

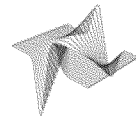
# *Pacific Gas and Electric Company*

## *2006 Bill Redesign Survey*

***Prepared for:***



***Prepared by:***



**HINER & PARTNERS, INC.**  
MARKETING DIAGNOSTICS AND STRATEGIES

***November 2006***

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# Background Overview

***In response to customer feedback from customer satisfaction surveys, PG&E initiated a redesign of its energy statement. PG&E solicited customer input at two key stages of the design process.***

***First, prior to the redesign, PG&E conducted focus groups among its primary customer segments to identify customers' likes and dislikes regarding the existing energy statement.***

- The focus groups were completed in 2004 by HINER & Partners, Inc.*
- Groups included residential, and small, mid-size, large, and agriculture business customers*
- Results of the focus groups are summarized in two reports (dated July 2004 and December 2004), which were used to guide the actual redesign*

***Second, PG&E conducted a quantitative survey among these same customer groups to evaluate customer response to newly redesigned energy statement prototypes.***

- Customers were segmented by residential (including non-CARE and CARE customers), commercial single-premise, agriculture, and commercial multi-premise. Each customer group evaluated one of the four bill prototypes that is appropriate for that group.*

***The report summarizes the results of the Redesigned Energy Statement Quantitative Survey.***

# Methodology

- **The Redesigned Energy Statement Quantitative Survey was completed by HINER & Partners, Inc. (HPi), Long Beach, CA.**
  - The survey was conducted by mail with a telephone call follow-up.
  - The research sequence included: (1) postcard pre-notification, (2) mail survey package including a cover letter, energy statement prototype, four-page survey, and postage paid business-reply envelope (BRE), (3) telephone call reminder with an opportunity to complete the survey by telephone with a live interviewer, and (4) 2<sup>nd</sup> mail survey package (similar to the first) to all non-responders.
  - Customers were offered a \$5 incentive for completing the survey.
  - PG&E was identified as the sponsor of the research.
  - HINER & Partners included its own contact information for customers with questions about the survey, or to request to be removed from the survey list. All correspondence with customers (the postcard, initial cover letter, and 2<sup>nd</sup> cover letter) included instructions for opting out of the survey process. The follow-up telephone calls also provided customers with an opportunity to opt-out.
  - Data collection was completed between October 10 (mail out of the postcard pre-notification) and November 7, 2006 (last return mail date for completed surveys).

# Methodology

- ***PG&E provided randomly generated customer lists based on the bill type: residential (including CARE), commercial single-premise, agriculture, and commercial multi-premise.***
- ***Attempts were made to ensure that Survey respondents were the person who pays the PG&E bill.***
  - *The surveys were addressed to the “PG&E Bill Payer.”*
  - *For both residential and commercial customers, the customer name of record and billing address were used for labeling.*
  - *For residential customers, the customer name is a person’s name, typically the head-of-household and oftentimes the person who pays the bills. This ensured that the mailed surveys had a high probability of reaching the bill payer.*
  - *For commercial customers, the customer name is a business name, so we relied upon the person who opened the mail to route it to the actual bill payer. Based on lower response rates among commercial customers, it is likely that not all the mailed surveys to these customers actually reached the bill payer.*

# Methodology

- **The survey included an initial review of the newly redesigned energy statement and evaluation questions designed to elicit initial reactions, followed by a more detailed page-by-page review:**
  - *Initial review: take a few moments to find each of the following: the exact amount due, the due date of the payment, account number, the amount of this month's gas and electricity usage, amount of gas charges, amount of electricity charges, telephone number to contact PG&E for questions about your bill, and PG&E's website address.*
  - *Overall evaluation questions using a 1 to 10 scale (same as the JD Power scale)*
  - *"Top 3 Box" is the percent of respondents that gave a rating of 8, 9 or 10 on a 10-point scale*
  - *Likes, Dislikes, and Anything Confusing (open-end questions)*
  - *Review and evaluation of Page 1 (with recommendations for improvement)*
  - *Repeat the review and evaluation for each subsequent page*
  - *Anything missing that should be included? Anything that should be deleted? (open-end questions)*
  - *Rating the new energy statement compared to the current energy statement*

# Sample Size

- The table below shows the number of completed interviews among each of the customer segments, as well as the response rates for each segment.
- The overall response rate of 27% can be considered high. Response rates from mail surveys rarely exceed 40%, but more frequently fall below 20%. Response rates greater than 20% are generally considered to yield a “representative” sample.

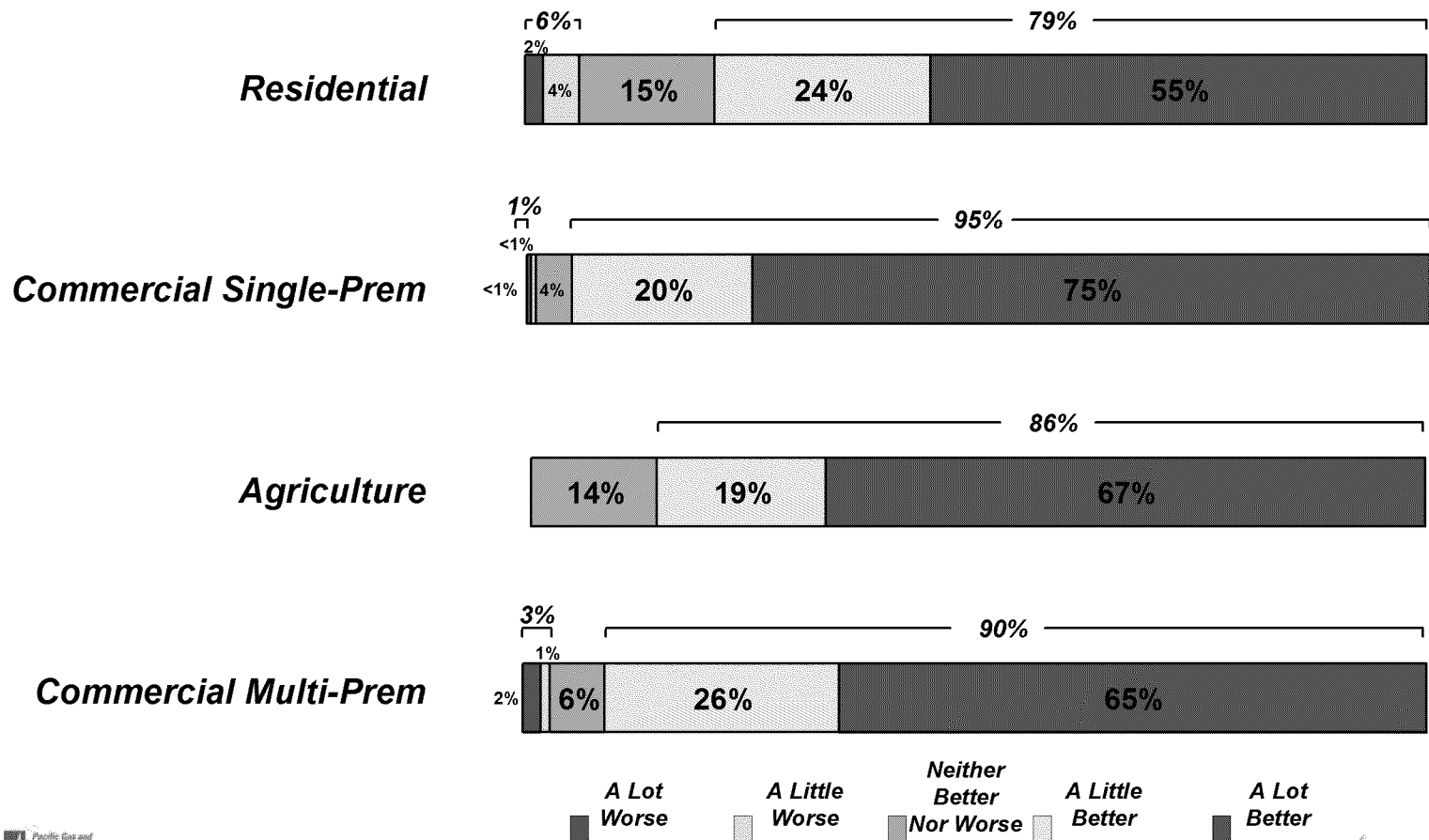
	<u>Total</u>	<u>Residential</u>		<u>Commercial</u>		
		<u>Non-CARE</u>	<u>CARE</u>	<u>Single-Prem</u>	<u>Agriculture</u>	<u>Multi-Prem</u>
<b>Sample List</b>						
<b>Total sample records</b>	2,370	750	250	917	78	375
<b>Completed Interviews</b>						
<b>Mail</b>	570	237	74	157	20	82
<b>Telephone</b>	80	30	9	22	2	17
<b>Total</b>	650	267	83	179	22	99
<b>Response Rate</b>	27%	36%	33%	20%	28%	26%

# *Key Findings Summary*



# Key Findings Summary: Comparison to Current Bill

- **85% of total respondents (79% of Residential ; 93% of Business) like the new energy statement better than their current energy statement.**
  - Survey Question: “Compared to the current PG&E energy statement, this newly designed energy statement is A Lot Better, A Little Better, Neither Better or Worse, A Little Worse, or A Lot Worse?”



## Key Findings Summary: Comparison to Existing Baseline Survey Data (JD Power- Residential Tracking)

- Compared to the JD Power Residential survey ratings (September 2006) of PG&E's current bill, the residential Bill Redesign Survey respondent rated the new energy statement much higher.
- Customer satisfaction with "Ease of understanding the information on the energy statement" showed the largest improvement.

	<i>Current*</i>		<i>Residential Redesigned Bill</i>		<i>Difference</i>	
	<u>Top 3 Box</u>	<u>Mean</u>	<u>Top 3 Box</u>	<u>Mean</u>	<u>Top 3 Box</u>	<u>Mean</u>
<i>Overall</i>	59	7.66	69	7.96	+10	+0.30
<i>Ease of finding exact amount to pay</i>	76	8.55	87	8.87	+11	+0.32
<i>Ease of finding the payment due date</i>	73	8.31	84	8.71	+11	+0.40
<i>Usefulness of the information on the energy statement</i>	47	6.88	62	7.15	+15	+0.27
<i>Ease of understanding the information on the energy statement</i>	44	6.72	69	7.91	+25	+1.19

**Note (s):**

•Based on PG&E JD Power Tracking Survey; September 2006.

"Top 3 Box" is the percent of respondents that gave a rating of 8, 9, or 10

## Key Findings Summary: Comparison to Existing Baseline Survey Data (JD Power- Business Tracking )

- Compared to the JD Power Business Customer survey ratings (September 2006) of PG&E's current bill, the business Bill Redesign Survey respondents rated the new energy statement much higher.
  - Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement..

	<b>Business</b>					
	<b>Current*</b>		<b>Redesigned Bill</b>		<b>Difference</b>	
	<b>Top 3 Box</b>	<b>Mean</b>	<b>Top 3</b>	<b>Mean</b>	<b>Top 3</b>	<b>Mean</b>
<b>Ease of finding exact amount to pay</b>	57	7.53	90	9.12	+33	+1.54
<b>Ease of finding the payment due date</b>	55	7.45	87	8.98	+32	+1.53
<b>Usefulness of the information on the energy statement</b>	43	6.84	75	8.35	+32	+1.39

**Note (s):**

•Based on PG&E JD Power Tracking Survey; September 2006.

"Top 3 Box" is the percent of respondents that gave a rating of 8, 9, or 10

## Key Findings Summary: Comparison Between Segments

**Overall, the customer feedback thus far has been extremely favorable. There are some opportunities to make minor adjustments to further improve customer satisfaction with PG&E's new energy statement.**

– Survey Question: Rate the newly designed PG&E Energy Statement...(Scale: 1 to 10, percent rating 8, 9, or 10 shown)

	<u>Residential</u> (n=350)	<u>Commercial Single-Premise</u> (n=178)	<u>Agriculture</u> (n=22)	<u>Commercial Multi-Premise</u> (n=99)
<b>Overall</b>	69%	87%	67%	71%
<b>Ease of finding the exact amount to pay</b>	87%	91%	86%	89%
<b>Ease of finding the payment due date</b>	84%	87%	81%	88%
<b>Usefulness of the information</b>	62%	78%	76%	70%
<b>Ease of understanding the information</b>	69%	77%	76%	73%
<b>Helping you manage your energy use</b>	49%	64%	43%	65%
<b>Size of the text</b>	67%	80%	90%	84%
<b>Size of the paper</b>	54%	84%	76%	79%
<b>Placement of the tear-off stub</b>	77%	87%	86%	90%
<b>Layout, including the amount of empty space</b>	57%	77%	76%	68%
<b>Graphics and colors</b>	66%	79%	81%	79%

Green = 70% and above, Yellow = 60%-69%, Red = 59% and below.

n= the total number of respondents for each segment

## Key Findings Summary: Customer Comments

- **When asked what they liked best about the redesigned energy statement, 90% of respondents provided favorable responses. Frequently mentioned positive comments about the new statement among all customer segments center around:**
  - *Easy to read*
  - *Clear and understandable*
  - *Layout (balanced and uncluttered)*
  - *Usage graphs*
  - *Easy to find information*
  - *Size of the paper (among business customers)*
  - *Stub location*
- **About half (52%) who evaluated the new energy statements believe that additional “fine tuning” is warranted. The most frequent dislikes among all customer groups about the new energy statement include:**
  - *Too many pages*
  - *Layout issues (primarily too much empty space and the specific location of certain items)*
  - *Too much information (specifically the detailed “last page,” the promotional information, and “Things You Should Know”)*
  - *Payment stub not perforated (the bill examples did not perforate the payment stub).*

**Note: Customer concerns related specifically to the prototype (e.g, paper stock weight, or perforated payment stub) will not be replicated in production.**

## Key Findings Summary: Customer Comments

- **About one in five (18% ) respondents found something confusing about the new statements. Sources of confusion tend to be specific for each customer segment. The most frequently mentioned sources of confusion include:**
  - *Layout issues (information being too spread out among Commercial Multi-Premise customers)*
  - *Missing gas charges (from the Commercial Single-Premise customers)*
  - *Too much detail and information in general (for Residential customers)*
  - *Difficulty understanding some of the terms (such as meter constant, peak, and demand among Residential and Commercial Single-Premise customers)*
  
- **When asked if anything is missing, less than 15% of total respondents mentioned something. Most frequent comments include:**
  - *Breakdown of charges including taxes, etc. (as in the current energy statement; among Residential customers)*
  - *Missing property or service addresses (among all Business segments)*
  - *More prior year's information, including average daily usage and dollar amounts (among all customer segments)*
  - *Information about surcharges and time-of-use costs (among Residential and Commercial Single-Premise customers)*

## **Key Findings Summary: Customer Comments**

- **When asked if anything could be deleted, about one in five (19%) respondents mentioned that some of the pages are not needed every month:**
  - Pages with “ads” (although most customers do want to receive this information, and their most preferred option is on a page within the energy statement)
  - “Things You Should Know”
  - The last page (small font, details page)
- **Further, small minorities of customers (generally 10% to 20%) from each of the four segments had specific suggestions for improving each page of the new energy statement. Some of these suggestions might improve the new energy statement for all customers, although some are clearly personal preferences that would matter to relatively few customers.**

## ***Key Findings Summary: Business vs. Residential***

- ***Business customers seem to be somewhat more satisfied with the newly designed energy statement than Residential customers, though the difference in overall ratings is relatively small.***
- ***Business customers are more satisfied with some specific areas of the new energy statement compared to Residential customers. These areas include:***
  - *Usefulness of the information*
  - *Ease of understanding the information*
  - *Helping you manage your energy use*
  - *Size of the text*
  - *Size of the paper*
  - *Layout including the amount of empty space*
  - *Graphics and colors*
- ***A fundamental reason behind Residential customers' lower levels of satisfaction might be an inherent lower level of interest in bill details, and a higher preference for an energy statement that is short, concise, and simple (a "minimalist" energy statement rather than a "complete" energy statement).***



## **Key Findings Summary: Residential “CARE” Customers**

- **CARE customer evaluations were nearly identical to non-CARE customers, with just one exception. CARE customers rated “size of the text” significantly lower than did non-CARE customers, likely responding more negatively to the smaller font used on the last page.**
  - **70% of non-CARE customers rated “Size of TEXT” as 8,9, or 10 (on a 10 point scale) versus 58% of CARE customers.**

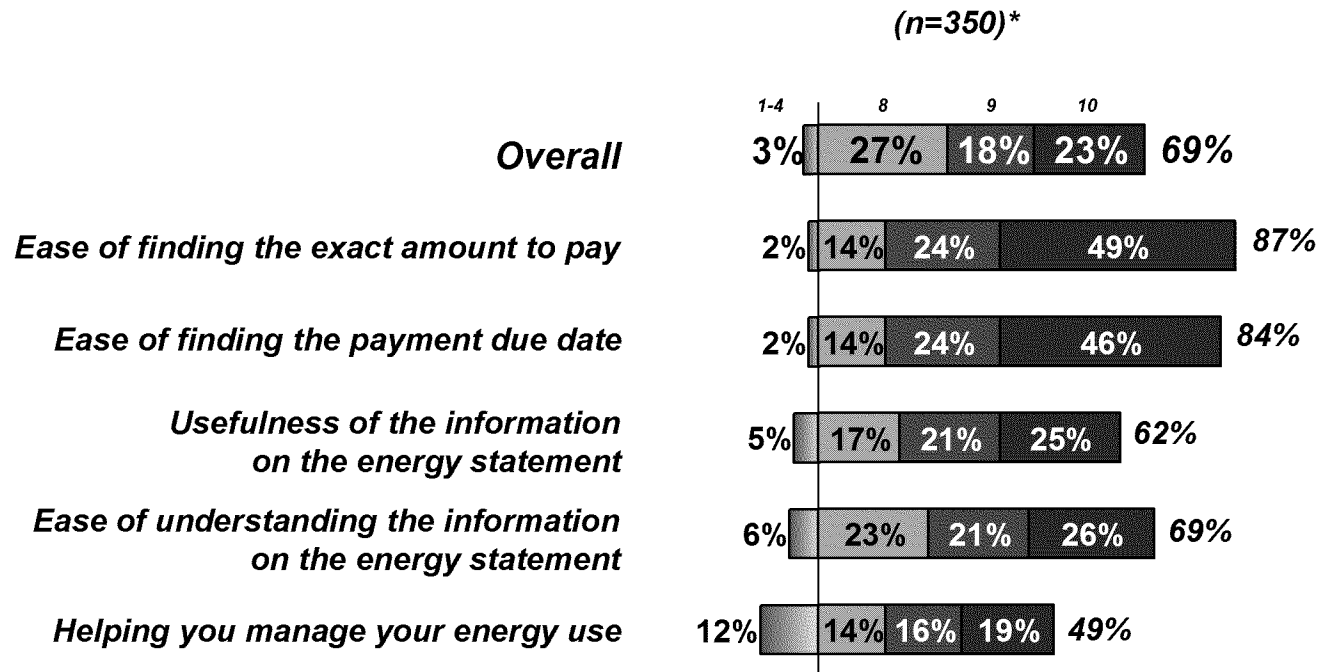
# Table of Contents- Detailed Findings

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***Residential  
Detailed Findings***

## Residential: Summary Evaluations

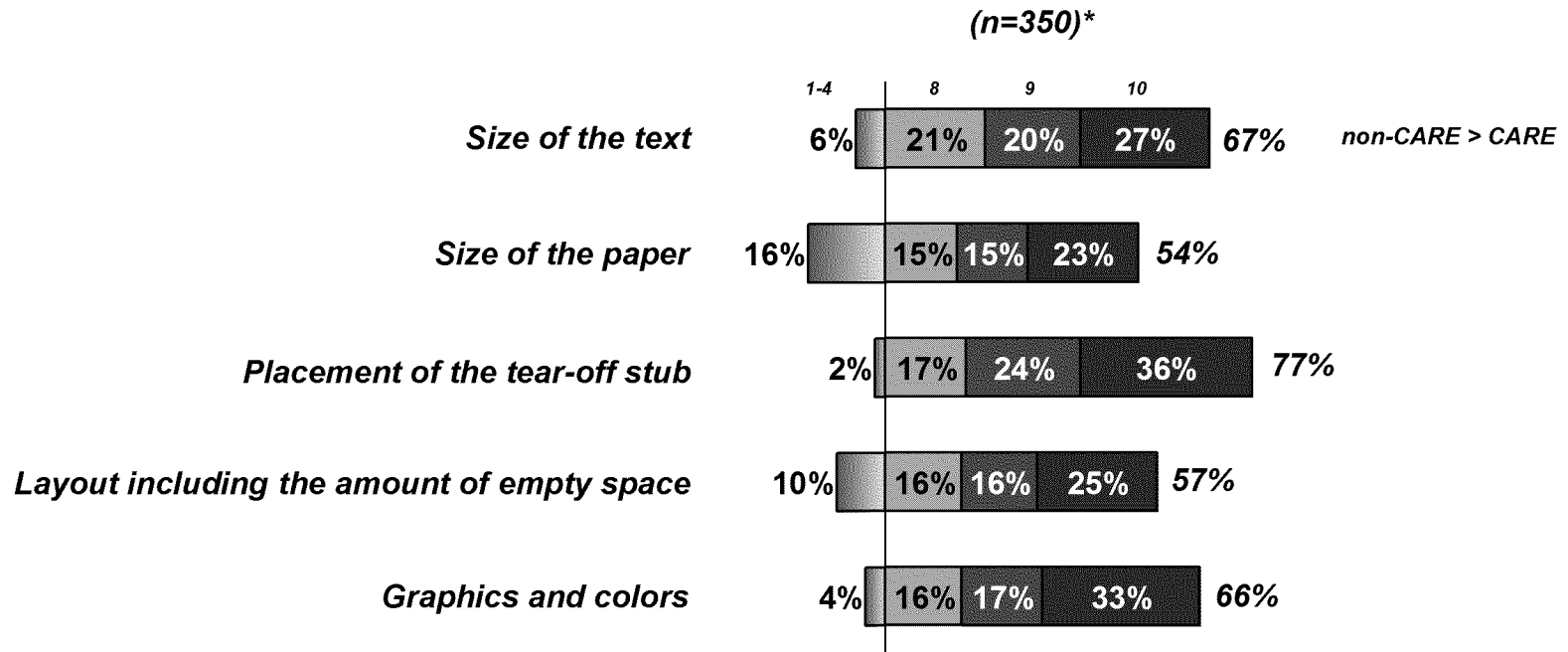
- Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement..



