A G E N D A

CFEE Telecommunications and Technology Conference

Immaculate Reception:
Connectedness, Health, and Modern Day Miracles

July 23-24, 2020

With each passing day, it seems we have a new wonder of the modern world as next generation networks continue to connect people and devices in ways never before seen. Yet as we marvel at the miracles brought forth by our digital deities, there remain questions on how to best ensure these new sensations bring broad prosperity for all Californians.

This conference will spotlight the virtues of new technologies – including emergency communications, wireless 5G and cable 10G, healthcare innovations, and novel applications of the Internet of Things (IoT) – while also reckoning with concerns about network resiliency, consumer privacy, and unequal access to broadband. We will also explore the challenges that industry confronts when trying to fulfill public and market expectations, including in major disasters like wildfires, flooding, and pandemics. Our virtual roundtable conversation will seek to alleviate the tension between what we want tech to do and the best way to get it done.

THURSDAY, JULY 23

12:45 – 1:00 pm	**Welcome – Conference Overview and Virtual Roundtable Introductions**

- Preview of conference topics, speakers, and goals

Jay Hansen, President & CEO, CFEE

1:00 – 2:00 pm	**Session 1** **Our Virtual Reality**

In our pandemic-stricken world where families, businesses, and people are often physically cut off from each other, digital solutions have become an indispensable contingency to support the continuity of our day-to-day lives. And with the dearth of leadership at the federal level and rapidly changing realities in our state and community, the need for us as leaders to further step up has never been so important. While we adapt to our new, often times virtual, reality, we have also learned that halting travel, recreation, and in-person gatherings is challenged and sometimes just not an option for many from our large, essential workforce. How do we thrive in a virtually-focused world while, at the same time, safely enabling

people to physically meet, move, and mix while the COVID-19 threat looms large?

- How are telecommunications companies reacting to changing broadband usage brought about by the pandemic?
- What technology and communications infrastructure is needed to support a society increasingly relying upon virtual platforms?
- What health protocols should be in place to promote everyone's health and well-being as people inevitably gather in-person?
- What does the recent surge in cases tell us about what we must do now to responsibly facilitate travel, congregation, and recreation?
- Conferences have been a vital part of knowledge sharing as well as California's economy – what is the probable future for conferences in the near term and long term?
- As leaders, how do we help to alleviate the anxiety felt by our colleagues, communities, and families during these historically troubling times?

The Honorable Richard Pan, MD, Chair, California Senate Health Committee
   (5-10 min)

Carolyn McIntyre, President, California Cable & Telecommunications
   Association *(5-10 min)*

Jim Wunderman, President & CEO, Bay Area Council *(5-10 min)*

Roundtable Discussion

2:00 – 2:15 pm	Break
2:15 – 3:45 pm	**Session 2** **Just What the Doctor Ordered…Healthcare Goes Digital**

Even before the COVID-19 crisis, the healthcare industry was poised for a grand transformation. Telemedicine, advanced patient storage systems, and virtual reality are being rolled out and even more dramatic changes loom on the horizon. These new inventions offer new possibilities for the health and well-being of California's 40 million residents, and with the crucible of the pandemic as a catalyst, there is a new sense of urgency to make these technologies widely available.

- What technologies are already decreasing costs, increasing access, and improving outcomes? Which devices might transform healthcare as we know it?
- What barriers are preventing telemedicine from becoming readily accessible?
- What innovations are hospitals and public health agencies implementing to respond to the COVID-19 epidemic? What will we have in place the next time a health crisis occurs?

- How is technology enabling us to change the way we look at women's healthcare?
- What communications network systems must be in place to support these advancements?

David Lubarsky, MD, Vice Chancellor, Human Health Sciences, CEO, UC Davis
Health *(5-10 min)*

Edward Lee, MD, Executive Vice President, Information Technology
and Chief Information Officer, The Permanente Federation *(5-10 min)*

Cathy Sebag, Co-Founder & CEO, Hela Health *(5-10 min)*

Roundtable Discussion

3:45 – 4:00 pm	Break
4:00 – 5:30 pm	<u>Session 3</u> **Currency of the Realm: Consumer Data and Finetuning Privacy Laws**

Customer data has become a currency of the realm as companies pursue new business opportunities by leveraging user information. What is the latest with efforts to balance privacy concerns with the conveniences that come along with sharing personal data?

