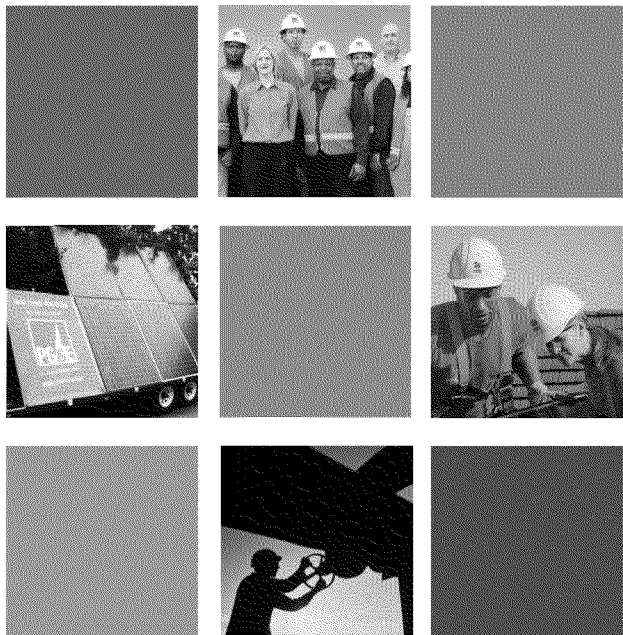


BILL REDESIGN QUALITATIVE RESEARCH

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RESULTS OF RESEARCH | SEPTEMBER 29, 2011



travisresearch

370 N. Westlake Blvd., Ste. 140
Westlake Village, CA 91362
805.379.0774
www.travisresearch.com

11-099
(09-29-11)



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Background and Purpose

A number of years have passed since the PG&E bill was updated. Working together with Swirl Integrated Marketing, PG&E is redesigning the bill to enhance ease of reading and comprehension.

As part of the development process, PG&E has developed prototypes of the bill and would like to ensure that it:

- Simplifies the bill
- Enhances its visual appeal
- Increases user-friendliness.

The research is focused on three customer segments:

- Residential
- Small business
- Agricultural business.

Based on the findings of this research, Swirl will make adjustments to the design and later test it quantitatively among a larger base of PG&E customers.

Study Design

- A total of eight focus groups were conducted as follows:

	<i>Residential Customers</i>	<i>Small Business Customers</i>	<i>Agricultural Business Customers</i>	<i>TOTAL</i>
Fresno (9/8)	1	1	1	3
Sacramento (9/14)	1	1	1	3
San Francisco (9/15)	1	1	-	2
TOTAL	3	3	2	8

Sample

- Respondents were recruited primarily from lists provided by PG&E.

Screening

- Respondents were screened to meet the following criteria:
 - Current gas and electric OR electric-only PG&E customer
 - Reviews and/or pays the printed PG&E bill they receive in the mail
 - (Business:) Small and medium sized based on monthly PG&E bill
 - Mix of ethnicities, employment status, level of education, household size (including the presence of children under 18 living at home) and industries (small business groups)
 - No PG&E rejecters
 - Not employed in a sensitive industry
 - No current or former vendors of PG&E
 - Has not participated in a PG&E-related focus group discussion in the past 12 months.

NOTE: Qualitative interviews seek to develop insight and direction rather than to provide quantitatively precise or absolute findings. This is due to the limited size of the sample of respondents and the means by which they are recruited. It must be understood that the results reported here are qualitative in nature and not necessarily projectable to a larger population.

CONCLUSIONS AND RECOMMENDATIONS


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- Notwithstanding the relatively favorable review of the current bill, customers – both Commercial and Residential – find the new PG&E bill to be significantly enhanced. Specifically:
 - Its visual appeal, with its more contemporary look, graphics and exhibits
 - Increased user-friendliness
 - Useful information (daily usage, peak/off-peak time usage)
 - Better organization (easier to find elements)
 - Account number and due date on every page.
- The majority appreciate the move to 8 ½” X 11”, believing it will be easier to file...and for business customers a larger return envelope into which they will place their (larger) check.
- Satisfaction with the new bill design extends across all segments, with the possible exception of those customers with lower bills, such as the single residents represented in the San Francisco groups. These customers tend to have modest interaction with their bill and are largely content with the familiar format of the current design.
- Agriculture customers, given their sizeable bills, are especially drawn to the Consumption Usage graphics in the new bill.

Recommendations for the new bill are several and include:

...Overall...

- For those with multiple meters (typically Agriculture in the groups):
 - Promote to customers the ability to label meters with a mutually agreeable designation
 - Start with a new page whenever a new meter is presented.
- Be careful not to needlessly repeat tier information on the Residential bill.
- Consider alternative ways to communicate messages (e.g., group together, bulletize, box or shade, etc.) so they do not get lost.
- Incorporating a flag to turn over the page as appropriate so customers are less likely to miss information on the backside.
-  Explore other methods to communicate the Balanced Payment Plan (BPP).

...Page One...

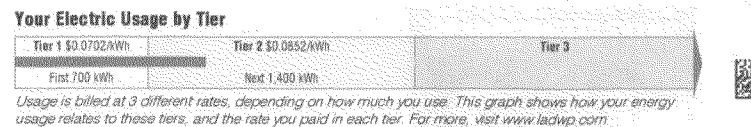
- More clearly show any applied credits (e.g., CARE) in the Account Summary.
- Ensure that the 1-800 number is boldly featured and easily visible.
- Consider moving/notifying the general messaging so it is more easily spotted.
- Include at least one of the meaningful graphs (e.g., Average Daily Usage).
- Add the KWh unit charges to the Off/On-Peak chart (Commercial bill).
- Remove the tiers entirely from the front page of the bill (Residential) and present a consolidated tiered summary on Page Three.
- Clarify how the QR code would be used (and if a customer tool), and do not place on the payment stub.

...Page Two...

- Further internal review of the content on this page may lead to methods for reducing or potentially eliminating it from the printed bill. (Additional recommendations regarding transition to a single-page approach are addressed later in summary.)
 - Shifting the content to the last page to facilitate the customer's ability to file only the first sheet of the bill (if single commodity customer).
 - Some customers are willing to visit the PG&E website to access the definitions if needed.

...Page Three...

- Consider doing away with "Baseline," instead using simply Tier 1, Tier 2, etc. as used by the Los Angeles DWP:



- On the Residential Daily Usage graph, add a horizontal line to depict the Average Daily Usage (as shown on the Commercial bill).
- Use a bar graph to depict the Average Daily Usage, but re-scale so differences appear more significant, assuming this will not distort the reporting.
- Given the confusion raised by presentation of two pricing levels, PG&E should explore including a **single price** with a weighted average cost.

...Single Page Bill...

- Further consider transition to a single sheet bill:
 - Investigate moving to 8 ½" X 14" format (so after removal of payment stub will be 8 ½" X 11")
 - Negotiate with the Commission to reduce the scope of definitions page (currently Page Two), so it includes only essential information on a monthly basis.
 - Perhaps annually (or bi-annually) provide an insert with those details.
 - The PG&E website should also provide easy access to this information.

...Online Access...

Though not a key focus of the research, several online access-related actions emerge:

- Develop enhanced online capabilities (e.g., quick access to historical records, ability to print PDFs that mirror printed version, etc.)
- Consider eliminating supplemental or reference information from the paper bill and directing customers to an online link to access this information.
- Given the need for households to use the bill to support residency and other claims, PG&E should develop alternative measures to better facilitate that process online
- Once the enhancements are in place, more prominently display the web address and encourage customer interaction.



**DETAILED
FINDINGS**

ADVANTAGES/BENEFITS OF PAPER BILL

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For many customers, the printed PG&E bill in the mail is simply what they are accustomed to receiving. Some suggest inertia is a key reason for its continuation. That said, getting a paper bill in the mail has several perceived advantages/benefits:

- It serves as a physical reminder that payment is due

"It is a visible reminder when it is sitting on my desk, as opposed to being in an email. It is a more present reminder." (Fresno, RES)

"By getting a paper bill by notification, then having to pay that bill is assured. If I have to go on the Internet, I may forget to look it up." (Fresno, AG)

- Helps minimize circumstances in which the bill might be lost or inadvertently deleted (if received via email)

"I get inundated with so much email, solicitations for all my commercial stuff. It would just get lost in the shuffle." (Fresno, SMB)

- Provides an enhanced sense of security (e.g., minimizes impact of computer troubles, ability to access as needed on-demand, etc.)

"Receiving the actual paper is a form of documentation in the event of a power outage, computers go down, etc." (Sacramento, SMB)

"While electronic recordkeeping is really wonderful and everything, hard copies do not crash and disappear." (Fresno, RES)

- Due to the way they handle their accounting, many would print anyway if received online (plus they save paper and ink expense when mailed to them)

- Record keeping of printed bills is preferred by many

"I like to have a record of the bills, so I can compare them to previous months. I don't know what it is about doing stuff online, most of the time I just print it so I can read it." (San Francisco, SMB)

ADVANTAGES/BENEFITS OF PAPER BILL (continued)

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- It is easier to draw side by side comparisons with previous periods and spot potential errors when printed

"With the electronic billing, you actually don't get to compare side to side each month, whereas printed bills you do." (San Francisco, SMB)

- Seeing the distinctive PG&E colors at the top of the bill (which may not be visible if received electronically and printed in black) helps distinguish from other bills and correspondence

"Unless you're using a color printer, the printing is black and white and it just becomes minutia with everything else." (Fresno, SMB)

- Some either don't have access to a computer or wish to minimize their time online

"I for one don't own a computer, so it makes it a whole lot easier if I have a (paper) bill." (Fresno, AG)

- Residential customers often need the printed bill as proof of residency (for schools, when applying for public assistance, etc.)

"To get a parking permit, you have to bring the hard copy of a PG&E or utility bill. Same thing for my kids' school. They require a hard copy proof of where you live in that area." (Sacramento, RES)

- Especially in businesses where employee turnover is not uncommon, some fear the bills will sit in limbo when designated recipients are no longer in that capacity

- Some of the business customers have to split a portion of the bill with others (e.g., renters). Receiving it hard copy helps facilitate that process.

"We have four meters on our ranch, three that we're responsible for. One someone else pays for. I do my figuring on the paper bill, and I keep them and I compare." (Sacramento, AG)

In a couple cases, respondents have attempted to access their billing information online via the PG&E website and found the process lacking:

- It doesn't provide the level of detail they expected
- One cannot simply print a PDF version of the printed bill
- It is cumbersome to access.

MOST CRITICAL UTILITY BILL ELEMENTS

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All customers – Residential and Commercial alike – tend to look primarily for the following information in their bill:

- The total charges
- Due date
- Notification that previous payment was received/processed
- Charges/usage in the current period vs. last year (and for some, vs. the previous monthly period)
 - Some would also like to see historical charges.
- Billing period (including number of days).

“I circled due date and the amount because they are important, so I know when to pay it.” (Fresno, RES)

“To see how many kilowatt hours I used this month compared to last year.” (Fresno, AG)

“I look at the comparison with last year because if the bill does seem high, you can pick out if there’s a huge difference in one of them.” (Sacramento, RES)

Some like to see how the gas and electronic charges compare and, among those with multiple meters, how charges align by meter.

“Two of our meters are houses. And I look at the comparison – the gas compared to electricity. In fact, I just did it this last month. It was quite a discrepancy between the electricity and gas.” (Sacramento, AG)

Most of the Residential customers spend no more than few minutes with their PG&E bill (unless they encounter a problem). Commercial customers may put forth a little more effort, but they do not typically spend a great deal of time examining the bill.

