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Sent: 4/10/2012 11:01:10 AM  
To: Clanon, Paul (paul.clanon@cpuc.ca.gov) (paul.clanon@cpuc.ca.gov)  
Cc:  
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Subject: Heads Up

In the Economic Development Rate application, Commissioner Ferron thought it would be a good idea to have the public comment on the application at the same time he is in Fresno for the PUC meeting. He asked the judge to set something up and she set an official PPH. Because of the late notice we received, we can't do a separate bill insert and instead, we need to do a separate mailing which will cost us \$2.6 million. (5.6 million customers x 44 cents + materials). We've explained to Michael Colvin the issues we have with that and he is graciously working with the Public Advisor to change the meeting from a PPH to a Town Hall. I'm not sure the Public Advisor can make the determination (it seems like the ALJ needs to be involved).

We'd like to do media advertising in the Central Valley for a Town Hall meeting and forego sending post cards to every PG&E customer in our territory instead (which we think is ineffective but complies with the notice requirements of a PPH). It will be more effective and cheaper to do a Town Hall than a PPH. We need to pull the trigger on the mailing by 5 pm today to comply. I'm reaching out to you to see if we can nudge this along just a little quicker. Any help would be appreciated.