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Subject: FW: Thought Leaders session

FYI -

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

**From:** Zafar, Marzia  
**Sent:** Wednesday, September 25, 2013 3:04 PM  
**To:** Peevey, Michael R.; Sandoval, Catherine J.K.; Peterman, Carla J.; Florio, Michel Peter; Advisors;  
Directors  
**Cc:** Ferron, Mark J.; Singh, Devla  
**Subject:** Thought Leaders session

Hello,

I'm happy to announce our last Thought Leaders session for 2013. It is scheduled for Thursday, November 14<sup>th</sup> beginning at 1:30pm at the Commission's auditorium. The topic for this session is:

*"Effective Regulation – What is it? How do you achieve it? What is the balance between under and over regulation and what are its impacts? Do we need to tell utilities only what to do or also how to do it?"*

## Session Details

The session will begin with Commissioner Mark Ferron giving his perspective on this subject. The rest of the session will be moderated by Susan Kennedy, a former CPUC Commissioner as well as chief of staff to former governor, Arnold Schwarzenegger. Susan Kennedy now leads the public policy advisory services of Alston and Bird consulting firm. We will have two panelists who will discuss their views of effective regulation. Mark Toney, Executive Director for The Utility Reform Network (TURN), and Peter Rive, co-founder and COO/CTO of Solar City will round out our panel. (the two panelists as well as the moderator are already confirmed)

- Opening Remarks – Commissioner Mark Ferron
- Moderator – Susan Kennedy
- Panelists – TURN’s Mark Toney and Solar City’s Peter Rive

## Session Overview

Government agencies are responsible for implementing and regulating policies. Regulations are needed because there are certain environmental, social and public goods and services that require additional oversight or considerations beyond what the market will account for. Such regulations are in place to ensure that the markets run effectively. And more importantly, well-designed regulation plays a vital role in protecting consumers, businesses, and the environment.

The California Public Utilities Commission is a regulatory agency that has historically been at the forefront of energy policies. We have notably also recently been on the cutting edge of transportation policy creation. The Commission also regulates other services including water, telecommunication, and rail safety. To this end, the Commission will host a Thought Leaders session on effective regulation. We hope to have a productive dialogue on how to recognize, foster and create effective regulation. How is it accomplished? How do consumers benefit from effective regulation? This session will explore the impact of regulation and the role of the regulator on government, Californian consumers and the economy as a whole.

Flyers and posters and press advisory will follow in the weeks ahead.

Regards,

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

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