“If it’s a low bill, then we’re okay. But if it’s high, I’m going through it. I’m scanning through it, and then I’m calling PG&E.” (Sacramento, RES)

“Basically I look to see if there is something that is not correct, in my own mind, because I know roughly what the bill should be.” (Fresno, AG)



Each respondent was asked to rate two bills: the Current and the New design. Slightly different versions were assessed in each market, though the fundamental elements remained fairly consistent. For illustration purposes, we show the examples presented in San Francisco (the final market). For simplicity, the Small Business bills will also be used to illustrate the Agriculture segment impressions.

RESIDENTIAL

Current Bill

PG&E Energy Statement

Account Number: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Account Number	Bill Date	Amount Due	Due Date	Amount Enclosed
1023456789-0	08/11/2011	\$ 173.73	08/27/2011	\$ 0.00

1234 Main Street
Extra Address Line
Anytown, CA XXXXX

PG&E
BOX 997300
SACRAMENTO CA
95899-7300

ACCOUNT SUMMARY

Service	Service Dates	Amount
Gas	08/12/2011 To 08/19/2011	\$ 4.44
Gas PPP Surcharge		0.39
TOTAL CURRENT CHARGES		\$ 4.83
Previous Balance		8.92
Payment - Thank You		-8.92
TOTAL AMOUNT DUE	DUE DATE - 08/27/2011	\$ 4.83

September 2011

PG&E
1234 MAIN STREET
SACRAMENTO, CA 95899

PG&E
BOX 997300
SACRAMENTO, CA 95899-7300

9990123456789010000XXXXXX000000XXXXXX

New Bill

PG&E ENERGY STATEMENT

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

www.pge.com/MyEnergy

For Service At
1234 Main Street
Extra Address Line
Anytown, CA XXXXX

Your Account Summary

Previous Statement Balance	\$ 143.52
1 Payment(s) Received Since Last Statement	\$ -143.52
Past Due Amount	\$ 0.00
Current Electricity Charges	\$ 138.95
Current Gas Charges	\$ 34.78
Total Amount Due by Mmm dd, yyyy	\$ 173.73

You received a credit for 20% of your winter gas charges on this month's bill. Thank you for conserving energy this winter.

Questions about your bill?
Phone: 1-800-xxx-xxxx or Email: xxx@pge.com
24 hours per day, 7 days per week

The California Alternate Rates for Energy (CARE) Program provides a monthly discount on energy bills for income-qualified households. Applying is free, easy and confidential. To see if you qualify, please visit www.pge.com/care or call 1-866-743-2273. El programa de California alternate rates for Energy (CARE) ofrece un descuento en la cuenta mensual de energía a los hogares que califican. Inscribirse en el programa es gratis, fácil y confidencial. Para determinar si calificas, por favor visite nuestra página en el Internet www.pge.com/care o llámanos al 1-866-743-2273.

Electricity Summary: Month dd, yyyy to Month dd, yyyy
xxx kWh

BASELINE	TIER 1	TIER 2	TIER 3	TIER 4
079.9 kWh	\$2.4/kWh	\$3.4/kWh	\$5.0/kWh	\$8.0/kWh
\$0.24/kWh	\$0.14/kWh	\$0.30/kWh	\$0.50/kWh	\$0.80/kWh

Rate per kWh shown is average rate for this period.

Gas Summary: Month dd, yyyy to Month dd, yyyy
xxx Therms

BASELINE	TIER 2
0.97 Therms	\$1.39/Therm
\$1.07/Therm	\$1.39/Therm

Rate per kWh shown is average rate for this period.

Thank you for choosing a one-page statement from PG&E. For details of charges, taxes and surcharges, daily usage details from your SmartMeter, and additional payment options, you may access your account online at www.pge.com/MyEnergy.

Please return this portion with your payment. Thank you. No staples, please.

Account Number: 1023456789-0
Due Date: Aug 27, 2011
Total Amount Due: \$ 173.73
Amount Enclosed: \$

1023456789-0
1234 Main Street
Anytown, CA XXXXX

PG&E
BOX 997300
SACRAMENTO, CA 95899-7300

9990123456789010000XXXXXX000000XXXXXX

COMMERCIAL

(Small/Medium Business and Agriculture)

Current Bill

PG&E Energy Statement

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

www.pge.com/MyEnergy

For Service At
1234 Main Street
Extra Address Line
Anytown, CA XXXXX

Your Account Summary

Previous Statement Balance	\$ 143.52
1 Payment(s) Received Since Last Statement	\$ -143.52
Past Due Amount	\$ 0.00
Current Electricity Charges	\$ 138.95
Current Gas Charges	\$ 34.78
Total Amount Due by Mmm dd, yyyy	\$ 173.73

You received a credit for 20% of your winter gas charges on this month's bill. Thank you for conserving energy this winter.

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Electricity Summary: Month dd, yyyy to Month dd, yyyy
xxx kWh

BASELINE	TIER 1	TIER 2
0.97 Therms	\$1.39/Therm	\$1.39/Therm
\$1.07/Therm	\$1.39/Therm	\$1.39/Therm

Rate per kWh shown is average rate for this period.

Thank you for choosing a one-page statement from PG&E. For details of charges, taxes and surcharges, daily usage details from your SmartMeter, and additional payment options, you may access your account online at www.pge.com/MyEnergy.

Please return this portion with your payment. Thank you. No staples, please.

Account Number: 1023456789-0
Due Date: Aug 27, 2011
Total Amount Due: \$ 173.73
Amount Enclosed: \$

1023456789-0
1234 Main Street
Anytown, CA XXXXX

PG&E
BOX 997300
SACRAMENTO, CA 95899-7300

9990123456789010000XXXXXX000000XXXXXX

New Bill

PG&E ENERGY STATEMENT

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

www.pge.com/MyEnergy

For Service At
1234 Main Street
Extra Address Line
Anytown, CA XXXXX

Your Account Summary

Previous Statement Balance	\$ 1,209.52
1 Payment(s) Received Since Last Statement	\$ -1,209.52
Past Due Amount	\$ 1,209.52
Current Electricity Charges	\$ 1,138.95
Other Charges Line 1	\$ 31.23
Total Amount Due by Mmm dd, yyyy	\$ 2,371.18

Questions about your bill?
Phone: 1-800-xxx-xxxx or Email: xxx@pge.com
24 hours per day, 7 days per week

Be winter-wise! Cold weather can triple heating use; fewer daylight hours can increase lighting use by a third. Spending more time indoors and billing periods with 5 weekends can also cause higher bills. To save money, set heaters lower and turn lights off when not needed.

Daily Electricity Usage This Period: 29 billing days

Usage Energy Charges
Off-Peak 75% \$56
Part-Peak 94% \$104
On-Peak 7% \$65

Off-Peak: 6:30 p.m. - 6:30 a.m. (M-F)
Part-Peak: 6:30 a.m. - 12:00 p.m.
On-Peak: 12:00 p.m. - 6:30 p.m. (M-F)
Peak: 12:00 p.m. - 6:30 p.m. (Sat-Sun)

For details of charges, taxes and surcharges, daily usage details from your SmartMeter, and additional payment options, you may access your account online at www.pge.com/MyEnergy.

Please return this portion with your payment. Thank you. No staples, please.

Account Number: 1023456789-0
Due Date: Aug 27, 2011
Total Amount Due: \$ 2,371.18
Amount Enclosed: \$

1023456789-0
1234 Main Street
Anytown, CA XXXXX

PG&E
BOX 997300
SACRAMENTO, CA 95899-7300

9990123456789010000XXXXXX000000XXXXXX

RESIDENTIAL CURRENT BILL

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Impressions of the Current bill are largely favorable – especially among those with lower utility charges. The larger the total bill, typically the more scrutiny it receives. Customers with higher expenditures are somewhat more critical, often finding the bill confusing and user unfriendly.

Several general observations are offered by customers:

- Most are keenly aware of the bill as the one they currently receive in the mail at home
- Given the familiarity with the bill, most feel fairly adept at navigating and finding what they need
- They like that it is printed on recycled paper
- The smaller paper format raises differing opinions. Some believe it requires less paper (a good thing), while others are put off by a size that is harder to file than more standard 8 1/2" X 11" sized bills.
 - Some respondents also believe that the standard paper size is less costly to produce.

Account Summary

Service	Service Dates	Amount
Electricity	08/12/2011 to 08/18/2011	\$4.25
Gas	08/12/2011 to 08/18/2011	4.44
Gas PPP Surcharge		0.16
TOTAL CURRENT CHARGES		\$8.85
Previous Balance		8.92
08/28 Payment - Thank You		8.92
TOTAL AMOUNT DUE		\$8.85

September 2011
DUPLICATE DATE - 10/02/2011

REGULATORY INFORMATION

Electricity

1. **Rate Schedule:** The charge for electricity is based on the amount of electricity used during the billing period. The rate schedule is based on the amount of electricity used during the billing period. The rate schedule is based on the amount of electricity used during the billing period.

Gas

1. **Rate Schedule:** The charge for gas is based on the amount of gas used during the billing period. The rate schedule is based on the amount of gas used during the billing period. The rate schedule is based on the amount of gas used during the billing period.

GAS ACCOUNT DETAIL

Service ID #	Rate Schedule	Billing Days
01 TR Residential Service	30 days	

Serial	Meter #	Prior Meter Read	Current Meter Read	Difference	Multplier	Usage
N	2502728	4,966	4,688	2	1.017621	2 Therms

Charges

Category	Quantity	Rate	Amount
Gas Charges	9.0000 Therms	\$1.12967	\$2.84
Gas PPP Surcharge (0.08400 / therm)			\$0.16
TOTAL CHARGES			\$4.41

Chicago

Usage Comparison	Days Billed	Math Billed	Math per Day
This Year	30	0	0.0
Last Year	N/A	N/A	N/A

TOTAL CHARGES

Usage Comparison	Days Billed	Math Billed	Math per Day
This Year	30	0	0.0
Last Year	N/A	N/A	N/A

BILL REDESIGN QUALITATIVE RESEARCH | RESULTS OF RESEARCH

**...Familiarity with Current Bill...**

"It is recognizable. The PG&E logo and stuff at the top and the coloring that they use at the top always stands out in my stack of papers, so I know this is my PG&E bill." (Fresno, RES)

"I'm familiar with it and where to look for everything." (Sacramento, RES)

"For me personally, this is the same bill that I get every month, so I'm used to reading this one. I'm more familiar with it. The information is just straight...the amount, the due date, and it just breaks it down and there's not too much on the page to confuse me." (San Francisco, RES)

...Appeal of Smaller Format for Some...

"I like the simplicity. I like the fact that it's actually smaller. I have less paper. Everything that I generally tend to look for is right on top of the bill." (San Francisco, RES)

"I know that when I have a small bill, like when I see the small envelope, that's my PG&E bill. When you're getting junk mail, you know when you see that smaller envelope to take it out of the mix from all the crud." (Sacramento, RES)



Pacific Gas and Electric Company MEADOWVIEW Energy Statement

99900176304805300000008850000000885

Account Number	Bill Date	Amount Due	Due Date	Amount Enclosed
	09/11/2011		10/03/2011	

9590.3.32.5099 1 AT 0.365
PG&E
BOX 997300
SACRAMENTO CA
95899-7300

2000212 Please return this portion with your payment. Thank you.

Telephone Assistance
1-800-743-5000
Assistance is available by telephone 24 hours per day, 7 days per week.

Local Office Address:
3800 MEADOWVIEW DR
REDDING CA 96002

Account Number:
0176304805-3

September 2011

ACCOUNT SUMMARY

Service	Service Dates	Amount
Gas	08/12/2011 To 09/10/2011	\$4.25
Electric	06/12/2011 To 09/10/2011	4.44
Gas PPP Surcharge		0.16
TOTAL CURRENT CHARGES		\$8.85
Previous Balance		8.92
08/29 Payment - Thank You		8.92
TOTAL AMOUNT DUE		\$8.85
DUE DATE - 10/03/2011		

Your bill includes a Gas Public Purpose Program (PPP) Surcharge, which is used to fund state-mandated gas assistance programs for low-income customers, energy efficiency programs, and public-interest research and development.