- How are businesses using our data?
- How do consumers benefit from sharing their personal data? What are the tradeoffs?
- What's the latest with the implementation of the California Consumer Privacy Act (CCPA)?
- How does a proposed ballot measure intend to reconfigure existing law?
- How are companies grappling with the uncertainty surrounding data privacy rules?
- What can we learn from Europe's implementation of the General Data Protection Regulation (GDPR)?

Dominique Shelton Leipzig, Partner and Firmwide Co-Chair, Ad Tech Privacy &
Data Management Practice, Perkins Coie *(5-10 min)*

Stacey Schesser, Supervising Deputy Attorney General, Privacy Enforcement
and Protection Unit, California Department of Justice *(5-10 min)*

Alastair Mactaggart, Board Chair, Californians for Consumer Privacy *(5-10 min)*

Roundtable Discussion

FRIDAY, JULY 24

9:00 – 10:15 am	**Session 4** **Waging War on Wildfires: Next Steps on Network Resiliency**

As California's electric utilities implement Public Safety Power Shutoffs (PSPS) to avoid frequent and destructive wildfires, the state's communications systems – which are dependent on electric power – are increasingly vulnerable to disruption. In recognition of the risk this poses to first responders and the public, policymakers and the telecommunications industry have mobilized to identify smart ways to defend critical infrastructure and improve network resiliency.

- What is meant by "network resiliency" In the communications (voice and broadband) industry?
- Given the likelihood of PSPS scenarios in the near future, what is the industry doing to protect their cell towers, communications network backhaul, and switching centers? What more can they do?
- What existing regulatory barriers are slowing our ability to implement resiliency solutions?
- As we further harden and augment our critical infrastructure, how do we pay for these necessary investments? What Is the cost to consumers to increase resiliency?

Scott Stewart, Engineering Director, Verizon Wireless *(5-10 min)*

Budge Currier, 9-1-1 Branch Manager, Public Safety Communications, Governor's Office of Emergency Services *(5-10 min)*

The Honorable Diane Dillon, Supervisor, District 3, County of Napa *(5-10 min)*

Roundtable Discussion

10:15 – 10:30 am	Break
10:30 – 12:00pm	**Session 5** **Broadband for All – Leave No Child Offline**

Despite best efforts to bridge the "Digital Divide," there continues to be a gap between communities that have a fast, reliable, and affordable communication networks and those that do not. The pandemic has reminded us once again of this lingering disparity – while people of means are able to easily telecommute and take remote classes from home, there are thousands of Californians that simply cannot due to lack of access and unaffordability. The Newsom Administration is taking its turn to solve this persistent problem with its Broadband For All initiative. What will it take to finally get it done?

- With the sudden need for online education due to the 2020 pandemic, what must be done to resolve the Homework Divide In our state? How might school districts and libraries share their broadband connection with surrounding low-Income communities?
- What permitting challenges do providers face with state and local governments that delay the deployment of broadband? How can these processes be streamlined?
- What monies are available to spur deployment in markets deemed uneconomic for private investment?
- Should Internet companies be mandated to offer a low-Income broadband offer?
- What concerns do municipalities and communities have about infrastructure deployment? Are they justified, and how can they be alleviated?

Stephanie Tom, Deputy Director Broadband and Digital Literacy, California Department of Technology *(5-10 min)*

Rochelle Swanson, Government Affairs Manager, Crown Castle *(5-10 min)*

Michael Flood, Senior Vice President, Strategy, Kajeet *(5-10 min)*

Tony Thurmond, Superintendent of Public Instruction, State of California *(5-10 min)*

Roundtable Discussion

12:00 – 12:15 pm	**Summary, Next Steps, and Adjournment**

Jay Hansen, President & CEO, CFEE