

From: Cherry, Brian K
Sent: 5/11/2010 10:25:31 AM
To: 'Clanon, Paul' (paul.clanon@cpuc.ca.gov)
Cc:
Bcc:
Subject: Re: Letter From PG&E to MEA Customer

Free drink coupons would suffice.

From: Clanon, Paul [mailto:paul.clanon@cpuc.ca.gov]
Sent: Tuesday, May 11, 2010 10:20 AM
To: Cherry, Brian K
Subject: Re: Letter From PG&E to MEA Customer

Thanks for running this down. Can I offer a consultation step before you send mass-mailings in Marin?

On May 11, 2010, at 10:00 AM, "Cherry, Brian K" <BKC7@PGE.COM> wrote:

Paul - Here is what appears to have happened. This letter was prepared in late 2008 for routine transmittal to SJVPA customers as a marketing letter after those customers were automatically enrolled in SJVPA. It was put into SAP and sat there in the system for future use when we didn't use it for the SJVPA campaign. The letter template was the used as a default for informing MEA CCA customers who were cut over. It appears no one read the original letter when they decided to use the pre-existing form - they simply added MEA into the information field, overriding SJVPA. As you can see from the letter, the changes made for the Marin CCA is in capital letters. The text is then automatically inserted into the letter and this is done through SAP. Unfortunately, when someone here decided that we needed to inform customers who were switched over to MEA, then never read the letter - they simply substituted MEA Clean Energy for SJVPA. We put a stop to it yesterday and no further missives will be spent. I understand legal is working on a separate letter. The offending letter went out to those who have billing dates on May 4 in Marin. I'm trying to run down how many customers received those. I suspect not too many, but to paraphrase your comments to Senator Florez, .."even one letter is too much...". The good news, if there is any, is that it was a calculated attempt to inform - more of an inept and inadvertent one. It isn't a satisfying explanation but it is the truth.

From: Clanon, Paul [mailto:paul.clanon@cpuc.ca.gov]
Sent: Monday, May 10, 2010 5:39 PM
To: Cherry, Brian K
Subject: Re: Letter From PG&E to MEA Customer

I have some idea, and my hat's off to you.

Much alarm about the letter, so we should nail that down as soon as we can tomorrow.

On May 10, 2010, at 5:30 PM, "Cherry, Brian K" <BKC7@PGE.COM> wrote:

You have no idea !

From: Clanon, Paul [mailto:paul.clanon@cpuc.ca.gov]
Sent: Monday, May 10, 2010 5:09 PM
To: Cherry, Brian K
Subject: Re: Letter From PG&E to MEA Customer

Thanks. I'm feeling good momentum building, and sometimes I think it's down to you and me to keep it going.

On May 10, 2010, at 3:44 PM, "Cherry, Brian K" <BKC7@PGE.COM> wrote:

We are running this down. Ouch. Lot's of stuff in there. Let me see how many of these letters went out and to whom.

From: Clanon, Paul [mailto:paul.clanon@cpuc.ca.gov]
Sent: Monday, May 10, 2010 2:51 PM
To: Cherry, Brian K
Subject: Fwd: Letter From PG&E to MEA Customer

What's this one all about? It's causing angst.

Begin forwarded message: