

From: Redacted
Sent: 8/2/2012 3:10:33 PM
To: Petlin, Gabriel (gabriel.petlin@cpuc.ca.gov)
Cc: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4);
bkb@cpuc.ca.gov (bkb@cpuc.ca.gov); jpt@cpuc.ca.gov (jpt@cpuc.ca.gov)
Bcc:
Subject: RE: Energy Division Data Request: RCES

2004- 2006 # 4, 5 & 6

From: Redacted
Sent: Thursday, August 02, 2012 2:57 PM
To: 'Petlin, Gabriel'
Cc: 'bkb@cpuc.ca.gov'; 'jpt@cpuc.ca.gov'; Dietz, Sidney
Subject: RE: Energy Division Data Request: RCES

Gabe

I am resending Customer Research reports on RCES in smaller e-mails. You have already received the CARE summary (CARE_RCES line item.ppt) We did research in 2004 and 2006 for this project. We revised the prototypes and followed up with more research in 2011-2012. This more recent research tested more closely the format filed in AL 3304-G/4052-E.

Here is the complete list of what I will be sending:

2011-2012

1. Bill Redesign Online Research - March 2, 2012
2. Bill Redesign Qualitative Research - September 29, 2011
3. Bill Redesign for the Visually Impaired Qualitative Research - January 2012
4. Revised Customer Energy Statement (RCES) Update – February 3, 2012 Update to Settling Parties

5. PG&E Revised Customer Energy Statement - January 27, 2012 Update to MEA
6. PG&E Revised Customer Energy Statement Workshop - September 30, 2011 Update to Settling Parties

2004-2006

1. Final Report: Bill Reformat Focus Groups - July 2004
2. Final Report: Bill Reformat Focus Groups Part 2 - December 2004
3. 2006 Bill Redesign Survey - November 2006
4. PG&E Bill Redesign project: Customer Testing Research Results - September 2006 (attached here)
5. PG&E Bill Redesign project: Customer Testing Research Results for Credit notices, Direct Access and Streetlight prototypes - November 2006 (attached here)
6. PG&E Bill Redesign project: Research results for Residential and Large font bill formats tested with low-vision customers - December 2006 (attached here)

Redacted

Sr Policy Analyst

Customer Care

Pacific Gas and Electric

Redacted

From: Petlin, Gabriel [<mailto:gabriel.petlin@cpuc.ca.gov>]
Sent: Wednesday, August 01, 2012 12:09 PM
To: [Redacted]
Cc: Dietz, Sidney
Subject: Energy Division Data Request: RCES

Hi Shari,

I would like to make a data request of PG&E. Please send all related customer research surveys, reports, presentations, and focus groups results that PG&E produced to inform its design of the RCES. We are requesting this to inform our review of Advice Letter 3304-G/4052-E. Please send this electronically by the end of today. Please contact me if you have any questions or concerns about this request.

Thank you.

Gabe Petlin

Regulatory Analyst

Energy Division | Demand-Side Analysis Branch | Retail Rate Design

California Public Utilities Commission

505 Van Ness Ave | San Francisco CA 94102

415-703-1677 | gp1@cpuc.ca.gov