

From: Dorsey, Carol  
Sent: 8/15/2012 9:01:02 AM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7);  
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Cc: Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Ralff Douglas, Kristin  
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Bcc:  
Subject: RE: Thank you

Marzia,

It was a pleasure meeting you yesterday. Thank you for your thoughtful note. I think we all benefited from the shared knowledge.

**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
**Sent:** Wednesday, August 15, 2012 8:48 AM  
**To:** FKL3@PGE.COM; Winn, Caroline A.; Veronica.Gutierrez@sce.com; Santana, Dana;  
gail.malone@sce.com; Dorsey, Carol; les.starck@sce.com; Cherry, Brian K; Skopec, Dan  
**Cc:** Ralff Douglas, Kristin; Caron, Jennifer  
**Subject:** thank you

Hello,

I wanted to thank you once again for the work that was presented yesterday at SDG&E's Energy Innovation Center. I'm sorry I don't have everyone's name that attended yesterday's session, but I hope that you can pass along our appreciation to them as well.

Here's my note to our management. Please send us the power point that was presented yesterday.

Hello,

We came to San Diego today to learn about how all three IOUs use their customer's information and behavior to better understand how policies and programs are accepted - customer segmentation.

You would be amazed at how much they know their customers and what they're doing and plan to do with that information! PG&E, for instance, has almost a specific customer profile for each customer!!! Amazing!

We want this level of information and understanding so that we can write a policy paper on understanding California customers; essentially, the goal is to bring this information to policy makers in a digestible form so that policies are better aligned with customer needs. And how we can leverage some customers to ensure wider adoption and more effective adoption of future policies.

I am so excited about this, because once Kristin is done with this paper sometime in October I think our Commissioners and as well as Sacto and the Gov's office will be far more informed and hopefully that will translate to even better and more cost effective energy policies.

Marzia

Regards,

Marzia

Interim Director, Policy & Planning Division

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*Marzia Zafar – California Public Utilities Commission – [Zaf@cpuc.ca.gov](mailto:Zaf@cpuc.ca.gov) – 415-703-1997*