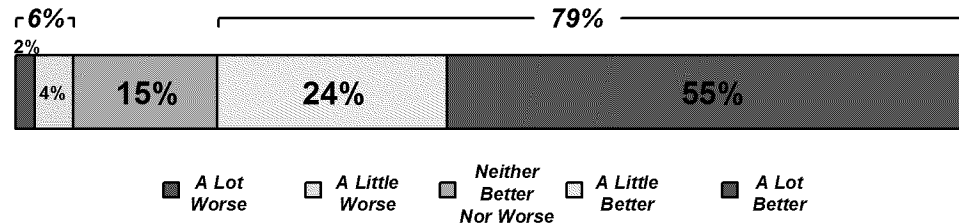
\* Residential includes 267 non-CARE and 83 CARE respondents. Significant differences between the two groups are indicated.

# Residential: Summary Evaluations (cont.)

- Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement..



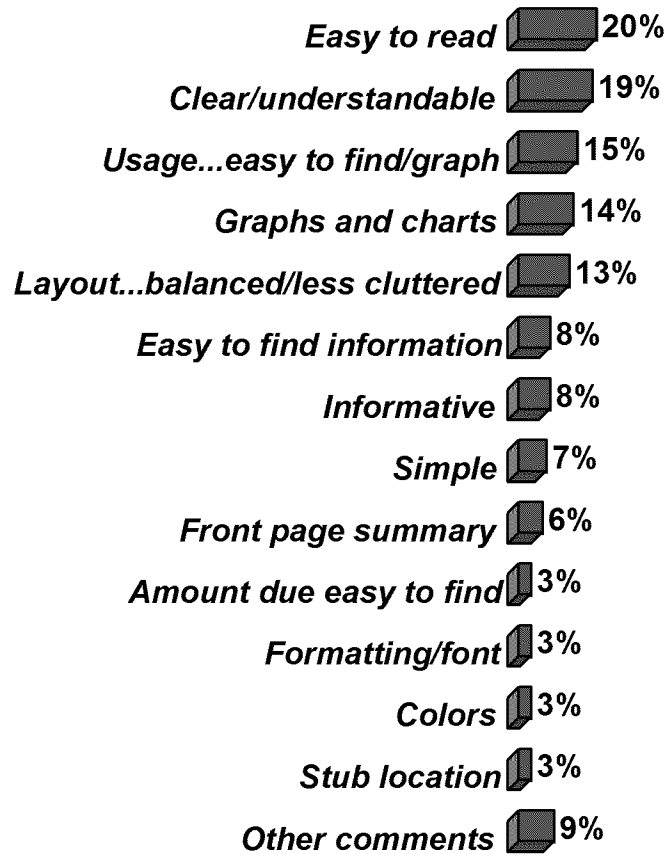
Compared to the current PG&E energy statement, this newly designed energy statement is:



\* Residential includes 267 non-CARE and 83 CARE respondents. Significant differences between the two groups are indicated.

# Residential: Likes

(% of Those Answering)  
(n=317, 91% of Total)



## Verbatim Comments:

*One page with all necessary information at a glance.*

*Very easy to read and understand.*

*Easy to understand, like the flow of the information.*

*Seems easier to decipher. Of course a smaller bill would make it a lot easier.*

*Clear and concise.*

*I can understand the new layout regarding where the gas and where the electricity are located, also the date and amount.*

*Easy enough to read.*

*I like everything about it! The statement is very easy to read and understand. I especially like the graph of the gas and electricity usage.*

*Easy reading, simple, not cluttered.*

*Easy to read. I can save page 1 and throw the rest away.*

*Simple to read. Easy to compare present usage with that of a year ago.*

## Residential: Likes

### Verbatim Comments:

*History of usage.*

*Graphs showing this year's energy use vs. last years.*

*Ability to track/monitor usage and compare from past month / years.*

*All features are user friendly. In particular, the graphs for gas and electricity activity. Location of PG&E telephone number plus web address are easily located. Text size is very clear and makes easy reading.*

*Past electricity usage at a glance. (Picture)*

*Comparison graph that shows how much energy you've used over a period of months.*

*Gas and electricity usage at a glance.*

*The overall layout, print size and presentation of the data.*

*Well organized.*

*Your ID on the top and tear off stub on the bottom.*

### Verbatim Comments:

*Great Layout / use of color! Bolding and graph are an excellent modernization, plus the new paper is nice.*

*Nice layout and easy to read text as well as numbers.*

*It's cleaner and less cluttered.*

*Breakdown of bill. Much easier to understand. I also like the size of the text.*

*Graphical usage charts.*

*The graphs are excellent.*

*Graph chart and simplified breakdown of charges.*

*I like the looks of you new bill and your explanations were done very well. I will have no trouble understanding it.*

*Completeness of information available.*

*Explains how and why your energy cost are what they are.*

*Telling me just exactly the power usage and amount.*

# Residential: Likes

## Verbatim Comments:

*Easy to locate items.*  
*Information that I need to see is easy to find.*  
*It is easy to find the important information.*  
*The ease of finding account summary.*  
*Customer friendly.*  
*Ease of finding date and amount.*  
*You're phone number is clearly and easily available.*  
*It's easy to find the info I'm looking for.*  
*All of the pertinent info on page 1.*  
*The account summary is first thing on the bill.*  
*Simplicity.*  
*It is very simple and easy to understand. It is very attractive!*  
*Bold typeface on important info.*  
*Slightly larger text.*

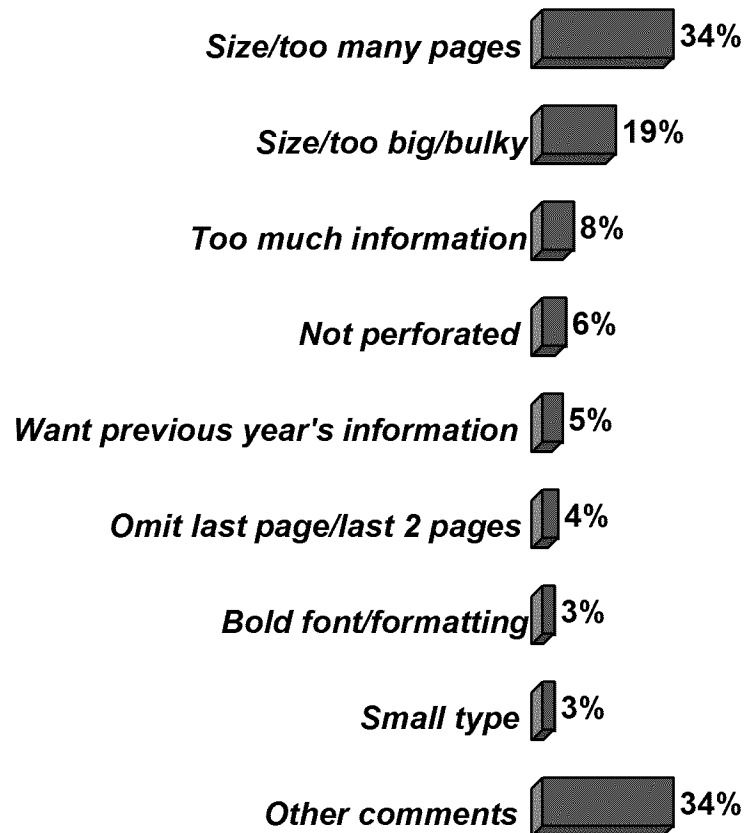
## Verbatim Comments:

*Important info - (amount of payment) in darker print. All the hard work that has been put into the statement and making it easier to read and understand. Thank You.*  
*Size of text.*  
*Size of bill and overall organization of information.*  
*A full 8.5x11 statement.*  
*Ease of finding amount due and due date.*  
*Tear off stub.*  
*The layout for the return statement.*  
*It's new!*  
*Large and bold print.*



# Residential: Dislikes

(% of Those Answering)  
(n=204, 58% of Total)



## Verbatim Comments:

*Need to look hard to find the website. Too many pages to look at.*

*3 pages of notices.*

*A lot of wasted paper (blank space), yet print is small.*

*To many pages to sift through. I will need to pay the bill and a page stating "if you need help for - call # 555 - 4321.*

*Big paper - too many trees.*

*Excessive amount of pages used and size of paper. Too much advertising.*

*It is quite long and for me too much info.*

*Maybe the size of the paper for filing purposes, but the size makes it very easy to read.*

*Paper is too large and thick. I store all my records for many years. More paper takes up more space. Extra page of ads attached.*

*Seems like extra, bulky.*

## Residential: Dislikes

### Verbatim Comments:

*Use smaller paper to retain distinctive energy statement size. Scrap the Billing date column and make it the Due Date column for greater clarity. Instead of gas charges on page 2, move it to page 5 so as to have utilities on forward facing pages, then move the important phone numbers to page 6 to have them on the back page when the bill is flipped over. Then all of the fluff will be on the inside back two pages. Lastly, page for postage. Don't be stingy. If you can afford to give me \$5 for this survey, surely you can splurge 37 cents so I don't have to find a stamp.*

*Details of electricity charges.*

*In the old sets, I can easily see current use compared to last year. All the info here makes it harder not easier to make sense. Plus it is an absolutely unforgivable waste of paper!*

*Too much detail on page 4.*

*Too much information.*

*Does not calculate the therms per day for year to year comparison.*

### Verbatim Comments:

*A number comparison should be used. For example, current bills state Therm per day, energy used this year, energy used last year.*

*Doesn't show last readings for comparison.*

*I would prefer if all of the billing info was on pages 1 and 2. For example, placing all of the details of gas and electricity charges on page 2. Pages 3-6 would be all other info not specific to my account. (Pages 1-2 would be account specific; pages 3-6 would be general account info).*

*Year-Year comparison for same period difficult.*

*Small print on the back.*

*Make print a little darker.*

*The ink is not dark enough on the text.*

*The writing/text of the important info is a little small. It doesn't stand out.*

*Too many \$ signs on gas and electric details. The size, shape, and shading on the rectangles on gas and electric statements.*

# Residential: Dislikes

## Verbatim Comments:

*Don't see need for last pages (5 and 6). Could use bottom of page 3 for ads.*

*Charts could be larger.*

*Do we really need graphs? And colors?*

*I'm not sure about the "cubes" detailing gas and electric usage. I might prefer a graph page 2 & 3.*

*The chart on gas and electric usage. I already know it's higher in winter and lower in summer.*

*Pages 5 and 6 are not necessary in every statement. They create additional junk that we aren't interested in most of the time. Once a year or so is fine.*

*Would not send 3rd page each month.*

*No breakdown in taxes.*

*The surcharges. Don't believe they are fair.*

*What happened to baseline?*

*Having to hunt for local office address.*

*No local office address or phone #.*

## Verbatim Comments:

*Advertising, social messages, anything other than the bill.*

*Eliminate Advertising.*

*Don't understand and I don't care how you figure out and elect usage and come up with what I owe.*

*Explain baseline.*

*A little too much empty space. Maybe gas and electric detail could be on same page.*

*Doesn't differentiate between billing address and service address.*

*Need to identify meters and locations.*

*I had to look for my account #.*

*Page #6 - too much ink to print.*

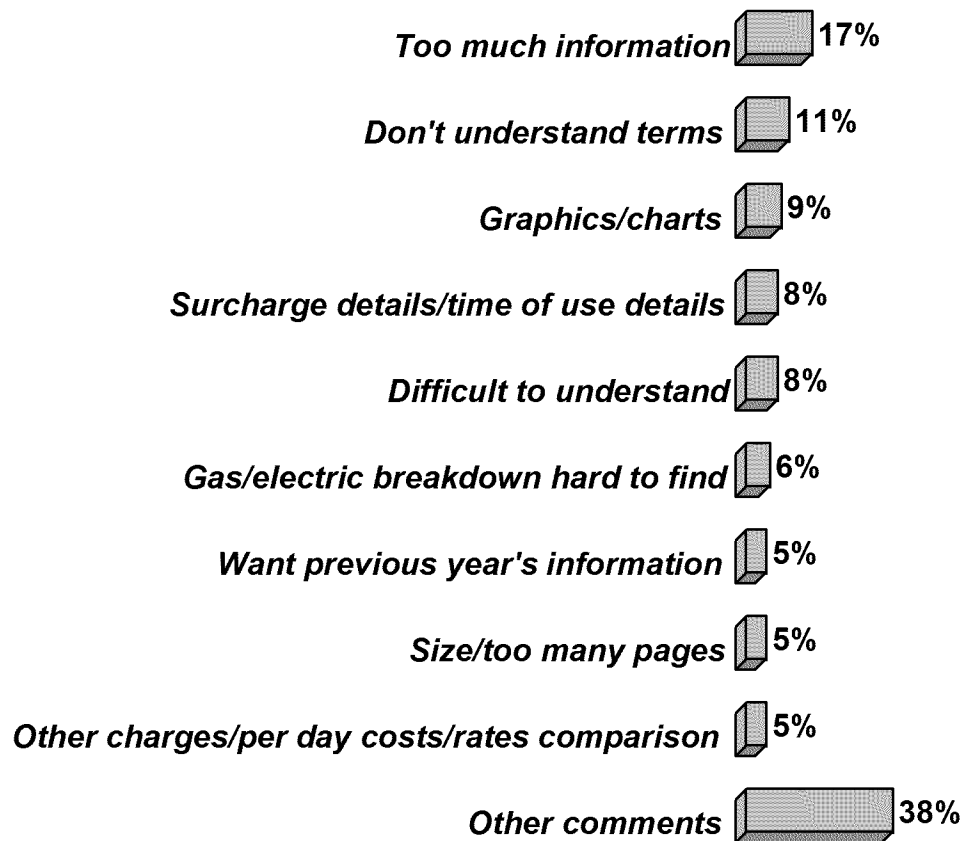
*Since you have the space, explain a bit more who's available for discounts.*

*It doesn't show the customer has the "care discount rate" which is important for some low income programs for seniors.*

*No explanation of your varying rates.*

# Residential: Confusion

(% of Those Answering)  
(n=64, 18% of Total)



## Verbatim Comments:

*Back page has too many details in small font.*

*Details of gas and electric.*

*It's not confusing, just too much.*

*Most of it way too much info. Clearly designed by geeks for geeks and nobody else! I have a post-graduate degree, by the way.*

*The notice of application filing: There are lots of information to read and is it necessary to include this to a bill? Even though information are provided, still it is not easy for an ordinary person to understand.*

*Explanation of meter constant.*

*Gas multiplier and Tier 1 and Tier 2 and all the surcharges especially on the current statement.*

*What does "meter constant" mean?*

*What is the gas multiplier?*

*Would like explanation of baseline and tiers.*

*How baseline is figured.*

*How will the time of use meter display?*

# Residential: Confusion

## Verbatim Comments:

*I only have electricity. I have a time of use meter. The new statement does not show me On Peak or Off Peak usage.*

*Scale on base line. Baseline credit. What about meter charge? Rotating blackout?*

*Graphs and vocabulary.*

*Graphs should have horizontal and vertical lines. Like graph paper. Poor English in "terms are" not "term is". One dollar sign at top and one at bottom is enough.*

*Many people may not understand the graph on page 1 due to lack of math experience.*

*Purpose of the graphics on page 1.*

*Will we get all six pages, and why?*

*Year- Year comparison for same period difficult.*

*The usage chart being placed side by side gas/electric.*

*I can't find average electricity per day.*

*I'd like to see daily use.*

## Verbatim Comments:

*I want to know when my usage changes and when the rates change.*

*Always difficult to follow all of the energy charge explanations on page 4.*

*I didn't go too high in school. Like I said, I don't understand the figuring.*

*I'm not really sure what everything on page 6 means.*

*Not confusing on this sample, but I wonder how pages 2 and 3 would look when there is no meter read.*

*Which meter is being read?*

*Highlight the website (bold - like the phone number).*

*Equating therms and Kwh used to dollar amounts on graph page.*

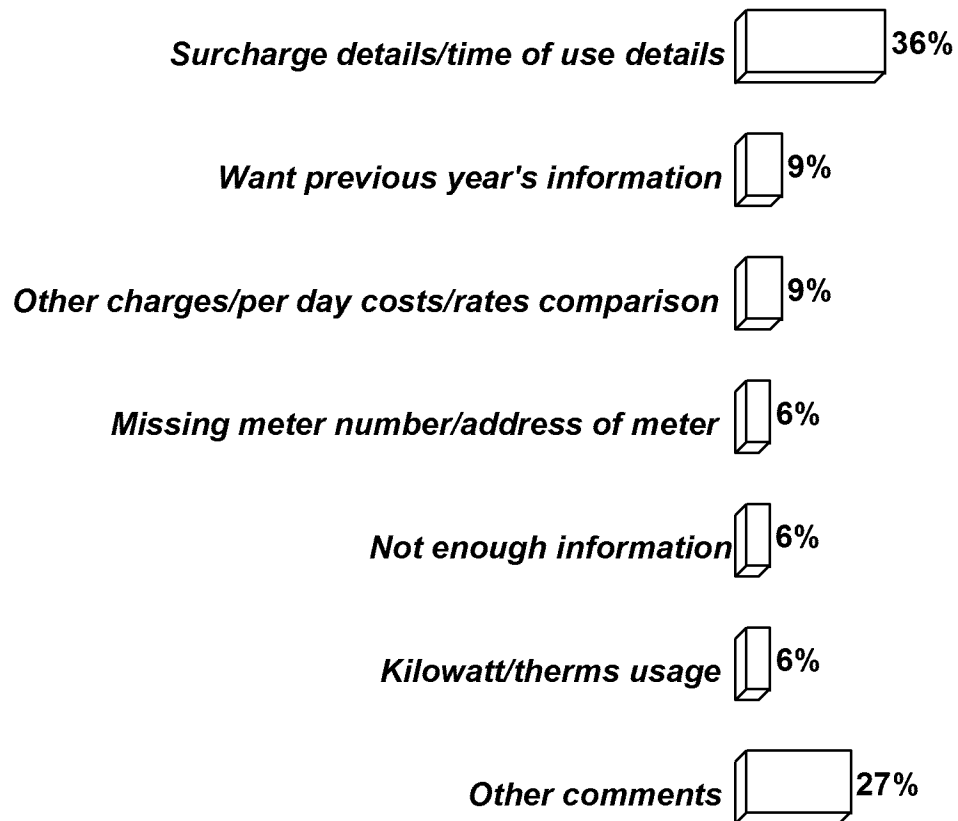
*It does not explain the peaks, off-peak etc. use. Otherwise, fairly clear.*

*The back page. Too much and confusing.*

*Where and how do you show the CARE on the medical credit?*

# Residential: Anything Missing?

(% of Those Answering)  
(n=33, 9% of Total)



## Verbatim Comments:

*Breakdown on charges and taxes imposed by CA or US government.*

*I have already described that there is no info for peak time customers.*

*Time of usage meter bills.*

*Time of use service data.*

*What defines baseline?*

*Dollar amounts or monthly usage charts.*

*Just month to month changes in usage as described previously. I do believe that would be helpful.*

*Yearly comparison.*

*Average daily usage.*

*Care discount under "special info" local office address, APS info.*

*CARE savings should mention more specific info.*

*As an agricultural user, the meter number is important for our records. The service Id number is important for ag customers with multiple meters.*

## Residential: Anything Missing?

### Verbatim Comments:

*Properly identify by meter number.*

*KWH used per day compared to last years usage.*

*Therms per day.*

*Local office address.*

*Way too much paper.*

*Too much stuff there.*

*The difference between the service address and billing address.*

*Example of level payment plan.*

### Verbatim Comments:

*I hope you are using recycled paper and if so that should be stated on the bill.*

*Info on bill pay averaging. It would help if an approximate monthly amount could be given to us every quarter. Is there an emergency phone # on the bill?*

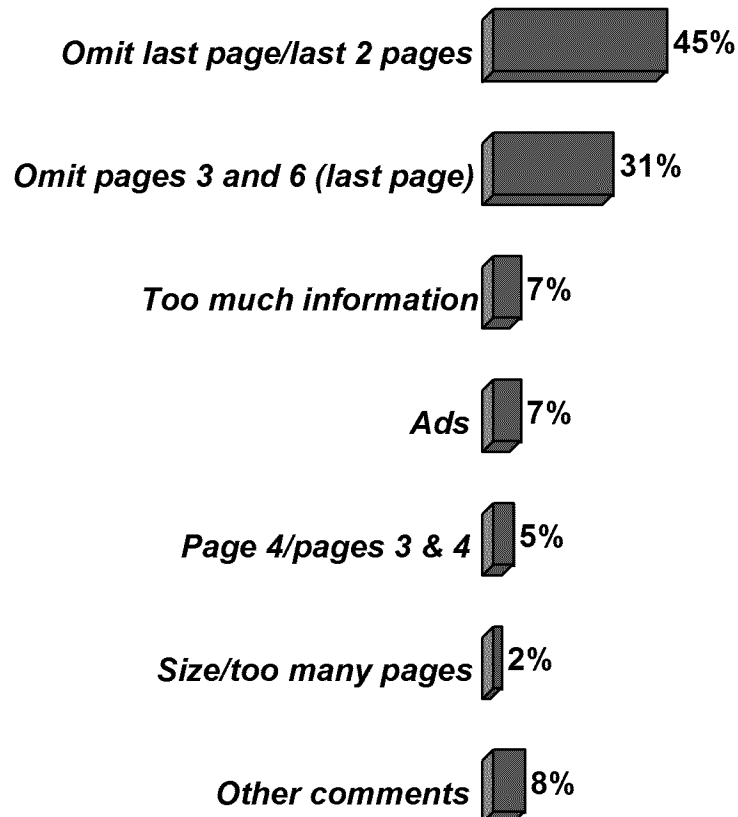
*Information helpful to all customers, i.e., meter available for off peak usage.*

*Conservation, protecting the environment.*

*Information on solar panels, rebates, etc.*

# Residential: Anything that should be deleted?

(% of Those Answering)  
(n=83, 24% of Total)



## Verbatim Comments:

Most of page 4, all of pages 5 and 6 usage graphs and page 1 could be deleted.

Pages 4, 5 and 6 should be sent every 3-4 months. Pages 2 and 3 could be combined.

Pages 4, 5, 6 should not be included. Wasted time, money, energy.

Depending on legal requirements, page 5 and 6 may not be needed every month.

I feel pages 5 and 6 will not be read and the info should be sent out quarterly or not at all.

I think much of pages 4-6 could be left out.

Info on pages 5 and 6 not necessary every month.

Fine print text. No one will read.

Legal info. - probably on web site if anyone is interested.

Ads and page 6.

Delete all the commercials save them to separate mailings.

Leave out the advertising.



## Residential: Anything that should be deleted?

### Verbatim Comments:

*Too much space allocated to moving request.*

*Why was there a picture of scissors on the return portion of the bill? I prefer a perforated part not something you have to cut!*

*Too much paper.*

*About 1/3 of the supplementary data.*

*Everything but about 1/3 of what's on our current statement. Don't you think people have lives to lead?*

*Overwhelming - summarize this.*

*Too much information.*

*It's only my electric bill, it really should only be one piece of paper.*

*Less pages.*

### Verbatim Comments:

*Make it 2/3 the size and one page quarterly newsletter for info.*

*The graph*

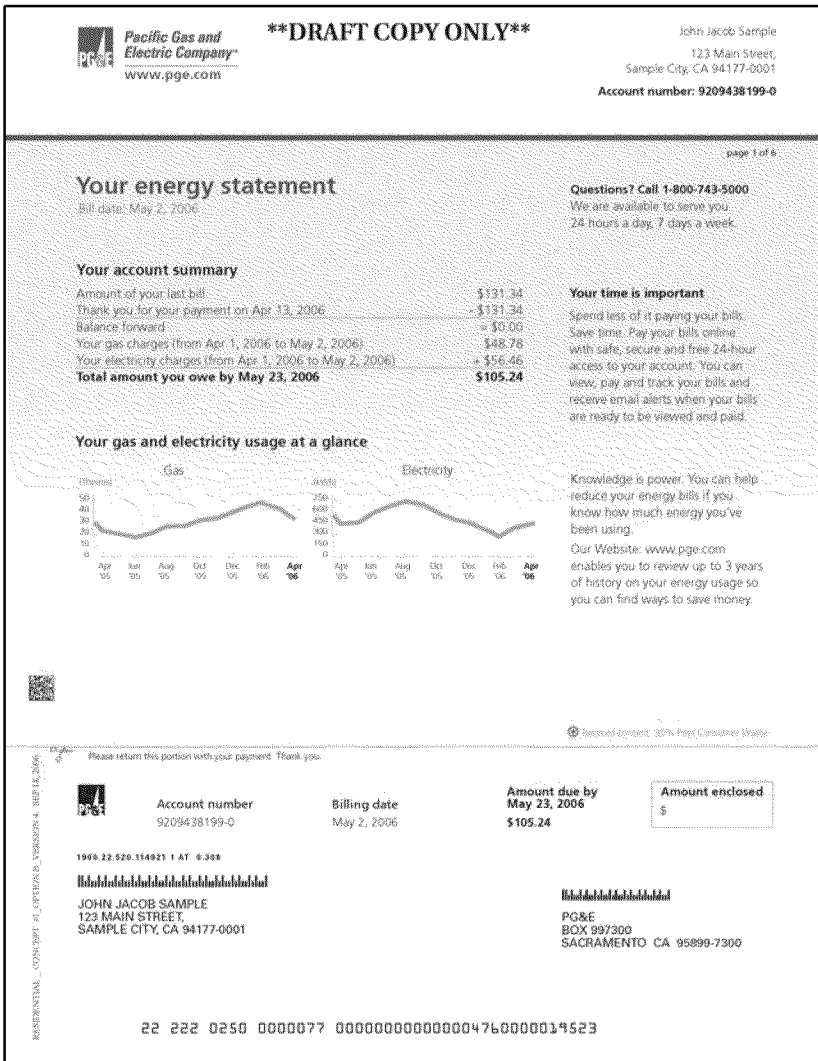
*Everything but use and bill amount.*

*Lots and Lots I'm not interested in. Give me the option to look up info online and if I want it I'll seek it out. Otherwise just give me the basic info only.*

*Almost entire description of your costs is of no interest to a normal customer. In present statements the anticipated cost of scrapping nuclear plants (decades in the future is merely speculation).*

*Probably not except for the extra text for gas charges for customers using electricity only.*

# Residential: Page 1 Detail Evaluations

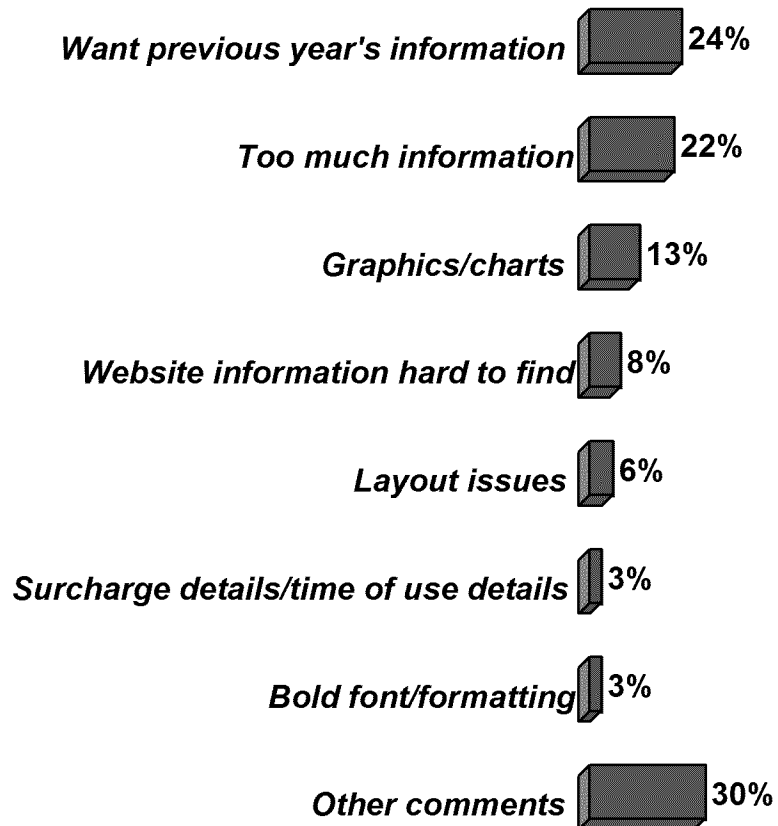


(n=350)

	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<b>All of the terms on this page are clear and understandable</b>	88%	12%
<b>The charts of your past energy use include enough months (13 mos.)</b>	87%	13%
<b>The charts of your past energy use are easy to read</b>	86%	14%
<b>The page includes all the summary information you would want to see here</b>	82%	18%
<b>The charts of your past energy use have all the information you want</b>	80%	20%
<b>The notes to the right of the account summary provide useful information</b>	74%	26%
<b>The notes to the right of the account summary got your attention</b>	72%	28%

# Residential: Page 1 Improvement Suggestions

(% of Those Answering)  
(n=105, 30% of Total)



## Recommendations:

2-4 year trends would be helpful.

Add a dollar value to the energy use noted on the graphs: "dollarize the consumption".

Both last year's and this year's energy usage super-imposed.

Could not find last years rates for same month on electric bill. We do not have natural gas.

I would like to see the average usage of our area, or the state in order to see how we compare.

It would be nice to have previous month usage to compare so you can tell if usage is creeping up or are you same or even using less energy- to provide instant feedback if you are making changes to save power.

Show actual comparison with same month previous year.

Show dollar amounts for month.

Show temperature vs. energy use.

Show time of use graph. Don't need notes on how to pay on website.

# Residential: Page 1 Improvement Suggestions

## Recommendations:

*The charts should be 24 months. Too much dead space.*

*Why not super-impose the previous year usage along with current year?*

*Would be neat if you were able to have an average temp. During day and night times. Sometime I forget how hot summers can be in Chico.*

*Would like to see kwh usage per day comparison with total month usage.*

*Don't need this much information.*

*I do not read much if anything on my PG&E statement other than the due date and the amount due.*

*Notes refer too much to online services.*

*Other than phone # looks like useless info.*

*I am only interested in my balance, due date, and usage.*

*Side notes are distracting.*

## Recommendations:

*This material is fine for a one-time copy, but should be varied from bill-to-bill if it is to be informative.*

*To wordy. Streamline.*

*We only compare and read the bottom line. Too much information.*

*Add lines to graphs to make easier to read or place # at each month point.*

*Bar graphs would be easier to read.*

*Have the charts together - last 12 months graph and bar comparison of monthly annual consumption.*

*Numbers on use each month rather than graph.*

*Provide vertical and horizontal lines on graphs.*

*The graph is nice but no suggestions on how to use less energy. "Knowledge is power" - give some knowledge tips not just go to website.*

*Vertical scale of graphs should be doubled.*

*Highlight or bold the web address.*

# Residential: Page 1 Improvement Suggestions

## Recommendations:

*Paying bills online is a nice feature. It should be stated prominently. Maybe at the top in bolder print.*

*Summary info should go online.*

*I like "current charges" separate from total amount due or balance forward my payment monthly is usually received after balance forward is calculated.*

*I would prefer the rotating outage block to be on this page.*

*How will on and off peak usage be shown?*

*Go to a smaller page, larger font, "simplify." Use some footnote at the left side of page, forget so called useful info, move "Questions number and account number to left 2/3 of page. Smaller envelopes are cheaper forget usage unless requested.*

*Size of page too large.*

*Print is too small.*

*Some numbers should be larger.*

## Recommendations:

*We have time of use electric rates - I would like to see how we can improve our usage to lower our bill.*

*Use color. Money spent each month.*

*Every spring our rates go up on electricity. That rate should be included.*

*Chart the amount paid along with the gas and electric consumption.*

*Make names the same as your energy vs. new energy statement. Why rephrase two different names. Usage at a glance. Below current chart Last two years usage in same format. You then can eliminate pages 2 and 3 and condense page 4. Send pages 5 and 6 quarterly.*

*I would like to see address of local office and web site near 800 number.*


*Format too large, waste of paper.*

*Usage at a glance difficult to understand.*

*Most people don't care what "therm" and "kWh" are or mean, but some would find the explanation useful.*

*Does all of this info have to appear every month?*

# Residential: Page 2 Detail Evaluations



**\*\*DRAFT COPY ONLY\*\***

John Jacob Sample  
 Service ID: 929M38010  
 Rate schedule: G1 R Residential Rate  
 Meter: 51529755, Serial C

page 2 of 6

---

**Details of your gas charges**  
 From Apr 1, 2006 to May 2, 2006 (32 billing days)

**Your meter reading**

Current reading on May 2, 2006	2627
Prior reading on Apr 1, 2006	+ 2593
Difference	= 34
Gas multiplier	x 1.021600
Gas you used this billing period (therms)	= 35

35 therms	32 therms
Apr 06	Apr 05
(32 billing days)	(31 billing days)

**Here's how we calculated your gas charges**  
 From Apr 1, 2006 to May 2, 2006

Baseline (Tier 1) 16.00 therms @ \$1.21835	\$19.49
Tier 2 19.00 therms @ \$1.44970	+ \$27.55
Subtotal of your gas charges	= \$47.04
Gas Public Purpose Program surcharge (35 therms @ \$0.04966)	\$1.74
<b>Your total gas charges</b>	<b>= \$48.78</b>

The summer gas season began on April 1. The daily baseline quantities have changed slightly from previous years.

The CARE Program provides a 20% discount on your energy bill for qualifying households. Eligibility depends on current program income guidelines. Applying is free, easy and confidential. To see if you qualify or for more information, please call 1-866-743-2273 or visit [www.pge.com/care](http://www.pge.com/care).

El Programa CARE le proporciona un 20% de descuento en la factura de energía a los hogares que reúnen los requisitos. Los criterios de elegibilidad dependen de las pautas actuales del programa. Inscribirse en el programa es gratis, fácil y confidencial. Para determinar si califica, o para obtener más información, por favor llame al 1-866-743-2273 o visite nuestro sitio web [www.pge.com/care](http://www.pge.com/care).

**Are you moving?**

change my address    FIRST NAME    LAST NAME

change my telephone number    STREET #    STREET NAME    APARTMENT #

change my e-mail    STATE    ZIP CODE

TELEPHONE #    E-MAIL ADDRESS

(n=350)

	<b>Strongly Agree</b>	<b>Agree But.../ Disagree (Improvement Needed)</b>
<b><i>Provides the right amount of detail about electricity charges</i></b>	89%	11%
<b><i>Provides enough information to identify the actual account</i></b>	88%	12%
<b><i>All of the terms on this page are clear and understandable</i></b>	87%	13%
<b><i>Provides useful additional information</i></b>	85%	15%

Pacific Gas and Electric Company **2006 Bill Redesign Survey**  
 WE DELIVER ENERGY

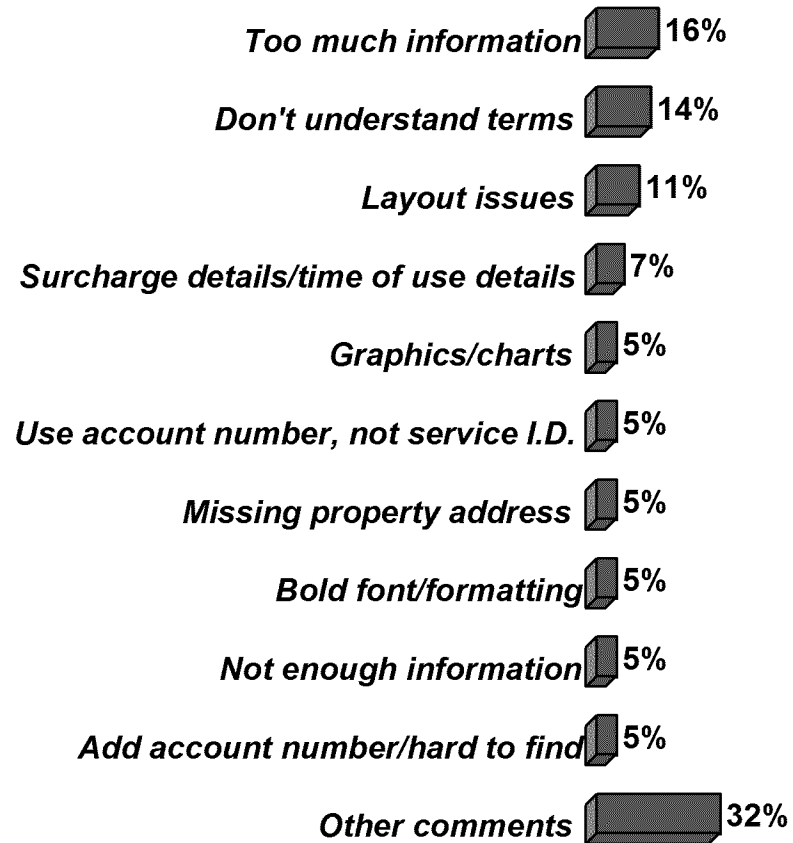
HINER & PARTNERS, INC.  
 CONSULTING STRATEGISTS AND ANALYSTS

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SB\_GT&S\_0656282

# Residential: Page 2 Improvement Suggestions

(% of Those Answering)  
(n=56, 16% of Total)



## Recommendations:

*Explain baseline and tiers.*

*Explain stages of charges.*

*What are tier 1 and tier 2? What is the purpose of the gas multiplier?*

*Again, too much. Just tell me how much I used and what I owe.*

*Condense the info.*

*I recommend only English for all written pages.*

*Offer customers advice on how to get written information in other languages.*

*Way too much info! What was wrong with the current bills? Nothing!*

*Put this info on page 1 on left 2/3 in place of usage graph, moving info on back of coupon (payment). Both gas and electric in this space would require small font, but I bet it would work. (Now you have one page).*

*Shaded rectangles seem meaningless. What counts? Area, linear or color?*

# Residential: Page 2 Improvement Suggestions

## Recommendations:

*Would like to see "Additional info" on another page.*

*All of this is meaningless unless how baselines are determined and who sets the multiplier and why.*

*I want to see all the added charges and taxes that you had on your present statement.*

*Account number should be in this page also.*

*Bar graphs are not understandable.*

*Unless you are going to put actual meter reading numbers, the "difference" part is confusing.*

*Service ID = Account ID?*

*Provide daily consumption*

*When comparing usage from year to year, it would be very useful to know the average temperatures of the months in question. If April '05 was warmer than April '06, greater energy use doesn't indicate waste.*

## Recommendations:

*I feel that the area "care program" should be in bolder print. To me, it blends in to much - maybe Care Program should stand out more.*

*Therms, current reading in heavy black print. Who really reads gas multiplier, baseline, etc.*

*Reference how to read both electric and gas meters.*

*Care Program is info that could be indicated elsewhere.*


*If there is a rate increase, I'd like to see the notation.*

*All the info is there and fine, but I would much prefer all the gas and electric charges on page 2, so that 3-6 are general info only.*



# Residential: Page 3 Detail Evaluations

## Option A



**\*\*DRAFT COPY ONLY\*\***


John Jacob Sample  
Service ID: 9209438005  
Rate schedule: E1 RB Residential Rate  
Rotating outage: 50 - exempt from rotation  
Meter: 6H5883, Serial C

page 3 of 6


### Details of your electricity charges

From Apr 1, 2006 to May 2, 2006 (32 billing days)

<b>Your meter reading</b>	
Current reading on May 2, 2006	60848
Prior reading on Apr 1, 2006	- 60367
Difference	= 481
Meter constant	x 1.00
Electricity you used this billing period (kWh)	= 481



Apr 06  
(32 billing days)



Apr 05  
(31 billing days)

Find out why the amount you owe on this bill is different from this time last year. Visit our Website, [www.pge.com](http://www.pge.com) and check out our bill analyzer tool to compare your energy usage.

**Here's how we calculated your electricity charges**

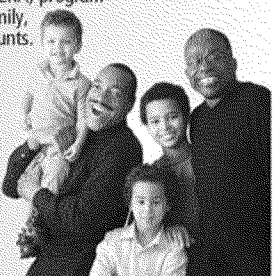
<b>From Apr 1, 2006 to Apr 30, 2006:</b>	
For the first 363.00 kWh your rate was \$0.11430	\$41.49
For the next 87.94 kWh your rate was \$0.12989	+ \$11.42
<b>From May 1, 2006 to May 2, 2006:</b>	
For the first 30.06250 kWh your rate was \$0.11430	+ \$3.44
Subtotal of your electricity charges	= \$56.35
Energy commission tax (481 kWh @ \$0.00023)	+ \$0.11
<b>Your total electricity charges</b>	<b>= \$56.46</b>

### Do you qualify for savings?

If you qualify for the Family Electric Rate Assistance (FERA) program you can enjoy lower electricity rates open to single-family, low- to middle-income customers with their own accounts.

The FERA Program provides savings on electric bills for qualifying large households of 3 or more persons by charging lower rates. To see if you qualify or for more information, visit [www.pge.com/fera](http://www.pge.com/fera) or call us at 1-800-743-5000.


El Programa FERA proporciona ahorros a hogares grandes, de tres o más personas, que califican cobrándoles las tarifas. Para ver si califica o para información adicional, por favor visite nuestro sitio en la web [www.pge.com/fera](http://www.pge.com/fera) o llame al 1-800-660-6789.



