

From: Horner, Trina
Sent: 5/27/2010 4:16:00 PM
To: 'Roscow, Steve' (steve.roscow@cpuc.ca.gov); Weisz, Dawn (DWeisz@co.marin.ca.us)
Cc: Redacted
Redacted Velasquez, Carlos A. (carlos.velasquez@cpuc.ca.gov); Redacted
Redacted
kdusel@navigantconsulting.com (kdusel@navigantconsulting.com);
jdalessi@navigantconsulting.com (jdalessi@navigantconsulting.com)
Bcc:
Subject: RE: Draft invalid opt out letter

Steve and Dawn, attached are a few edits from PG&E. I accepted all changes from Steve's original email this morning, and then overlayed both PG&E's and Dawn's suggestions (as later modified by Steve, below) - so hopefully this captures both MEA's and PG&E's reactions to the letter since this morning.

One note -- PG&E is fine with the language Dawn suggested below, but just to be clear, last week's decision does not limit communications with customers about the opt-out process, exclusively to the CCA-provided notices. We think it will help avoid customer confusion to include the opt-out telephone number and web site information in this letter, so the customer isn't juggling multiple letters on this topic, but in the interest of getting this letter out we're fine with not including it.

Let me know if you have any questions about this draft. And PG&E is fine with this being a joint PG&E/CPUC letter.

Trina

From: Roscow, Steve [mailto:steve.roscow@cpuc.ca.gov]
Sent: Thursday, May 27, 2010 3:42 PM
To: Weisz, Dawn
Cc: Redacted Velasquez, Carlos A.;
jdalessi@navigantconsulting.com; kdusel@navigantconsulting.com; Horner, Trina
Subject: RE: Draft invalid opt out letter

Dawn, thanks—for the most part I like your clarification, except that I feel this section should include the term “opt out” since the letter is basically telling the customer, “you tried to opt out, you are not opted out, so here is how you may still opt out”

How about something like You will be receiving a notice shortly from MEA that clearly describes your rights and options with respect to opting out of MEA service.

Steve

From: Weisz, Dawn [mailto:DWeisz@co.marin.ca.us]
Sent: Thursday, May 27, 2010 2:46 PM
To: Roscow, Steve
Cc: Redacted Velasquez, Carlos A.;
jdalessi@navigantconsulting.com; kdusel@navigantconsulting.com; Horner, Trina
Subject: RE: Draft invalid opt out letter

Hi Steve,

MEA does not need to sign on to this letter. However, there is one point that needs to be clarified. As per the CPUC decision on May 20th, opt out information is not supposed to be provided outside of the 'CCA provided notices.'

So this change is needed:

Your rights and options

Your energy choice options are still completely open to you, and under your control. You will be receiving a notice shortly from MEA that clearly describes your rights and options. ~~If you wish to have MEA continue purchasing the electricity you receive, no action is needed on your part. If you wish to opt out and have PG&E purchase the electricity you receive, you may inform MEA of your choice to opt out by calling their dedicated phone line at 1-888-632-3674.~~

I have also attached the document in track changes. Other than that I think it is ok to go out.

Thank you,

Dawn

From: Roscow, Steve [mailto:steve.roscow@cpuc.ca.gov]
Sent: Thursday, May 27, 2010 11:25 AM
To: Horner, Trina; Weisz, Dawn: kdusel@navigantconsulting.com; jdalessi@navigantconsulting.com
Cc: [Redacted] Velasquez, Carlos A.
Subject: RE: Draft invalid opt out letter

All,

Attached is the much-edited "non-tariffed opt out letter". Clanon has suggested that it be another PG&E/CPUC letter, though there is still time for MEA to join this one as well, of course.

So if you all could let me know on that ASAP, that would be great.

As far as edits, I have tried to duplicate the tone and neutrality of the "letter to 6,000" that is mailing today, so let me know if it needs more attention in that regard. Also, I've tried to update the narrative to reflect that the opt-out process is about to change, while still making it clear to the customers what has happened, and why.

Suggestions welcome...

Steve

From: Horner, Trina [mailto:TNHc@pge.com]
Sent: Tuesday, May 11, 2010 5:19 PM
To: Roscow, Steve; DWeisz@co.marin.ca.us; kdusel@navigantconsulting.com; jdalessi@navigantconsulting.com; Velasquez, Carlos A.
Cc: [Redacted]
Subject: Draft invalid opt out letter

All,

Following up on our meeting today, attached is a draft of a letter that PG&E proposes to send to the invalid opt-out customers we discussed today. Let us know your thoughts on this draft. And as John mentioned, we're thinking that a letter from PG&E is less likely to cause customer confusion since PG&E accepted, and now needs to rescind, the opt-out. Frankly, as this letter apologizes for any inconvenience the customer has experienced, MEA might want to distance themselves from the events leading up to this letter. But let us know your thoughts and edits as you read it.

Thanks,
Trina <<DRAFT Eligible Phase I Rescind letter - 051110.doc>>

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