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Sent: 10/22/2010 8:53:19 AM

To: Redacted

Cc: Lokey, Felecia K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=FKL3);
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Bcc:

Subject: FW: PG&E PDP/TOU Ag Education Workshop - Lemoore

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From: Cheney, Drew

Sent: Thursday,
October 21, 2010 11:19 PM

To: Business & Community
Outreach

Cc: Caron, Jennifer; Prosper, Terrie D.

Subject:
PG&E PDP/TOU Ag Education Workshop - Lemoore

Today I attended a
PGE Peak Day Pricing/Time Of Use (PDP/TOU) workshop in Lemoore. One of 12
scheduled
(<http://www.pge.com/mybusiness/energysavingsrebates/demandresponse/peakdaypricing/workshops/>),
these workshops are targeting agricultural customers throughout PGE territory,
and are formulated to provide decision-makers of agricultural
operations with the necessary information to make appropriate choices
regarding PDP adoption and the changes related to converting all non-TOU
accounts to TOU.

Of the 35 attendees,
approximately 20 were from the local agricultural community. The remainder were
PGE employees [This was a good thing. I'll explain, below].

On both a personal
and professional level, I came away very impressed. PGE developed
relevant, concise slides and talking points, and any and all questions were
directly answered (no hemming and hawing, or oblique answers formed from

"spin-speak") by one of the 15 PGE specialists in the room (engineers, analysts, reps, managers, etc.). The overall message centered around "We want to reduce your demand during peak hours. PGE wants this, the CPUC wants this. PDP is a way to keep the cost of energy down for customers." Also repeated was: "We'll take the time to see if this is right for you, and if it's not, consider other Demand Response (DR) programs or Energy Efficiency measures."

The PGE employees explained PDP, described the triggers for calling Peak Day Events, provided examples of rates and sample bills, covered bill protection and reservation capacity, and demonstrated tools for optimizing PDP utilization. There was no confrontational attitude from attendees or PGE employees, with PGE stressing the fact that PDP "is an "option", "it's a choice", and "you can choose to not participate if it's not right for you."

Attendee questions included:

"Why don't [PGE] just produce more power, instead of using peaker plants?"

"I'm already on a DR program with a 3rd-party aggregator. Can I choose either program?"

"Can we start PDP at a later time, if we're not ready right now?"

"Can we stop if it just doesn't work for us?"

PGE assured the attendees "we're going to go one-on-one with everyone," and expressed their commitment to working with small operations, not just larger farms.

Based on today's event, I feel that the PDP outreach team assembled by PGE is extremely competent and honestly cares about educating all ag-rate customers in PGE's service territory. They have prepared to attend ALL ag-shows and -events, leading up to February, and have tapped internal reps to communicate with ethnic minorities, too.

Drew

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