

From: [Redacted]  
Sent: 4/27/2010 5:11:30 PM  
To: 'Roscow, Steve' (steve.roscow@cpuc.ca.gov); Kahlon, Gurbux (gurbux.kahlon@cpuc.ca.gov)  
Cc: Horner, Trina (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=TNHC)  
Bcc:  
Subject: RE: PG&E's Response to CPUC Data Request, Re: Q1 2010 BTL CCA Expenses

Steve,

Here are the answers to your questions:

1. There is an entry for "COALITION FOR RELIABLE &" that appears to have been truncated - what is the full name, and what does this group do?

**Answer: The full name is The Coalition for Reliable and Affordable Electricity. It is a 501(c)(4) non-profit public benefit corporation that conducts civic activities.**

2. FRISSION INC: what does this group do?

**Answer: Frission Inc. is the parent company of marketing and advertising firm, Brainchild. Brainchild is the creative firm who has helped design, write and execute all of our postcards, one-sheets, print ads, TV spots and several pieces of collateral and letters.**

3. MOORE METHODS INC: what does this group do?

**Answer: Moore Methods Inc. is a polling firm.**

Let me know if you have any further questions.

Daren

**From:** Roscow, Steve [mailto:steve.roscow@cpuc.ca.gov]  
**Sent:** Tuesday, April 27, 2010 4:14 PM  
**To:** [Redacted] Kahlon, Gurbux  
**Cc:** Horner, Trina  
**Subject:** RE: PG&E's Response to CPUC Data Request, Re: Q1 2010 BTL CCA Expenses

Hi Daren,

Thanks for the data, and I hope Trina is feeling better—

We will take a more systematic look, but I have one quick follow up, on the "2010 Materials and Contracts" tab:

1. There is an entry for "COALITION FOR RELIABLE &" that appears to have been truncated—what is the full name, and what does this group do?
2. FRISSON INC: what does this group do?
3. MOORE METHODS INC: what does this group do?

Thanks,

Steve Roscow

CPUC Energy Division

415-703-1189

**From:** Redacted  
**Sent:** Tuesday, April 27, 2010 4:05 PM  
**To:** Roscow, Steve; Kahlon, Gurbux  
**Cc:** Horner, Trina  
**Subject:** PG&E's Response to CPUC Data Request, Re: Q1 2010 BTL CCA Expenses

Hi Steve,

Trina is out sick today and has asked me to submit PG&E's data response to your April 8, 2010 data request for PG&E's below-the-line CCA related expenses for Q1 2010 (January 1, 2010 - March 31, 2010). As with last time, there are two documents attached, PG&E's formal data response template that is a word document and the excel file which contains the summary and detail of the Marin and SF expenses for Q1 2010. Lastly, this information is confidential, provided pursuant to P.U. Code Section 583.

Let me know if you'd like to discuss this information or if it raises further questions for you that PG&E can address.

<<ED Data Response CCA BTL\_4-27-10.doc>>      <<SF-MARIN CCA Expenses (ED Request)\_042710 FINAL.xls>>

Sincerely,  
Daren

Redacted

**Pacific Gas and Electric Company**  
**Regulatory Relations**

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