For additional rebates and energy saving resources: [www.pge.com/res/rebates](http://www.pge.com/res/rebates)

RESIDENTIAL - CONCEPT #1, OPTION A, VERSION 4, SEP 18, 2006

## Option B



**\*\*DRAFT COPY ONLY\*\***


John Jacob Sample  
Service ID: 9209438005  
Rate schedule: E1 RB Residential Rate  
Rotating outage: 50 - exempt from rotation  
Meter: 6H5883, Serial C

page 3 of 6


### Details of your electricity charges

From Apr 1, 2006 to May 2, 2006 (32 billing days)

<b>Your meter reading</b>	
Current reading on May 2, 2006	60848
Prior reading on Apr 1, 2006	- 60367
Difference	= 481
Meter Constant	x 1.00
Electricity you used this billing period (kWh)	= 481



Apr 06  
(32 billing days)



Apr 05  
(31 billing days)

Find out why the amount you owe on this bill is different from this time last year. Visit our Website, [www.pge.com](http://www.pge.com) and check out our bill analyzer tool to compare your energy usage.

**Here's how we calculated your electricity charges**

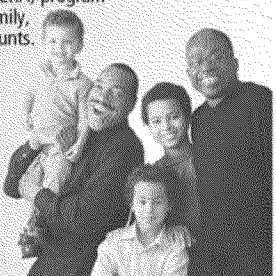
<b>From Apr 1, 2006 to Apr 30, 2006:</b>	
Baseline (Tier 1) - 363.00 kWh @ \$0.11430	\$41.49
Tier 2 - 87.94 kWh @ \$0.12989	+ \$11.42
<b>From May 1, 2006 to May 2, 2006:</b>	
Baseline (Tier 1) - 30.06250 kWh @ \$0.11430	+ \$3.44
Subtotal of your electricity charges	= \$56.35
Energy commission tax (481 kWh @ \$0.00023)	+ \$0.11
<b>Your total electricity charges</b>	<b>= \$56.46</b>

### Do you qualify for savings?

If you qualify for the Family Electric Rate Assistance (FERA) program you can enjoy lower electricity rates open to single-family, low- to middle-income customers with their own accounts.

The FERA Program provides savings on electric bills for qualifying large households of 3 or more persons by charging lower rates. To see if you qualify or for more information, visit [www.pge.com/fera](http://www.pge.com/fera) or call us at 1-800-743-5000.

El Programa FERA proporciona ahorros a hogares grandes, de tres o más personas, que califican cobrándoles las tarifas. Para ver si califica o para información adicional, por favor visite nuestro sitio en la web [www.pge.com/fera](http://www.pge.com/fera) o llame al 1-800-660-6789.



For additional rebates and energy saving resources: [www.pge.com/res/rebates](http://www.pge.com/res/rebates)

RESIDENTIAL - CONCEPT #1, OPTION B, VERSION 4, SEP 18, 2006

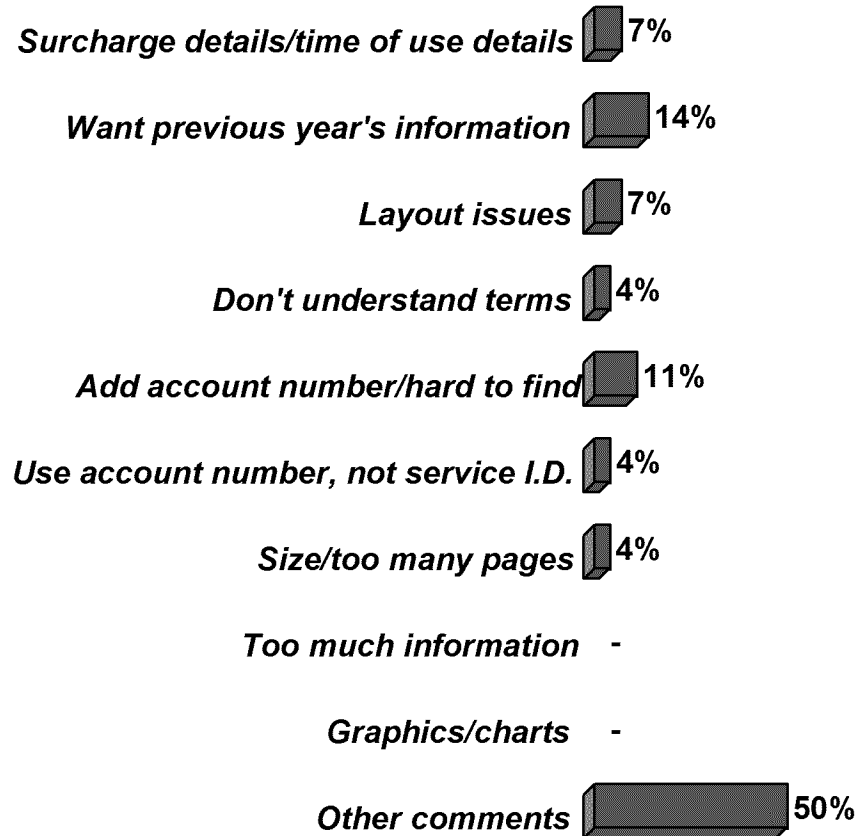
## Residential: Page 3 Detail Evaluations

	<b>Option A</b> <b>(n=180)</b>		<b>Option B</b> <b>(n=170)</b>	
	<b>Strongly Agree</b>	<b>Agree But.../ Disagree (Improvement Needed)</b>	<b>Strongly Agree</b>	<b>Agree But.../ Disagree (Improvement Needed)</b>
<b><i>Provides enough information to identify the actual account</i></b>	87%	13%	88%	12%
<b><i>All of the terms on this page are clear and understandable</i></b>	85%	15%	89%	11%
<b><i>Provides the right amount of detail about electricity charges</i></b>	87%	13%	83%	17%
<b><i>Provides useful additional information</i></b>	83%	17%	87%	13%

# Residential: Page 3 Improvement Suggestions

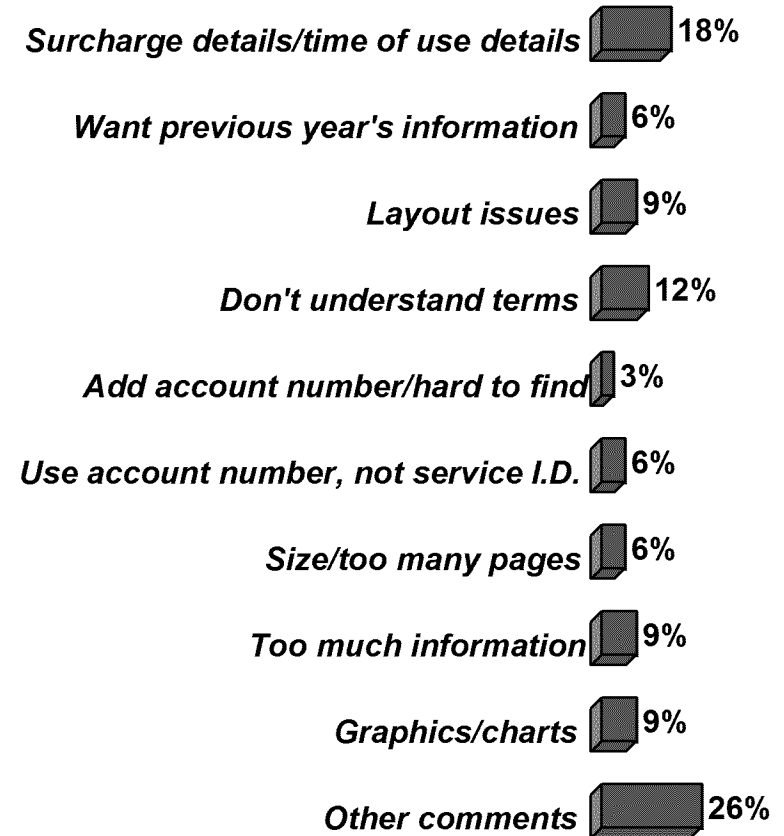
## Option A

(% of Those Answering)  
(n=28, 16% of Total for "A")



## Option B

(% of Those Answering)  
(n=34, 20% of Total for "B")



# Residential: Page 3 Improvement Suggestions

## Option A

### Recommendations:

*Do not have gas account! (page 2) Should include "on-off" peak chart, summary/winter rates? Show meter charge.*

*Same as question 6 and 11. Could not find last years rates for same month on electric bill. We do not have natural gas.*

*Account summary could be improved.*

*Very good job. I like the previous year comparison. The wattage calculation is very intuitive too.*

*Reduce the space between the text and graphics.*

*Condense to 2 pages.*

*No information on how baseline is calculated or what electric meter constant really is.*

*I have a peak usage meter and I hope this info will be included.*

*Doesn't identify specific meter*

## Option B

### Recommendations:

*Should show peak and off peak usage.*

*All of this is meaningless unless how baselines are determined and who sets the multiplier and why. The "constant" is only defined by PG&E and as a consumer, we don't have access, nor control over that basic figure.*

*Like I stated on page 1 of this questionnaire. There is no information on the peak time customers.*

*Peak and off-peak time use?*

*Amounts and cost of over base line need to be shown.*

*No information about time of use meter.*

*Again, what are the tiers? Please place gas and electric on same page.*

*What outage block am I on?*

*What is a meter constant?*

*Explain baseline and tiers.*

*I think I liked the way the old bill showed the last years / this years usage as opposed to the new bar graphs.*

# Residential: Page 3 Improvement Suggestions

## Option A

### Recommendations:

*If customer has a P.O. Box address, bill should also show street address.*

*Put account number in red ink.*

*Account number should be on this page also.*

*Combine pages 2 and 3.*

*Could combine pages 2 and 3.*

*I like the new form, very clear.*

*You have these 3 pages on one front page).*

*Don't understand*

*Needs daily therm chart instead of total therms used a year ago and today.*

*What is rotating outage?*

*Why are there so many different amounts for different rates?*

## Option B

### Recommendations:

*Graph is redundant.*

*All the info is there and fine, but I would much prefer all the gas and electric charges on page 2, so that 3-6 are general info only.*

*Tab tier 2 over one so math is easy to calculate.*

*Again, too much paper being used.*

*Have to go to website for info - no way! I just want to pay my bill and know the amount of energy I've used.*

*More miscellaneous info than necessary.*

*Show average consumption per day below graph.*

*When comparing usage from year to year, it would be very useful to know the average temperatures of the months in question. If April '05 was warmer than April '06, greater energy use doesn't indicate waste.*

*Not as much detail of charges as past statements.*

*Is the "care program" and the "qualifying for savings" on page 3? I see there phone #s are different??*

*Tremendous improvement over current procedure of not showing dollar amount of each tier or sum of all tiers.*

*Should list account number by account number, not service ID.*

*If there is a rate increase, I'd like to see the notation.*

# Residential: Page 4 Detail Evaluations

(n=350)

**Strongly Agree** **Agree But.../ Disagree (Improvement Needed)**

**All of the terms on this page are clear and understandable**

84%

16%

**The dollar amounts in the Explanation of Charges are helpful**


83%

17%

**It is organized to make it easy to find information**

83%

17%



**\*\*DRAFT COPY ONLY\*\***

www.pge.com

page 4 of 6

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### Things you should know

**Customer service (English)**  
**24 hours/day, 7 days/week** 1-800-743-5000  
 TDD/TTY (Speech/Armeding impaired) 1-800-452-4772  
 Servicio al Cliente (en español) 1-800-469-4789  
 Chinese 1-800-469-4955  
 Vietnamese 1-800-218-4436

**Smarter Energy Line**  
 (for residential energy efficiency information) 1-800-433-9555  
 Energy theft notices 1-800-342-1145  
 To request a claim form 1-800-743-5000

**Explanation of your charges**  
 The following items are included in your gas charges:

- **Gas Delivery** costs for gas transportation, distribution and storage.
- **Gas Energy Procurement** costs of \$0.85971/therm (Rate Schedule G-CP) for purchased gas delivered to PG&E's service territory border.
- **Gas Public Purpose Program (PPP)** surcharge of \$1.74, for the cost of state-mandated gas assistance programs for low-income customers, energy efficiency programs, and public interest research and development.

The following items are included in your electric charges:

- **Electric Delivery** costs of \$28.47, for transmission, distribution and public purpose programs.
- **Electric Energy** costs of \$30.15, for the commodity cost for electricity for customers that purchase electricity from PG&E and a Competitive Transition Charge (CTC). The CTC is the cost of certain purchased power agreements and restructuring implementation costs and is determined by the CPUC. Customers that elect to purchase electricity from other suppliers pay this charge.

**Other charges, which include:**

- **Trust Transfer Amount** of \$3.29 for repayment of re-authorized bonds used to refinance at better terms a portion of past investments previously included in rates and authorized by the CPUC. This charge applies only to accounts that qualify for the 10% rate reduction California Department of Water Resources (DWR) Bond charge, which pays for bonds issued to finance a portion of the historic cost of power purchased by DWR to serve electric customers. PG&E collects these revenues on behalf of DWR.
- **Energy Cost Recovery Amount** of \$2.10, which covers the principal, interest, and other costs associated with Energy Recovery Bonds issued by a Special Purpose Entity (SPE). One of these charges is the Dedicated Rate Component (DRC), which is \$0.00393/kWh. 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 refinance its bankruptcy Regulatory Asset, which was established by the CPUC to help finance PG&E's emergence from bankruptcy.
- **DWR Bond Charge** of \$2.34 is 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.

**Baseline** (Tier 1) is the maximum number of therms or kWh that can be billed at the lowest unit rate. If you use more than your baseline quantity, every additional therm or kWh will be billed at a higher rate.

**Electric Meter Constant** is a factor used, when necessary to rate an index usage to a total usage.

**Gas Meter Multiplier** is used to adjust a customer's metered volume of gas use to an equivalent volume at a specified pressure and elevation due to variations in elevation and delivery pressure.

**Options for paying your bill**

By mail: send in enclosed envelope  
 By phone: 1-800-777-4682 - certain restrictions apply  
 Online: at www.pge.com  
 In person: pay at your local office  
 205 P St.  
 Fresno, CA 93766

**When you disagree with your bill**

If you believe we have billed you incorrectly, we encourage you to contact us for an explanation. If you are dissatisfied with our response, send the bill and a letter to:

California Public Utilities Commission (CPUC)  
 Consumer Affairs Branch  
 505 Main Street  
 San Francisco, CA 94102

Be sure to enclose a deposit for the amount owed made payable to the CPUC to avoid having interest tacked off while you wait for a CPUC decision. The CPUC will only accept deposits for matters that relate directly to the accuracy of a bill. Matters such as the quality of a utility's service, general level of rates, pending rate applications and sources of fuel or power are not matters related to bill accuracy.

If it is not possible for you to pay your deposit, you must advise the CPUC. In the meantime, we cannot turn off your service for nonpayment as long as the CPUC is reviewing your claim.

**Past-due bills**

Your bill is due when you receive it and becomes past due 19 days after the date presented. Closing bills are considered past due if not paid 15 days after the mailing date.

If you are unable to pay on time, call us 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. If you feel we are not offering you a payment arrangement that is reasonable for you, you may contact the CPUC at 1-800-649-7570 or 415-763-2032 (TDD/TTY).

**Deposits**

We may require a deposit from you to establish service, to re-establish credit or to increase an existing deposit. Typically deposits for new service may be twice the average monthly bill, for existing customers it may be up to twice the maximum monthly bill.

**Rules & Rates**

We offer optional rates that may lower your PG&E bills. To find out about our optional rates or for a complete list of our rules and rates, call us.

**Outage block 50 is exempt from rotation**

Being a part of outage block 50 means you are a customer who is served by circuits that contain essential services, such as large hospitals that meet certain criteria, fire departments, police stations, and other vital government functions. Normally, outage block 50 customers are exempt from rotating outages, unless conditions dictate otherwise. Rotating outage blocks are subject to change without advance notice due to operational conditions.

Pacific Gas and Electric Company **2006 Bill Redesign Survey**

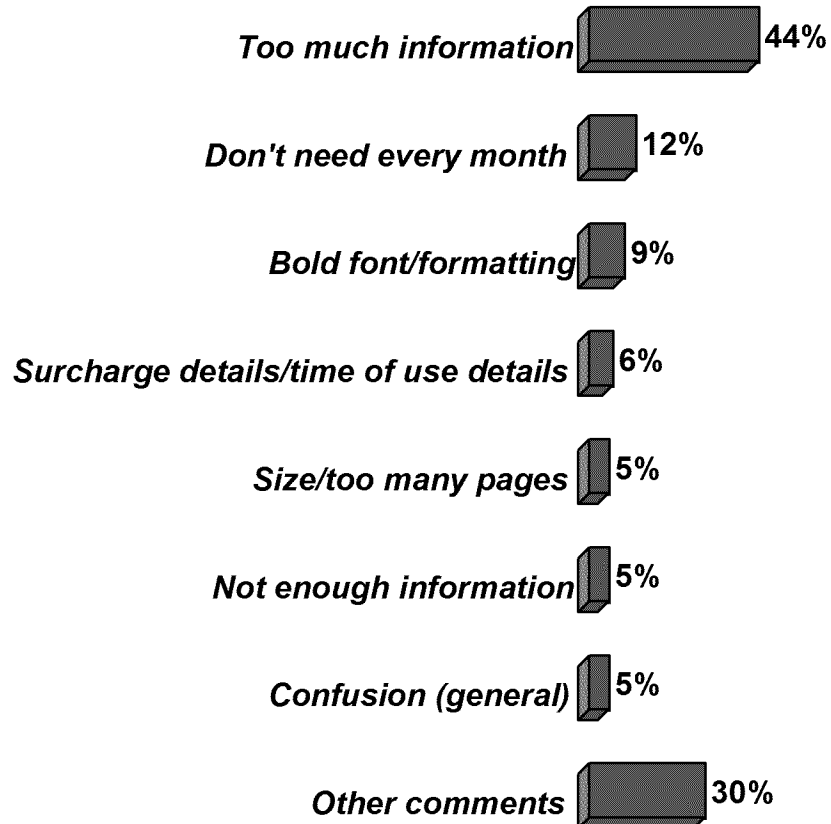
HINER & PARTNERS, INC.  
 CONSULTING STRATEGISTS AND ANALYSTS

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SB\_GT&S\_0656290

# Residential: Page 4 Improvement Suggestions

(% of Those Answering)  
(n=66, 19% of Total)



## Recommendations:

*All we need are the phone numbers and addresses - the rest is blah, blah, blah. At least put phone and addresses in bold print - still don't see where in the bill the \$ for nonsense like this shows up.*

*Almost everything in left hand column (except phone numbers) is useless to normal customers, and is a waste of paper and ink.*

*Each item in and of itself is useful and well written. Collectively it is somewhat overwhelming at first glance.*

*Honestly I don't know anyone that reads this stuff. Make it all accessible online if needed.*

*I am certain I would never read most of this stuff. The phone numbers may be helpful.*

*I want most of this info in a clearer form. Most of this reads like double-talk. Especially the section on Energy cost recovery. Also if I want to talk to a representative, I want him or her living in the US, not India.*



# Residential: Page 4 Improvement Suggestions

## Recommendations:

*All we need are the phone numbers and addresses - the rest is blah, blah, blah. At least put phone and addresses in bold print - still don't see where in the bill the \$ for nonsense like this shows up.*

*Almost everything in left hand column (except phone numbers) is useless to normal customers, and is a waste of paper and ink.*

*Each item in and of itself is useful and well written. Collectively it is somewhat overwhelming at first glance.*

*Honestly I don't know anyone that reads this stuff. Make it all accessible online if needed.*

*I am certain I would never read most of this stuff. The phone numbers may be helpful.*

*I want most of this info in a clearer form. Most of this reads like double-talk. Especially the section on Energy cost recovery. Also if I want to talk to a representative, I want him or her living in the US, not India.*

## Recommendations:

*I would have to have a very good reason to read this page. I see the tiers are defined here. Explanation is information overload.*

*I'm not sure I want to sift through all this info. A once a year info sheet for (year) to keep handy saves paper and your costs!*

*Information Overload*

*Too much "Legalese"*

*Charges do not need to be explained every month - waste of too much paper.*

*Mail quarterly.*

*Send only once a year.*

*Other charges are very confusing.*

*Where and how do these charges appear on the bill.*

*Where do the dollar amounts show on page 2 and 3. How do they correlate with the totals.*



# Residential: Page 4 Improvement Suggestions

## Recommendations:

*Example - I understand your "definition" of a baseline, but the more critical question is, "Who decides this, and how does it change?" Example - we froze last year, determined to get the rebate - to no avail. After months of discomfort I was discouraged and fear we now have an even lower baseline.*

*Explain charges and sub headings should be in darker print. Too complicated and not clear.*

*Is baseline set by our usage?*

*Bolder subtitles after bolts.*

*First few words of each question should be bolder type to identify the main purpose of each paragraph.*

*The dollar amount must be in red ink.*

*I like the detailed information format of past statements.*

*Provide explanations of how new baseline Kwh's are derived, family size, house size, weather area.*

*Don't bury the numbers in the fine print, make same kind of table.*

## Recommendations:

*Where it says "call us" - you should provide the specific number since there are several numbers listed at the top.*

*I did not see about monthly averaging payment? Or meters that keep track of use during off peak hours?*

*It would be nice to include a chart showing the cost of electricity for each day/time.*

*Minimize and simplify information.*

*Print is too small.*

*Charges and rate for over base line needed. Time of use meters need to be explained. When does it switch from summer to winter baseline rates.*

*Recent PUC decisions which adversely affects the consumer and a phone number to complain to the PUC head person.*

*DRC rate has 5 decimal places. Not sure if this is PUC requirement or PG&E choice, but going beyond 4 decimals seems excessive.*

# Residential: Page 5 Detail Evaluations


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www.pge.com

**\*\*DRAFT COPY ONLY\*\***

View and pay bills online at [www.pge.com](http://www.pge.com)

page 5 of 6

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**Cool Off Your Summer Energy Bills.**  
Take advantage of three easy ways to stay in control, including a special rebate.

