

From: [Redacted]  
Sent: 10/5/2010 12:17:57 PM  
To: Fogel, Cathleen A. (cathleen.fogel@cpuc.ca.gov)  
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

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,

[Redacted]

[Redacted] PG&E [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

Redacted

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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