

From: michael.hoover@sce.com  
Sent: 6/19/2013 11:58:23 AM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7);  
Laura.Genao@sce.com (Laura.Genao@sce.com); Brian Prusnek  
(BPrusnek@semprautilities.com); 'Zafar, Marzia' (marzia.zafar@cpuc.ca.gov)  
Cc: Allen, Meredith (/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAc)  
Bcc:  
Subject: Re: July 23 Thought Leaders on Energy Data and Analysis to Implement Energy  
Goals

Same as that.

**From:** "Cherry, Brian K" [BKC7@pge.com]  
**Sent:** 06/19/2013 05:28 PM GMT  
**To:** "Prusnek, Brian C" <BPrusnek@semprautilities.com>; "'Zafar, Marzia'" <marzia.zafar@cpuc.ca.gov>;  
Michael Hoover; Laura Genao  
**Cc:** "Allen, Meredith" <MEAc@pge.com>  
**Subject:** RE: July 23 Thought Leaders on Energy Data and Analysis to Implement Energy Goals

Me too.

**From:** Prusnek, Brian C [mailto:BPrusnek@semprautilities.com]  
**Sent:** Wednesday, June 19, 2013 10:23 AM  
**To:** 'Zafar, Marzia'; Cherry, Brian K; Michael.Hoover@sce.com; Laura.Genao@sce.com  
**Cc:** Allen, Meredith  
**Subject:** RE: July 23 Thought Leaders on Energy Data and Analysis to Implement Energy Goals

Have fun! I'll be in Denver for NARUC.

**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
**Sent:** Wednesday, June 19, 2013 10:19 AM  
**To:** Prusnek, Brian C; Cherry, Brian K; Michael.Hoover@sce.com; Laura.Genao@sce.com  
**Subject:** FW: July 23 Thought Leaders on Energy Data and Analysis to Implement Energy Goals

FYI -

Marzia Zafar – California Public Utilities Commission – [Zaf@cpuc.ca.gov](mailto:Zaf@cpuc.ca.gov) – 415-703-1997

**From:** Zafar, Marzia  
**Sent:** Wednesday, June 19, 2013 10:18 AM  
**To:** Cathy Zoi ([cathy.zoi@c3energy.com](mailto:cathy.zoi@c3energy.com)); [wade.crowfoot@opr.ca.gov](mailto:wade.crowfoot@opr.ca.gov); Howard Choy ([hchoy@isd.lacounty.gov](mailto:hchoy@isd.lacounty.gov)) ([hchoy@isd.lacounty.gov](mailto:hchoy@isd.lacounty.gov)); [treguly@semprautilities.com](mailto:treguly@semprautilities.com); Daniel Kammen ([kammen@berkeley.edu](mailto:kammen@berkeley.edu)); [spinceti@ioes.ucla.edu](mailto:spinceti@ioes.ucla.edu)  
**Cc:** Lee, Audrey; 'Miranda, Hazel@Energy'; Prosper, Terrie D.; Ken Alex ([Ken.Alex@GOV.CA.GOV](mailto:Ken.Alex@GOV.CA.GOV)); Elizabeth, Zoe ([zelizabeth@ioes.ucla.edu](mailto:zelizabeth@ioes.ucla.edu))  
**Subject:** July 23 Thought Leaders on Energy Data and Analysis to Implement Energy Goals

Hello,

We are set for the July 23<sup>rd</sup> Thought Leaders Session on the following:

- how energy consumption data is currently used;
- what value it brings to policy makers to support the myriad of statewide energy goals;
- how customers are ultimately benefitting from utilization of data by researchers, market participants, and utilities, from energy efficiency, distributed generation, grid reliability, to lower bills.
- And, how the privacy of customers is maintained.

This session will be co-sponsored by the CPUC, CEC, and Sempra Utilities. Commissioners and Sempra executives will provide opening remarks.

Date & Time: Tuesday, July 23, 9:30-11:30am

Location: CA Energy Commission, Sacramento

**Panelists – please provide us with a picture and bio by June 28th**

- [REDACTED] Stephanie Pincetl, UCLA - **Moderator**
- [REDACTED] Cathy Zoi, C3Energy - what can be done with energy data when matched with other data sets like buildings information or demographic data
- [REDACTED] Wade Crowfoot, Governor's Office (*invited*) – using granular energy data to plan distributed generation investment and meet the Governor's 12 GW goal
- [REDACTED] Howard Choy, LA County – using energy data for Climate Action Plans and building benchmarking, partnership with UCLA
- [REDACTED] Ted Reguly, Sempra – using energy data beyond marketing: customer segmentation, applications and general rate cases, load forecasting, distribution investments, energy efficiency programs
- [REDACTED] Dan Kammen, UC Berkeley – renewables integration

**Audience** – we are hoping the audience will be legislative members as well as their staff. The goal for this session is to increase awareness that energy consumption data has been made available to researchers and others who have committed to protecting customer privacy. Access to data is not a new concept. Additionally, we want to highlight that privacy policies and accessibility to data should not be treated as conflicting goals of the state but as complementary policies. The reason for this is that data has been made available for quite some time, but access is often cumbersome and political and now that we are talking about streamlining the process and making it more transparent we have privacy advocates voicing concern that data must be kept private. We want you to dispel the misperceptions that access to data is a new concept and/or that privacy and access run counter to each other.

To avoid multiple emails, if you have any questions please send your emails/questions just to me and Audrey rather than reply-all.

Thanks,

**Marzia Zafar** - Director, Policy & Planning Division

California Public Utilities Commission | [zaf@cpuc.ca.gov](mailto:zaf@cpuc.ca.gov) | 415-703-1997

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To learn more, please visit <http://www.pge.com/about/company/privacy/customer/>