The heat is on, but you can put a chill on your PG&E electricity usage. It's easy, and it can make your summer a lot more comfortable.

- 1 Get a new home desktop computer or server that uses GOPLUS<sup>®</sup> certified power supplies. For more information visit [www.GoPlus.org](http://www.GoPlus.org)
- 2 Have your air-conditioning ducts tested when you buy or service a unit.
- 3 Pocket a \$100 rebate on a filtration pump and motor for your swimming pool.


For details about this as well as additional rebates and energy saving resources, visit [www.pge.com/res/rebates](http://www.pge.com/res/rebates) or call the Smarter Energy Line at 1.800.933.9555

**FREE Homebuyer's Kit: Savings to \$400 plus valuable coupons**

Get money saving details on ENERGY STAR<sup>®</sup> New Homes.

Lower the total cost of your new home by cutting energy bills \$200-\$400 every year. Get a handy video and brochure, maps to nearby energy-efficient developments plus valuable coupons for products and services.

Call 1.800.474.3468 or visit [pge.com/newhomes](http://pge.com/newhomes)



**Why we trim trees and ways you can help**

- **It's the Law.** State law requires PG&E to keep clearances between high-voltage power lines and all vegetation.
- **For Public Safety.** Maintaining required clearances keep people safe from injury if they climb or work in trees located near power lines.
- **For Fire Safety.** Trimming trees to maintain required clearances prevents them from touching high-voltage power lines, which can start fires. Lower voltage lines, such as phone and cable TV lines, that are installed lower on the utility pole don't require clearing because they present little or no fire hazard.
- **To Reduce Outages.** Trimming trees to maintain required clearances reduce outages caused by falling branches.

**Ways You Can Help**


- Allow PG&E access to trees when trimming is necessary.
- Don't plant trees under or near overhead power lines.
- Clear flammable vegetation from around your home.
- Never trim trees near high voltage power lines yourself. Call us first at 1.800.PGE.5000.

\* Safety always comes first. PG&E reserves the right to trim trees to maintain required clearances. PG&E reserves the right to trim trees to maintain required clearances.

**20% CARE savings off your PG&E bill**

Find out if you're eligible to save 20% each month through the California Alternate Rates for Energy (CARE) program. If you're already enrolled, you must be recertified every two years.

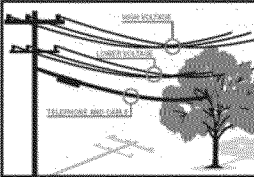
Call 1.866.PGE.CARE to apply or recertify now.



**Sidewalk or yard project? Call before You Dig! 1.800.227.2600**

Don't hit an underground utility line. Whether you're a homeowner or contractor, call Underground Service Alert at least two working days before you dig.

For more information on this free service, visit [www.pge.com/safety](http://www.pge.com/safety)



(n=350)

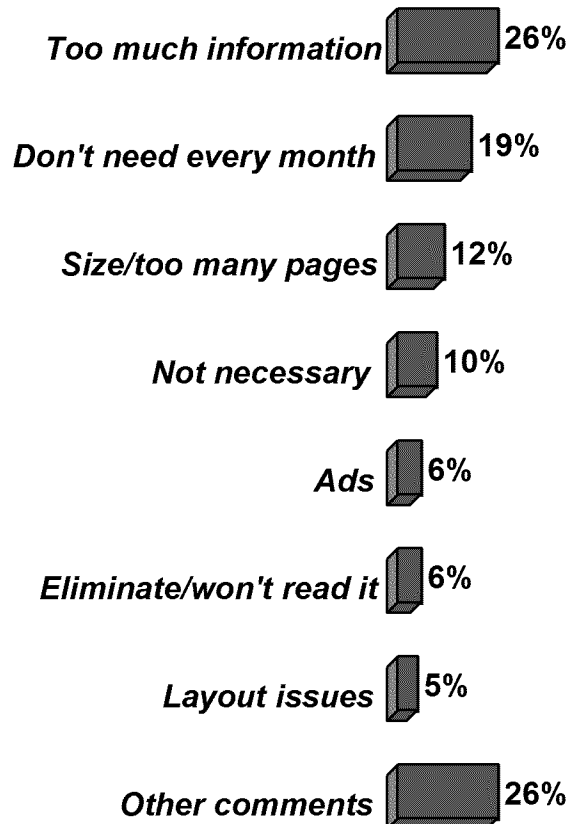
	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<i>The page is easy to read</i>	85%	15%
<i>The page includes the right combination of graphics and text</i>	83%	17%
<i>The type of information included here is worth reading about</i>	75%	25%

**Which of the following options would you prefer for the type of information shown on this page?**

<i>Separate inserts</i>	26%
<i>Separate page in the energy statement (shown here)</i>	39%
<i>Separate newsletter</i>	14%
<i>None – do not want this information</i>	28%
<i>Other (yearly or quarterly, online)</i>	6%

# Residential: Page 5 Improvement Suggestions

(% of Those Answering)  
(n=84, 24% of Total)



## Recommendations:

*Devote more writers to coming up with articles that are meaningful, well written and short.*

*Don't get repetitive or boring.*

*Excellent, no more inserts please.*

*I personally sometimes glance at this information but seldom read it. However, It might be beneficial to others so I don't mind receiving it.*

*I would probably scan headlines not read entire text.*

*Not really necessary to have all that info. Could have put "Cool off...." on page 2 or 3. "2070 Care" already on page 2.*

*Too much information.*

*Give quarterly instead of monthly*

*I don't believe this page is needed in every bill.*

*Is this page going to be included in all bills, every month? Send a simple booklet once a year to old customers. Give a copy to each new homeowner when service is started.*

# Residential: Page 5 Improvement Suggestions

## Recommendations:

*Devote more writers to coming up with articles that are meaningful, well written and short.*

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*Too much information.*

*Give quarterly instead of monthly*

*I don't believe this page is needed in every bill.*

*Is this page going to be included in all bills, every month? Send a simple booklet once a year to old customers. Give a copy to each new homeowner when service is started.*

## Recommendations:

*Once a year is enough, maybe seasonal rather than monthly.*

*Suggest this info be included with bill only every other month.*

*Wasted paper.*

*As long as it is not stapled to the bill, it can be discarded easily after being read.*

*Get rid of the picture of the happy couple. Nobody smiles when paying their bill.*

*To much. We are bombarded everywhere these days with ads. I would say most people don't even read them. Waste of a tree to put ever month.*

*A little too cluttered. Reduce the ads*

*Could eliminate this page by having some of the info on bottom of page 3 instead.*

*The type is difficult to read even with glasses.*

*I don't need graphics.*

*Put it on your website. I never read this info. If I need to know this info, I'll look it up.*

# Residential: Page 6 Detail Evaluations

(n=350)

	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
How to receive additional information about these topics is clear and easy to find	71%	29%
The page includes the right combination of graphics and text	68%	32%
The type of information here is worth reading about	57%	43%
The page is easy to read	56%	44%

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page 6 of 6

### POWER CONTENT LABEL

ENERGY RESOURCES	PG&E 2007 POWER MIX (Percent)	2006 CA POWER MIX (For Comparison)
Eligible Renewable	13%	8%
Hydro	5%	11%
Geothermal	2%	4%
Solar	1%	2%
Wind	2%	1%
Coal	3%	30%
Large Hydroelectric	14%	34%
Natural Gas	42%	33%
Nuclear	22%	5%
Other	1%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

Percentages are calculated annually by the California Energy Commission based on the publicly available California generation using the previous year.

For specific information about this electricity product, contact Pacific Gas and Electric Company. For General Information about the Power Content Label, contact the California Energy Commission at 1-800-952-7254 or www.energy.ca.gov/generation.

The actual 2007 cost for California electricity is not the 13% power mix shown above, but rather: 11% renewable, 32% coal, 17% large hydro, 9% natural gas, and 15% nuclear. PG&E advocates changes to the mandated forest so that standards would be provided for comparison.

### PROPOSITION 65—PUBLIC WARNING

The State Drinking Water and Basin Enhancement Act of 1992, commonly referred to as Proposition 65, requires the Governor to publish a list of chemicals "known to the State of California" to cause cancer, birth defects, or other reproductive harm. It also requires California businesses to warn the public of potential exposures to these chemicals which result from their operations.

Pacific Gas and Electric Company uses chemicals in its operations that are "known to the State of California" to cause cancer, birth defects, or other reproductive harm.

For example, Pacific Gas and Electric Company uses natural gas and petroleum products in its operations. Pacific Gas and Electric Company also releases natural gas to its customers. Petroleum products, natural gas, and their combustion by-products contain chemicals "known to the State of California" to cause cancer, birth defects, or other reproductive harm.

A warning placard is posted to release gas so that leaks of unburned gas can be quickly detected. If gas odor is detected, Pacific Gas and Electric Company should be contacted promptly.

Pacific Gas and Electric Company provides a free service to check and seal up your home gas appliances. Please call 1-800-743-3800 if you would like your gas appliances checked. For additional information on this Proposition 65 warning, write to Pacific Gas and Electric Company at P.O. Box 7017, San Francisco, CA 94116.

### NOTICE OF APPLICATION FILING: PG&E'S 2007 ENERGY RESOURCE RECOVERY ACCOUNT (ERRA) AND ONGOING COMPETITION TRANSITION CHARGE (CTC) FORECAST REVENUE REQUIREMENTS

Each year, Pacific Gas and Electric Company (PG&E) is required to file an application that forecasts its rates for the next year. The application includes forecasts for the utility's revenues and costs, and the California Public Utilities Commission (CPUC) reviews the utility's forecast to ensure that customers are not charged more than it costs PG&E to provide electricity.

On June 1, 2006, PG&E submitted Application No. 06-04-0017 to the CPUC, which the CPUC accepted for filing. The application includes forecasts for 2007. PG&E's rate recovery proposal includes a forecast that a, the expected costs of electricity needed to serve its customers is \$1.167 billion. The forecast consists of \$2.666 billion of power procurement costs (cost of fuel and electricity at or below market rates) and \$209 million of "non-power" power costs (such as power purchase under preexisting contracts) which are higher than market rates. These non-power power costs are recovered, as an ongoing Competition Transition Charge (CTC), as allowed by the Electric Utility Industry Restructuring Act (Assembly Bill 1880), in its application. PG&E also proposes that separate forecasted electric procurement costs in 2007 be refunded to customers by reducing rates in 2007.

**Does this mean electricity will cost less next year?** Even though overall revenues from bundled customers (that is, customers who receive electric generation, as well as transmission and distribution, service from PG&E) will increase by approximately \$215 million, some customers may experience an increase and others may decrease. This is because the reduction is allocated among customer classes differently. Steps to achieve allocation of revenues to each class is the forecasted on the back of this notice. PG&E expects that the rate changes associated with PG&E's 2007 electric procurement forecast, as well as any additional items or adjustments to related billing accounts (or account adjustments) by record, for necessary through rates, certain electric generation, and to ensure revenues match those forecasted, will be considered with changes in other CPUC proceedings and completed in rate on January 1, 2007, at the earliest rate change in rates for individual customers is \$0.04 to \$0.05.

**Detailed Information About PG&E's Application**

In December 2006, the CPUC ordered PG&E to establish the Energy Resource Recovery Account (ERRA) in its account. PG&E is to record the cost of fuel used in producing electricity at its own power plants and the cost of buying electricity from non-PG&E generation. Each year the utility submits a forecast of operating costs, but reports on the amount of market activities.

In its 2007 ERRA application, PG&E proposes a 2007 ERRA revenue requirement for bundled customers of \$2.666 billion and an ongoing Competition Transition Charge revenue requirement for bundled, direct access customers who purchase their electricity from a utility supplier, and departing load customers (customers who receive electric generation, as well as transmission and distribution, service from a public-owned utility or municipality) of \$209 million. This increase in forecast ERRA revenue is authorized by approximately \$221 million and includes bundled, direct access, and departing load ongoing CTC revenue collection by approximately \$56 million relative to present ERRA and ongoing CTC rates.

PG&E is seeking to change total electric charges for bundled service customers. In addition, customers who purchase energy from non-PG&E suppliers (i.e., direct access customers) will also see a change in revenues to their bill due to the reduction of the CTC rate. The reduction of CTC revenues to direct access customers (approximately \$11 million) is currently largely offset by a corresponding increase in the California Department of Water Resources (CDWR) power portion of the Direct Access Cost Responsibility Surcharge, but may be affected by issues being addressed in separate proceedings before the Commission. Departing load customers will see a decrease to the CTC rate. The following table illustrates how PG&E proposes to allocate the increase in the ERRA revenue requirement and the decrease in the CTC revenue requirement among bundled and direct access customers:

Class and Service	2007 ERRA Revenue Requirement	Change in Revenue Requirement	Change in Direct Access Revenue	Resulting Change in Direct Access Revenue
Residential	\$74,937	-2,256	\$0	-0.03%
Small Commercial	\$23,633	-1,856	\$0	-0.09%
Medium Commercial	\$43,884	-2,455	\$0	-0.02%
Large Commercial	\$33,030	-2,455	\$0	-0.04%
Manufacturing	\$221	-1,246	N/A	N/A
Industry	\$17,171	-1,130	N/A	N/A
Agriculture	\$5,178	-1,025	\$0	-0.05%
Large Industrial	\$21,583	-2,729	\$247	-0.19%
<b>System Total</b>	<b>\$148,542</b>	<b>-2,035</b>	<b>\$247</b>	<b>-0.09%</b>

If the Commission approves PG&E's application, a typical residential customer using 443 kWh per month will see the average monthly bill change from \$63.33 to \$63.36, an increase of 0.05 cent per month. A residential customer using twice that amount of electricity, approximately 887 kWh per month, will see the average monthly bill change from \$146.13 to \$146.20, an increase of \$0.07 per month. Individual bills may differ.

**THE CPUC PROCESS**

The CPUC's Independent Division of Ratepayer Advocates (IDRA) will review this application, analyze the proposal, and present an independent analysis and recommendations to the CPUC's commissioners. Other parties will also participate.

The CPUC may hold evidentiary hearings where parties present their proposals in testimony and are subject to cross-examination before an Administrative Law Judge. These hearings are open to the public, but only those who are parties of record can present evidence or cross-examine witnesses during evidentiary hearings.

After considering proposals and evidence presented during the hearing process, the CPUC will issue a final decision. When the CPUC acts on this application, it may adjust all or part of PG&E's forecast, amend or modify it, or deny the application. The CPUC's final decision may be different from PG&E's proposed application filing.

**FOR FURTHER INFORMATION**

You may contact the CPUC's Public Advisor with comments or questions as follows:

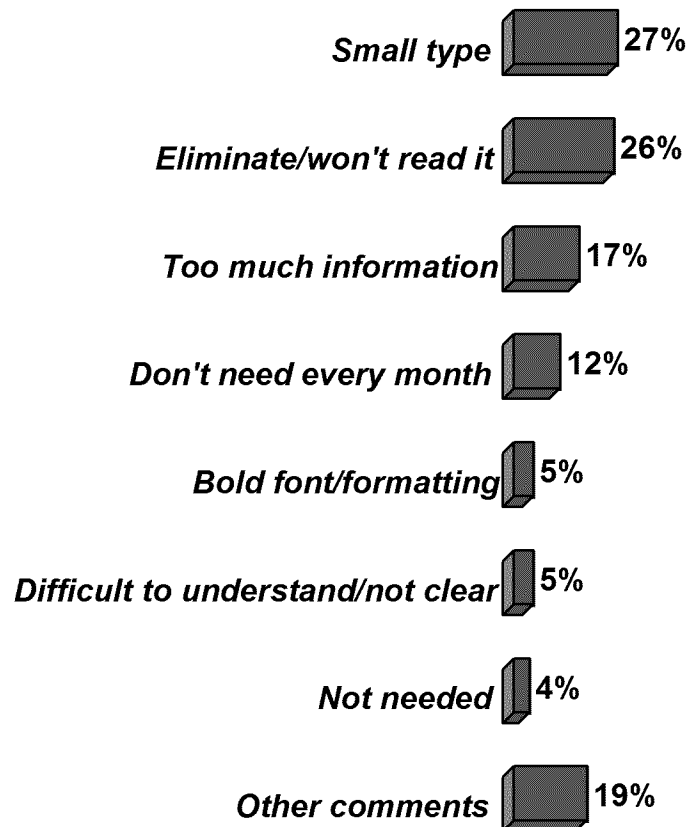
Public Advisor's Office  
500 Van Ness Avenue, Room 2910  
San Francisco, CA 94102  
415.775.3374 or 800.949.3390 (toll free)  
TTY: 415.775.5262, TDD: 800.949.3390 (toll free)  
Email: [PublicAdvisor@cpuc.gov](mailto:PublicAdvisor@cpuc.gov)

If you are writing a letter to the Public Advisor's Office, please include the application (06-06-0017), all comments and attachments to the Commission, the assigned Administrative Law Judge and the Energy Division staff.

For more details on PG&E's 2007 ERRA, call 800.743.3800. For more details on the CTC, call 800.662.4789. For more details on the CTC, call 800.268.8438. For TDD/TTY (voice) relay, call 800.952.4112.

# Residential: Page 6 Improvement Suggestions

(% of Those Answering)  
(n=165, 47% of Total)



## Recommendations:

*Font is a little small. Include it in a separate envelope and make it larger. Most people probably don't care about this info in general.*

*I need a magnifying glass page to read this page. When you do read it, you need a lawyer to explain it in simpler terms especially your PGE application.*

*Print is too small. Information should not be on bill. Use newsletter or separate insert. No one reads this crap anyway, especially the stupid prop 65 warning. Here everything may cause cancer.*

*Print is very small and I am old! Hard to read. Maybe this info could be included every 6 months thus reducing your costs.*

*Dump the page.*

*I don't care about any of this information.*

*I don't need all that info. Print is small and I wouldn't read it anyway. All I need are the phone numbers.*

# Residential: Page 6 Improvement Suggestions

## Recommendations:

*I never look or ever read any of this stuff, make it available on request if it is legal to do.*

*This information is not really useful to most people.*

*1 in 100,000 will read this? Why not just a paragraph offering the info and telling a website or address where one can access it. Good lord, people. Why are you doing this? It's an outrage.*

*Maybe have 1-2 topics. Scale it down.*

*Overwhelming - summarize this.*

*Sort of boring!*

*Tough call - John Q public I think relies on the PUC to cover their butts. No one reads this stuff. Just do what is right.*

*Very good? But most people will not take the time to use it.*

## Recommendations:

*Can't the legal statement be sent with the initial bill and once a year after that. It is such a waste to use so much paper to write something that a person looks at once in a lifetime. You should know about conservation.*