You may qualify for a monthly discount with the CARE Program. Apply online at www.pge.com/care.

PG&E's Energy Savings Assistance Program provides income-qualified renters and homeowners with easy, free solutions to help manage their energy use and save money on their monthly energy bills.

Visit www.pge.com/energysavings or call 1-800-989-9744.

El Energy Savings Assistance Program de PG&E provee a los inquilinos y a los propietarios de viviendas que reúnan los requisitos de ingresos, soluciones gratuitas para ayudarles a manejar su consumo de energía y ahorrar dinero en sus facturas mensuales.

Visite www.pge.com/espanol/energysavings o llame al 1-800-989-9744.

Page 1 of 4

The 800 contact number is located on the front page and easy to identify.

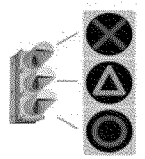
"It's really nice that the phone number is on the front in case there's an issue. I have received bills from other companies where it's like they don't want us to call them." (Sacramento, RES)

The header color instantly identifies PG&E and serves as a method to distinguish from other bills and paperwork.

The most critical information (amount due and due date) is evident at quick glance at the top of the page.

Having the payment stub at the top of the bill is irritating to those who keep their bill and like to easily identify the originator once the stub is removed.

Several look to see that the previous bill is credited.



RED = Stop. Don't use without modification.

YELLOW = Caution. Warning... Some concern expressed.

GREEN = Good. Go!

Very few take notice of these messages.



General Comments:

- Many respondents are initially unaware that this page includes content, with the majority skipping directly to Page 3.
- Once brought to their attention, few say they have ever read the content on the page. Some suggest that the type is too small to catch their attention.

"I have never read this. To me, it just turns me off. I'm done." (Fresno, RES)

"I would never sit and take the time to read that little print. The little print does not have a lot of validity to me." (Fresno, RES)

- Most like having the phone numbers available.
- Views are mixed on whether or not the content should be included in the bill at all. Some say that even if unlikely to access, they want it available in case they ever need it.

"It is a very good resource because what if you wanted to dispute your bill?" (Fresno, RES)

Helpful Phone Numbers

Customer Services - English	1-800-743-5000
Customer Services - Spanish	1-800-462-4742
TDD/TTY (Suecibillado; Inglés)	1-800-605-0709
Service al Cliente en Español (Spanish)	1-800-605-0709
普通话戶服務電話號碼 (Chinese)	1-800-893-9555
普通话戶服務電話號碼 (Chinese)	1-800-199-0438
Smarter Energy Line (Interactive Energy Efficiency Information)	1-800-933-0500
Energy Trust Helpline	1-800-854-6250
To Request A Claim Form	1-800-743-5000
PG&E's website	www.pge.com

THIS BILL IS NOW DUE AND PAYABLE

PAYING YOUR BILL

- By Mail: Debt payment is the enclosed invoice. In Person: Pay at any PG&E local office or pay station.
- Repaid Bill: May receive a deposit as outlined below to reestablish credit and/or mail in discontinuation of service. Pay By Phone: 1-800-743-5000. Certain restrictions apply. Online: www.pge.com

POST-DUE BILLS

- Residential - The bill is due when you receive it and becomes past due 15 days after the date generated.
- Nonresidential - The bill is due when you receive it and becomes past due 15 days after the date generated.
- Outstanding bills are considered past due if not paid 15 days after the billing date for all customers.
- Unable to pay on time? Call to discuss reasonable payment arrangements, special programs and agencies that may be available to assist you.
- You may qualify for reduced rates under PG&E's CARE program. Call PG&E for an application.
- If a residential customer claims an inability to pay and PG&E does not offer reasonable payment arrangements, please mail contact the CPUC at 1-800-648-7270 or by TDD/TTY at 415-743-2133.

DEPOSITS (Per PG&E Rules 6 & 7)

- To establish service, PG&E may require a deposit for residential (twice the average monthly bill) or non-residential (twice the maximum monthly bill).
- A deposit to re-establish credit or to increase an existing deposit may be up to twice the maximum monthly bill for residential accounts and may be up to twice the maximum monthly gas charge and electric charge for non-residential accounts, as determined by PG&E.

RULES AND RATES

The list of PG&E's rates and rates is available for inspection upon request. Opposer rates are available to many customers and may lower your PG&E bills. Call PG&E for details.

DISPUTED BILLS

Should you question this bill, please request an explanation from PG&E. If you determine you have been billed incorrectly, send the bill and a statement supporting your belief that the bill is not correct to:

California Public Utilities Commission (CPUC)
Consumer Affairs Branch
305 Van Ness Avenue
San Francisco, CA 94102

To avoid having service turned off if the bill has not been paid, request a report for the amount of the bill made payable to the CPUC. If you are unable to pay the amount or dispute, you must inform the CPUC of your inability to pay. Your service cannot be discontinued for nonpayment of the disputed bill until the CPUC completes its review. The CPUC will review the basis of the billed amount, communicate the results of its review to the parties and make determinations of any dispute. The CPUC will not, however, accept deposits when the dispute appears to be over matters that do not directly relate to the accuracy of the bill. Such matters include the quality of a utility's service, general level of rates, pricing rate applications and sources of fuel or power.

ELECTRIC INDUSTRY DIFFERENTIALS

- Distribution:** The charge recovers the cost of distributing electricity over low-voltage lines to your home or business.
- Residual Decommissioning:** The non-ty possible charge that collects the funds required for site remediation when PG&E's nuclear power plants are removed from service.
- Public Purpose Programs:** The non-ty possible charge that funds state-mandated assistance programs for low-income customers and energy efficiency programs.
- Transmission:** The charge that recovers the cost of conveying electricity from power plants over high-voltage lines (including charges for Reliability Services which are the costs of generation required for transmission system reliability).
- QWR Bond Charge:** The charge that recovers the cost of bonds issued to finance a portion of the historic cost of power purchased by California Department of Water Resources (DWR) to serve electric customers. DWR bond revenues are collected on behalf of DWR and do not belong to PG&E.
- Generation Charge:** The charge that recovers the cost of the electric commodity incurred by PG&E and DWR to serve bundled customers.
- Energy Cost Recovery Amount:** These charges are approved by the CPUC and authorized by California Public Utilities Code Section 646 et seq. The purpose of these charges is to pay the principal, interest, and other costs associated with Energy Recovery Bonds (ERBs) that were issued by a Special Purpose Entity (SPE). One of these charges is the Dedicated Rate Component (DRC), which is \$0.0013 per kWh. The right to receive DRC revenues has been transferred to the SPE and does not belong to PG&E. This right is called Recovery Property. PG&E collects the DRC on behalf of the SPE, which uses these funds to pay bond principal, interest, and other bond-related costs. The SPE transferred the net bond proceeds to PG&E to purchase Recovery Property from PG&E. PG&E used the proceeds from the sale of Recovery Property to reimburse its lender (Investment Regulatory Asset), which was established by the Commission to help finance PG&E's emergence from bankruptcy.
- Competition Transition Charges (CTC):** The cost of purchased power agreements, signed prior to December 20, 1995, in excess of a CPUC approved price of the market price of electricity as well as a portion of electric industry restructuring implementation costs as authorized by the CPUC.
- Power Charge Incentive Adjustment (PCIA):** The portion of your bill (either a charge or credit allowed) to ensure that customers that purchase electricity from non-utility suppliers pay their share of the costs of generation acquired to serve them, unless otherwise exempt. The PCIA charge describes the costs of generation in non-utility customer assets to pay and is based on the generation resources acquired to serve the customer as of when the customer took generation service from the non-utility supplier.
- Franchise Fee Surcharge:** This surcharge is for franchise fees for electricity purchased from non-utility suppliers as provided in Schedule E-FES.

Note: Customers that purchase both electricity and transportation service from PG&E (bundled service) pay charges 1 through 8. Customers that purchase electricity from non-utility suppliers pay charges 1 through 8, plus 7 through 13.

Page 2 of 4



General Comments: This page is generally thought to be confusing. Many customers tend to avoid it when reviewing their bill. "I have no idea what all that means." (Sacramento, RES)

There is confusion regarding why the charges are separated. (The different rates are typically not self-evident.)

"A lot of stuff on the bill. I kind of gloss over because I really frankly don't understand it...therms and all these charges." (Sacramento (RES))

Pacific Gas and Electric Company WE DELIVER ENERGY

GAS ACCOUNT DETAIL

Service ID #: [redacted]
 Rate Schedule: G1 R Residential Service
 Billing Days: 30 days

Serial	Meter #	Prior Meter Read	Current Meter Read	Difference	Multiplier	Usage
N	2552728	4,665	4,668	2	1.017821	2 Therms

Charges

08/12/2011 - 08/31/2011

Gas Charges	9.80000 Therms	\$2.84
Baseline Quantity	1.33333 Therms @ \$1.12967	
Baseline Usage		
Net Charges		\$2.84

Gas charges include a minimum transportation charge of \$0.09863/day
 PG&E's Gas Procurement Cost (Rate Schedule G-CP) is \$0.64931 / therm

Taxes and Other

Gas PPP Surcharge (\$0.08400 / therm)	\$0.10
---------------------------------------	--------

Charges

09/01/2011 - 09/10/2011

Gas Charges	4.90000 Therms	\$1.41
Baseline Quantity	0.68887 Therms @ \$1.11778	
Baseline Usage		
Net Charges		\$1.41

Gas charges include a minimum transportation charge of \$0.09863/day
 PG&E's Gas Procurement Cost (Rate Schedule G-CP) is \$0.63742 / therm

Taxes and Other

Gas PPP Surcharge (\$0.08400 / therm)	\$0.08
---------------------------------------	--------

TOTAL CHARGES

\$4.41

Usage Comparison	Days Billed	Therms Billed	Therms per Day
This Year	30	2	0.1
Last Year	N/A	N/A	N/A

ELECTRIC ACCOUNT DETAIL

Service ID #: [redacted]
 Rate Schedule: E1 RB Residential Service
 Billing Days: 30 days

Serial	Rotating Outage Blk	Meter #	Prior Meter Read	Current Meter Read	Difference	Meter Constant	Usage
N	50	88-125	42,734	42,734	0	1	0 Kwh

Page 3 of 4

Most are interested in comparing their usage with years past, so is a key area of interest. Many say they also note the number of days included in the cycle.

"I like knowing how much I am using from year to year and if any saving measures I am trying to do are doing any good." (Fresno, RES)



Charges
08/12/2011 - 09/10/2011
 Minimum Charge 30 Days @ \$0.14784 \$4.44
 Baseline Quantity 513.00000 Kwh
 Net Charges \$4.44

The net charges shown above include the following component(s).
 Please see definitions on Page 2 of the bill.

Generation	\$0.64
Distribution	3.61
Public Purpose Programs	0.18
Nuclear Decommissioning	0.01

TOTAL CHARGES \$4.44

Usage Comparison	Days Billed	Kwh Billed	Kwh per Day
This Year	30	0	0.0
Last Year	N/A	N/A	N/A

Rotating outage blocks are subject to change without advance notice due to operational conditions.
 Generation includes charges for the portion of your energy usage provided by the Department of Water Resources (DWR) and collected by PG&E as DWR's agent. In 2011, DWR projects to return \$250 million to bundled customers. The average amount returned for each kWh of energy provided by DWR is projected to be 10.873 cents. DWR also collects the Power Charge Indifference Adjustment component of the Cost Responsibility Surcharge from CCA, Direct Access and Transitional Bundled Service customers.
 The rates shown above are applicable to bundled service customers. Direct Access and Community Choice Aggregation customers pay only a portion of these rates. Please see the appropriate rate schedule for the applicable charges.

