

From: Horner, Trina
Sent: 4/16/2010 2:02:08 PM
To: 'Roscow, Steve' (steve.roscow@cpuc.ca.gov)
Cc: Fitch, Julie A. (julie.fitch@cpuc.ca.gov); Velasquez, Carlos A. (carlos.velasquez@cpuc.ca.gov); Kahlon, Gurbux (gurbux.kahlon@cpuc.ca.gov)
Bcc:
Subject: RE: Energy Division edits to draft opt-out letters

Hi Steve and Gurbux, following up on my voicemail to Steve and my subsequent talk with Gurbux, attached is a revised version of the early opt-out letter that incorporates many of Energy Division's edits, as well as some additional changes. This is a clean version, because it was getting messy, but in summary, folks here tried to simplify it and keep the focus on the main message which is that the early opt-out is not effective. The main changes from what you sent yesterday below are summarized as follows:

In the first paragraph, we deleted the sentence, "As allowed by state law, unless a customer opts-out, the customer will become MEA's customer.", as the customer will still be a customer of BOTH PG&E and MEA. We also deleted the sentence "However, a customer can only opt-out during the official opt-out period initiated by MEA.", as this is not true; the customer can opt out after the period, there are just implications rules for doing so.

In that same paragraph 1, we highlighted the sentence: "Unfortunately, we are unable to process your request to opt-out of the MEA's program at this time", as it was buried and is the fundamental message of the letter.

We suggest deleting the paragraph about the rules governing customers' return to PG&E from CCA. I appreciate that this was in the "suggested" language from the resolution but remember the point of the letter is to tell them that their early opt-out is not effective. It just seems odd to talk in the letter about the rules for customers returning to PG&E from their CCA, when that step is at least two steps removed from where these customers are right now.

Finally, they tightened up the last section about "If you have questions about CCA or require additional information."

All of this results in a letter that is shorter and more to the point, and hopefully still gets across the key facts. Take a look and let us know what you think. The communications folks think customers are also more likely to read a letter that doesn't exceed one page.

To talk by phone, please contact me on my mobile phone today: 415-722-6504. Thanks,
Trina

From: Roscow, Steve [mailto:steve.roscow@cpuc.ca.gov]
Sent: Thursday, April 15, 2010 1:54 PM
To: Stock, William; Horner, Trina; (Redacted)
Cc: Kahlon, Gurbux; Velasquez, Carlos A.; Fitch, Julie A.
Subject: Energy Division edits to draft opt-out letters

Bill, Trina (Redacted)

Sorry for the delay, but attached are the Energy Division's edits to your draft letters to customers re early opt-out, one "generic" and one for MEA. The "track changes" shows the changes we have made, all for the purpose of conveying a neutral tone and message.

Energy Division would like PG&E to use these versions, so please contact Gurbux directly if you have any questions. She may be reached at 415-703-1775.

Thanks,

Steve Roscow

CPUC Energy Division

415-703-1189