

From: Dietz, Sidney  
Sent: 9/24/2010 11:49:04 AM  
To: 'Zafar, Marzia' (marzia.zafar@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: RE: New rates for ag customers

I sent a similar note to Felecia.

**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
**Sent:** Friday, September 24, 2010 11:48 AM  
**To:** [Redacted]  
**Cc:** Dietz, Sidney  
**Subject:** RE: New rates for ag customers

Hi Erin,

The letter is terrible, but my point is not just "notify" us or "show" us after the fact. Coordinate with us before you talk to the customer. Customers don't want to send an email w/o knowing the address, that's not an unreasonable request from them.

I think we should discuss in person maybe at the next PDP briefing.

marzia

**From:** [Redacted]  
**Sent:** Friday, September 24, 2010 8:48 AM  
**To:** Zafar, Marzia; Buljan, Lisa; Lokey, Felecia K; Dietz, Sidney  
**Cc:** Prosper, Terrie D.; [Redacted]; Caron, Jennifer; Harvey, Sommer C.  
**Subject:** RE: New rates for ag customers

Marzia,

Thank you for your note. We appreciate the opportunity to work with you and the CPUC as we roll out Dynamic Pricing. As I/PG&E team has shared during our regular bi-monthly meetings, we are very much in alignment with you that we all want to make sure that we are presenting materials in the most customer-friendly way possible. Your feedback shared below and during our regular meetings is very helpful as we continue to update and revise our plans.

Regarding your specific comments/questions:

1. During our regular meetings, we did notify BCO and Energy Division in August of our plan to send out an article (attached in your note) to Ag-focused groups to use in their newsletters/information briefings/etc. We've even already had a couple of groups pick-up and run the piece nearly as written. I will confirm the specific publications/groups and will share the articles during the quarterly report

meeting that is scheduled for next week.

I also want to notice the specific customer feedback that you received. While we continue to refine and improve our messaging to make it as customer friendly as possible, I do not doubt that some customers initially may be confused about the new rate. We are asking them to digest a lot. We have learned that even with energy "sophisticated" Large C&I customers, it takes multiple contacts before a customer will start to understand the issue and become informed on next steps. Importantly, this specific piece in question is the first of many planned communications and is the initial introduction to a longer discussion.

2. Currently, we do not have automatic on-line enrollment for classes. However, I understand that feature is under development. In the mean time, customers send an email requesting enrollment in a class and we send back a confirmation email (which includes event location details). Part of the reason we do not include specific address information on line is from LCI learning. We found customers would not always register and would turn up for events - which challenged our room facilities and materials/refreshment planning. Our goal is to encourage customers to register for events - not to prevent them from attending. I hear the feedback and agree that how to obtain location details can be better communicated on our site. I will look into fixing this item.

3. I will work with the online team to look into this item and will provide an update when I have more information.

Thank you again for your feedback. Please feel free to contact me if you have any further questions or comments.

Best,  
Erin

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Redacted  
Director, Solutions Marketing  
Pacific Gas and Electric Company  
Redacted  
P: 415-973-7997  
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**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
**Sent:** Thursday, September 23, 2010 4:00 PM  
**To:** Redacted; Buljan, Lisa; Lokey, Felecia K; Dietz, Sidney  
**Cc:** Prosper, Terrie D.; Redacted; Caron, Jennifer; Harvey, Sommer C.  
**Subject:** New rates for ag customers

Hello,

Three problems

1. We are getting the attached letter sent by PG&E to some of the Ag groups. You are asking them to send this to their members. We are being told by them that this letter is not customer friendly and they themselves are getting confused by the message.

2. The link that you provided these groups are not customer friendly either, because you give them dates and the name of the city, but not the address so they cannot sign up to any workshops, because they don't know where it is being held at.

<http://www.pge.com/mybusiness/energysavingsrebates/demandresponse/peakdaypricing/worksh>

3. You might want to check the Customer Service On Line feature to see whether it is working; its supposed to calculate bills under varying scenarios. We're told it is not working.

I'm getting a bit frustrated, because the PUC decision specifically said that PG&E should coordinate effort with the PUC's Business & Community Outreach. You may think that telling us after the fact is coordinating, but I disagree with that interpretation. We want to be in the front-end of the coordination - we want to see the letters before they go out. I understand that the attached letter makes sense to me and you, but that's because we're living in this every day; we need to make it easier to read.

We have 4 months to inform about 50,000 customers that they're either being moved to TOU or defaulted into PDP. We will have our outreach work plan ready next week and we'll share that with you in hopes that we make a coordinated effort, however, PG&E was approved to spend \$23 million to educate ag customers and small & medium C&I, so we rely on you to do mass media and the larger grassroots.

Regards,  
marzia

Marzia Zafar - [Zaf@cpuc.ca.gov](mailto:Zaf@cpuc.ca.gov) - 415-703-1997