

From: Baker, Simon
Sent: 8/30/2010 1:14:27 PM
To: Ramaiya, Shilpa R (/o=PG&E/ou=Corporate/cn=Recipients/cn=SRRd)
Cc: Fogel, Cathleen A. (cathleen.fogel@cpuc.ca.gov)
Bcc:
Subject: John Kaufman's (PG&E) participation in CPUC / IOU Meeting on Engage 360 / Energy Upgrade California Coordination - Confirmed for 9/3 (3PM)

Hi
Shilpa,

It has been brought to my attention that John Kaufman (PG&E's whole house marketing lead) has been non-responsive on several occasions, when ED has worked with him in the past. I didn't hear back from him on this requested meeting. Below is my reminder to him.

P.S. -
Wendy Trotter (PG&E) did reply and confirmed she could attend the meeting.

Best,

Simon Eilif Baker

Supervisor, Energy Efficiency
Planning

Climate Strategies Branch

California Public Utilities Commission -
Energy Division

seb@cpuc.ca.gov

415-703-5649

From: Baker, Simon
Sent: Monday,
August 30, 2010 1:11 PM
To: John Kaufman
(JEKV@pge.com)
Subject: FW: CPUC / IOU Meeting on Engage 360 / Energy
Upgrade California Coordination - Confirmed for 9/3 (3PM)
Importance:
High

Hi
John - Just making sure you got this. I didn't hear back from
you.

Best,

Simon Eilif Baker

Supervisor, Energy Efficiency
Planning

Climate Strategies Branch

California Public Utilities Commission -
Energy Division

seb@cpuc.ca.gov

415-703-5649

From: Baker, Simon
Sent: Monday,
August 30, 2010 1:09 PM
To: Baker, Simon; 'Helen Gould
(Helen.Gould@interbrand.com)'; 'Stephanie Bigler (Stephanie.Bigler@sce.com)';
'Michelle Cook (MCook@semprautilities.com)'; 'John Kaufman (JEKV@pge.com)';
'Regina Marston (RMarston@semprautilities.com)'; 'Wendy Trotter (WAT4@pge.com)';
'Jodi Stablein (JZSV@PGE.COM)'; 'Sylvia Cortes (Sylvia.Cortes@sce.com)'; 'Julie
Rowey (Julie.Rowey@sce.com)'; Fogel, Cathleen A.; Cho, Theresa; Clinton, Jeanne;
Wheeler, Michael
Subject: CPUC / IOU Meeting on Engage 360 / Energy
Upgrade California Coordination - Confirmed for 9/3 (3PM)

Hi All,

We are confirmed for 9/3 at 3PM, which was when most people could attend. Regina (Sempra) was unavailable, but Wendy (Sempra) is available. Theresa Cho (CPUC, Commissioner Gruenich's advisor) could not attend, but Michael Wheeler (also Grueneich's advisor) can attend.

Meeting Location: CPUC
Headquarters, SF, Room 4100

Call-in number (unless GoTo or WebEx is preferred): 866-687-1443; Participant code: 737358

Agenda

- CPUC presents overview of recent developments on Engage 360 and Energy Upgrade California and status of CEC-CPUC coordination efforts
- IOUs present an update on the latest marketing plan for (1) Engage 360 and (2) Energy Upgrade California
- IOUs provide feedback on challenges and opportunities for coordination activities amongst the two marketing / branding efforts

Request to the IOU folks - Please:

- Send in copies of the latest marketing plans for (1) and (2) above in advance of the meeting, if possible.
- RSVP the number of people who will attend in person (assuming only PGE folks, but just checking to be sure)
- Let me know if GoTo or WebEx meeting format is preferable to make presentations. let us know, if you prefer to set it up or if you want Energy Division to set it up.
- Suggest any additions or modifications to the

agenda

Thanks!

Best,

Simon Eilif Baker

Supervisor, Energy Efficiency
Planning

Climate Strategies Branch

California Public Utilities Commission -
Energy Division

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415-703-5649

From: Baker, Simon

Sent: Friday,

August 27, 2010 1:45 PM

To: Helen Gould (Helen.Gould@interbrand.com);

Stephanie Bigler (Stephanie.Bigler@sce.com); Michelle Cook

(MCook@semprautilities.com); John Kaufman (JEKV@pge.com); Regina Marston

(RMarston@semprautilities.com); Wendy Trotter (WAT4@pge.com); Jodi Stablein

(JZSV@PGE.COM); Sylvia Cortes (Sylvia.Cortes@sce.com); Julie Rowey

(Julie.Rowey@sce.com); Fogel, Cathleen A.; Cho, Theresa; Clinton, Jeanne;

Wheeler, Michael

Subject: CPUC / IOU Meeting on SW ME&O and

Coordination with CEC/ARRA Energy Upgrade California

Hi

All,

Energy Division

understands that whole-house retrofit programs are about to launch and that great deal of effort has gone into coordinating the IOUs' whole-house programs and SW branding (Engage 360) and ME&O efforts (Engage360 Webportal, etc.) with the CEC / ARRA / local government residential retrofit program, brand (Energy Upgrade California), and marketing (Energy Upgrade California webportal, etc.).

ED would like to meet with the IOUs' SW ME&O and whole-house retrofit marketing folks, and their consultants, to hear thoughts about how these two branding and marketing efforts are (or should be) coordinated. We are also inviting Commissioner Grueneich's advisors(s) to the discussion.

Copying Helen Gould (Interbrand), whome we know has been working on the SW brand.

Please indicate who should attend from your various organizations, and which times work best for you. Thanks!

- 8/31 - 1-2PM
- 9/3 - Anytime
- 9/6 - 1-2PM or 3-4PM

We want to move forward with one of these times even if not everyone can attend. We will set up a conference line and/or GoTo meeting.

Best,

Simon Eilif Baker

Supervisor, Energy Efficiency
Planning

Climate Strategies Branch

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415-703-5649