*Maybe send out quarterly or annually if it is the same each month.*

*I don't understand anything on this page.*

*I have very little understanding of legalese.*

*Too much technical information.*

*This is website material, yet I don't see a weblink anywhere.*

*Need to change to bigger fonts. Add more colors on the page.*

*Needs to be bolder/ larger print.*

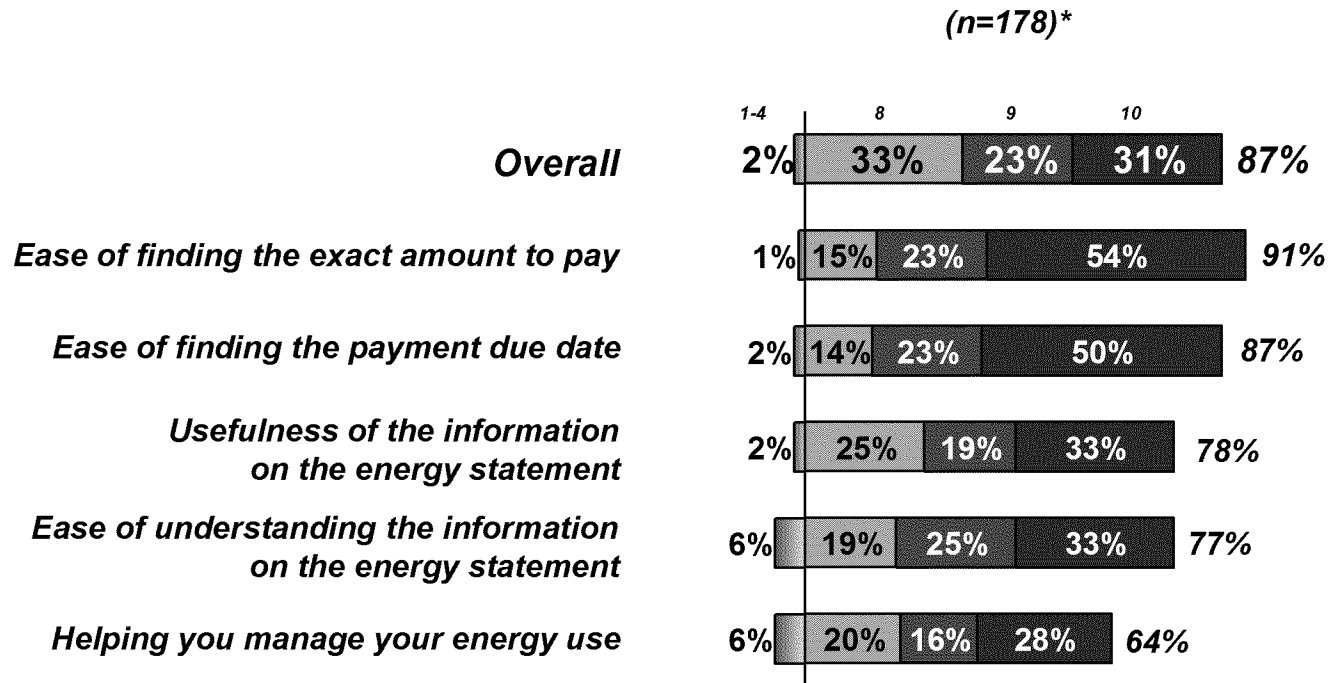


***Commercial Single Premise  
Detailed Findings***



# Commercial Single-Prem: Summary Evaluations

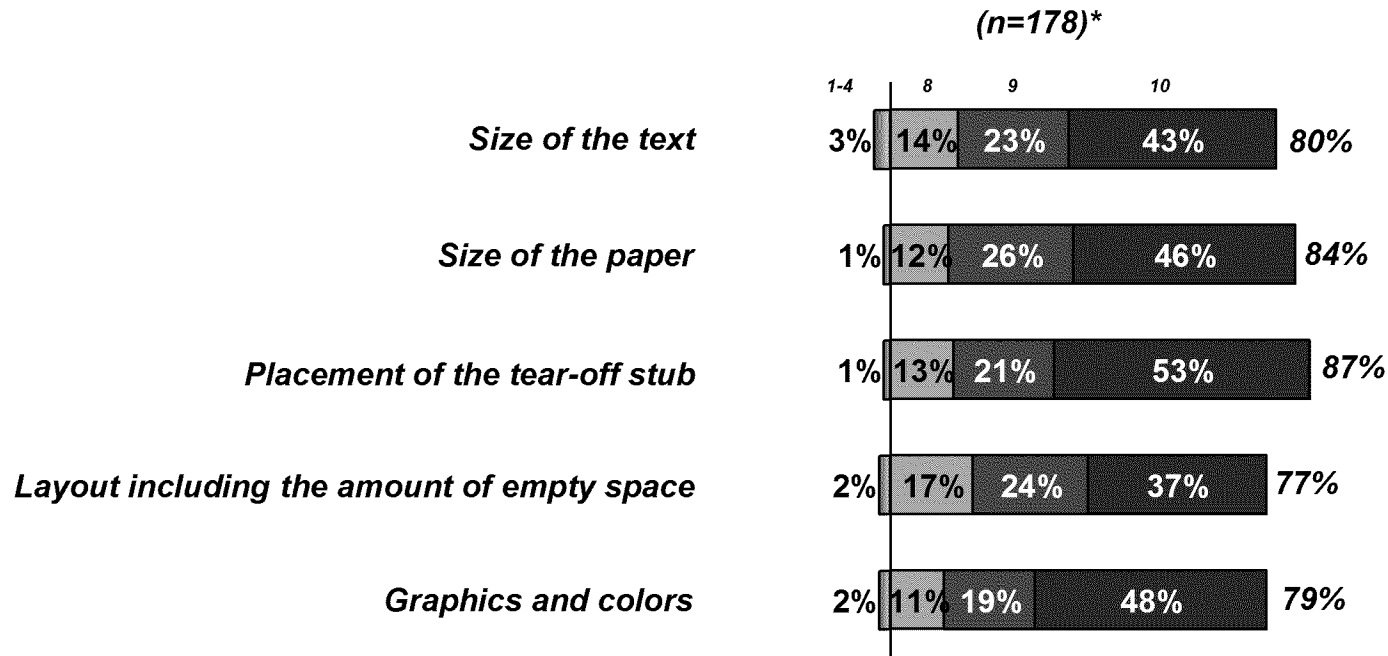
- Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement..



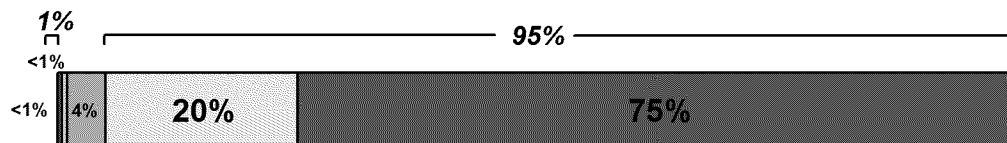
\* Includes A10 and E19 customers.

# Commercial Single-Prem: Summary Evaluations

- Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement.



Compared to the current PG&E energy statement, this newly designed energy statement is:

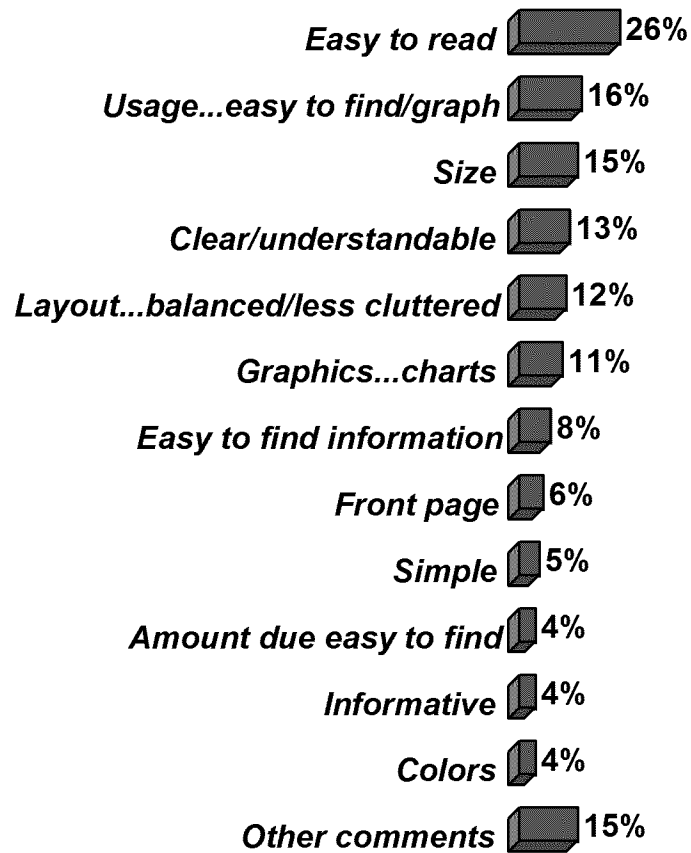


\* Includes A10 and E19 customers.

A Lot Worse  
  A Little Worse  
  Neither Better Nor Worse  
  A Little Better  
  A Lot Better

# Commercial Single-Prem: Likes

(% of Those Answering)  
(n=159, 89% of Total)



## Verbatim Comments:

*Easy to follow. Able to refer back to electricity usage in previous months.*

*Clear and concise info. Not crammed into one small invoice. Comparison Figures and charts.*

*Nice font. Clear to read. Graph of usage is nice. Self explanatory.*

*Clearly presented but less information than old bill. Graphics are useful but take up a lot of room for the information presented.*

*I love the new look! Really easy to understand.*

*Painless.*

*It's bigger and easier to read.*

*Easy to read. Short and to the point. Less paper.*

*Easy to glance at.*

*You are trying to simplify or improve. Size is really nice. Seems less cluttered, more organized, inviting, easy to read.*

*Layout - much clearer.*

# Commercial Single-Prem: Likes

## Verbatim Comments:

*Cleaner looking. Softer. Better font. Got rid of the orange.*

*The layout follows many other billings that are received making it easy to read.*

*Usage chart (13 mos.) nice addition!*

*Usage graphs. Comparison charts.*

*It is terrific, all the above items are easy to locate. I love the past year's usage graph.*

*Phone number and account number are easy to find. Electricity usage chart nice to see.*

*It's easy to find things.*

*Billing Date, Due by date are easier to read.*

*Ease of reading due date and amount due.*

*Date, payment amount and summary are the first thing I see. Easy to process right away.*

*The ease of finding the statement amount. Everything isn't bunched together.*

*The simple upfront account summary.*

## Verbatim Comments:

*Shows all summary on front page.*

*I like the color and graphics*

*General graphics and looks are improved. I like the "usage at a glance" graph.*

*Size 8.5x11 paper.*

*Bigger size - less pages.*

*I like that it is on regular sized paper and not the small sheets of paper.*

*Size. All basic info in on front page.*

*"Here's how we calculated your electric charges": I like the line graph on page 1 and the bar graph on page 2.*

*I like the stub on the bottom and the open space on the front. Its easier to find the information I need. I also like that the billing period is listed by the total due. It will save us time.*

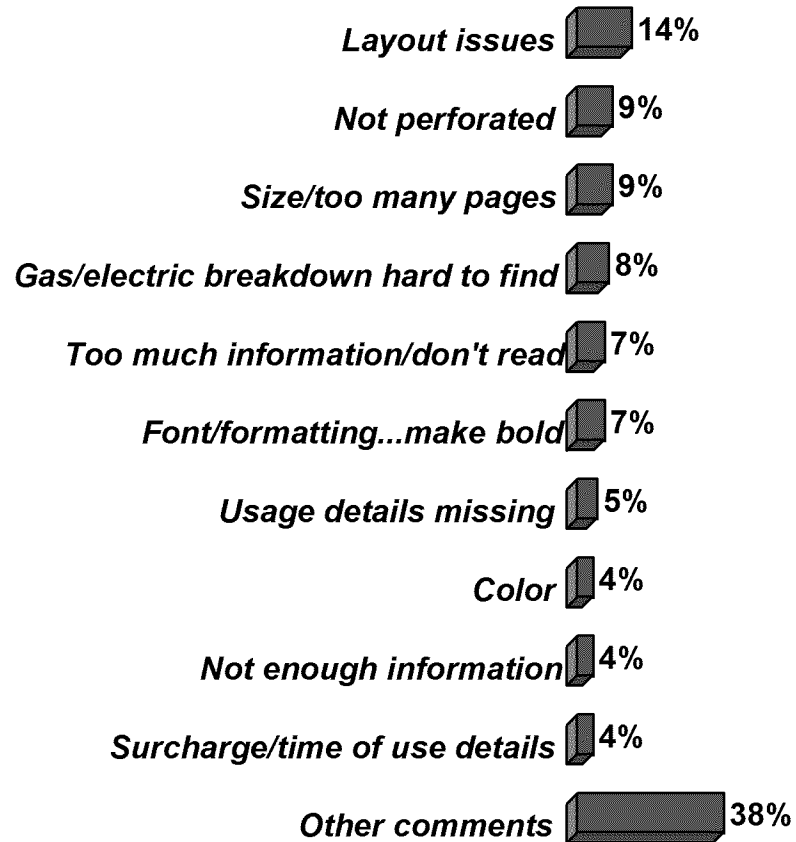
*Very simple to read and understand.*

*Simplicity of the statement.*

*Simple, straight forward presentation.*

# Commercial Single-Prem: Dislikes

(% of Those Answering)  
(n=74, 42% of Total)



## Verbatim Comments:

*Logo needs to be a little bigger to help me identify the bill faster. Use more of the logo's colors on the bill page. Too much empty space.*

*Couldn't find the taxes due.*

*Size of print for account due date mostly on the tear off where you need it to really stand out.*

*Big empty space on page 1.*

*The tear off stub has no perforations. Are you planning perforations? Did not find anything regarding the gas bill.*

*Lots of empty space - wastes paper.*

*Would also include due date on above statement by amount for my records. Make point size of date and amount a little larger.*

*I miss the borders from the old statement. i.e. blocking off the due date and amount due.*

*Pg. 4 print too small to read.*

*No sign up for auto pay. Does not show amount in excess of baseline.*

# Commercial Single-Prem: Dislikes

## Verbatim Comments:

*What happened to all the additional charges? Gas Detail?*

*Where is the tax allocations?*

*The color is ugly and faded.*

*It would be nice if you would include the overnight payment address. We manage properties from out the area and occasionally I have to overnight a check.*

*No gas details. The front should have both the gas and electric charges (like the current bill format). Too much info for energy charges: peak/off-peak/demand. It's confusing.*

*Current yr. vs. prior year. Comparison graph not needed. Numbers comparison is adequate along w/# of days % increase or decrease would be helpful.*

*Want actual numbers instead of graphics for usage (or both).*

*It doesn't have the Kwh/day information on it.*

*Understanding what counts for peak and non peak.*

## Verbatim Comments:

*The graphics of electricity usage at glance. It will be more helpful if you put one more about which is average consumption of electricity by small businesses for it will help us to compare our consumption to average usage of electricity.*

*You talk about outage block 50 on page 3, but the outage block number for the account in question does not appear on the statement. Actually found it at the top of page 2.*

*The print on the back pages could be too small for elderly customers.*

*Power usage detail not useful. Current version shows precise consumption current month to same month previous - showing us this detail for whole year and last year comparison would be awesome and helpful.*

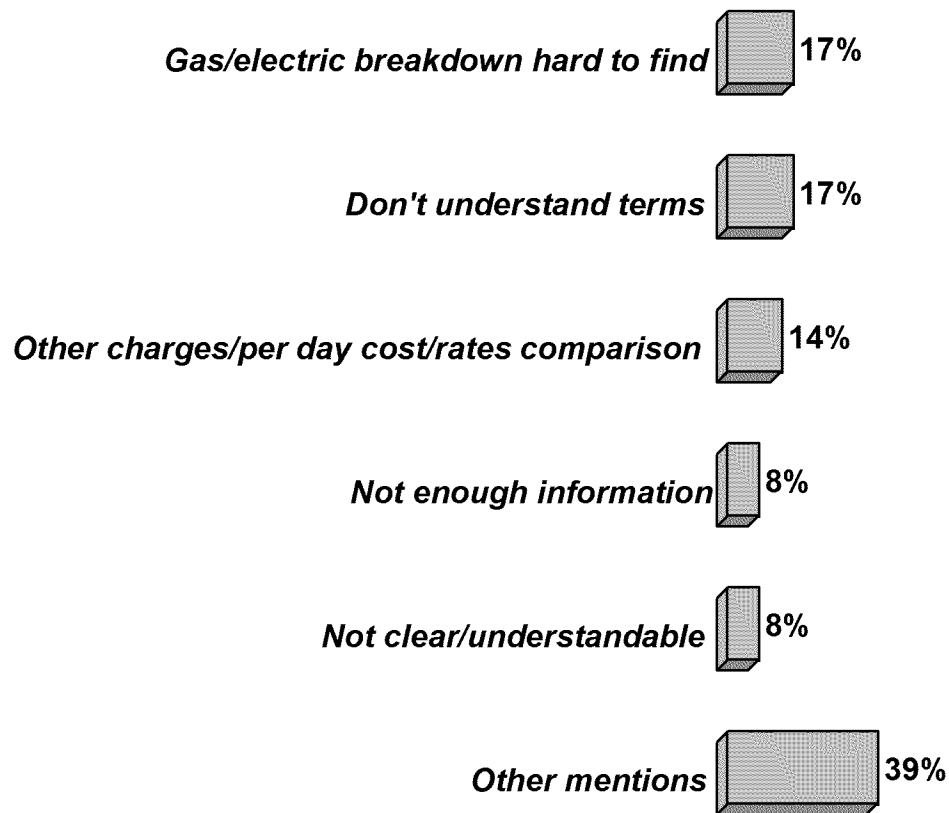
*I don't need to see an explanation of my charges every month.*

*Page 3 and 4. It comes month after month and we really never read it.*

*Page 2-4 seems a waste, but might be informative to others.*

# Commercial Single-Prem: Confusion

(% of Those Answering)  
(n=36, 20% of Total)



## Verbatim Comments:

*Above you mention gas, I didn't see gas on the statement.*

*Couldn't find the gas charge.*

*Where is the charge for the gas usage?*

*"Peak and demand terms - what they mean and when are they to help us improve when best time to use and not use.*

*Clarify what energy charge - peak, partial peak and off peak is.*

*I can add up energy charges = total Kwh (peak and partial peak and off peak) but I don't understand the demand kilowatts and how that is calculated. Also don't understand customer charge and UUT (Utilities Tax maybe?)*

*The "Other Charges" were separate from the total electric charges in small print.*

*There is no breakdown of extra charges (see page 3 of my current bill attached).*

# Commercial Single-Prem: Confusion

## Verbatim Comments:

*Things you should know. Explanation of charges do not add up. More deception. Electric meter constant, My masters degree is inadequate to help understand your description.*

*Where does the customers charge dollar amount come from?*

*Will there be the breakdown of each taxes, utility fee etc...?*

*How about if you are late on your payment.*

*No specific period on the statement.*

*List the PG&E website next to PG&E telephone.*

*For business, where is service address? (Assume top right corners)*

*The charts are confusing.*

*Missing daily Kwh.*

*Page 3 and 4 "Legalize" - wasted on general public.*

*The entire last page*

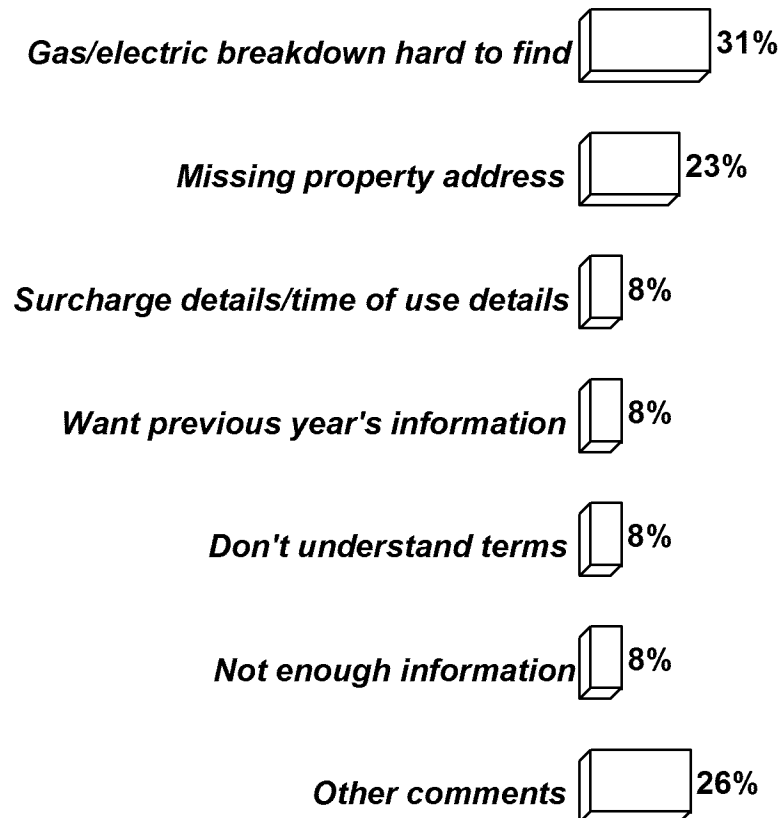
## Verbatim Comments:

*No real need for "your energy statement" comment.*



# Commercial Single-Prem: Anything Missing?

(% of Those Answering)  
(n=26, 15% of Total)



## Verbatim Comments:

*It's missing the service site address. There should be 2 addresses: the "bill to" address and the "service" address.*

*Please include service address on front page (maybe under account #). I have 16 accounts all billed to one address - need service address listed!!*

*Service address should be on page 1 and 2.*

*This is my only comment. I would really like it if the service address was on the first page of the bill. I have multiple locations and that would be much easier to see the service address at a glance rather than have to reference account#.*

*Gas bill? Demand response?*

*Gas! Local office address 5/b on page 1.*

*Will the gas and electric be separate bills?*

*Tariff information, pricing and updates.*

*The energy fees and taxes is better on the first page.*

# Commercial Single-Prem: Anything Missing?

## Verbatim Comments:

*Baseline usage. Sample has 7 mos. usage on it.*

*It doesn't show the period usage.*

*Email for PG&E (if possible). Some people like to email for answers instead of calling.*

*It would be nice to have the meter number on the front page but I guess if there are multiple meters on one bill that would be difficult.*

*Kwh/day would be nice.*

*Demand vs. Energy - looks like double billing to me. No definition.*

*Tips on how to save money.*

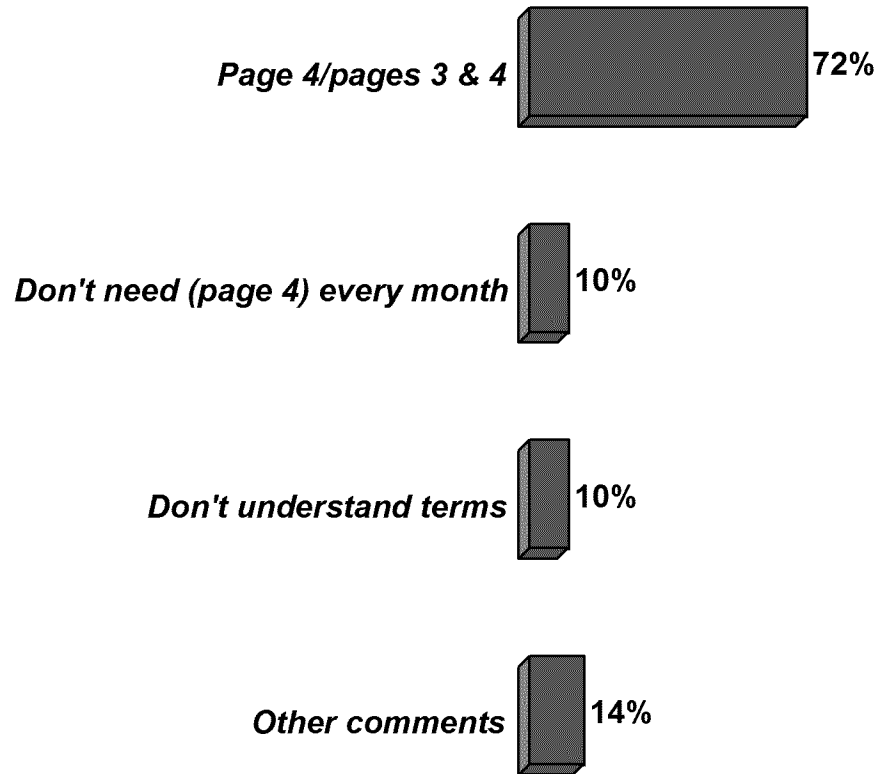
*Describe items in more detail.*

*I would add somewhere for automatic payment information, or make a way so the application is on part of the bill.*

