

From: Zafar, Marzia  
Sent: 3/26/2013 2:21:02 PM  
To: Zafar, Marzia (marzia.zafar@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: CPUC Hosts Discussion on Utilizing Energy Consumption Data to Improve Effectiveness of Policies and Programs: CPUC Media Advisory

Good Afternoon,

I'd like to invite you to our upcoming Thought Leaders Series on the value of energy data and how more data could improve today's energy programs and tomorrow's policies. Please see below our press advisory that gives more detail on the forum.

***Marzia Zafar***

Director, Policy & Planning Division

California Public Utilities Commission

[zaf@cpuc.ca.gov](mailto:zaf@cpuc.ca.gov) – 415-703-1997

**From:** Prosper, Terrie D.  
**Sent:** Tuesday, March 26, 2013 12:53 PM  
**To:** Prosper, Terrie D.  
**Subject:** CPUC Hosts Discussion on Utilizing Energy Consumption Data to Improve Effectiveness of Policies and Programs: CPUC Media Advisory

**FOR IMMEDIATE RELEASE  
ADVISORY**

**MEDIA**

Media Contact: Terrie Prosper, 415.703.1366, [news@cpuc.ca.gov](mailto:news@cpuc.ca.gov)

**CPUC HOSTS DISCUSSION ON UTILIZING ENERGY CONSUMPTION DATA TO  
IMPROVE EFFECTIVENESS OF POLICIES AND PROGRAMS**

SAN FRANCISCO, March 26, 2013 -- The California Public Utilities Commission (CPUC) today announced that its next Thought Leaders Speaker Series will address the issue of utilizing energy consumption data to evaluate the effectiveness of policies and programs. The event is free and open to the public.

**WHEN:** April 18, 2013, 1:30 p.m. – 3:30 p.m.

**WHERE:** CPUC Auditorium, 505 Van Ness Ave., 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:**

- Opening Remarks: CPUC President Michael R. Peevey
- Moderator: Ken Alex, Senior Policy Advisor to Governor Jerry Brown and the Director of the Office of Planning and Research
- Panelists:
  - Dr. Stephanie Pincetl, Adjunct Professor and Director of the Center for Sustainable Communities at the Institute of the Environment and Sustainability, UCLA
  - Ian Kalin, Presidential Innovation Fellow, U.S. Department of Energy
  - Andrew McAllister, Commissioner, California Energy Commission

**WHY:** Currently, access to energy consumption data is difficult and sometimes impossible to obtain. Consolidating and publishing that information in aggregate and anonymous form, for example through a centralized repository, could improve state energy policies and create new market opportunities to save energy. Earlier this year, the CPUC issued a [briefing paper](#) to discuss the value of an energy data center to ratepayers, while protecting customer privacy and abiding by existing privacy codes. The panel discussion will feature the California Center for Sustainable Communities at the University of California, Los Angeles (UCLA) presenting the initial results of its current work mapping electricity consumption data for the Los Angeles Department of Water & Power; the U.S. Department of Energy discussing its efforts on access to energy data; and the California Energy Commission discussing its work on energy

data and energy efficiency for existing buildings.

Said CPUC President Peevey, “The time is ripe, if not overdue, for us to make better use of energy data by giving access to more stakeholders, from customers, researchers, and advocates, to market participants, while protecting customer privacy. By increasing access, we would allow users to come up with innovative ways to use the data, from more effective energy policy design to new energy products and services. Big energy data has incredible potential for good as part of the state’s clean energy vision, and government’s role is to ensure that it is made available in a transparent, safe, and secure manner.”

Said California Energy Commission Commissioner McAllister, “Today’s knowledge-based society depends on high-quality, up-to-date information. California’s increasingly distributed energy system requires granular data to develop deep understanding of clean energy markets and the impacts of programs that aim to help them grow. For policymakers, quantifying impacts is essential for ensuring that each program dollar invested returns multiple dollars in benefits. Balancing increasing data needs with essential privacy controls is a challenge I believe we can and must meet.”

Said Dr. Pincetl, “By providing researchers access to energy data, the state can better understand the behavior of classes of customers and the attributes of energy use as correlated with building types, ages, sizes, and locations, socio-demographic data, climate characteristics, and industry sector types.”

There will be a moderated question and answer session. In order to facilitate the session, please send your questions in advance of the event to [thoughtleaders@cpuc.ca.gov](mailto:thoughtleaders@cpuc.ca.gov).

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.

Although a quorum of Commissioners may be in attendance, no CPUC action will be taken at this event.

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 and Public Information Office

California Public Utilities Commission

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