

From: [Redacted]
Sent: 4/9/2010 7:50:41 AM
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Bcc:
Subject: Follow-ups to PDP outreach planning meeting

Jennifer:

This captures key points from our meeting last week regarding PDP outreach plans as well as next steps. I'm hoping we can spend a few minutes reviewing this list during our call at noon today - just to make sure I've captured next steps and to clarify a few questions.

Thanks!

[Redacted]

To include in 60 day plan - Due on 4/26

Key objective from outreach efforts = customers are aware of their rate plan options and make an informed choice about which option is best for them.

Plan to include:

- Large C&I, Ag (large and small), SMB, Hard to reach, and ethnic customer outreach plans
- How we plan to determine which customers are the 10% most likely to face the financial hurt from PDP implementation. Consider how we plan to reach them.
- How we plan to educate customers about time of use, PDP and opportunities to save energy (and benefit on PDP) including tapping into CEE programs.
- Include how we plan to answer customer questions (call center rep training plans) and how we plan to manage customer questions/complaints
- Include how we plan to collect and learn from customer questions and complaints (how will we take the information to inform plans/actions)
- For large C&I - outline plans to reach the remaining 25% of customer who have yet to actively engage on PDP

Follow-up Questions for Energy Division

- Seeking further definition or guidance on "hard to reach" customers - how to identify and prioritize key characteristics or criteria?
- 10% of most impacted customers - does this definition include ag and large C&I? Or, is the focus only on SMB?
- Should the 60 day plan include residential customers currently on SmartRate who are scheduled to default to PDP in Feb. 2011? Or should PG&E plan to cover transition plans for those

customers through a separate plan?

- Are there examples of outreach plans used by other utilities/states that could inform PG&E plans (Illinois, Texas and Maryland were mentioned during the meeting)?

Next Steps

- Energy Division/PG&E Meeting to discuss how deliver plan reporting requirements - expectations, formats, etc. (4/9)
- Energy Division/PG&E outreach plan follow-up meeting (review draft plan) (4/19 - need to confirm date)
- Share research plans (project logistic updates and dates) - ongoing

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