

From: Zafar, Marzia  
Sent: 7/15/2010 3:31:43 PM  
To: Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Green, Stephanie (stephanie.green@cpuc.ca.gov); [Redacted] Harvey, Sommer C. (sommer.harvey@cpuc.ca.gov)  
Cc: Lokey, Felecia K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=FKL3); Cussimano, Craig (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=C3C61); Stablein, Jodi (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=JZSV); [Redacted] Christensen, Robin M (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=RMHQ); Balistrieri, Phil (/O=PG&E/OU=Corporate/cn=Recipients/cn=PGB3); Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); [Redacted] [Redacted] Meeusen, Karl (karl.meeusen@cpuc.ca.gov); [Redacted] [Redacted]

Bcc:

Subject: RE: SmartDay Event Called for Friday, 7/16/2010

...but all those events - SmartDays, PDP days, and FlexAlert - have one thing in common and that is "reducing consumption". So, maybe PG&E should have a generic alert on the main page and then have direct links to Smart Days, PDP, etc. a generic alert that warns ALL customers to conserve on this particular day because the system will be over-taxed.

right now if a customer goes to the PG&E website it is business as normal; the customer would have to have the initiative to dig to see if the system will be overtaxed due to a hot day.

marzia

**From:** [Redacted]  
**Sent:** Thursday, July 15, 2010 2:53 PM  
**To:** Zafar, Marzia; Caron, Jennifer; Green, Stephanie; Harvey, Sommer C.  
**Cc:** Lokey, Felecia K; Stablein, Jodi; Cussimano, Craig; [Redacted]; Balistrieri, Phil; [Redacted] Christensen, Robin M; Crain, Kasia; Dietz, Sidney  
**Subject:** RE: SmartDay Event Called for Friday, 7/16/2010

Marzia,

Thanks - let us look into this.

I completely agree that we want the news about an event day to be as transparent and easy to find/access as possible. The trade off of posting the information on the pge.com homepage is possible

customer confusion (between SmartDays, PDP event days, FlexAlert days, etc). I see the benefit of load drop among PG&E customers. I just don't want to set-up an expectation that customers would expect to see a change on their bill - or that they believe they have completed their 9-15 PDP event days - when they confused SmartDays with PDP event days (for example). There are likely ways around this - such as communicating "PG&E's Business Customers: Today is a PDP Event Day" to help differentiate the event days.

Net, we agree that we need to make it as easy as possible to help customers learn about event days. We will look at options on our website. And thank you for letting us know that the CPUC is posting the event days on your site as well.

Best  
Erin

**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
**Sent:** Thursday, July 15, 2010 1:33 PM  
**To:** (Redacted) SmartDay Event Notification; CC IDSM Ops Demand Response Team; ABS Event On Call; CC&B Event On Call; MDMS Event On Call; CSR Event Oncall; EI Event On Call; Portal Event On Call; Sales & Service Event On Call; CC IDSM CE ES&S All Employees; Caron, Jennifer; Green, Stephanie; Harvey, Sommer C.  
**Subject:** RE: SmartDay Event Called for Friday, 7/16/2010

Hello,

From my personal view, I think PG&E should post something - an alert or something - on your main page. A customer should not have to dig to find this. Posting in on one of your main pages would get the word out clearer. Who knows, maybe even non-PDP customers will reduce load...

also, the CPUC will post a message on our website as well.

thanks,  
marzia

**From:** (Redacted)  
**Sent:** Thursday, July 15, 2010 11:35 AM  
**To:** (Redacted) SmartDay Event Notification; CC IDSM Ops Demand Response Team; ABS Event On Call; CC&B Event On Call; MDMS Event On Call; CSR Event Oncall; EI Event On Call; Portal Event On Call; Sales & Service Event On Call; CC IDSM CE ES&S All Employees; Caron, Jennifer; Green, Stephanie; Harvey, Sommer C.; Zafar, Marzia  
**Subject:** Re: SmartDay Event Called for Friday, 7/16/2010

Pge.com/smartday and pge.com/pdp have been updated  
Libby  
Sent from Blackberry

**From:** [Redacted]  
**To:** [Redacted] SmartDay Event Notification; CC IDSM Ops Demand Response Team; ABS Event On Call; CC&B Event On Call; MDMS Event On Call; CSR Event Oncall; EI Event On Call; Portal Event On Call; Sales & Service Event On Call; CC IDSM CE ES&S All Employees; 'jennifer.caron@cpuc.ca.gov' <jennifer.caron@cpuc.ca.gov>; 'sjg@cpuc.ca.gov' <sjg@cpuc.ca.gov>; 'sommer.harvey@cpuc.ca.gov' <sommer.harvey@cpuc.ca.gov>; 'marzia.zafar@cpuc.ca.gov' <marzia.zafar@cpuc.ca.gov>  
**Sent:** Thu Jul 15 09:29:36 2010  
**Subject:** RE: SmartDay Event Called for Friday, 7/16/2010

Correction, see below

[Redacted]

**From:** [Redacted]  
**Sent:** Thursday, July 15, 2010 9:13 AM  
**To:** [Redacted] SmartDay Event Notification; CC IDSM Ops Demand Response Team; ABS Event On Call; CC&B Event On Call; MDMS Event On Call; CSR Event Oncall; EI Event On Call; Portal Event On Call; Sales & Service Event On Call; CC IDSM CE ES&S All Employees; jennifer.caron@cpuc.ca.gov; sjg@cpuc.ca.gov; sommer.harvey@cpuc.ca.gov; marzia.zafar@cpuc.ca.gov  
**Subject:** SmartDay Event Called for Friday, 7/16/2010

All,

Program conditions are right and we have issued a **SmartDay** event for **Friday, 7/16/2010**, and a **PDP** event (unlimited 2-6pm, odd 12p-6p, odd 2p-6p). Please make sure that the following are set up and send me confirmation:

Backend MDSS procedures are set up properly.  
SmartDay DRO site is working

Marketing has SmartRate links for webpage working  
Web team has SmartDay Events admin page working  
Confirmation from MDMS team that the correct date is showing up  
Confirmation from DR that CC&B is showing the correct date

SmartAC is ready for scheduling for the SmartRate dual participating customers.

Thanks

Redacted

Program Manager - PDP

PG&E Demand Response Operations, N3E

Redacted