

From: Caron, Jennifer
Sent: 4/9/2010 10:57:54 AM
To: [Redacted]
Cc: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); [Redacted]
[Redacted] Stablein, Jodi
(/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=JZSV)
Bcc:
Subject: RE: Follow-ups to PDP outreach planning meeting

Thanks [Red]

We can start off answering your questions and talking in more detail about the Outreach Plan. Then we can talk about the reports. I've attached one of PG&E's monthly reports for demand response programs to use as a point of reference for the format for CE&O monthly reports. The relevant worksheet is labeled DRP Expenditures. I will also be referencing the workpapers from PG&E's application, titled Exhibit (PG-3) Chapter 2. It contains the breakdown of activities and costs for outreach. Sorry I don't have an electronic copy.

Jennifer

From: [Redacted]
Sent: Friday, April 09, 2010 7:51 AM
To: Caron,
Jennifer
Cc: Stablein, Jodi; Dietz, Sidney; [Redac]
[Redact]
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

Redacted

Director,
Solutions Marketing
Pacific Gas and Electric
Company

Redacted