

From: Fogel, Cathleen A.  
Sent: 10/5/2010 3:09:26 PM  
To: [Redacted]  
Cc: Ramaiya, Shilpa R (/o=PG&E/ou=Corporate/cn=Recipients/cn=SRRd); [Redacted]  
[Redacted]  
Bcc:  
Subject: RE: Status of Draft FCB Energy Upgrade CA marketing contract

Hi John,

Thanks for updating me.

Panama Bartholomy (CEC) and I are planning an all day Energy Upgrade CA marketing and outreach coordination meeting for Thursday or Friday Oct. 21 or 22nd.  
Look for an invite shortly.

In short, the SEP recipients are racing ahead on M&O plans, and I want to make sure that coordination happens.

So, I will be sending an email shortly to arrange an IOU EUC M&O call next week to plan for the 21st/22nd meeting.

Since I understand that you are phasing out of the res EUC work, I will be looking for another SW EUC M&O lead. Stephanie Bigler of SCE has been filling this role recently, but I may ask Michele Cook (SCG) to step in as well as she has been with the EUC program from the start.

For our call next week, I would like to receive in advance a copy of the EUC SW marketing and outreach plan. If individual IOUs have EUC marketing plans developed, I would like to see those too. Finally, I have been told that a draft concept paper on community based social marketing aka the "neighborhood approach" has been drafted by one of the IOUs. I would like us to discuss this on next week's call as well as have a chance to review it in advance.

Can you indicate your available times next week? I understand that Colleen Higam is now taking on the EUC res M&O work, can you make sure that she can make the call as well.

Is Erin on the M&O team? I don't believe we have met yet.

Thanks.

Cheers,  
Cathy

**From:** [Redacted]  
**Sent:** Tuesday, October 05, 2010 12:18 PM  
**To:** Fogel, Cathleen A.  
**Cc:** Ramaiya, Shilpa R; [Redacted]

**Subject:** RE: Status of Draft FCB Energy Upgrade CA marketing contract

Cathy –

I wanted to get back to you to let you know that, yes, there have been delays in moving some of this work forward and I apologize for not having communicated the status of our activities to you more proactively. I'd like to talk to you about some of the reasons for this, and to tell you what my action plan is to get this work back on track to ensure the Statewide team has the materials needed to successfully market this program.

I'm meeting with other CPUC staff members (related to PDP) shortly, but please let me know what your availability is in the next day or two, and I will do my best to give you a complete update. Alternately, I'll put together tonight a quick list of next steps I've initiated already to get these materials moving forward at a more acceptable pace.

Thank you,

John

Redacted

**From:** Fogel, Cathleen A. [mailto:cathleen.fogel@cpuc.ca.gov]  
**Sent:** Monday, October 04, 2010 10:04 AM  
**To:** Redacted  
**Cc:** Baker, Simon; Ramaiya, Shilpa R  
**Subject:** Status of Draft FCB Energy Upgrade CA marketing contract

John,

I just tried to reach you by phone to discuss the status of the contract for the Energy Upgrade CA statewide marketing and outreach contract.

From several conversations, emails and conference calls on this topic, I was led to believe in mid-summer that an expedited contract was to be signed with Draft FCB to get this work started ASAP, Draft FCB being selected as the preferred contractor by IOU staff due to existing SW M&O contracts.

I was told, however, at the West Coast Green conference by a number of individuals that this contract has not yet been executed and that the IOU SW Energy Upgrade CA marketing work is floundering.

When we discussed this in summer, I think I made clear that either SCE or PG&E seemed a good route for the contract- whoever could put it in place faster.

Can you please report when this contract was or will be executed and provide a timeline for when the Energy Upgrade CA statewide marketing work will be launched? Can you (or Liz, your replacement I understand), provide an updated SW EUC marketing plan?

It will be unfortunate if problems related to this issue in PG&E's shop come to light at Thursday's All Party meeting on the Energy Upgrade CA program.

I look forward to being informed that I have been misinformed about this issue and that the EUC SW marketing work is well in hand.

Thank you and cheers,

Cathy Fogel

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