

From: Lokey, Felecia K  
Sent: 9/23/2010 4:42:48 PM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Zafar, Marzia (marzia.zafar@cpuc.ca.gov); [Redacted]; [Redacted]; Buljan, Lisa (Lisa.Buljan@targetbase.com)  
Cc: Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov); Campbell, Andrew (andrew.campbell@cpuc.ca.gov); Meeusen, Karl (karl.meeusen@cpuc.ca.gov); Harvey, Sommer C. (sommer.harvey@cpuc.ca.gov)  
Bcc:  
Subject: RE: New rates for ag customers

Marzia,

I will check into this.

Felecia

**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.; Campbell, Andrew; Meeusen, Karl; 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