

From: Zafar, Marzia
Sent: 4/16/2014 3:52:54 PM
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)
Cc:
Bcc:
Subject: RE: EE Day ?

Cheaper??? What do you mean?

Marzia Zafar – California Public Utilities Commission – Zaf@cpuc.ca.gov – 415-703-1997

From: Cherry, Brian K [<mailto:BKC7@pge.com>]
Sent: Wednesday, April 16, 2014 3:52 PM
To: Zafar, Marzia
Subject: RE: EE Day ?

It might be cheaper to do renewables...

From: Zafar, Marzia [<mailto:marzia.zafar@cpuc.ca.gov>]
Sent: Wednesday, April 16, 2014 3:51 PM
To: Cherry, Brian K
Subject: RE: EE Day ?

I know, but this is the card we've been dealt ☺

Marzia Zafar – California Public Utilities Commission – Zaf@cpuc.ca.gov – 415-703-1997

From: Cherry, Brian K [<mailto:BKC7@pge.com>]
Sent: Wednesday, April 16, 2014 3:51 PM
To: Zafar, Marzia
Subject: RE: EE Day ?

It isn't exactly a sexy topic like storage or electrification of transportation.

From: Zafar, Marzia [<mailto:marzia.zafar@cpuc.ca.gov>]
Sent: Wednesday, April 16, 2014 3:49 PM
To: Cherry, Brian K; Johnson, Aaron; Malnight, Steven; Dietz, Sidney; Allen, Meredith; Bottorff, Thomas E
Cc: Brown, Carol A.; Ralff Douglas, Kristin
Subject: RE: EE Day ?

Okay, thanks so much. we are a little early at this point in terms of speakers. We first have to get an agenda with some topics of interest. And, on that note, if you guys have any ideas that fit our audience's attention and interest, please let us know.

Marzia Zafar – California Public Utilities Commission – Zaf@cpuc.ca.gov – 415-703-1997

From: Cherry, Brian K [<mailto:BKC7@pge.com>]
Sent: Wednesday, April 16, 2014 3:37 PM
To: Johnson, Aaron; Malnight, Steven; Dietz, Sidney; Allen, Meredith; Bottorff, Thomas E
Cc: Zafar, Marzia; Brown, Carol A.; Ralff Douglas, Kristin
Subject: FW: EE Day ?

Marzia – I will have Sid Dietz from my shop coordinate participation of PG&E. He will work with the EE leadership here at the company to select the appropriate speakers. .

From: Zafar, Marzia [<mailto:marzia.zafar@cpuc.ca.gov>]
Sent: Wednesday, April 16, 2014 3:31 PM
To: Cherry, Brian K
Cc: Laura.Genao@sce.com; Skopec, Dan; Michael.Hoover@sce.com; Stevens, Brian; Brown, Carol A.; Ralff Douglas, Kristin
Subject: RE: EE Day ?

Hi Brian,

Thanks for the email. We have been in touch with a few utility representatives about this issue. I'm glad you asked, because I had intended on sending a note with a more detailed explanation. As such, I will include others who have also inquired about this. Kristin from PPD will take the lead and making this event a huge success.

President Peevey asked us to see if we can organize an event that would allow for a high level discussion on the topic of energy efficiency. More specifically, what's the next step in the existing energy efficiency world that we currently operate in (e.g. what's the big deal about rolling portfolios and is that really a next step or a continuation of current practice). Additionally, he wanted to have a robust discussion about what other solutions are out there (e.g. if we could have a clean slate along with the knowledge we've gained in the past 30 years, what would it be).

We are looking at June 24th for an all-day session and we are looking to have all 5 CPUC Commissioners, the relevant CEC Commissioner(s), and the CAISO CEO as well as other senior staff as our main audience. And, because our audience are policy makers we need to have the discussion elevated to their level and not simply tweaking programs and day-to-day energy efficiency issues.

Here's what I presented to President Peevey, but certainly there is room to change topics or anything else. The idea is to show California's innovation and dedication and performance as well as (and this is key) our plans for the future. We are mostly looking at speakers who normally don't visit the CPUC to tell us about California's performance. We hopefully should be looking at utilities and others involved to tell us about California's future.

Any ideas on improvements and especially speakers would be greatly appreciated. Oh, and we don't want to call it EE symposium, that's just a temporary name.

Thanks,

marzia

Marzia Zafar - Director, Policy & Planning Division

California Public Utilities Commission | zaf@cpuc.ca.gov | 415-703-1997

From: Cherry, Brian K [<mailto:BKC7@pge.com>]

Sent: Wednesday, April 16, 2014 2:59 PM

To: Zafar, Marzia

Subject: EE Day ?

Marzia – I understand there is some talk about the Commission and the CEC hosting an Energy Efficiency symposium here in San Francisco ? Have you heard about that and do you have any details that you can share with me ?

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