*Would be nice to see dollar paid each month to determine trends.*

# Commercial Single-Prem: Anything that should be deleted?

(% of Those Answering)  
(n=21, 12% of Total)



## Verbatim Comments:

*Leave out page 3/4. Send it one time at first of year - then - just send monthly bill each month. Save trees - save money - lower our costs! Make it available on internet for the one person who is a busy body enough to apply info.*

*Page 3 and 4, I don't read them usually.*

*Pretty much page 4. If I want info like this I'll visit your web site. Save the paper and apply the savings to my bill. Power in CA is too expensive.*

*The 3 and 4 pages could be shorter.*

*Maybe page 4 - 1 or 2 times a year.*

*Pages 3 and 4 should not go monthly, maybe quarterly? (save paper).*

*There's too much information in the 2nd page (peak/off-peak/demand) but I'll just ignore it and go straight to the "total electricity charges."*

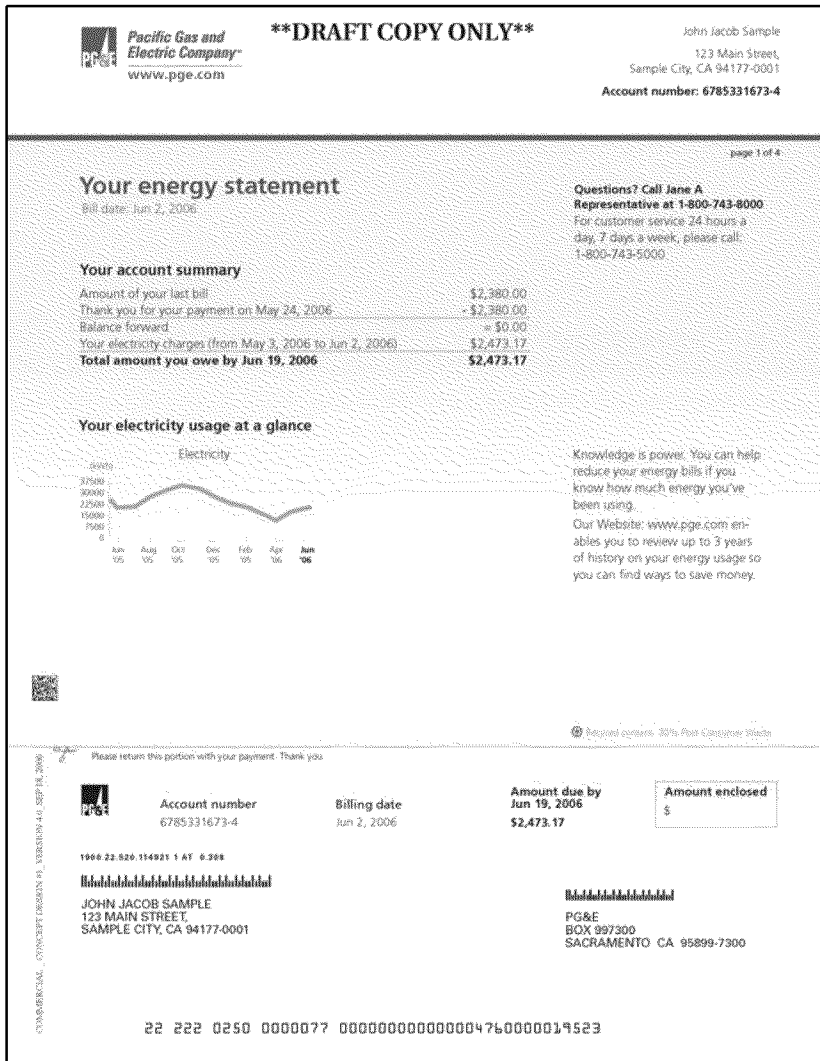
*All the fine print.*

*You could probably leave off the name and address at the top right since it has it on the return receipt.*

*Power content label. It's confusing to read.*

# Commercial Single-Prem: Page 1 Detail Evaluations

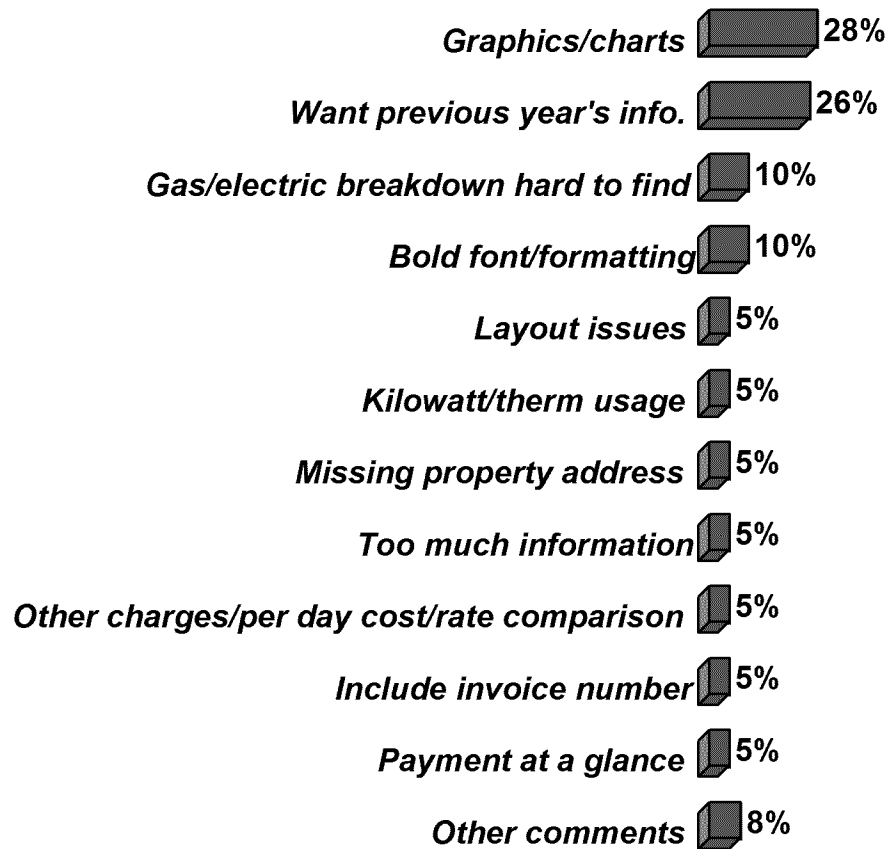
(n=178)



	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<i>All of the terms on this page are clear and understandable</i>	93%	7%
<i>The page includes all the summary information you would want to see here</i>	87%	13%
<i>The charts of your past energy use include enough months (13 mos.)</i>	86%	14%
<i>The charts of your past energy use are easy to read</i>	85%	15%
<i>The charts of your past energy use have all the information you want</i>	85%	15%
<i>The notes to the right of the account summary provide useful information</i>	82%	18%
<i>The notes to the right of the account summary got your attention</i>	79%	21%

# Commercial Single-Prem: Page 1 Improvement Suggestions

(% of Those Answering)  
(n=39, 22% of Total)



## Recommendations:

*Bar graph would be better. 18 months better.*

*Bars will be easier to read for charts. Billing info and service address info might be different, please make sure shows service location if different than billing location for easier bill management.*

*Chart could be larger, with more kWh marks.*

*Give us a gas usage graph too. Put 2 years of history on graphs.*

*Make the chart of past energy use larger, easier to see high and low points. Maybe highlight or define a customer's high and low for the year.*

*Nice to have the same graph from years past below current graph so I can see how usage exchange between years.*

*Please put one more chart to compare with like average consumption of electricity by small businesses group.*

*Combine current month detail and same month detail. Last year and present detail for year. Larger size so we can evaluate usage. Monthly for entire year and compare with each month last year.*

# Commercial Single-Prem: Page 1 Improvement Suggestions

## Recommendations:

*Past electric and gas usage with comparisons*

*I only see 7 mos. of history. The font should be bolder or highlighted somehow.*

*Why only 7 months history? s/b 1 year.*

*Acct. summary needs to be more highlighted to get attention.*

*Include gas charges with the electricity charges. Also, include service site address, for those of us with many sites (we have about 4 different addresses that have PG&E service, but all of the bills are mailed to one main address).*

*Missing daily Kwh. Not interested (in side notes); intentionally avoided taking in non-relevant info. I just want to pay the bill.*

*I like to track Kwh/day.*

*Enlarge to fill more blank space. Since we deal in Peak/Partial Peak/Off Peak - individual lines would help for these. Assume gas would be included in real stmt.*

## Recommendations:

*Comment to right of graph is extraneous. Just say "3 years of data available at..."*

*There should be new information in these notes every month.*

*I would like a breakdown of the per day cost included on the invoice, In the draft provided take \$2473.17/31 billing days (5/3/06-6/2/06) = \$79.780. Please provide invoice number, not only account number.*

*It would be nice to see a dollar value (payments) at a glance for 13 month period.*


*When you put the past energy use in Kwh it doesn't really make sense to a lot of people. Putting your past energy use in dollar amounts from prior bills would let people know if they are saving money or electricity.*

*Suggestion on ways to save during the different season.*

*Add explanation of charges section, dollar amounts only.*

*Invoice number would be helpful.*

# Commercial Single-Prem: Page 2 Detail Evaluations



**\*\*DRAFT COPY ONLY\*\***

Service ID: 6785331005 RADIO RM-LK COMBO-5260  
 Rate schedule: E.195 Medium General Demand-Metered TORJ Service  
 Rotating outage: 50  
 Meter: 001584, Serial J

John Jacob Sample


page 2 of 4

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**Details of your electricity charges**  
 From May 3, 2006 to Jun 2, 2006 (31 billing days)

Your meter reading

Current reading on Jun 2, 2006	20,260
Prior reading on May 3, 2006	- 3820
Difference	= 16,440
Meter constant	x 1.00
Electricity you used this billing period (kWh)	= 16,440



Here's how we calculated your electricity charges

From May 3, 2006 to Jun 2, 2006 (31 days) - summer season

Energy charge - peak	2960 kWh @ 0.14170	\$419.43
Energy charge - partial peak	3360 kWh @ 0.10411	\$349.81
Energy charge - off-peak	10120 kWh @ 0.07500	\$759.00
Demand - peak	28 kW @ 14.55	\$407.40
Demand - partial peak	29 kW @ 3.46	\$100.34
Demand - off - peak	30 kW @ 7.13	\$213.90
Subtotal of your electricity charges		= \$2,249.88
Customer charge	31 days x \$3.14541	\$94.36
TUJF (5.5%)		+ \$128.93
<b>Total electricity charges</b>		<b>= \$2,473.17</b>

Find out why the amount you owe on this bill is different from this time last year. Visit our Website, [www.pge.com](http://www.pge.com), and check out our bill analyzer tool to compare your energy usage.

COMMERCIAL - CONCEPT DESIGN BY VERISOURCE, SEE PG. 18, 2006

Are you moving?

change my address


change my telephone number


change my e-mail

FIRST NAME		LAST NAME	
STREET #	STREET NAME	APARTMENT #	
STATE		ZIP CODE	
TELEPHONE #		E-MAIL ADDRESS	

(n=178)

	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<b>All of the terms on this page are clear and understandable</b>	88%	12%
<b>Provides useful additional information</b>	88%	12%
<b>Provides enough information to identify the actual account</b>	86%	14%
<b>Provides the right amount of detail about electricity charges</b>	85%	15%


**2006 Bill Redesign Survey**

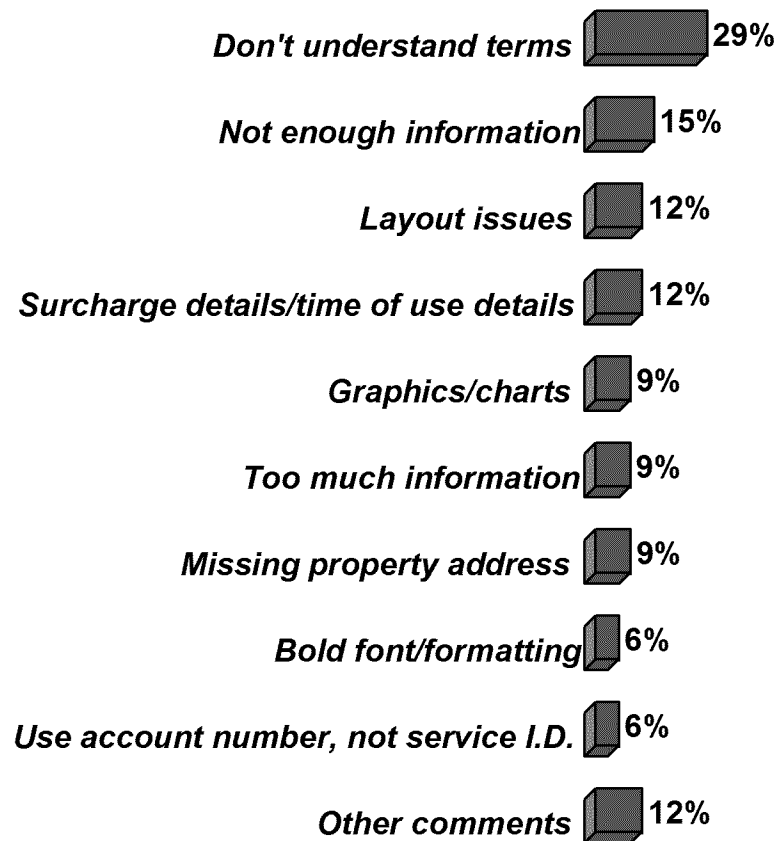

**HINER & PARTNERS, INC.**  
HELPING BUSINESSES AND GOVERNMENTS

71

SB\_GT&S\_0656315

# Commercial Single-Prem: Page 2 Improvement Suggestions

(% of Those Answering)  
(n=34, 19% of Total)



## Recommendations:

*I don't know the difference between "Energy Charge" and "Demand"*

*Maybe explain briefly about peak, partial peak, off peak.*

*No explanation of Kw and Kwh. More deception. To help people manage keep up the deceptive descriptions. Define KW and KWH!*

*Peak, off peak (?) maybe you should include times am/pm? Demand? Doesn't let us know what time peak and off peak and what times demand peak etc. was.*

*If terms are made clear as to meaning would be helpful. Do away with esoteric acronyms and abbreviations, spell it out. Identify the "increasing" periods of time when rates change e.g. energy peak 6am - 6:05am. Demand partial peak 7:15 to 8:00am. In other words what the heck.*

*What are the times for peak and off peak.*

*Where/how is the customer charge dollar amount calculated/based-on?*



# Commercial Single-Prem: Page 2 Improvement Suggestions

## Recommendations:

*Put account number just below "Your account summary" as well as in top right corner.*

*Perhaps leave space between energy and demand as in old bill. Enlarge text for service ID (or Bold).*

*Actual location address s/b under "details of electricity charges"*

*Must know service address on each page.*

*More info than I need.*

*Too much information. I'd rather have the meter readings and a lump sum for energy cost.*

*Baseline is missing.*

*I would like update tariff pricing and info on changes.*

*The breakdown charges - Distribution, transmission, generation DWR, is difficult to find (& therefore difficult to compare to other bills) - I liked having this info, listed on the detail of charges rather than explanation! No service address listed on this section.*

## Recommendations:

*Although it identifies the meter number it is also useful to have the address of the meter. Some of our properties have multiple meters and I need to know at a glance which building they are for.*

*Ad off peak P. Peak and Peak to graph.*

*Change Service ID to Account number.*

*Possible to get dollar spent monthly for 13 month spread?*

# Commercial Single-Prem: Page 3 Detail Evaluations

(n=178)

Strongly Agree  
Agree But.../ Disagree (Improvement Needed)

**The page is organized to make it easy to find information**

88%

12%

**All of the terms on this page are clear and understandable**


87%

13%

**The dollar amounts in the Explanation of Charges are helpful**

87%

13%



**\*\*DRAFT COPY ONLY\*\***

www.pge.com

page 3 of 4

### Things you should know

**Customer service (English)**  
24 hours/day, 7 days/week  
TDD/TTY (Speech/ hearing impaired)  
Services al Cliente en Español (Spanish)  
Chinese  
Vietnamese  
Smarter Energy Line  
For residential energy efficiency information  
Energy theft hotline  
To request a clean form

1-800-743-5000  
1-800-452-4272  
1-800-690-4759  
1-800-859-6666  
1-800-398-8638  
1-800-923-8555  
1-800-486-2259  
1-800-743-5000

**When you disagree with your bill**  
If you believe we have billed you incorrectly, we encourage you to contact us for an explanation. If you are dissatisfied with our response, send the bill and a letter to:  
California Public Utilities Commission (CPUC)  
Consumer Affairs Branch  
605 Van Ness Avenue  
San Francisco, CA 94102

Be sure to attach a deposit for the amount owed made payable to the CPUC, to avoid having service turned off while you wait for a CPUC decision. The CPUC will only accept deposits for matters that relate directly to the accuracy of a bill. Matters such as the quality of a utility's service, general level of rates, pending rate applications and sources of fuel or power are not matters related to bill accuracy.

If it is not possible for you to pay your deposit, you must advise the CPUC. In the meantime, we cannot turn off your service for nonpayment as long as the CPUC is reviewing your claim.

**Past-due bills**  
Your bill is due when you receive it and becomes past due 19 days after the date presented. Closing bills are considered past due if not paid 15 days after the mailing date.

If you are unable to pay on time, call us 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. If you feel we are not offering you a payment arrangement that is reasonable for you, you may contact the CPUC at 1-800-669-7570 or 415-703-2032 (TDD/TTY).

**Deposits**  
We may require a deposit from you to establish service, to re-establish credit or to increase an existing deposit. Typically, deposits for new service may be twice the average monthly bill; for existing customers it may be up to twice the maximum monthly bill.

**Rules & Rates**  
We offer optional rates that may lower your PG&E bills. To find out about our optional rates or for a complete list of our rules and rates, call us.

**Outage block 50 is exempt from rotation**  
Being a part of outage block 50 means you are a customer who is served by circuits that contain essential services, such as larger hospitals that meet certain criteria, fire departments, police stations, and other vital government functions. Normally, outage block 50 customers are exempt from rotating outages, unless conditions dictate otherwise. Rotating outage blocks are subject to change without advance notice due to operational conditions.

**Explanation of your charges**  
The following items are included in your electric charges:

- Electric Delivery** costs of \$7.33/83, for transmission, distribution and public purpose programs.
- Electric Energy** costs of \$1,461.86, for the commodity cost for electricity for customers that purchase electricity from PG&E and a Competition Transition Charge (CTC). The CTC is the cost of certain purchased power, agreements and restructuring implementations costs and is determined by the CPUC. Customers that elect to purchase electricity from other suppliers pay this charge.

**Other charges**, which include:

- Energy Cost Recovery Amount of \$71.84**, which covers the principal, interest, and other costs associated with Energy Recovery Bonds issued by a Special Purpose Entity (SPE). One of these charges is the Dedicated Rate Component (DRC), which is \$0.00393/kWh. 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 transfers 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 refinance its bankruptcy Reorganization Asset, which was established by the CPUC to help finance PG&E's emergence from bankruptcy.
- DWR Bond Charge of \$79.74** is 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.

