

AGENDA

Harvesting the Fruits of the Digital Age

A CFEE Technology and Communications Roundtable Conference

March 8-9, 2018

The Lodge at Sonoma, Sonoma, California

Our Internet, communications infrastructure, and mobile app ecosystem is a complex yet ubiquitous network of networks that has revolutionized the way we live and do business. While this network of networks has brought major societal and economic benefits, lurking threats such as user privacy and Open Internet controversy may yet spoil the sweet fruits of our technological harvest. Additionally, large scale disasters such as wildfires, floods and mudslides, have strained our existing communications systems, and we must study what should be done to harden, improve and upgrade our systems. This conference will examine overarching technology, privacy and communications issues facing policymakers and explore actions industry leaders, consumer groups and other stakeholders can take to ensure that society continues to benefit as the Digital Age evolves.

Thursday, March 8th — Sonoma Ballroom

11:30 – 1:00 pm **Buffet Lunch – Upper Terrace**

1:00 – 1:15 pm **Welcome, Introductions and Conference Overview**

Patrick Mason, President and CEO, CFEE

1:15 – 2:30 pm **Session 1: Exploring the Information and Communications Ecosystem**

Telecommunications was once a well-defined industry, marked by monopoly telephone companies. Then competition became the name of the game and brought new long-distance companies, competitive local telephone companies, wireless telephone competitors, and Voice Over Internet Protocol. In the video world, the dominance of cable providers and over-the-air broadcasters has been diminished with the advent of Direct Broadcast Satellite systems, the growth of the Internet with many “over the top” video providers like YouTube, Hulu, and Netflix.

Today, the ecosystem has many major players duking it out in many arenas, like broadband, voice, and video (content and carriage). Edge providers like Facebook, eBay, Twitter, and Amazon also play critical roles. In this complex world, consumers have benefited from rich content and dazzling devices, but with new products and services come new questions about maintaining consumers’ privacy, regulating the Internet, and the role of emergency communications in disasters.

- Who are the major players in the current Internet and communications world?
- What role has the Internet played in driving use and capacity needs of the communications delivery system?
- Who uses the most bandwidth, and do they pay for the infrastructure to meet capacity requirements?
- What are the unique capabilities/services of these major players? Do they offer overlapping services? And are they subject to symmetrical regulatory regimes?

- What sorts of new technological developments can we expect in the next five years and how should we best prepare for them?
- What barriers may prevent us from reaping benefits from new technology?

Roger Noll, Professor Emeritus, Department of Economics, Stanford University (10 min)

Jonathan Spalter, President & CEO, USTelecom (10 min)

Roundtable Discussion

2:30 – 2:45 pm

Break

2:45 – 4:45 pm

Session 2: A Tangled Web? Can the Net Ever Be Neutral?

The FCC's recently adopted Open Internet Rules have some observers concerned that "net neutrality" and an open Internet is under imminent threat. Conversely, others contend that the previous rules (born in the Obama Administration) relied on outdated common carrier regulations that were an imperfect fit for the current Internet environment. What is all the fuss about Net Neutrality and why is it such a volatile issue?

A. Open Internet 101 (Overview)

- What are the Open Internet Rules?
- What changes did the FCC make in the Open Internet Rules? How do these changes affect governance of the Internet?
- What are the issues that impact the Internet service providers (ISP's), edge providers (example eBay, Amazon, Facebook, Twitter), and Internet users?
- What have states done in efforts to replace the Open Internet Rules?

Glenn Woroch, Adjunct Professor Emeritus of Economics, UC Berkeley and Senior Advisor, Compass Lexecon (15 min)

B. Open Panel Discussion

- Why have Open Internet (i.e. net neutrality) issues been so political? Why has it been so elusive to federal legislation?
- What are the potential benefits and risks to investors or innovators due to the changes?
- How does SB 460 (de León) impact California consumers and companies?
- Is regulatory intervention necessary?
- What are the pressing concerns of content providers about the revised Open Internet Rules? How does this impact their business plans and innovation?

