

From: Zafar, Marzia  
Sent: 3/8/2010 9:18:22 AM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)  
Cc:  
Bcc:  
Subject: FW: PG&E Outreach

Hi,

she never responded to this note. also, the Plan that PG&E has to submit in 60 days, Energy Division and my group have to review and potentially revise.

marz

**From:** Zafar, Marzia  
**Sent:** Tuesday,  
February 16, 2010 1:37 PM  
**To:** Redacted  
**Cc:** Harvey,  
Sommer C.; Caron, Jennifer  
**Subject:** RE: PG&E Outreach

Hi Kate - any chance you have your ppt from last Friday electronically? I want to pass it on to Redacted who is the Energy Division lead on your PDP case. Also, do you have time Wednesday morning for a short conference call? we want to discuss with you Outreach for PDP. I realize this is short notice, but we have some internal meetings on the PDP outreach and since you mentioned that PG&E will be doing much much more than mentioned in the earlier testimony we want to hear the good news so we can share it internally with our upper management.

thanks,

marzia

**From:** [Redacted]

**Sent:** Friday, February 12, 2010 4:36 PM

**To:** Zafar,  
Marzia

**Cc:** Harvey, Sommer C.

**Subject:** RE: PG&E Outreach

Thanks for the follow up Marzia, I'm glad you found the information of use. And just to clarify - that is approximately 1.3 million registered "My Account" users, not the number of customers who access flat side content on pge.com. As I said, we'll be doing a lot in the next couple of weeks to improve the rate education and SmartMeter content on that non-logged-in state, which will be available to anyone.

I do have time, and would likely need to bring colleagues who are more involved in PDP outreach planning. Can I get back to you with a couple dates/times that might work? Thank you and have a great weekend.

Kate

**From:** Zafar, Marzia [mailto:[zaf@cpuc.ca.gov](mailto:zaf@cpuc.ca.gov)]

**Sent:** Friday, February 12, 2010 4:22 PM

**To:** [Redacted]

[Redacted]

**Cc:** Harvey, Sommer C.

**Subject:** PG&E Outreach

Hi  
Kate,

Thanks  
for the meeting today. I thought your outreach information was very proactive and also impressive, although I'm disappointed that only 25% of customers utilize your online information - this of course translates to only 25% using the web to get information about their energy needs, and that's disappointing as far as getting our ratepayers to utilize the latest technologies. Any how, the PG&E PDP decision will be out soon and my group will be involved in the outreach part of it in that we will do some of our

own outreach, but also review PG&E's outreach efforts. To that end, do you have sometime next week to discuss outreach efforts in general and also specific to PG&E's PDP?

thanks,

marzia

Marzia Zafar  
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