

From: Zafar, Marzia  
Sent: 9/27/2010 5:07:51 PM  
To: Lokey, Felecia K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=FKL3);  
Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); [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);  
Harvey, Sommer C. (sommer.harvey@cpuc.ca.gov); Villarreal, Christopher  
(christopher.villarreal@cpuc.ca.gov)  
Bcc:  
Subject: Data Request

Hello,

The Consumer Education & Outreach Task Force initiated by Commissioner Ryan is undertaking an analysis of all outreach funds and activities/strategies devoted to AMI and the newly adopted rate structures for commercial, industrial, and agricultural customers of the investor-owned utilities as part of an effort to implement dynamic electricity prices for all California consumers (D.10-02-032). This is a data request to gather the information needed to finalize a report to Commissioner Ryan. If you have provided the information as part of a prior request, please do not direct us to that response; we are trying to quickly complete an audit of authorized funds and utility strategies and would appreciate a complete response to each inquiry below. ***Please submit your responses within 5 business days of receiving this request (i.e. no later than Tuesday, Oct 5th at 8am).***

Please describe the following:

1. Your Outreach Strategies for AMI and the new rate structures (i.e., what is your overall approach to educating/informing your customers about both AMI and rates? What is your marketing vision/mission/goals? Specifically outline how you implement the overall strategy?).
2. Your Outreach Practices to date (i.e., this should specify how you put your plan into practice, and also the results/feedback from your customers about how successful your marketing/education outreach has worked).
  - a. Messages (i.e., what are your overall messages for AMI and for rates)
  - b. Materials (i.e., copies of your education/marketing materials)
  - c. Focus Group Results (i.e., summaries and transcripts)
  - d. Languages Reached (i.e., what languages other than English do you utilize to reach your customers)

- e. Dissemination Methods (internal and external) (i.e., what is your plan to disseminate your outreach/communication plans to your customers and to your staff)
3. Your Outreach Funds (allocated and spent) (i.e., specify the authorized outreach/education funds for both AMI and rates, and also specify your outreach/education funds as approved in your General Rate Case. We need a list of all authorized funds by decision - including the outreach funds in your GRC - and also the expenditure to date for each.)
4. Challenges (i.e., what are your biggest challenges in reaching your customers)
5. Future Plans (i.e., what are your plans to educate your customers on AMI and rates going forward)

**Overall Goal of this data request** - Ideally, it is preferred that you package your responses into a summary PowerPoint and also supply the requested materials.

I would be happy to discuss this with you if any part of this data request is unclear.

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