Page 4 of 4

Respondents are universally put off by the inclusion of these mysterious charges, but are resigned to the fact they exist.

Again, there is interest in comparing current vs. previous year consumption.



General Comments:

- Most find the bill cleaner, more modern and easier to read than the current design.
- This version also provides more information about one's bill (e.g., Daily Usage).
- The 8 1/2" X 11" paper size is preferred by most for its ease of filing.
- A few think there are simply too many graphs and too much information included.

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

For Service At
1234 Main Street
Extra Address Line
Anytown, CA 90000

You received a credit for 20% of your winter gas charges in this month's bill. Thank you for conserving energy this winter.

Your Account Summary

Previous Statement Balance	\$142.52
1 Payment(s) Received Since Last Statement	- 143.52
Past Due Amount	0.00
Current Electricity Charges	153.05
Current Gas Charges	136.73
Total Amount Due by Mmm dd, yyyy	\$173.73

Questions about your bill?
Phone: 1-800-898-8888 or Email: my.pge@pge.com
24 hours (or 7 days, 7 days per week)

The California Alternate Rates for Energy (CARE) Program provides a monthly discount on energy bills for income-qualified households. Applying is free, easy and confidential. To see if you qualify, please visit www.pge.com/care or call 1-800-742-2273.

El programa de California alternate Rates for Energy (CARE) ofrece un descuento en la cuenta mensual de energía a los hogares que califican. Inscribirse es fácil, fácil y confidencial. Para determinar si califica, por favor visite www.pge.com/care o llame al 1-800-742-2273.

Electricity Summary: Mmm dd, yyyy to Mmm dd, yyyy

XXX kWh	
BASELINE	TIER 1
101 kWh + 22 kWh + 50 kWh + 50 kWh	6.17 Therms
82 kWh	6.03 Therms

Rate per kWh shown is average rate for this period.

Gas Summary: Mmm dd, yyyy to Mmm dd, yyyy

XXX Therms	
BASELINE	TIER 1
6.17 Therms	11.1 Therms
6.03 Therms	6.03 Therms

Rate per Therm shown is average rate for this period.

Thank you for choosing a one-page statement from PG&E. For details of charges, taxes and surcharges, daily usage details from your SmartMeter, and additional payment options, you may access your account online at www.pge.com/MyEnergy.

Please return this portion of your payment. Thank you. No duplicates, please.

Account Number: 1023456789-0
Due Date: Aug 27, 2011
Total Amount Due: \$173.73
Amount Enclosed: \$

1234 MAIN STREET
SAMPLE CITY, CA 90000-0000

PG&E
P.O. BOX 997000
SACRAMENTO, CA 95899-7000

9999123456789010000XXXXXX00000000XXXXXX

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Important Phone Numbers - 24 hours per day, 7 days per week

Customer Service - English 1-800-743-5000
TDD/TTY (Speech/Hearing Impaired) 1-800-652-4172

Service of Clients en Español (Español) 1-800-860-8705
Servicio al Cliente en Español (Español) 1-800-860-8705
Español (Spanish) 1-800-246-9428
Other Languages 1-800-743-5000

Rate and rules
You may be eligible for a lower rate. To find out about our options, visit www.pge.com/MyEnergy or call 1-800-898-8888.

If you believe there is an error on your bill, contact us immediately at our 24-hour customer service. If you are not satisfied with our response, contact the California Public Utilities Commission (CPUC), Consumer Affairs Bureau, 505 Van Ness Avenue, San Francisco, CA 94102, 1-800-449-7979 or 415-707-0232 (TDD/TTY).

To avoid having service terminated or when you wish to file a complaint, contact us immediately at our 24-hour customer service. If you are not satisfied with our response, contact the California Public Utilities Commission (CPUC), Consumer Affairs Bureau, 505 Van Ness Avenue, San Francisco, CA 94102, 1-800-449-7979 or 415-707-0232 (TDD/TTY).

If you are not able to pay your bill, call 1-800-898-8888 for assistance. You may qualify for reduced rates under PG&E's CARE program for other special programs and services. Visit www.pge.com/care for more information. The CARE program provides a monthly discount on energy bills for income-qualified households. Applying is free, easy and confidential. To see if you qualify, please visit www.pge.com/care or call 1-800-742-2273.

Important definitions:

- Baseline usage level:** Customers are grouped into "usage baselines" based on their usage. A usage baseline is the amount of electricity used during a certain period of time. Customers are grouped into usage baselines based on their usage. Monthly usage levels are subject to change without advance notice due to operational conditions.
- Revenue adjustment:** PG&E may increase or decrease a baseline allowance, which represents a percentage of average customer's usage during a certain period of time. This adjustment may be based on the overall usage of the overall rate you live, the customer's usage and other factors.

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Details of Electricity Charges
Mmm dd, yyyy to Mmm dd, yyyy (XX billing days)

Service ID: 0017054221
Rate Schedule: XX,XX Residential

Service Information

Serial	f
Meter #	XXXXXX
Flow Meter Reading	4,200
Current Meter Reading	4,207
Difference	771
Minor Constant Usage	1
Usage	278 kWh

Electricity Charges Breakdown
Your electricity charges include the following:

Generation	\$0.19
Public Purpose Programs	\$2.68
Nuclear Exemption	\$0.11
DWR Bond Charge	\$0.28
Regulating CFC	\$1.85
Energy Cost Recovery Amount	\$0.82

The above may not apply to your charges due to billing.

Understanding Your Electricity Usage

Daily Electricity Usage This Period: 29 billing days

Average Daily Usage

Usage	Therms
7.0 kWh/day	1.5
0.5 kWh/day	0.1
6.3 kWh/day	1.4

Same Period Last Year This Period

Messages:

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Details of Gas Charges
Mmm dd, yyyy to Mmm dd, yyyy (XX billing days)

Service ID: 0017054221
Rate Schedule: XX,XX Residential

Service Information

Serial	f
Meter #	XXXXXX
Flow Meter Reading	4,200
Current Meter Reading	4,207
Difference	771
Minor Constant Usage	1
Usage	22 Therms

Gas Charges Breakdown
Your gas charges include the following:

Gas procurement charges	\$0.00
Gas transportation charges	\$0.00
Public Purpose Program	\$0.07

The above may not apply to your charges due to billing.

Understanding Your Gas Usage
The summer baseline season begins on May 1. Your total baseline allowance is shown as allocated during your July summer baseline allowance opening May 1 and your daily winter baseline quantities for any days in your billing period prior to May 1.

Gas Usage This Period: 29 billing days

Average Daily Usage

Usage	Therms
1.5 Therms/day	1.5
0.5 Therms/day	0.5
0.70 Therms/day	0.70

Same Period Last Year This Period

Messages:

BILL REDESIGN QUALITATIVE RESEARCH | RESULTS OF RESEARCH

travisresearch

18

SB_GT&S_0305203

...Easier to Read...

"I don't have to search as much as I need to on the other one. This seems clearer." (San Francisco, RES)

"It just seems organized and clear." (Sacramento, RES)

"With that font I would glance at it (Page 2) and understand. Before it was so small." (Fresno, RES)

...Additional Useful Information...

"I'm a sucker for graphs. I really didn't think much of it until I saw the graphs." (San Francisco, RES)

"The graphs, the daily usage and the current/prior readings. I like that a lot better." (Fresno, RES)

"I like the trend over the monthly period because I relate that to how I was doing this or I was gone those three days. You can go back and look." (Fresno, RES)



Some mixed feelings are expressed regarding the bill header. While it is noticeable, some feel it lacks the visual impact of the current bill.

A few take note of the credit but suggest that the amount being deducted be positioned in the summary with the reduced amount clearly displayed. (While not addressed in most sessions, this same perception is associated with CARE discounts.)

Given the lack of full phone number displayed, some do not initially spot its presence.

The tiers tend to raise more questions than they answer.

Upon reflection, most understand that the more energy consumed in a period, the higher the unit cost. However, the horizontal method of presentation seems less clear than if it were shown vertically (stacked, one tier on top of the other). A few point out that the same information is also available on Page Three (the vertical representation).

PG&E ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

For Service At
1234 Main Street
Extra Address Line
Anytown, CA XXXXX

Your Account Summary

Previous Statement Balance	\$ 143.52
1 Payment(s) Received Since Last Statement	- \$ 143.52
Past Due Amount	\$ 0.00
Current Electricity Charges	\$ 138.96
Current Gas Charges	\$ 34.78
Total Amount Due by Mmm dd, yyyy	\$173.73

You received a credit for 20% of your winter gas charges on this month's bill. Thank you for conserving energy this winter.

Questions about your bill?
Phone: 1-800-xxx-xxxx or
Email: xxx@pge.com
24 hours per day, 7 days per week

The California Alternate Rates for Energy (CARE) Program provides a monthly discount on energy bills for income-qualified households. Applying is free, easy and confidential. To see if you qualify, please visit www.pge.com/care or call 1-866-743-2273.
El programa de California alternate Rates for Energy (CARE) ofrece un descuento en la cuenta mensual de energia a los hogares que califican. Inscribirse en el programa es gratis, facil y confidencial. Para determinar si califica, por favor visite nuestra pagina en el Internet www.pge.com/care o llamemos al 1-866-743-2273.

Electricity Summary: Mmm dd, yyyy to Mmm dd, yyyy				Gas Summary: Mmm dd, yyyy to Mmm dd, yyyy	
XXX kWh				XXX Therms	
BASELINE	TIER 2	TIER 3	TIER 4	BASELINE	TIER 2
107.9 kWh \$0.12/kWh	32.4 kWh \$0.14/kWh	6.6 kWh \$0.30/kWh	0.0 kWh \$0.34/kWh	8.97 Therms \$1.03/Therm	11.2 Therms \$1.25/Therm
Rate per kWh shown is average rate for this period.				Rate per kWh shown is average rate for this period.	

Thank you for choosing a one-page statement from PG&E. For details of charges, taxes and surcharges, daily usage details from your SmartMeter, and additional payment options, you may access your account online at www.pge.com/MyEnergy.

Please return this portion with your payment. Thank you. No staples, please.

The due date is bold and clear.

The amount owed – the most critical bit of information – is easily identified.

This message is often overlooked as eyes tend to gravitate from the amount owed to the electricity and gas summary. Some find it out of place.

Having the return payment stub located on the bottom of the bill is universally preferred over its previous location at the top of the page.

"The tear should be on the bottom, more clean and you have this nice piece (remaining)." (Fresno, RES)

The QR code is largely unrecognized by most respondents. However, once described and potential uses discussed, several comments ensue:

- Most are indifferent to the inclusion of the code – irrespective of whether they would use it or not
- Some question why the code would be positioned on the return stub if, in fact, it is an avenue for customers to learn more about their bill
- A few fear that the code could be misused and provide an avenue to disclose personal information.



General Comments:

- Page 2 is considerably more likely to be spotted than the comparable page on the Current bill. Most attribute its enhanced readability to the larger type size.
- Very few participants claim ever to have reviewed this information and most indicate they are likely to do so.
 - That said, some like the convenience of its presence on the bill in case they ever need it in the future.
- Many find it sufficient to access the content via the PG&E website.
- Several suggest that the section could be moved to a second sheet, thus allowing...
 - more critical information to be positioned on the first page.
 - customers to discard the second page.

A couple participants indicate that the header takes up considerable space that could be used for other content.

The phone numbers are easy to spot.

ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Important Phone Numbers - 24 hours per day, 7 days per week

Customer Service – English	1-800-743-5000
TDD/TTY (Speech/Hearing Impaired)	1-800-652-4712

Servicio al Cliente en Español (Spanish)	1-800-680-8789
XXXXXXXXXXXXXXXXXXXX (Chinese)	1-800-893-9555
XXXXXXXXXXXXXXXXXXXX (Vietnamese)	1-800-298-8438
Other Languages	1-800-743-5000

Smarter Energy Line	1-800-933-9555
Energy theft hotline	1-800-854-8250
To request a claim form	1-800-743-5000

Rules and rates

You may be eligible for a lower rate. To find out about our optional rates or for a complete list of our rules and rates, visit www.pge.com or call 1-800-743-5000.

If you believe there is an error on your bill

Email xxxxxx@pge.com, or call 1-800-743-5000 for an explanation. If you are not satisfied with our response, contact the California Public Utilities Commission (CPUC), Consumer Affairs Branch, 505 Van Ness Avenue, San Francisco, CA 94102, 1-800-649-7570 or 415-703-2032 (TDD/TTY).

To avoid having service turned off while you wait for a CPUC decision, enclose a deposit check (payable to the CPUC) for the amount owed. The CPUC will only accept deposits for matters that relate directly to billing accuracy. If it is not possible for you to pay your deposit, you must advise the CPUC. PG&E can not turn off your service for nonpayment while it is under review by the CPUC, however, you must continue to pay your current charges to keep your service turned on.

If you are not able to pay your bill

Call PG&E to discuss how we can help. You may qualify for reduced rates under PG&E's CARE program or other special programs and agencies may be available to assist you. You may qualify for PG&E's Energy Partners Program which is an energy efficiency program for income-qualified residential customers.

Important definitions

- **Rotating outage block:** Customers are grouped into "blocks" based on their location. In the event that the California Independent System Operator declares a power emergency due to an energy shortage, certain blocks may experience power supply interruptions based on their location. Rotating outage blocks are subject to change without advance notice due to operational conditions.
- **Baseline allowances:** All residential customers are given a baseline allowance, which represents a percentage of average customer usage during summer and winter months. Your total allowance is your assigned usage level based on the climate where you live, the current

THIS BILL IS NOW DUE AND PAYABLE

Options for paying your bill

- Online at www.pge.com
- Automatic Payment Service: Sign up to authorize automatic payments sent from your bank account each month.
- By mail: Send your payment along with this payment stub in the envelope provided.
- By Star debit card: Call 1-866-707-0682 at any time. (Our independent service provider charges a fee for each transaction.)
- At a PG&E payment center or local office: To find a payment center or local office near you, please visit www.pge.com or call 1-800-743-5000. Please bring a copy of your bill with you.

Has your billing contact information changed?

change my mailing address

change my telephone number for billing contact

change my primary email

Account number: 123456789-0

First name _____ Last name _____


Address _____ Apt.# _____

City _____ State _____ ZIP code _____

Phone _____ Email _____

2





ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Details of Electricity Charges

Mmm dd, yyyy to Mmm dd, yyyy (XX billing days)

Service ID: 9087854321
Rate Schedule: XX XX Residential

Mmm dd, yyyy – Mmm dd, yyyy

Baseline Quantity	xx.x kWh	@ \$x.xxxxx	\$x.xx
Tier 1 Usage (up to Baseline)	xx.x kWh	@ \$x.xxxxx	\$x.xx
Tier 2 Usage (101%-130% of Baseline)	xx.x kWh	@ \$x.xxxxx	\$x.xx
Tier 3 Usage (131%-200% of Baseline)	xx.x kWh	@ \$x.xxxxx	\$x.xx
Tier 4 Usage (201%-300% of Baseline)	xx.x kWh	@ \$x.xxxxx	\$x.xx

Energy Commission Tax \$x.xx
Utility Users Tax (7.5000%) \$x.xx
Additional Program Charge \$x.xx

Total Electricity Charges \$138.95

Service Information

Serial F
Rotating Outage Block 5M
Meter # XXXXXX
Prior Meter Reading 4,365
Current Meter Reading 4,657
Difference 278
Meter Constant 1
Usage 278 kWh

Electricity Charges Breakdown

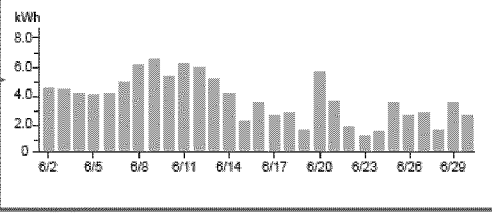
Your electrical charges include the following:

Generation	\$6.10
Public Purpose Programs	\$2.66
Nuclear Decommissioning	\$0.11
DWR Bond Charge	\$0.88
Ongoing CTC	\$1.53
Energy Cost Recovery Amount	\$0.82

The above may not sum to your charges due to rounding.

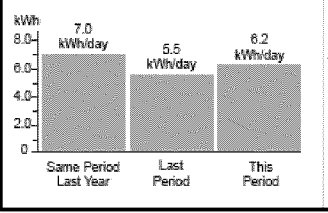
Understanding Your Electricity Usage

Daily Electricity Usage This Period: 29 billing days



Messages:

Average Daily Usage



Presenting the tier information vertically seems clearer to some.

A few note that this duplicates the tier information on the front page.

The Daily Usage graph is a favored aspect of the redesigned bill.

- It is an interesting visual that catches most eyes.
- At a glance, consumers can see their consumption patterns.
- It serves as an aid to those families who can use it to help identify energy misuse and take corrective measures to remedy.
- Some suggest this chart be moved to Page One.

While most consumers are stumped regarding these charges, they are a recognized fact of life. Having them aggregated in this manner is perceived positively.

“On the other bill, there was a page full of all this stuff that you didn’t understand. All of that is in this little tiny box, which I think is really neat.” (Sacramento, RES)

Like the Daily Usage chart, many are drawn to the visual depiction of data. However, some suggest that given the nature of the data being reported, the graph is unlikely to show significant differences from period to period.

When compared to a table showing the same information, the majority prefer the graphical depiction.



General Comments:

- Comments similar to those made regarding Page 3 of the bill apply here as well.

ENERGY STATEMENT

www.pge.com/MyEnergy

Account No: 1023456789-0
 Statement Date: Aug 03, 2011
 Due Date: Aug 27, 2011

Details of Gas Charges

Mmm dd, yyyy to Mmm dd, yyyy (XX billing days)

Service ID: 9087854321
 Rate Schedule: XX XX Residential

Mmm dd, yyyy – Mmm dd, yyyy (Summer Rate Period)

Baseline Quantity	xx.x Therms		
Tier 1 Usage (up to Baseline)	xx.x Therms @ \$x.xxxxx		\$x.xx
Tier 2 Usage (over Baseline)	xx.x Therms @ \$x.xxxxx		\$x.xx
Gas PPP Surcharge (\$0.08400/Therm)			\$x.xx
Utility Users Tax (7.5000%)			\$x.xx
Additional Program Charge			\$x.xx

Total Gas Charges **\$34.78**

Service Information

Serial	F
Meter #	XXXXXX
Prior Meter Reading	6,686
Current Meter Reading	6,707
Difference	21
Multiplier	1.02383@
Usage	22 Therms

Gas Charges Breakdown

Your gas charges include the following:

Gas procurement charges	\$23.68
Gas transportation charges	\$0.86
Public Purpose Program	\$0.07

The above may not sum to your charges due to rounding.

Understanding Your Gas Usage

The summer baseline season began on May 1. Your total baseline quantities shown were calculated using your daily summer baseline quantities starting May 1 and your daily winter baseline quantities for any days in your billing period prior to May 1.

Daily Gas Usage This Period: 29 billing days

Average Daily Usage

Messages:

4



Echoing the sentiment of the Residential participants, the Commercial customers are generally pleased with the current bill.

- Most feel fairly adept at navigating the bill and finding the information they require.
- Being so familiar with the bill seems to contribute to their favorable impressions.

A few overall negative comments are raised:

- Those businesses with multiple meters (common among Agricultural accounts) shown on the same bill:

- Are frustrated by the lack of delineation from one section to the next
- Often have difficulty identifying which meter is associated with which portion of their property. (This represents a clear opportunity for PG&E to promote a meter-labeling service.)

- The smaller paper format raises objections:

- It is more cumbersome to file
- Business-sized checks do not fit the return envelope unless folded.

"If they could separate the residential from the agriculture bill, if they could be color-coded or something, it would be easier." (Fresno, AG)

"It would be nice if there was some way to label...actually have a little label for us for our different meters." (Sacramento, AG)

"We use big checks, computer checks, and we have to fold them and I don't like folding checks." (Fresno, AG)

Account Summary page showing account details, service dates, and a table of charges. The total amount due is \$7,264.74.

Service Dates	Amount
Service - 08/12/2011 to 09/12/2011	\$7,265.00
Energy Conservation Tax	5.82
TOTAL CURRENT CHARGES	\$7,264.74
Previous Balance	5,487.39
DEBIT Payment/Transfer	5,487.39
TOTAL AMOUNT DUE	\$7,264.74

Terms and Conditions page with multiple sections of text, including 'Important Notices', 'Service Interruptions', and 'Dispute Resolution'. The text is small and dense.

Electric Account Detail page showing a table of charges and a summary of usage. The total amount due is \$7,265.24.

Usage	Rate	Amount	Unit Price
Usage Comparison			
This Year	32	36,400	1,137.5
Last Year	32	36,400	1,305.0



Pacific Gas and Electric Company **NO DELIVER ENERGY** **Energy Statement**

99901306587511700007844740000784474

Account Number	Bill Date	Amount Due	Due Date	Amount Enclosed
	09/11/2011	\$7,844.74	09/28/2011	

9599.3.32.6066 1 AT 0.365
 PG&E
 BOX 987300
 SACRAMENTO CA
 95899-7300
 REDDING CA 96049-3416

200.0212 Please return this portion with your payment. Thank you.

Telephone Assistance
 1-800-468-4743
 Assistance is available by telephone: Monday - Friday, 7:00 a.m.-7:30 p.m. and Saturday, 7:00 a.m.-4:30 p.m.

Local Office Address
 3600 MEADOW VIEW DR
 REDDING CA 96002

Account Number

September 2011

ACCOUNT SUMMARY

Service	Service Dates	Amount
Electric	08/12/2011 To 08/10/2011	\$7,635.92
Energy Commission Tax		8.00
TOTAL CURRENT CHARGES		\$7,844.74
Previous Balance		9,497.39
08/24 Payment - Thank You		9,497.39
TOTAL AMOUNT DUE		\$7,844.74
DUE DATE - 09/28/2011		

Daylight Saving Time will end on November 6, 2011, and start on March 11, 2012. Between October 29 through November 5, 2011, and March 11 through April 7, 2012, the time of use periods will begin and end one hour later.

Optional rates are available to many customers and may lower your PG&E bills. To find out if you have options available, please call 1-800-468-4743. The back of this bill has other important messages.

For all of your account, billing or service needs, please contact our Business Customer Service Center at 1-800-468-4743.

Page 1 of 4

Like the residential participants, the business audience appreciates the colorful header that clearly identifies the bill as PG&E.

The most critical information - amount due and due date - is easily identified.

"It's very clear what you owe and what you paid and what your balance is and when it's due." (Fresno, SMB)

Having the payment stub at the top of the bill is particularly irritating to business customers. Once removed, it is more difficult to associate with PG&E.

"The tear off should always be at the bottom. When you have this left (bottom portion), you don't even know whose bill that is." (Sacramento, SMB)



General Comments:

- Similar to the Residential respondents, most are initially unaware that this page includes customer information.
- Few say they have ever read the content contained on Page 2. Again, the small type may contribute to it being overlooked.

