

**PACIFIC GAS AND ELECTRIC COMPANY  
General Rate Case 2011 Phase I  
Application 09-12-020  
Data Response**

PG&E Data Request No.:	DRA_185-04		
PG&E File Name:	GRC2011-Ph-I_DR_DRA_185-Q04		
Request Date:	March 8, 2010	Requester DR No.:	DRA-185-MCL
Date Sent:	March 22, 2010	Requesting Party:	DRA
PG&E Witness:	Renee Parnell	Requester:	Mariana Campbell

**SUBJECT: CORPORATE RELATIONS DEPARTMENT COSTS – PCC 12285**

**FOR ALL QUESTIONS BELOW, PLEASE PROVIDE THE DATA IN EXCEL FORMAT, VIA EMAIL AND ON A CD.**

**QUESTION 4**

In reference to WP 12-26, Line 2 – Outside Services:

- A. Please provide additional documentation describing the customer outreach program to new customers on emergency response numbers, safety information, financial assistance and other services. Provide materials sent or given to **new** clients. Explain what “other services” are. What is the difference in materials given to new clients now from prior years, please explain.
- B. Provide information and breakdown on the \$112K forecasted in Outside Services. Is this amount an additional cost after the increase of \$678K of year 2008 – 2009? Please explain what is embedded in the \$112K requested for the forecasted year 2010-2011.

**ANSWER 4**

- A. An example of customer outreach is attached (GRC2011-Ph-I\_DR\_DRA\_185-Q04Atch01 and GRC2011-Ph-I\_DR\_DRA\_185-Q04Atch02) PG&E provides this information to new residential and business customers. PG&E revised the residential communications to include financial assistance information, ways for customers to pay their bills, services to manage energy costs, and a reminder for customers to work with us online and to use our Web site as a helpful resource. The business version now includes tips for using My Account and Business Tools, pricing analysis tools, and reminders to participate in PG&E’s energy efficiency and demand response programs to help lower operating costs. These are mailed separately from the bill to new residential and business customers.

“Other services” are costs for design, layout, printing, and mailing of these materials.

B. The corrected explanation for the \$112K in Outside Services should state, “this is an increase for bill inserts.” In summary, for forecasted year 2010-2011, the increased \$218k in Outside Services is attributed to the increase for bill inserts.