

From: Dietz, Sidney  
Sent: 6/28/2011 10:23:54 AM  
To: 'Sabino, Pearlie Z.' (pearlie.sabino@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: RE: Si'd contact information

Pearlie --

We are always looking at making tweaks and enhancements, some big and some small. The data from this last winter, which highlighted the billing serial issue, came in in late March, along with the arrival of a new product manager for the program. He wrote a report on the data in late March, which led to the team presenting a bunch of ideas to management. They went through the internal process on this, not the fastest thing in the world, and just recently made it through the review.

I hope that helps.

Thanks!

yours,

sid

**From:** Sabino, Pearlie Z. [mailto:pearlie.sabino@cpuc.ca.gov]  
**Sent:** Tuesday, June 28, 2011 9:02 AM  
**To:** Dietz, Sidney  
**Subject:** RE: Si'd contact information

Thanks. How much potential additional marketing money were you looking at and when did you start contemplating making these changes?

**From:** Dietz, Sidney [mailto:SBD4@pge.com]  
**Sent:** Tuesday, June 28, 2011 8:58 AM  
**To:** Sabino, Pearlie Z.  
**Subject:** RE: Si'd contact information

Pearlie --

Yes, we considered the three-month period, but there was a timing/funding problem with the idea. If we were to extend the program by a month, we would have to ask for more marketing money, and we didn't want to do that. We were pretty sure that if we asked for additional money, the AL would have been delayed, and we would not be able to make the December start. I don't think we'll cover that in the AL,

since it was a strategy call.

Let me know if this helps and if you have other questions. Thanks for your interest on this.

yours,

sid

**From:** Sabino, Pearlie Z. [mailto:pearlie.sabino@cpuc.ca.gov]

**Sent:** Tuesday, June 28, 2011 8:50 AM

**To:** Dietz, Sidney

**Subject:** RE: Si'd contact information

Hi Sid,

Thanks for the heads-up on the WGSP. Can you tell me whether you considered a Dec to Feb time period, and if so, why did you opt not to go with 3 months? If you did not consider those 3 months, can you also explain to me why you opted not to include that period into consideration? Let me know if you will respond with clarifications to these questions in this email, or whether you will address these questions in your AL filing instead.

Looking forward to your clarifications,

Pearlie Sabino

**From:** Dietz, Sidney [mailto:SBD4@pge.com]

**Sent:** Monday, June 27, 2011 3:14 PM

**To:** Sabino, Pearlie Z.

**Subject:** Si'd contact information

Pearlie --

Thanks for talking to me about the changes we'd like to make to the Winter Gas Savings Program -- we are hoping to make the year-to-year comparison a bit more precise. When you see the AL, let me know if you have any concerns or suggestions. Also, we are meeting with Eugene Cadenasso and Richard Myers on Thursday at 1100a to discuss this a bit with them before filing.

Thanks again!

yours,

sid

415/973-5921

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