"Why do they have to make the things that they're trying to explain to you so small?" (Fresno, SMB)

"I haven't paid attention to it, but I will tell you right now that I have a hard time reading them." (Fresno, AG)

- Most appreciate having the phone numbers available.
- Views are again mixed as to whether or not the content should be included in the bill at all. Most say that even if unlikely to access, they may need to in the future and therefore it should remain.

"At some point, you may want to know (this information), and if it is not there, you'll have to pick up the phone. PG&E has to staff the people to answer the phones to give explanations. That is an added cost to them, which is going to get passed on to us anyway." (San Francisco, SMB)

Helpful Phone Numbers

Customer Services - English 1-800-743-8888
 TDD/TTY (Speech/Deaf/Hearing Impaired) 1-800-652-4712
 Services of Clientes con Discapacidad (Spanish) 1-800-650-8789
 服務客戶殘疾者服務熱線 (Chinese) 1-800-800-0555
 客戶服務熱線 (Vietnamese) 1-800-264-8438
 Service Energy Link (Residential Energy Efficiency Information) 1-800-913-8650
 Energy Theft Hotline 1-800-454-8250
 To Report a Gas Leak 1-800-742-5800
 PG&E's website: www.pge.com

THIS BILL IS NOW DUE AND PAYABLE

PAYING YOUR BILL

By When: Your payment is due on the enclosed invoice. In Payment: Pay by July 1 PG&E local office or by mail. Unpaid Bill: May require a deposit as outlined below in residential credit and/or result in disconnection of service. Pay by: Please call 1-800-743-7747. Certain restrictions apply. Details at www.pge.com

PAST-DUE BILLS

- Residential - The bill is due when you receive it and becomes past due 15 days after the date presented.
- Nonresidential - The bill is due when you receive it and becomes past due 15 days after the date presented.
- Closing bills are considered past due if not paid 15 days after the mailing date for all customers.
- Unable to pay on time? Call to discuss reasonable payment arrangements, appeal programs, and agencies that may be available to assist you.
- You may qualify for reduced rates under PG&E's CARE program. Call PG&E for an application.
- If a residential customer claims an inability to pay and PG&E does not offer reasonable payment arrangements, health may exceed the CPUC at 1-800-648-7570 or by TDD/TTY at 415-773-5012.

DEPOSITS (Per PG&E Rules D. 8. 7)

- To establish service, PG&E may require a deposit for residential (twice the charge monthly bill) or non-residential (three the maximum monthly bill).
- A deposit is re-established credit or to increase an existing deposit may be up to twice the maximum monthly bill for residential accounts and may be up to twice the residential monthly gas charge and electric charge for non-residential accounts, as determined by PG&E.

THE BILL AND PG&E'S RULES AND RATES IS AVAILABLE FOR INSPECTION UPON REQUEST.
 Disposal rules are available to many customers and may lower your PG&E bill. Call PG&E for details.

DISPUTED BILLS

Should you question this bill, please request an explanation from PG&E. If you are unable to pay the amount indicated, you must inform the CPUC of your inability to pay. Your service cannot be discontinued for nonpayment of this dispute bill until the CPUC completes its review. The CPUC will review the basis of the billed amount, discontinuity by the result of the review to the parties and make determinations on any deposit. The CPUC will not, however, accept deposits when the dispute agency is in a review process that do not directly relate to the accuracy of the bill. Such matters include the quality of a utility's service, general level of rates, pending rate applications and source of fuel or power.

ELECTRIC INDUSTRY RESTRUCTURING

- Distribution:** The charge recovers the cost of distributing electricity over low-voltage lines to your home or business.
- Nuclear Decommissioning:** The non-payable charge that collects the funds required for the reduction when PG&E's nuclear power plants are removed from service.
- Public Purpose Program:** The monthly payable charge that funds state-mandated assistance programs for low-income customers and energy-efficiency programs.
- Transmission:** The charge that recovers the cost of conveying electricity from power plants over high-voltage lines for long distances for reliability. Services which are the costs of operations required for maintenance system reliability.
- DWR Bond Charge:** The charge that recovers the cost of bonds issued to finance a portion of the historic cost of power purchased by California Department of Water Resources (DWR) to serve certain customers. DWR bond revenues are collected on behalf of DWR and do not belong to PG&E.
- Decontamination Charge:** The charge that recovers the cost of the electric connectivity incurred by PG&E and DWR to serve bonded customers.
- Energy Cost Recovery Amount:** These charges are approved by the CPUC and authorized by California Public Utilities Code Section 46141 et seq. The purpose of these charges is to pay the principal, interest, and other costs associated with Energy Recovery Bonds (ERBs) that were issued by a Special Purpose Entity (SPE). One of these charges is the Decontamination Charge (DTC), which is \$0.00150 per kWh. The right to recover DTC revenues has been transferred to the SPE and does not belong to PG&E. This right is called Recovery Property. PG&E collects the DTC on behalf of the SPE, which uses these funds to pay bond principal, interest, and other bond-related costs. The SPE transferred the net bond proceeds to PG&E to collect and then forward to the SPE. PG&E used the proceeds from the sale of Recovery Property to enhance its Contingency Regulatory Asset, which was established by the Commission to help finance PG&E's restructure from bankruptcy.
- Integration Transition Charge (ITC):** The cost of provisioned power agreements, signed prior to December 31, 1995, in excess of a CPUC approved price of the market price of electricity as well as a portion of electric industry restructuring implementation costs as authorized by the CPUC.
- Power Charge and Historical Adjustment (PCA):** The portion of your bill (either a charge or credit) intended to ensure that customers that purchase electricity base non-utility suppliers pay their share of the costs of generation acquired to serve them, unless otherwise exempt. The PCA charge describes the costs of generation a non-utility customer needs to pay and is based on the generation resources acquired to serve the customer as of when the customer took generation service from the non-utility supplier.
- Transmission Fee Surcharge:** This surcharge is for transmission fees for electricity purchased from non-utility suppliers as provided in Schedule E-F of the CPUC's rules.

Note: Customers that purchase both electricity and gas purchase their gas from PG&E (Residential). Service pay charges 1 through 8; Customers that purchase electricity from non-utility suppliers pay charges 1 through 9, plus 7 through 10.



General Comments: This page is generally thought to be confusing. Seemingly several avoid it when reviewing their bill. "The terminology is really confusing." (Fresno, SMB)

As noted, with multiple meters (more common among the Agriculture audience), it is difficult to distinguish one from another. Being able to assign a meaningful label (e.g., main house) is desired, but few are aware of this feature.

Depending on consumption patterns, Time of Use Detail can be extremely important.

"I think it would be interesting to show us time of day, how much you use and maybe put it in a form of a pie chart or some sort of visual graph." (Fresno, SMB)

Especially among the Agriculture customers, where power charges may represent a significant monthly expense, usage is carefully scrutinized.

Heavy users recognize the cost advantages of using Off-Peak energy, and those that can often shift business operations to maximize energy efficiency.

Pacific Gas and Electric Company DELIVER ENERGY

ELECTRIC ACCOUNT DETAIL

Service ID #: [redacted]
 Rate Schedule: A10SX A10X Medium General Demand-Metered Service - TOU
 Billing Days: 30 days

Serial	Rotating Outage Blk	Meter #	Prior Meter Read	Current Meter Read	Difference	Meter Constant	Usage
N	5M	1003743825	1,801	1,878	77	400	30,400 Kwh

Charges
 08/12/2011 - 09/10/2011
 Electric Charges \$7,835.92
 Net Charges \$7,835.92

The net charges shown above include the following component(s). Please see definitions on Page 2 of the bill.

Generation	\$3,598.63
Transmission	1,289.33
Distribution	1,988.41
Public Purpose Programs	445.97
Nuclear Decommissioning	20.06
DWR Band Charge	153.52
Ongoing CTC	236.51
Energy Cost Recovery Amount	143.49

Taxes and Other
 Energy Commission Tax \$8.82

Misc. Information
 Customer Charge \$118.28
 Demand Meter Summner \$11.05000

Time of Use Detail
 Season: Summer Energy
 Peak 18,800 @ \$0.15633
 Partial-Peak 10,000 @ \$0.13692
 Off-Peak 3,600 @ \$0.12536

Demand Detail
 Demand Summer 296

TOTAL CHARGES \$7,844.74

Usage Comparison	Days Billed	Kwh Billed	Kwh per Day
This Year	30	30,400	1,013.3
Last Year	32	38,400	1,200.0

Rotating outage blocks are subject to change without advance notice due to operational conditions.
 Generation includes charges for the portion of your energy usage provided by the Department of Water Resources (DWR) and collected by PG&E as DWR's agent. In 2011, DWR projects to return \$290 million to bundled customers. The average amount returned for each kWh of energy provided by DWR is projected to be 10.873 cents. DWR also collects the Power Charge Indifference Adjustment component of the Cost Responsibility Surcharge from CCA, Direct Access and Transitional Bundled Service customers.

Page 3 of 4
 Recycled Paper 20% Post Consumer Waste
 Form 01-6000 9/02

The miscellaneous charges and fees are universally disliked, but again, most are resigned to these taxes and fees.

"They give you too much information to confuse you, so you just go, 'Okay, whatever.'" (Fresno, SMB)

Most Commercial customers are keenly interested in comparing their usage with years past.

"The one that really stands out is the comparison of last year's to this year's charges at the end, but you have to weed through all that stuff to get to the end of the bill so you can see it." (Fresno, SMB)

"I like to know what I used last year without having to go back to my files and look it up. It would be nice if they said last year you paid this; this year you are paying this." (Sacramento, SMB)



General Comments:

- With little exception, Commercial customers prefer the new bill design over the existing version.
- The font size (excepting Page 2) is believed to be the same size, yet most find the bill significantly easier to read.
- As with the Residential customers, the 8 1/2" X 11" paper size is preferred for its perceived ease of filing. With the associated larger return envelope, business customers are able to insert their check without having to first fold it.
 - However, some believe that the larger bill is less eco-friendly based on the additional paper it requires.
- Many prefer the placement of the payment stub at the bottom of the bill, keeping the top portion of all pages consistent with PG&E identification.
- Additional information (e.g., Daily Usage) helps them manage their business more effectively.

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

For Service At
1234 Main Street
Extra Address Line
Anytown, CA 90000

Your Account Summary

Previous Statement Balance	\$2,401.52
1 Payment(s) Received Since Last Statement	\$1,280.52
Past Due Amount	\$1,201.00
Current Electricity Charges	\$1,158.86
Other Charges-Line 1	\$ 31.20
Total Amount Due by Mmm dd, yyyy	\$2,371.18

Questions about your bill?
Phone: 1-800-833-4333 or
Email: xcor@pge.com
24 hours per day, 7 days per week

Be winter-wise! Cold weather can triple heating use; fewer daylight hours can increase lighting use by a third. Spending more time outdoors and billing periods with 6 weekends can also cause higher bills. To save money, set heaters lower and turn lights off when not needed.

Daily Electricity Usage: This Period: 20 billing days

Usage	Charge
On-Peak 75%	\$264
Off-Peak 7%	\$65
Off-Peak 15% (Sun and Holidays)	\$129.99
Peak 10% (Sun and Holidays)	\$129.99
Peak 10% (Sun and Holidays)	\$129.99
Peak 10% (Sun and Holidays)	\$129.99

For details of charges, rates and surcharges, daily usage details from your Smartmeter, and additional payment options, you may access your account online at www.pge.com/MyEnergy.

Please return this portion with your payment. Thank you for staying green!

