

From: Zafar, Marzia
Sent: 3/8/2010 8:24:06 PM
To: Zafar, Marzia (zaf@cpuc.ca.gov); [Redacted]
[Redacted]
Cc: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Harvey, Sommer C. (sommer.harvey@cpuc.ca.gov)
Bcc:
Subject: RE: PG&E Outreach

Hi there,

Yes, we just need to make sure we coordinate better for the Smart Meter workshops that are coming up next week and future ones. Sommer is your girl for those issues and of course keeping Bruce K apprised as you have - we got your email this morning forwarded to us by Bruce. We will attend a few of the workshops scheduled for the next two weeks, but I need for you to nail down the dates/time/locations by this Thursday, please.

As far the PDP outreach let's see what your plan is that you'll submit within 60 days of the decision. Of course, PG&E will be on the driver seat while we ride in the car to provide input and also keep the Commission apprised. Lastly, per our conversation we will provide you with our contacts and also our product once we've complete it which should be within the next 30 days.

Oh, the large C&I should be pretty easy since you already have account reps assigned to each of them and their total number is far manageable than the small & medium C&I. I am more interested in making sure that we reach the small & medium ones.

Regards,
Marzia

-----Original Message-----

From: [Redacted]
Sent: Monday, March 08, 2010 6:48 PM
To: Zafar, Marzia <zaf@cpuc.ca.gov>
Cc: Harvey, Sommer C. <sommer.harvey@cpuc.ca.gov>; Caron, Jennifer <jennifer.caron@cpuc.ca.gov>; Dietz, Sidney <SBD4@pge.com>

Subject: RE: PG&E Outreach

Marzia - sorry for the delay in response. Attached is the presentation from last month. Also attached is our current PDP outreach plan for large customers. If you need further detail, please let me know. I got your voicemail this afternoon, and will call you now.

Thanks.

Kate

From: Zafar, Marzia [mailto:zaf@cpuc.ca.gov]
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 Jennifer Carol 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>]

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

To: 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 - Zaf@cpuc.ca.gov <<mailto:Zaf@cpuc.ca.gov>> - 415-703-1997