

From: Petlin, Gabriel
Sent: 8/24/2012 11:13:41 AM
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)
Cc:
Bcc:
Subject: RE: Bill redesign examples with mockup for CARE customers (v3)
Sid,

Can you further elaborate on the timing of this project? Based on your June filing when would the RCES begin to be mailed? How is the roll out schedule changed based on different approval timings. I realize you are waiting for our approval. I am working on getting you some general recommendations and those are sitting on Ed's desk now.

Thanks.

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

From: Dietz, Sidney [mailto:SBD4@pge.com]
Sent: Thursday, August 23, 2012 6:57 PM
To: Lakhanpal, Manisha; Kahlon, Gurbux; Randolph, Edward F.
Cc: Petlin, Gabriel; Tom, Jonathan P.
Subject: Re: Bill redesign examples with mockup for CARE customers (v3)

Good evening!

See below the followup on the testing.

On the IT side, yes, we estimate that the approach we filed in June (which MEA prefers) will take 3 months longer than the one that we recently proposed

Let me know if you have any more questions. Thanks!

yours,

sid

From: [Redacted]
Sent: Thursday, August 23, 2012 05:16 PM
To: Dietz, Sidney; Zelmar, Karen; [Redacted]
Subject: RE: Bill redesign examples with mockup for CARE customers (v3)

Hi

We do not, yet, have the final copy of the questionnaire. We will share it as soon as we receive it.

The questionnaire is a mixture of the following:

- Choose an answer among a pre-defined number of options (e.g., do you like presentment A or presentment B)
- Rating on a 1-10 scale (e.g., on the clarity of key information)
- A limited number of open-ended questions where we solicit feedback

Given the nature of the survey we are conducting, we will be performing statistical analyses on the data, very similar to the research that we did on customer preference on the RCES presentment at the end of last year.

From: Dietz, Sidney
Sent: Thursday, August 23, 2012 4:51 PM
To: Zelmar, Karen; [Redacted]
Subject: Fw: Bill redesign examples with mockup for CARE customers (v3)

Thanks for the responses to their questions. Here is a followup question asking for actual materials. Do we have these to send yet?

yours,

sid

Do I seem terse? Blame the thumb keyboard.

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From: Lakhanpal, Manisha [<mailto:Manisha.Lakhanpal@cpuc.ca.gov>]
Sent: Thursday, August 23, 2012 04:35 PM
To: Dietz, Sidney; Kahlon, Gurbux <gurbux.kahlon@cpuc.ca.gov>; Randolph, Edward F. <edward.randolph@cpuc.ca.gov>
Cc: Petlin, Gabriel <gabriel.petlin@cpuc.ca.gov>; Tom, Jonathan P. <jonathan.tom@cpuc.ca.gov>
Subject: RE: Bill redesign examples with mockup for CARE customers (v3)

Hi Sid

Could you forward us an electronic copy of the questionnaire; briefly tell us how you expect customers to respond to the questionnaire (i.e. yes-no or ranking on a scale); and your proposed methodology for analyzing the responses.

Manisha

From: Dietz, Sidney [<mailto:SBD4@pge.com>]
Sent: Thursday, August 23, 2012 4:13 PM
To: Kahlon, Gurbux; Randolph, Edward F.
Cc: Lakhanpal, Manisha; Petlin, Gabriel; Tom, Jonathan P.
Subject: Re: Bill redesign examples with mockup for CARE customers (v3)

Gurbux --

Thanks for the note. Below is the response from Karen Zelmar's team about our progress on testing the bill alternatives. Please let me know if you have any more questions.

yours,

sid

Hi Sid

Here is the update you requested on the status of the DA/CCA Bill presentment research

- We are not doing focus groups, but instead we will be conducting a quantitative, on-line survey. A focus group would have been too subjective for this type of question.
- The survey will be sent to residential customers in Marin County and Richmond and to residential DA customers. We expect 500 respondents to the survey.
- The focus of the research is determine the presentment that best conveys to customers that they are not being charged twice for generation
- Testing will begin on 8/27. The survey will end on 9/10.
- We shared the research strategy with MEA last week and discussed it with them by phone on Monday. After that discussion, we sent MEA the draft questionnaire. We incorporated most of MEA's feedback on the proposed questionnaire.
- We expect the final report on 9/24 and can share the results of the findings at that time.
- IT estimates that it will take an additional 3 months to implement the approach that we filed in the Advice Letter, compared to the proposal (showing bundled rates and an exemption for generation)

Please let us know if you have additional questions.

Thanks.

Do I seem terse? Blame the thumb keyboard.

From: Kahlon, Gurbux [<mailto:gurbux.kahlon@cpuc.ca.gov>]
Sent: Thursday, August 23, 2012 10:37 AM
To: Dietz, Sidney; Randolph, Edward F. <edward.randolph@cpuc.ca.gov>
Cc: Lakhanpal, Manisha <Manisha.Lakhanpal@cpuc.ca.gov>; Petlin, Gabriel <gabriel.petlin@cpuc.ca.gov>; Tom, Jonathan P. <jonathan.tom@cpuc.ca.gov>
Subject: RE: Bill redesign examples with mockup for CARE customers (v3)

Sid, do you know if PG&E has held those focus group meetings with CCA customers that you said you would do? Also please let us know if PG&E and MEA have made any more progress in

resolving Dawn's issues with the new CCA bill format. We would also appreciate an update on what you have learned from your IT department on what is not doable right now and why. Thanks for your prompt attention to this.

Gurbux Kahlon

Manager, Market Structure, Costs and Natural Gas Branch

Energy Division

California Public Utilities Commission

505 Van Ness Ave, San Francisco Ca 94102

Tel: 415-703-1775

E-mail: gkk@cpuc.ca.gov

From: Dietz, Sidney [<mailto:SBD4@pge.com>]

Sent: Friday, August 10, 2012 7:46 PM

To: Randolph, Edward F.

Cc: Dietz, Sidney; Kahlon, Gurbux; Lakhanpal, Manisha; Petlin, Gabriel; Tom, Jonathan P.; Dietz, Sidney

Subject: Bill redesign examples with mockup for CARE customers (v3)

Ed –

Thanks for your assistance in working out this issue between MEA and PG&E. I will attached five example bills from our redesign, listed below, to help you visualize the new bill. Note that all of these have been updated to show July 2012 rates. 1 and 2 are non-CCA bills with and without CARE. 3,4, and 5 have been newly mocked up to show what the new design would look like for customers who are on CARE who have been DA customers for a long time, CARE customers who are with a CCA, and medical-baseline customer who are with a CCA.

1. vanilla

2. CARE bundled
3. CARE, continuous DA
4. CARE, CCA
5. medical, CCA

We will be contacting MEA soon to kick off the quick research effort you recommended.

Let me know if you need any more.

Thanks again!

yours,

sid

From: Huynh, David
Sent: Friday, August 10, 2012 2:39 PM
To: Dietz, Sidney; [Redacted]
Subject: RE: Bill redesign mockup for CARE customers (v3)

Sid,

Per our conversation, I've modified the titles in the revised "v3_packet."

In brief:

- *Formats 1 and 2* were “updated” to reflect July 2012 rates.
- *Formats 3, 4, and 5* were newly “created” (all with July 2012 dates) to show the various scenarios where PG&E Generation Exemption, CARE Discount, PCIA, and/or CRS Exemption might appear on a CCA/DA bill.

Let me know if this works.

David

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