

From: Zafar, Marzia  
Sent: 10/4/2010 10:18:56 AM  
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] h  
[Redacted] Buljan, Lisa  
(Lisa.Buljan@targetbase.com)  
Cc: Woo, Shirley A (Law) (/O=PG&E/OU=Corporate/cn=Recipients/cn=SAW0);  
Prosper, Terrie D. (terrie.prosper@cpuc.ca.gov); Khosrowjah, Sepideh  
(sepideh.khosrowjah@cpuc.ca.gov); [Redacted]  
[Redacted]  
Bcc:  
Subject: RE: Data Request

Hey there,

Well, can I convince you otherwise?

Sepideh - please note that the data response from PG&E to gather Comr Ryan's report will be a few days late, so that means our report to Comr Ryan will be a few days late.

regards,  
marzia

**From:** [Redacted]  
**Sent:** Monday, October 04, 2010 9:52 AM  
**To:** Zafar, Marzia; Dietz, Sidney; Lokey, Felecia K; [Redacted]  
**Cc:** Woo, Shirley A (Law); [Redacted]  
**Subject:** RE: Data Request

Marzia,

I'm writing to notify you that we will need a few extra days to complete the data request outlined below. We will be able to complete the request you have outlined by COB on Friday, October 8.

The reason for needing the additional time is the scope of the request - specifically the need to ensure we collect all information sought.

Between Smartmeter, SmartRate and PDP, we have conducted a significant amount of customer research, created many materials and have delivered robust employee training opportunities. We have reported out our plans, updates and refinements to outreach in many forums - including for CPUC staff - however, this is the first time that we've compiled the information in this exact format. Ensuring that the outreach plans and adjustments are clear and explain the path taken (vs. providing just a list of events/activities) is taking longer than expected.

I do realize that CPUC staff is under a tight timeline to meet the deliverable outlined by Commission Ryan on September 2. I believe the additional time we need at PG&E will help ensure that the

information we deliver is more efficiently organized and explained to help the overall effort.

Best,  
Erin

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Redacted

Director, Solutions Marketing  
Pacific Gas and Electric Company

Redacted

**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
**Sent:** Monday, September 27, 2010 5:16 PM  
**To:** Dietz, Sidney; Redacted; Lokey, Felecia K; Buljan, Lisa  
**Subject:** RE: Data Request

Please use this version as I forgot to add the 6th question. sorry.

**From:** Zafar, Marzia  
**Sent:** Monday, September 27, 2010 5:08 PM  
**To:** Dietz, Sidney; Redacted; 'Lokey, Felecia K'; 'Buljan, Lisa'  
**Cc:** Prosper, Terrie D.; Harvey, Sommer C.; Caron, Jennifer; Campbell, Andrew; Villarreal, Christopher  
**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 to customers (i.e., advertisements, direct mail, bill inserts, etc.)
  - f. Dissemination Methods/Training for your Customer Service Representatives
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)
6. How many complaints have you received to date regarding Smart Meters (please give a number for health-related complaints and non-health-related complaints)? How many regarding dynamic rates?
  - a. Did you/will you implement any new procedures to handle Smart Meter and dynamic rate complaints?

**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