

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 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; Redacted  
**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!

Reda  
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#### **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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Director, Solutions Marketing  
Pacific Gas and Electric Company

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