

From: [Redacted]
Sent: 7/21/2010 3:25:45 PM
To: 'Caron, Jennifer' (jennifer.caron@cpuc.ca.gov)
Cc: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); [Redacted]
[Redacted]
Bcc:
Subject: FW: CPUC

Jennifer:

This is in response to your questions on PDP outreach. Please let me know if you have any additional questions. I believe we are still planning to meet on Friday and can discuss then, or at an earlier date if you prefer.

Best,
Erin

- 1) Large C&I customers receive information that includes the www.pge.com/pdp website, right?
 - a. We continue to promote the PDP Web site through a variety of communication channels, including customer letters, presentations, person-to-person outreach, and training materials.
- 2) Do reps and direct mail pieces tell customers they can check that website to see if it is a PDP event day?
 - a. Our ES&S Account Managers inform their customers about the option of checking the PDP Web site in addition to the automated notification options, which include phone, fax, email, and SMS. Our notification letters also refer customers to the PDP Web site.
- 3) Do notifications automatically go out to all customers on the rate at 2PM or is it sort of a rolling notification that takes several hours?
 - a. Customers are notified of the Event Day by 2:00p.m. Notification for the July 16 Event Day, for example, took place on July 15 from 11:00a.m.-1:50pm.
- 4) Finally, you can track the number of hits to the PDP website, right? And if so, you could compare that number to the number of hits to PG&E's main page, right?
 - a. Yes, our Online Communications team is able to track visits to the pge.com homepage as well as the PDP landing page.