

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

PG&E Data Request No.:	DRA_204-16		
PG&E File Name:	GRC2011-Ph-I_DR_DRA_204-Q16		
Request Date:	March 12, 2010	Requester DR No.:	DRA-204-DFB
Date Sent:	March 26, 2010	Requesting Party:	DRA
PG&E Witness:	Mark Hughes	Requester:	Donna-Fay Bower

EXHIBIT REFERENCE: PG&E-6, CHAPTER 7

SUBJECT: SAFETY, HEALTH AND CLAIMS DEPARTMENT AND OTHER COSTS

In response to DRA-067-Q39c. PG&E provided a breakdown of (1) Videos, Brochures, giveaways, (2) Enhance On-line content, and (3) Support gas and electric safety demonstrations. Please provide the following:

QUESTION 16

Bill Inserts: PG&E describes this as: "Update 2002 Emergency Preparedness bill insert and distribute to the 5.2 million customers who receive a paper bill. Print an additional 20,000 for distribution at community events." What type of community events is PG&E planning on distributing these bill inserts at?

ANSWER 16

Events include any external event in which PG&E has a table, makes a presentation, or provides safety information directly to a customer through direct contact. These events may be civic events such as fairs or festivals, industry events like trade shows or conferences, or presentations to schools, businesses, community groups, etc.