

From: Zafar, Marzia  
Sent: 11/8/2011 6:53:32 PM  
To: Zafar, Marzia (marzia.zafar@cpuc.ca.gov)  
Cc: Malashenko, Elizaveta I. (elizaveta.malashenko@cpuc.ca.gov); Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Caron, Jennifer (jennifer.caron@cpuc.ca.gov)

Bcc:

Subject: Re: BCO - Marketing & Outreach data request to the utilities

Oopsie. Didn't mean to include Liza. Please disregard, Liza.

Sid - no excuses, please.

Marzia

On Nov 8, 2011, at 6:44 PM, "Zafar, Marzia" <[marzia.zafar@cpuc.ca.gov](mailto:marzia.zafar@cpuc.ca.gov)> wrote:

Hi

Sorry Sid, that's not acceptable to us. We need that info for the DR case and the Engage360 issue. Both have external deadlines before the 23rd. We need to have it at the very latest by Nov 18th no exceptions!

Marzia

On Nov 8, 2011, at 5:04 PM, "Dietz, Sidney" <[SBD4@pge.com](mailto:SBD4@pge.com)> wrote:

Marzia --

We need more time for this request -- we've pulled the data, but we have of 37,000 lines of data that we need to categorize since it is not currently accounted for separately. We would like until the 23rd, but we may be able to get it to you a bit earlier.

yours,

sid

**From:** Zafar, Marzia [mailto:[marzia.zafar@cpuc.ca.gov](mailto:marzia.zafar@cpuc.ca.gov)]  
**Sent:** Tuesday, November 01, 2011 9:22 AM  
**To:** Cherry, Brian K; Dietz, Sidney  
**Cc:** Caron, Jennifer; Prosper, Terrie D.  
**Subject:** BCO - Marketing & Outreach data request to the utilities

Good Morning,

Please see attached a data request for your response.

Let us know if you have any questions.

Regards,

Marzia

*Marzia Zafar \* CPUC \* [zaf@cpuc.ca.gov](mailto:zaf@cpuc.ca.gov) \* 415-703-1997*