Account Number: 1023456789-0
Due Date: Aug 27, 2011
Total Amount Due: \$2,371.18
Amount Enclosed: \$

WEB: 0000110001 1 AT 0100
1023456789-0
JOHN JACOB DANFAS
123 MAIN STREET
SAMPLE CITY, CA 90000-0000

PG&E
508 907-3000
SACRAMENTO, CA 95856-7300

99991234567890100000XXXXXX00000000XXXXXX

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Important Phone Numbers - 24 hours per day, 7 days per week

Customer Service - English 1-800-743-5000
TDD/TTY (Speech/Hearing Impaired) 1-800-652-4712

Services at Client's or Recipient's (Spanish) 1-800-855-8780
XXXXXXXXXXXXXXXX (Chinese) 1-800-855-8650
XXXXXXXXXXXXXXXX (Vietnamese) 1-800-745-5455
Other Languages 1-800-743-5000

Smartmeter Energy Line 1-800-833-4333
Energy In-House Hotline 1-800-854-4300
To request a claim form 1-800-745-5000

Notice and rates:
You may be subject to a lower rate to find out about our current rates or for a complete list of our rates and fees, visit www.pge.com or call 1-800-833-4333.

If you believe there is an error on your bill:
Check our website, call or call 1-800-743-5000 for an explanation. If you are not satisfied with our response, contact the Customer Service Center (CSC), Consumer Affairs Division, P.O. Box 940000, San Francisco, CA 94164-0000 or 415-770-5000 (TDD/TTY).

To save your time, please contact us before you call for a CSC. We will make a deposit check (available to the CSC) for the amount owed. The CSC will only accept deposits for meters that make benefit by being accurate. If it is not possible for you to pay your deposit, you must contact the CSC. CSC cannot act on all matters for non-payment while it is under review by the CSC. However, you must continue to pay your current charges to keep your service turned on.

If you are not able to pay your bill:
Call PG&E to discuss how we can help. You may qualify for reduced rates under PG&E's CARE program or other special programs and options may be available to you. You may qualify for PG&E's Charge Payment Program which is an energy efficiency program for financially-qualified residential customers.

Important definitions:

- Rolling outage block:** Customers are grouped into "blocks" based on their address. In the event that the California Independent System Operator requires a power interruption due to an energy shortage, your block may experience power outage interruptions based on their location. Rolling outage blocks are subject to change without advance notice due to operational conditions.
- Resource awareness:** All residential customers are given a resource allowance, which represents a percentage of average customer usage during summer and winter months. Shortfall allowance is your assigned usage level based on your credit where you live, the current season and your resource usage. The energy that you use when your allowance is charged is the amount you are charged for.

THIS BILL IS NOW DUE AND PAYABLE

Options for paying your bill:

- Online at www.pge.com
- Automatic Payment Service: Sign up to authorize automatic payments from your bank account each month.
- By mail: Send your payment along with this payment stub in the envelope provided.
- By Star debit card: Call 1-866-707-0802 at any time. (Our independent service provider charges a fee for each transaction.)
- At a PG&E payment center or local office: To find a payment center or local office near you, please visit www.pge.com or call 1-800-743-5000. Please bring a copy of your bill with you.

Has your billing contact information changed?
 change my mailing address
 change my telephone number for billing contact
 change my primary email

Account number: 123456789-0
 First name: _____ Last name: _____
 Address: _____ Apt #: _____
 City: _____ State: _____ ZIP code: _____
 Phone: _____ Email: _____

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Details of Electricity Charges
Mmm dd, yyyy to Mmm dd, yyyy (XX billing days)

For Service At: 1234 Main Street
Service ID: 0087654321
Rate Schedule: A10N Non-Residential

Service Information

Service	M
Rolling Outage Block	12H
Meter #	XXXXXXXX
Current Meter Reading	4,585
Off-Peak	270
Meter Constant	3,000
Usage	278,000 kWh

Customer-charged Meter Charge
15 days @ \$1.00xx \$1.50xx
10 days @ \$1.00xx \$1.00xx

Energy Usage
Peak 2,000.0 kWh @ \$1.00xx \$2.00xx
Off-Peak 2,000.0 kWh @ \$1.00xx \$2.00xx
Demand Max. Demand \$1.00xx

Energy Commission Tax \$1.00xx
Additional Program Charge \$1.00xx

Total Electricity Charges **\$2,371.18**

Heat Electricity Charges Breakdown
Heat electricity charges include the following:
Generation \$0.81
Public Purpose Programs \$0.25
Nuclear Decommissioning \$0.01
DWR Debt Charge \$0.03
Ongoing CTC \$0.12
Energy Cost Recovery Amount \$0.68

The above may not sum to your charges due to rounding.

Messages:

Electricity Usage: Monthly Comparison

Average Daily Usage:

Same Field	3.8 kWh/day
Last Period	3.0 kWh/day
This Period	4.0 kWh/day

...Overall Preference for New Bill...

"It looks a lot more professional. I think the old bill just looked like it was put together by somebody back in the day." (Fresno, SMB)

"It is as though you guys read our minds; the bigger envelope, the account number in several places. The graphs are really, really nice too." (Fresno, AG)

...Easier to Read...

"It's set up nicer. When I'm looking for information, it's grouped together better. Just putting things in boxes pulls everything together." (Sacramento, AG)

"There is more white space. It's easier on your eyes." (Sacramento, AG)

"They have bolder headings for each one of the main things (definitions on Page 2). It's not all scrunched up like you're reading ancient text." (Fresno, SMB)

...Additional, Useful Information...

"Your biggest advantage is you get a distinct graphic example of what your daily usage is." (San Francisco, SMB)

"One thing I like about that graph is it gives you a baseline, a visual base, to where you don't have to sit there and really get into it." (Fresno, AG)

"I love these charges by on-peak, part-peak, off-peak. That is really great. It's a mystery right now. Online you can't tell this at all." (Sacramento, AG)

...Payment Stub on Bottom of Page...

“When you pay this bill, you rip the bottom off instead of the top and then I staple it to my (check) stub and everything is the way it should be.” (Sacramento, AG)

“You don’t have to tear the top off when you have several bills and you’re trying to staple them all together. You can just tear off the bottom.” (Fresno, SMB)

...Larger Size Paper...

“Clearer, more concise. I like it being a full paper size versus the smaller size. Much easier in your file cabinets, believe it or not. The little ones hook onto everything.” (Sacramento, SMB)

“For the business account, we have longer checks and have to fold them all the time (with the current bills).” (San Francisco, SMB)

“I like the larger bill better because all our bills are the same size.” (San Francisco, SMB)



Graphs in general – and the Daily Usage in particular – are well received by the business customers. Providing daily usage offers several advantages:

- At a glance provides a sense of electric usage over the course of the month
- Encourages more extensive review of the bill and investigation if consumption seems out of whack
- Allows business operators to better identify employees who may not be energy efficient and/or help lead them to discovery of electric-powered equipment that may be malfunctioning. (A similar graphic for gas consumption may lead to quicker identification of gas leaks.)

ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

For Service At
1234 Main Street
Extra Address Line
Anytown, CA XXXXX

Your Account Summary

Previous Statement Balance	\$2,401.52
1 Payment(s) Received Since Last Statement	- \$1,200.52
Past Due Amount	\$1,201.00
Current Electricity Charges	\$1,138.85
Other Charges Line 1	\$ 31.23
Total Amount Due by Mmm dd, yyyy	\$2,371.18

Questions about your bill?
Phone: 1-800-xxx-xxxx or
Email: xxx@pge.com
24 hours per day, 7 days per week

Be winter-wise! Cold weather can triple heating use; fewer daylight hours can increase lighting use by a third. Spending more time indoors and billing periods with 5 weekends can also cause higher bills. To save money, set heaters lower and turn lights off when not needed.

Daily Electricity Usage This Period: 29 billing days

Usage	Energy Charges
Off-Peak ¹ 79%	\$564
Part Peak ² 14%	\$104
On-Peak ³ 7%	\$85

¹Off-Peak: 9:30 p.m. – 8:30 a.m. (M – F), all day Sat., Sun. and Holidays
²Partial Peak: 8:30 a.m. – 12:00 p.m., 6:00 p.m. – 9:30 p.m. (M – F)
³Peak: 12:00 p.m. – 6:00 p.m. (M – F)

For details of charges, taxes and surcharges, daily usage details from your SmartMeter, and additional payment options, you may access your account online at www.pge.com/MyEnergy.

Please return this portion with your payment. Thank you. No staples, please.

Account Number: 1023456789-0 Due Date: Aug 27, 2011 Total Amount Due: \$2,371.18 Amount Enclosed: \$

1000-22-020-114621 S AT 0-308

JOHN JACOB SAMPLE
123 MAIN STREET
SAMPLE CITY, CA XXXXX-XXXX

PG&E
BOX 997300
SACRAMENTO, CA 95699-7300

99901234567890100000XXXXXXXX000000XXXXXXXX

Most appreciate the clarity with which the account number and due date are displayed.

The amount due is exceptionally easy to read.

Most seem not to notice the message.

Being able to see the distribution of peak vs. off-peak usage is welcome.

However, some would also like to see included the kWh unit charges.

Based on comments heard in the earlier sessions, the peak hours were added to the bill.

Thereafter, several respondents spontaneously praised its inclusion.

Having the return payment stub located on the bottom of the bill is even more well received among the Commercial customers.

The QR code is spontaneously mentioned by a couple of the Commercial customers. Their comments echo those of their Residential counterparts:


- Most are indifferent to the inclusion of the code – irrespective of whether they would personally use or not
- Some question why the code would be positioned on the return stub if, in fact, it is an avenue for customers to learn more about their bill
- A few fear that the code could be misused and provide an avenue to disclose private business information.

One respondent indicates that if the code could be more seamlessly integrated with the company accounting software, it would be welcome.



General Comments:

- The readability of this page is superior to the comparable page on the current bill. Most attribute its enhanced readability to the larger type size.
- Few claim to have ever explored this content on the current bill and are unlikely to do in the future. However, several like the convenience of it being located on the bill itself.
- There are some definitions that seem to be lacking (e.g., Demand Charges).
- Some would find it acceptable to access the content via the PG&E website.
- Several suggest that the section could be moved to a second sheet, thus allowing the more critical information to be positioned on the first sheet... allowing them to file just that single page.

