

From: xxxxxxxx
Sent: Friday, February 12, 2010 12:23 PM
To: xxxxxxxxxx
Subject: (PG&E) Coming Soon - Peak Day Pricing

Greetings xxxxx:



customer xyz.xls
(158 KB) PDP_Fact_Sheet.pdf

Beginning May 1 PG&E will be implementing a new rate structure - Peak Day Pricing (PDP). Based on assumptions and past history, we've **guesstimated** how PDP might impact your xxxxxxx facility compared to the standard Time of Use Rates.

Here's a summary of our guesstimate - I've attached the details in an Excel Workbook. I've also included a fact sheet about Peak Day Pricing.

Although it hasn't yet been approved by the CPUC, we expect that Peak-Day Pricing will be approved later this month. Peak-Day pricing charges very high rates for power (\$1.20 per kWh) during 9-15 "events" called typically during the Summer, in exchange for lower rates during all other periods.

While PDP is designed to be "revenue neutral" in total for all customers, some customers, because of how they operate, are "winners" and others are "losers". The first year of PDP will offer rate protection so there are no "losers", with a true-up happening at the end of the year if you were a "loser". After the first year, however, this rate protection will not exist.

If you do nothing, you will automatically be enrolled into PDP. The analyses I ran (attached), however, shows that PDP will be slightly higher with a 0% Capacity Reservation Charge and slightly lower with a 50% Capacity Reservation Charge.

PDP Bills for Summer 2009 – With No Load Charges					
	May	June	July	August	Sept
Max Demand (kW)	1,306	1,296	1,373	1,296	1,334
Energy Usage (kWh)	518,705	544,449	573,953	584,937	605,309
Time-of-Use (TOU) Billing	\$82,806	\$85,817	\$90,672	\$89,287	\$92,509
#PDP Events*	0	2	4	3	3
PDP Credits	\$4,921	\$4,823	\$5,391	\$4,890	\$5,161
PDP Charges	\$0	\$2,521	\$8,125	\$7,523	\$8,119
PDP Billing - Default**	\$77,885	\$83,514	\$93,406	\$91,919	\$95,467
PDP Billing - 0% CRC	\$72,785	\$82,845	\$100,959	\$96,309	\$99,855

Perhaps we can meet in the next 2-5 weeks to discuss the new rate, options, and introduce you to PG&E's InterAct tool to help you make decisions about your future energy choices.

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P.s. we have many energy efficiency rebates and incentives - we can talk about opportunities to reduce your costs here too.