

From: Colvin, Michael
Sent: 4/17/2012 9:51:16 AM
To: Hughes, John (Reg Rel) (/O=PG&E/OU=Corporate/cn=Recipients/cn=J8HS)
Cc:
Bcc:
Subject: FW: A.12-03-001 - Economic Development Rate -- PPH Notice

FYI

From: Clark, Richard W.
Sent: Tuesday, April 17, 2012 9:36 AM
To: Kim, Ann (Law); Ferron, Mark J.
Cc: Cherry, Brian K; Hughes, John (Reg Rel); Colvin, Michael
Subject: RE: A.12-03-001 - Economic Development Rate -- PPH Notice

Ms. Kim - PG&E is hereby authorized to use purchased media and earned media to notify its service territory south of the southern borders of the counties of Alameda, San Joaquin, Calaveras and Alpine Counties of the PPH to be held in Fresno on May 8th. PG&E is not authorized to use robocalls to announce this PPH.

Within the next 60 - 90 days I will hold a second (and possibly a third) PPH, noticed via bill insert, in a location or locations centrally located to the remainder of PG&E's service territory.

Richard W. Clark

Administrative Law Judge

California Public Utilities Commission

415-355-5506 (Office)

From: Kim, Ann (Law) [mailto:AHK4@pge.com]
Sent: Monday, April 16, 2012 10:07 AM
To: Clark, Richard W.; Ferron, Mark J.
Cc: Cherry, Brian K; Hughes, John (Reg Rel)
Subject: A.12-03-001 - Economic Development Rate -- PPH Notice

Dear Commissioner Ferron and Judge Clark,

I am writing to provide you with a status update of PG&E's efforts to comply with your PPH Ruling dated April 6, 2012.

Last week, PG&E reached agreement with the Public Advisor's Office on the wording of the PPH notices. Since that time, PG&E has been working diligently to ensure that all of our customers are notified of the May 8th PPH. Unfortunately, we have been informed by our printer that there is a statewide shortage of recycled paper (attributed to heavy political advertising), making it impossible for PG&E to send recycled paper postcards to all of its customers prior to May 8th.

In lieu of postcards, PG&E has been able to reconfigure its bill insert process to provide notice to about 3 million customers via bill insert. PG&E plans the PPH notices to be included in bills from April 17 to May 8. In addition, PG&E will employ best efforts and a variety of outreach methods to reach the remaining 2 million customers whose billing cycles do not allow them to be notified by bill insert before May 8. These methods include the use of purchased media, earned media (e.g., local television, radio, and newspaper stories), and possible Interactive Voice Response (IVR, otherwise known as "Robocalls").

PG&E respectfully requests permission to utilize the alternative methods described above to comply with your April 6th Ruling.

Sincerely,

Ann Kim
PG&E Law Department
(415) 973-7467