 ENERGY STATEMENT www.pge.com/MyEnergy		Account No: 1023456789-0 Statement Date: Aug 03, 2011 Due Date: Aug 27, 2011
Important Phone Numbers - 24 hours per day, 7 days per week		
Customer Service – English TDD/TTY (Speech/Hearing Impaired)	1-800-743-5000 1-800-652-4712	
Servicio al Cliente en Español (Spanish) XXXXXXXXXXXXXXXX (Chinese) XXXXXXXXXXXXXXXX (Vietnamese) Other Languages	1-800-600-6789 1-800-893-8555 1-800-296-8438 1-800-743-5000	Smarter Energy Line 1-800-933-9555 Energy theft hotline 1-800-854-6250 To request a claim form 1-800-743-5000
Rules and rates You may be eligible for a lower rate. To find out about our optional rates or for a complete list of our rules and rates, visit www.pge.com or call 1-800-743-5000. If you believe there is an error on your bill Email xxxxxx@pge.com, or call 1-800-743-5000 for an explanation. If you are not satisfied with our response, contact the California Public Utilities Commission (CPUC), Consumer Affairs Branch, 505 Van Ness Avenue, San Francisco, CA 94102, 1-800-649-7570 or 415-703-2032 (TDD/TTY). To avoid having service turned off while you wait for a CPUC decision, enclose a deposit check (payable to the CPUC) for the amount owed. The CPUC will only accept deposits for matters that relate directly to billing accuracy. If it is not possible for you to pay your deposit, you must advise the CPUC. PG&E can not turn off your service for nonpayment while it is under review by the CPUC, however, you must continue to pay your current charges to keep your service turned on. If you are not able to pay your bill Call PG&E to discuss how we can help. You may qualify for reduced rates under PG&E's CARE program or other special programs and agencies may be available to assist you. You may qualify for PG&E's Energy Partners Program which is an energy efficiency program for income-qualified residential customers.	season and your heat source. The energy that you use within your allowance is charged at the lowest rate (Tier 1). • Gas meter multiplier: The gas multiplier converts the cubic feet of gas, as measured by your gas meter, to terms of energy and adjusts for variances in the heat content of gas. • Electric meter constant: Converts the difference in your meter readings to the actual electricity used. • Public Purpose Program (PPP): Funds collected to pay for assistance programs for low-income customers and energy-efficiency programs. • Competition Transition Charge (CTC): The cost of certain purchased power agreements as well as a portion of electric industry restructuring implementation costs as authorized by the CPUC. • DWR bond charge: The charge that recovers the cost of bonds issued to finance a portion of the historic cost of power purchased by California Department of Water Resources (DWR) to serve electric customers. DWR bond charges are collected on behalf of DWR and do not belong to PG&E. • DWR power charge: Included for the portion of your energy usage provided by the Department of Water Resources. DWR receives 3.750 cents for each kilowatt hour it provides. • Energy Cost Recovery Amount (ECRA): These are charges approved by the CPUC and authorized by California Public Utilities Code Section 846 et seq. The purpose of these charges is to pay the principal, interest, and other costs associated with Energy Recovery Bonds (Bonds) that were issued by a Special Purpose Entity (SPE). One of these charges is the Dedicated Rate Component (DRC), which is \$X.XXXXX per kWh. The right to receive DRC revenues has been transferred to the SPE and does not belong to PG&E. This right is called Recovery Property. PG&E collects the DRC on behalf of the SPE, which uses these funds to pay Bond principal, interest, and other Bond-related costs. The SPE transferred the net Bond proceeds to PG&E to purchase Recovery Property from PG&E. PG&E used the proceeds of the sale of Recovery Property to refinance its bankruptcy Regulatory Asset, which was established by the Commission to help finance PG&E's emergence from bankruptcy.	
THIS BILL IS NOW DUE AND PAYABLE		
Options for paying your bill • Online at www.pge.com • Automatic Payment Service: Sign up to authorize automatic payments sent from your bank account each month. • By mail: Send your payment along with this payment stub in the envelope provided. • By Star debit card: Call 1-866-707-0682 at any time. (Our independent service provider charges a fee for each transaction.) • At a PG&E payment center or local office: To find a payment center or local office near you, please visit www.pge.com or call 1-800-743-5000. Please bring a copy of your bill with you.	Has your billing contact information changed? <input type="checkbox"/> change my mailing address <input type="checkbox"/> change my telephone number for billing contact <input type="checkbox"/> change my primary email Account number: 123456789-0 First name _____ Last name _____ Address _____ Apt.# _____ City _____ State _____ ZIP code _____ Phone _____ Email _____	

A couple respondents wonder whether reducing the width of the header on this and subsequent pages may assist in efforts to reduce the bill to a single sheet.

The phone numbers are easy to identify.



ENERGY STATEMENT
www.pge.com/MyEnergy

Account No: 1023456789-0
Statement Date: Aug 03, 2011
Due Date: Aug 27, 2011

Details of Electricity Charges
Mmm dd, yyyy to Mmm dd, yyyy (XX billing days)
For Service At: 1234 Main Street
Service ID: 9087654321
Rate Schedule: A10X Non-Residential

Mmm dd, yyyy – Mmm dd, yyyy (Summer Rate Period)

Customer charge	18 days @ \$x.xxxxx	\$x.xx
Meter charge	18 days @ \$x.xxxxx	\$x.xx
Energy Usage		
Peak	X,XXX.X kWh @ \$x.xxxxx	\$x.xx
Partial peak	X,XXX.X kWh @ \$x.xxxxx	\$x.xx
Off peak	X,XXX.X kWh @ \$x.xxxxx	\$x.xx
Demand		
Max. Demand	\$x.xx	
Energy Commission Tax		\$x.xx
Additional Program Charge		\$x.xx

Total Electricity Charges \$2,371.18

Service Information
Serial M
Rotating Outage Block 13H
Meter # XXXXXX

Energy
Prior Meter Reading 4,365
Current Meter Reading 4,657
Difference 278
Meter Constant 2,000
Usage 278,000 kWh

Net Electricity Charges Breakdown
Your electricity charges include the following:
Generation \$0.61
Public Purpose Programs \$0.26
Nuclear Decommissioning \$0.01
DWR Bond Charge \$0.08
Ongoing CTC \$0.12
Energy Cost Recovery Amount \$0.08
The above may not sum to your charges due to rounding.

Messages:

Electricity Usage Monthly Comparison
Bar chart showing kWh usage from Jun10 to Jun11. Y-axis 0-80 kWh. X-axis months. Legend: out1, out2.

Average Daily Usage
Bar chart comparing kWh/day: Same Period Last Year (3.8), Last Period (3.9), This Period (4.0).

Participants like to see the kWh. As noted, this information could be relocated to the Off- vs. On-peak information on the front of the bill (and perhaps facilitate its removal here).

- In general, there seems to be confusion between kW and kWh.

There is a general lack of awareness regarding Demand charges.

Like the Daily Usage graph, customers are also pleased to see their monthly consumption depicted graphically. It offers similar advantages such as:

- Consumption over time, at a glance
- Ability to identify trends
- A clear comparison against the previous year.

As noted earlier, Commercial customers are frustrated when their meters do not clearly identify their location. Most would prefer identifying information that is more meaningful to them (e.g., livestock).

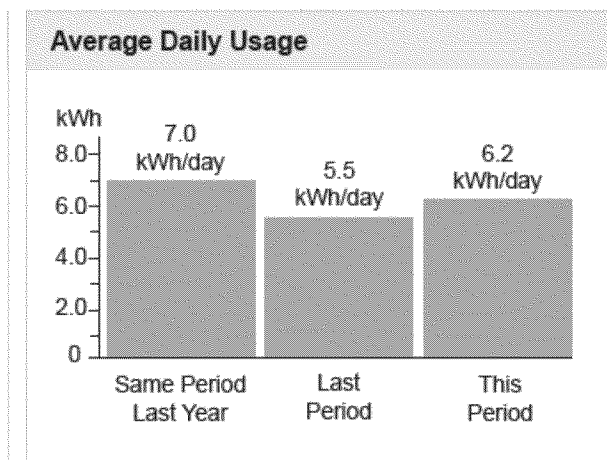
Like Residential, most of the Commercial customers have a difficult time understanding the Net Electricity Charges Breakdown. That said, most realize they are government-mandated and avoid paying much attention to it. Placement of these charges on the new bill is well liked.

Again, most appreciate seeing data graphically depicted. In this case the impact may be somewhat lessened by the relatively small differences that may exist.

Two alternative methods to depict Average Daily Usage were presented.

- A majority seem to prefer the graphical approach (below left).
- However, given the modest anticipated differences from one period to another, some say the non-graphical approach is actually easier to assimilate.

PREFERRED



Average Daily Usage

This Period	6.2 kWh/day
Last Period	5.5 kWh/day
Same Period Last Year	7.0 kWh/day

"My personal preference is the graph. It is a quicker visual way to look at it." (Fresno, RES)

"Right away it (the graph) tells me that there's a change in usage. I don't have to look at each number." (San Francisco, RES)

"It is pretty close. It doesn't show much of a difference, but if you went from a 38 to a 45, you can just glance and say, 'Wow, we better go back and look at it.'" (Sacramento, SMB)

Many, especially Residential customers with smaller households and lower usage, would welcome the opportunity to receive a single-page bill. They are often less engaged in their utility bill and would prefer more streamlined documentation.

In spite of the interest in the single-page bill, some question its feasibility.

- Some believe that the PUC mandated information – along with the information they truly wish to see – cannot be accommodated in a single sheet.
- If substantive content is moved to Page 2, some information (on bottom of the page) will be lost as it appears on the backside of the pay stub that will be mailed with their check.
- Others are concerned that the font size will need to be reduced, thus eliminating some of the visual benefits of the new bill format.

Alternatives to the single 8 ½” X 11” sheet include:

- Moving Page 2 (Important Definitions) content to a second sheet or the end.

“I think all the information that’s on Page Two should be on Page Four just because Page Two should continue on with your bill, but it goes to all this extra information. I would rather have all my bill information come in the first couple pages and then the extra stuff... I’d rather have that on my last page.” (Sacramento, RES)

- Using an 8 ½” X 14” page with the pay stub at the bottom, thus preserving a remaining, single 8 ½” X 11” sheet for easier filing.

“You can make the bill one page, two-sided if you had to. You wouldn’t have a third page.” (Fresno, SMB)

Reviews are mixed as to whether PG&E should use the bill stub as a means of communicating a message between customers and the utility. Some are accustomed to the approach and see it as an effective way to indicate their preferences. However, others who have utilized such a method in the past fear the information will fail to be delivered to the utility, therefore ultimately inhibiting participation.

QR CODE



Awareness of the QR code is rather modest amongst those participating in the focus groups.

However, once the process is understood, some are intrigued by it – though few can think of how they would ever use it. Some fear it provides an avenue for public disclosure of their personal information.

At least one Commercial customer can envision the QR code being linked to his accounting software for easy entry of his PG&E information.

“They might want to explain what it is because I don’t really know exactly what it is.” (Fresno, SMB)

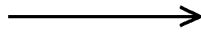
“I would not use it. I do not mind it being there for people who are, and it is not that distracting as long as it is not going to hack information if somebody steals my mail.” (Fresno, RES)

“I think I would probably only do it if you could click it (QR code) to pay if you had it set up. But other than that, I would probably never, ever even use it.” (Sacramento, RES)

“It would be nice to just be able to scan the barcode and have that go directly into the Quick Books or some other accounting software, and it would eliminate those errors of people putting the wrong meter numbers and stuff.” (Fresno, AG)

BILLING FOCUS GROUPS
Discussion Guide

Double-click on
image to view
Discussion Guide

**Introduction (5 - 10 minutes)**

...Residential...	...Business...
<ul style="list-style-type: none"> ▪ Introduction of moderator ▪ Background/purpose of the research – explore billing issues for gas and electric utilities ▪ Self introduction of respondents <ul style="list-style-type: none"> ✓ Name ✓ City ✓ Household size/composition ✓ Number/ages of children (if any) ✓ Occupation (you/other adults) 	<ul style="list-style-type: none"> ▪ Introduction of moderator ▪ Background/purpose of the research – explore billing issues for gas and electric utilities ▪ Self introduction of respondents <ul style="list-style-type: none"> ✓ Name ✓ Position/title ✓ Company ✓ Type of business ✓ Years with company

Warm-up (10-15 minutes)

Tonight we are going to be talking about bills you receive at (home/work). To start our discussion, I would like you to start thinking about your PG&E bill. As you may know, some people choose to get their bill online. I believe you folks get your bill printed and it is sent in the mail. I'd like to understand why you choose to get your bill mailed to you. Please use the pencil and paper we have provided to record your thoughts. Jot down whatever comes to mind...the advantages of getting the bill printed...why you don't use the online approach...and so forth. Once everyone has had a chance to do this, we will talk about it together as a group.

(MODERATOR TO EXPLAIN EXERCISE AS NECESSARY, ALLOWING RESPONDENTS TIME TO RECORD COMMENTS.)

- Open discussion of above.
- Why do you choose to get your bill printed, via mail? Why?
- What benefits/advantages do you associate with receiving printed bills? Why?
- In general, do you receive most of your bills on paper? Why?
 - ✓ To what extent have you considering switching to online billing? Why? Why not?
- How do you see your impressions regarding online vs. paper billing changing over time? How else? Why?