

From: [Redacted]  
Sent: 10/21/2010 8:10:50 AM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Zafar, Marzia (marzia.zafar@cpuc.ca.gov); [Redacted]  
[Redacted]  
Cc: Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov); Harvey, Sommer C. (sommer.harvey@cpuc.ca.gov); Cheney, Drew (drew.cheney@cpuc.ca.gov); [Redacted]  
[Redacted]  
Bcc:  
Subject: RE: Ag Rates

Hi Marzia –

With the recent developments regarding the transition schedule, I'd imagine you would hold off developing this for now; however, I wanted to provide some initial thoughts on what you sent:

Overall, I think the messaging is direct and easy to understand. I like that there are specific calls to action and that the first thing that's called out is "change", which certainly would be an important initial message for impending defaults. A few things I would consider for potential revision:

- spelling out TOU on first mention
- emphasizing that the sample rate schedule is just one of several available
- acknowledge the difference b/w flat and time varying rates somehow, just to underscore the change
- (Caveating that I'm not a designer ...) would consider removing the ghosted image in the background. Depending on how it's printed, it may make the serified font hard to read, and may cause ink banding unless printed by a professional print shop
- I would phrase differently "Please understand your rates before you get an unexpected change in your bill." Of course, it's everybody's goal to avoid unexpected changes completely; I don't want to indicate that this is even a contingency in communications like this.

I look forward to our continued dialog around messaging these rates. We will be sharing updates with you on other materials soon.

Kind regards,

Redacted

. PG&E

Redacted

**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]

**Sent:** Monday, October 18, 2010 3:03 PM

**To:** Redacted liz.hurst@draftfcb.com; Redacted Dietz, Sidney

**Cc:** Prosper, Terrie D.; Cheney, Drew; Harvey, Sommer C.; Caron, Jennifer

**Subject:** Ag Rates

hello,

Attached is our one-page flyer that we'd like to distribute to growers that will be transitioning to TOU rates. We're mainly going through farm bureaus to get the word out.

Let us know what you think.

marzia