Lee Tien, Senior Staff Attorney, Electronic Frontier Foundation (5-7 min)

Jeff Campbell, VP, Government Affairs & Technology Policy, Cisco Systems, Inc. (5-7 min)

Roundtable Discussion

6:15 pm

Reception and Dinner – The General's Daughter

Meet in lobby at 6:00 pm for transportation.

Friday, March 9th — Sonoma Ballroom

7:30 – 8:30 am **Continental Breakfast – Sonoma Ballroom**

8:30 – 10:00 am **Session 3: Whose Data Is It Anyway? What’s in it for Internet Consumers to Share Personal Information?**

In March 2017, Congress voted to roll back privacy regulations that limited how Internet service providers (ISP’s) could use consumer information. Opponents of this legislation, such as consumer groups and other interested parties, responded by focusing on privacy policy at the state level in an effort to shape the rules that should govern ISP’s and how/when they can use customer data.

- How do customers benefit from sharing personal data? How might recent state-focused efforts to change privacy policy affect these benefits?
- What do consumers need to know to make good privacy decisions? What are the advantages of opt-out versus opt-in consumer choices?
- What are best practices and existing rules for Internet Service Providers and/or edge providers to smartly use consumer information?
- Should ISP’s and edge providers adhere to different consumer privacy rules? What would an ideal privacy policy look like?

Jim Dempsey, Executive Director, Berkeley Center for Law & Technology (5-7 min)

Paul Goodman, Telecommunications Senior Legal Counsel, The Greenlining Institute (5-7 min)

Roundtable Discussion

Also, Transportation Network Companies (TNCs) like Uber and Lyft have had repeated calls by municipalities, transportation agencies, regulatory agencies, and others for compelled disclosure of TNC user and driver data, including data filed in Annual Reports at the California PUC and by the companies itself. This includes personally identifiable data including specific trip data, vehicle information, driver home address and photo, and more. What are the best ways for the user and driver data collected by TNCs to be safeguarded? Are efforts to aggregate or make anonymous the data for such releases effective?

Steffi Bryson, Public Policy Manager, Uber (5-7 min)

Roundtable Discussion

10:00 – 11:30 am **Session 4: Digital Lifelines – Creating a Communications System for Firestorms and Other Disasters**

The catastrophic wildfires, floods and mudslides in the Wine Country, Oroville, the Central Coast and in Southern California have brought the role of redundant broadband networks, wireless communications systems, and emergency communications into the spotlight. Further, the critical need for improved broadband infrastructure in rural areas and reliable mobile communications for first responders is urgent to save lives. The

wildfires, floods and mudslides offer an opportunity to review what must be done to best harden our communications networks (landline and wireless) in future disasters to ensure that public welfare is safeguarded when calamity strikes.

- What challenges have large wildfires, flooding and mudslides posed to our wireline, wireless and broadband communications and broadband infrastructure?
- What communications solutions – including Wireless Emergency Alerts and Reverse 9-1-1 – could better warn residents in advance of impending wildfires, natural disasters, and other potential threats?
- How can policy makers ensure that any warning or reporting requirements are not duplicative or otherwise impede providers' efforts to restore service?
- What can be done to bring Next Gen 9-1-1 to our entire state?
- How can the future FirstNet system help first responders improve their communications during large scale disasters?

Budge Currier, 911 Branch Manager, California State Office of Emergency Services (7-10 min)

Cynthia Walker, Director, Communications Division, California Public Utilities Commission (5-7 min)

James Gore, Supervisor, District 4, Sonoma County (5-7 min)

Jim Cigler, Senior Engineering Manager, Verizon Wireless (5-7 min)

Peter White, Assistant VP for Global Public Policy, AT&T (5-7 min)

Roundtable Discussion

11:30 am

Summary and Adjourn – Patrick Mason