Opportunities to Educate Consumers on How They Can More Effectively Participate in Proceedings

Melissa Kasnitz – Lead Attorney – Center for Accessible Technology – Ways to Enhance the Visibility of Informal Written and Verbal Comments and Other Customer Feedback in CPUC Decision-making Process

PULLING IT ALL TOGETHER – SUMMARIZE ISSUES AND DEVELOP PLAN FOR ADDRESSING ISSUES AND IMPLEMENTING PROPOSALS, INCLUDING CREATION OF WORKING GROUPS

COMMISSIONER CLOSING COMMENTS