**Electric Meter Constant** is a factor used, when necessary, to ratio an index usage to a total usage.

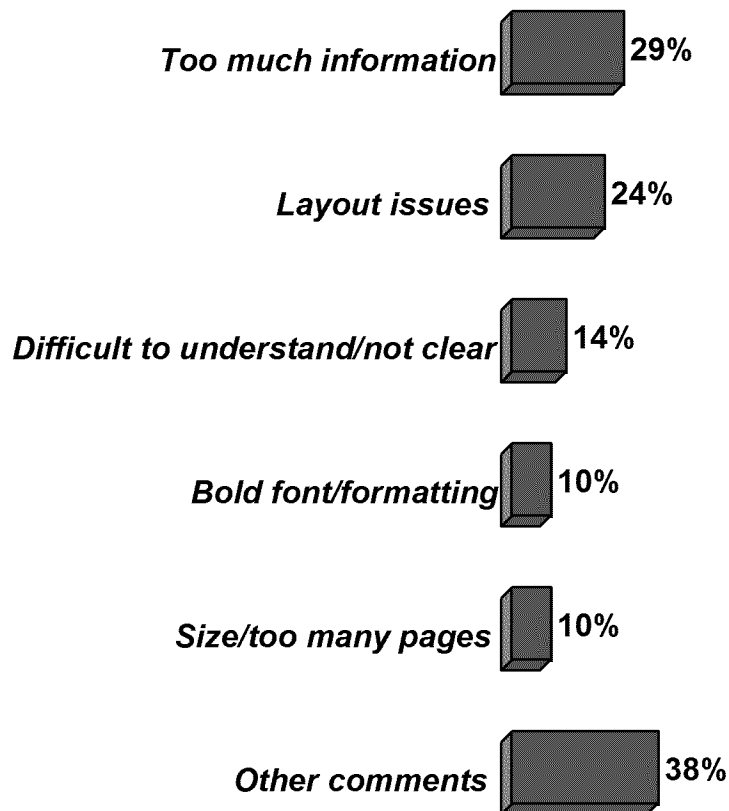
**Options for paying your bill**

By mail send in enclosed envelope  
By phone 1-866-767-6652 - certain restrictions apply  
Online at www.pge.com  
In person pay at your local office  
705 P St.,  
Fresno, CA 93760

COMMERCIAL - CONCEPT DESIGN #1, VERSION 4.0 - SEP 18, 2006

# Commercial Single-Prem: Page 3 Improvement Suggestions

(% of Those Answering)  
(n=21, 12% of Total)



## Recommendations:

*Explanation of charges is in too small of print and would be more helpful if in a table format to show how it add up.*

*Info is good but page is a little cluttered.*

*Too much on page with lack of topic headers.*

*Would be easier to follow explanation of charges if it were line itemed.*

*Again more information than I need and more paper than I want.*

*Way too much info. No time. No interest. Charge amounts should not be incorporated into paragraphs. Stop using so much paper.*

*Only meaningful if you are an attorney or maybe CPA.*

*The amounts don't match with the charges listed on page 2. The old bill was easier to understand.*

# Commercial Single-Prem: Page 3 Improvement Suggestions

## Recommendations:

*Don't understand how dollar amounts tie into the bill. Are they part of energy charge because I can't figure out how they agree to totals - Oops, just did - all but UUT. Maybe UUT should be explained also so that all amounts total explained = total bill or have subtotal before UUT.*

*Print suddenly gets smaller. Explanation of charges is nice but I would like all the dollars laid out as on page 3 of my current bill. That makes it more clear exactly how many dollars I am being charged.*

*Dollar amounts in explanation are very important, need to be listed in an easier fashion (like the old bills). Too hard to find specific dollars for each charge. I don't like this section at all! But, explanation of each charge is nice to see.*

*These numbers do not add up. This bill is more deceptive than the old bill.*

*Don't want to read any of this.*

## Recommendations:

*Phone number is all I need, will ask question by phone with human being when needed.*

*Old bill had key words in Bold text (e.g. Energy Cost Recovery)*

# Commercial Single-Prem: Page 4 Detail Evaluations

(n=178)

Strongly Agree  
Agree But.../ Disagree (Improvement Needed)

80%

20%

79%

21%

72%

28%

69%

31%

**Pacific Gas and Electric Company**  
www.pge.com

**\*\*DRAFT COPY ONLY\*\***

page 4 of 4

**POWER CONTENT LABEL**

ENERGY RESOURCES	PG&E 2007 POWER MIX* (Projected)	2005 CA POWER MIX* (For Comparison)
Eligible Renewables	13%	0%
Hydro	2%	1%
Geothermal	2%	0%
Solar	4%	1%
Wind	3%	0%
Coal	2%	25%
Large Hydroelectric	19%	31%
Natural Gas	42%	31%
Nuclear	23%	0%
Other	0%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

\* At least 95% of PG&E's POWER MIX is provided by the California Department of Water Resources or from PG&E-owned resources, or specially purchased from individual suppliers.  
\*\* Planning an additional supply by the California Energy Commission based on the electricity used by California customers during the previous year.  
For specific information about this electricity product, contact Pacific Gas and Electric Company. For general information about the Power Content Label, contact the California Energy Commission at 1.800.668.7744 or www.energy.ca.gov/resources.  
The actual 2005 fuel mix for California is available in the "CA power mix" shown on the left. PG&E's electricity charges to the residential market are based on this electricity mix and are provided for comparison.

**PROPOSITION 65—PUBLIC WARNING**

The Safe Drinking Water and Toxic Enforcement Act of 1986, commonly referred to as Proposition 65, requires the Governor to publish a list of chemicals "known to the State of California" to cause cancer, birth defects, or other reproductive harm. It also requires California businesses to warn the public of exposure to these chemicals which result from their operations.

Pacific Gas and Electric Company uses chemicals in its operations that are "known to the State of California" to cause cancer, birth defects, or other reproductive harm.

For example, Pacific Gas and Electric Company uses natural gas and petroleum products in its operations. Pacific Gas and Electric Company also releases natural gas to its customers. Petroleum products, natural gas, and other chemicals can produce certain chemical byproducts in the State of California to cause cancer, birth defects, or other reproductive harm.

A warning is not required to inform you of the risks of carbon monoxide gas use for safety purposes, if gas color is detected. Pacific Gas and Electric Company should be contacted immediately.

Pacific Gas and Electric Company provides a free service to check and adjust air flow for gas appliances. Please call 1.800.743.5000 if you would like your gas appliances checked. For additional information on the Proposition 65 warning, visit Pacific Gas and Electric Company at P.O. Box 7077, San Francisco, CA 94120.

**NOTICE OF APPLICATION FILING:  
PG&E'S 2007 ENERGY RESOURCE RECOVERY ACCOUNT  
(ERRA) AND ONGOING COMPETITION TRANSITION CHARGE  
(CTC) FORECAST REVENUE REQUIREMENTS**

Each year, Pacific Gas and Electric Company (PG&E) is required to file an application that forecasts in detail how much it will spend the following year to recover adequate electric supplies for its customers. The California Public Utilities Commission (CPUC) carefully reviews the ability to forecast to ensure that customers are not charged more than is needed for electric supplies.

On June 1, 2006, PG&E submitted Application No. A-06-0049-01, requesting that the CPUC audit its forecast of fuel and electricity purchase costs for 2007. PG&E's fuel and electricity procurement forecast (that is, the expected costs of electricity needed to serve its customers) is \$3.157 billion. This forecast consists of \$2,965 billion of power procurement costs (fuel and electricity at or below market rates) and \$192 billion of "non-economic" power costs (such as power purchased under existing contracts at prices that are in excess of the market rates). These non-economic power costs are recovered as an ongoing Competition Transition Charge (CTC) as allowed by the Electric Utility Industry Restructuring Act (Assembly Bill 1890). In its application, PG&E also proposes that expected non-economic electric procurement costs in 2007 be reduced to customers by reducing rates in 2007.

**Does this mean electricity will cost me more? Even though overall revenues from bundled customers that is, customers who receive electric generation, as well as transmission and distribution, increase from PG&E will increase by approximately \$278 million, some customers will not increase and others will decrease. This is because the reduction in electricity customer charges is offset by the increase in revenue to each class in the table outlined on the back of this notice. PG&E expects that the rate changes associated with PG&E's 2007 electric procurement forecast, as well as any account class or classification in related hearing, accounts for account adjustments to occur, for recovery through rates, certain additional amounts, and for electric revenue needs (those amounts) will be consistent with changes in their CPUC proceedings and incorporated into rates on January 1, 2007, to the extent that changes in rates for individual customers is offset to provide.**

**Detailed Information About PG&E's Application**  
In December 2006, the CPUC ordered PG&E to establish the Energy Resource Recovery Account (ERRA). In this account, PG&E is to record the cost of fuel used in producing electricity at its own power plants and the cost of buying electricity from non-PG&E generators. Each year the utility submits a forecast of operating costs and reports on the previous month's activities.

In its 2007 ERRA application, PG&E proposes a 2007 ERRA revenue requirement for bundled customers of \$2,965 million and an ongoing Competition Transition Charge revenue requirement for bundled, credit access customers who purchase their electricity from a credit facility supplier, and operating load customers (customers who receive electric generation, as well as transmission and distribution, services from a credit facility supplier or non-utility at a rate below the market rate). This increases bundled ERRA revenue collection by approximately \$278 million and reduces bundled, credit access, and operating load ongoing CTC revenue collection by approximately \$98 million relative to present ERRA and ongoing CTC rates.

PG&E is seeking to change total electric charges for bundled service customers. In addition, customers who purchase energy from non-PG&E systems (i.e., credit access customers) will also see a change in their electric charges due to the reduction of the CTC rate. The reduction in CTC revenue is based on credit access customers approximately \$11 million is currently largely offset by a corresponding increase in the California Department of Water Resources (CDWR) power portion of the Credit Access Cost Responsibility Charge, but may be affected by laws being introduced to separate proceedings before the Commission. Bundling load customers will see a decrease in the CTC rate. The following table outlines how PG&E proposes to allocate

**How to receive additional information about these topics is clear and easy to find**

**The page includes the right combination of graphics and text**

**The page is easy to read**

**The type of information included here is worth reading about**

The increase in the ERRA revenue requirement and the decrease in the CTC revenue requirement being bundled and credit access customers.

2007 ERRA and Ongoing CTC Revenue Requirements Allocations to Class, Based on rates as of June 1, 2006

Class and Service	Change in Forecasted Revenue	Change in Forecasted Revenue in Bundled Revenue	Change in Direct Access Revenue	Percent Change in Direct Access Revenue
Residential	\$1,619,000	\$1,250,000	\$369,000	-22.8%
Small Commercial	\$20,420,000	\$1,820,000	-\$1,800,000	-9.8%
Medium Commercial	\$43,680,000	2,420,000	\$1,000,000	2.3%
Large Commercial	\$32,200,000	2,440,000	\$2,000,000	6.2%
Government	\$9,000,000	1,360,000	N/A	N/A
Industry	\$6,700,000	2,100,000	N/A	N/A
Agriculture	\$8,170,000	1,300,000	\$3,000,000	3.6%
Large Industrial	\$37,160,000	2,720,000	\$2,000,000	5.4%
<b>System Total</b>	<b>\$218,940,000</b>	<b>12,090,000</b>	<b>\$2,410,000</b>	<b>1.1%</b>

If the Commission approves PG&E's application, a typical residential customer using 600 kWh per month will see the average monthly bill change from \$93.30 to \$93.95, an increase of 0.7 cents per month. A residential customer using twice that amount, approximately 1,200 kWh per month, will see the average monthly bill change from \$186.60 to \$194.10, an increase of \$7.50 per month, but only those who use double the amount of electricity will see this increase.

**THE CPUC PROCESS**

The CPUC's Independent Division of Regulatory Advocates (IDRA) will review this application, analyze the proposal, and present an independent analysis and recommendations for the CPUC's consideration. Other parties will also participate.

The CPUC may hold evidentiary hearings where parties present their proposals in testimony and are subject to cross-examination before an Administrative Law Judge. These hearings are open to the public, but only those who file a notice of intent to present evidence or appear in person will be allowed during evidentiary hearings.

After considering all available and evidence presented during the hearing process, the CPUC will issue a final decision. When the CPUC acts on this application, it may accept all or part of PG&E's request, reject or modify it, or deny the application. The CPUC's final decision may be obtained from PG&E's proposed application filing.

**FOR FURTHER INFORMATION**

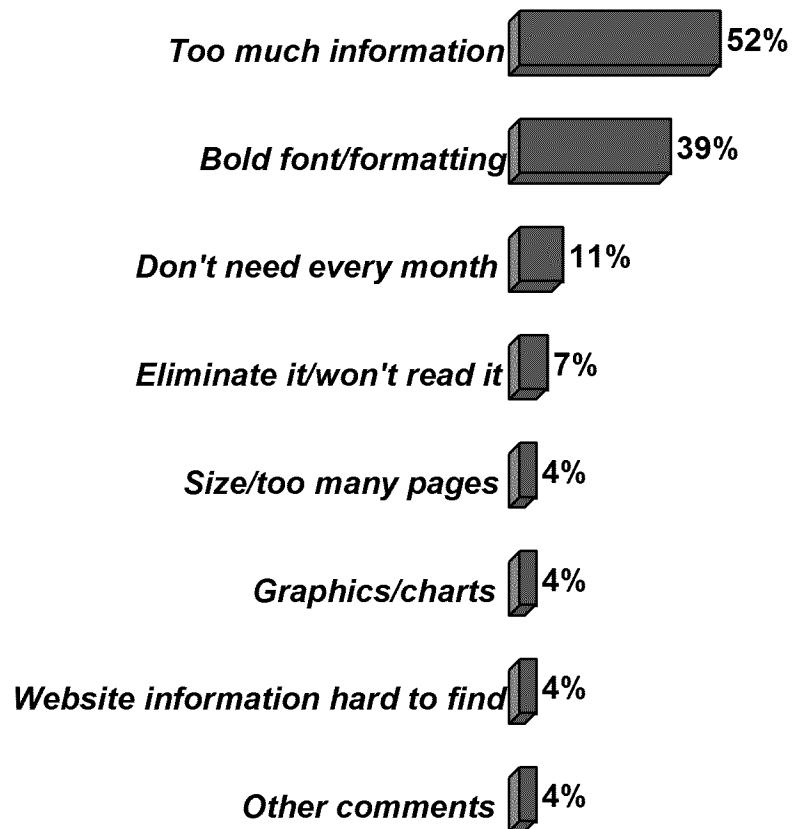
You may contact the CPUC's Public Advisor with comments or questions as follows:  
Public Advisor's Office  
200 Van Ness Avenue, Room 2133  
San Francisco, CA 94102  
415.775.2074 or 800.440.8300 (toll free)  
TTY: 415.775.2282, TDD: 800.688.7828 (toll free)  
Email: PublicAdvisor@cpuc.ca.gov

If you are writing a letter to the Public Advisor's Office, please include the application ID-06-06-001. All comments will be submitted to the Commission, the assigned Administrative Law Judge and the Energy Commission.

For more details on PG&E, call 800.743.5000.  
For more details on the ERRA and CTC, call 800.668.6789 or 415.775.2074.  
For TDD/TTY (hearing-impaired) requests, call 800.552.4712.

# Commercial Single-Prem: Page 4 Improvement Suggestions

(% of Those Answering)  
(n=46, 26% of Total)



## Recommendations:

*Be concise and use bigger font size.*

*Hard for me to know what's important and essential for me to read.*

*I am not sure if this information is a waste. I don't think people would actually take time to read it. I think the 800 number on the front page is of better help. If people want this information they'd request using the 800 number.*

*Make it simple. Text too small.*

*Too much data - does this change monthly? Fine print will be skipped. Too much text. This should be larger type.*

*Summarize what's on the back. Font too small. No one will read it. There's no "why" for reading it.*

*Too much information. I don't have any use for.*

*Too technical.*

*Don't understand it - can't see it's usefulness, probably bureaucratic requirement. Type way too small. Too much to read in space. Have no idea how to use this info. It's a waste as far as I am concerned.*

# Commercial Single-Prem: Page 4 Improvement Suggestions

## Recommendations:

*But no time to read completely. The graphics could be increased and text decreased.*

*I'll go to the web if I want this info.*

*Please make the writing a little bigger so I can read it.*

*Print is too small.*

*Small type discourages reading.*

*The print is too small. Info may not be relevant.*

*This is the page with very small print, I realize it contains a lot of information. Perhaps you could refer them to a page on the website for larger print. The box with the phone number is a good option.*

*I feel this information could be sent periodically but not every month with the bill.*

*I'm not sure this needs to be on each bill but rather as a supplement.*

*Perhaps 1 or 2 times a year is enough.*

## Recommendations:

*Quarterly information would probably be better.*

*About as good as it gets for this stuff.*

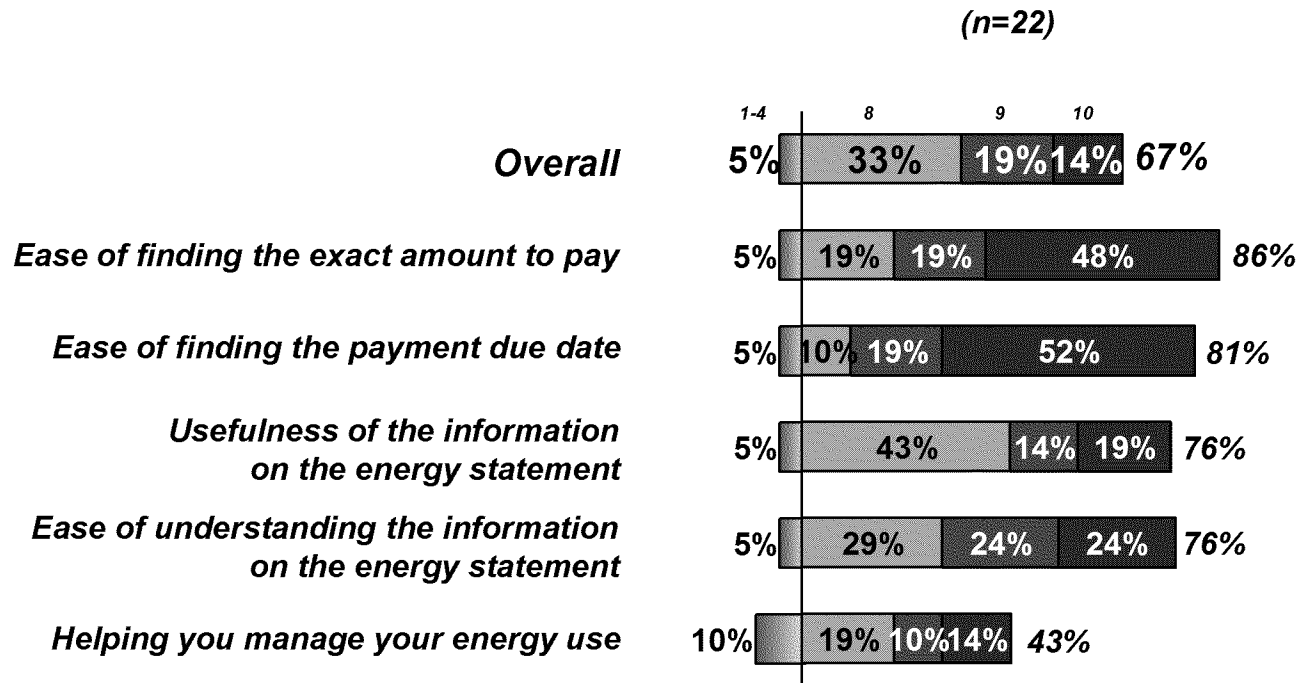
*I guess if you care about that kind of stuff.*

***Commercial AG  
Detailed Findings***



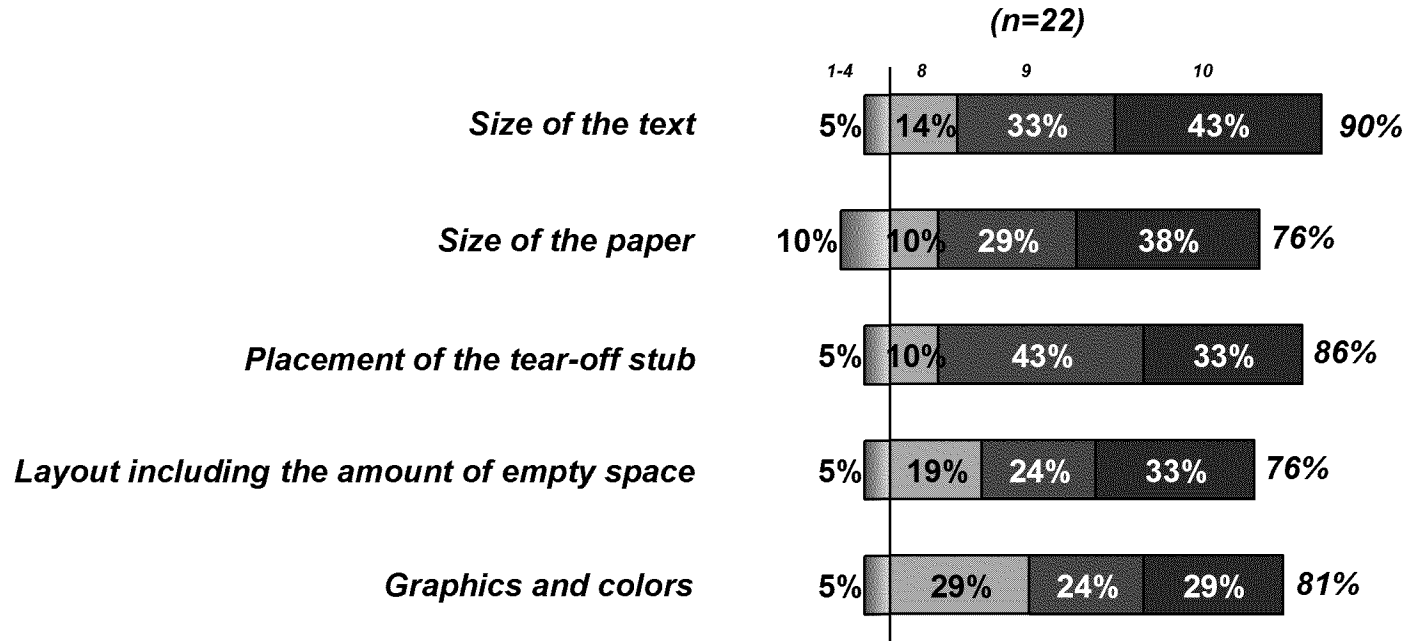
# Commercial AG: Summary Evaluations

- Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement..



# Commercial AG: Summary Evaluations (cont.)

- Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement..



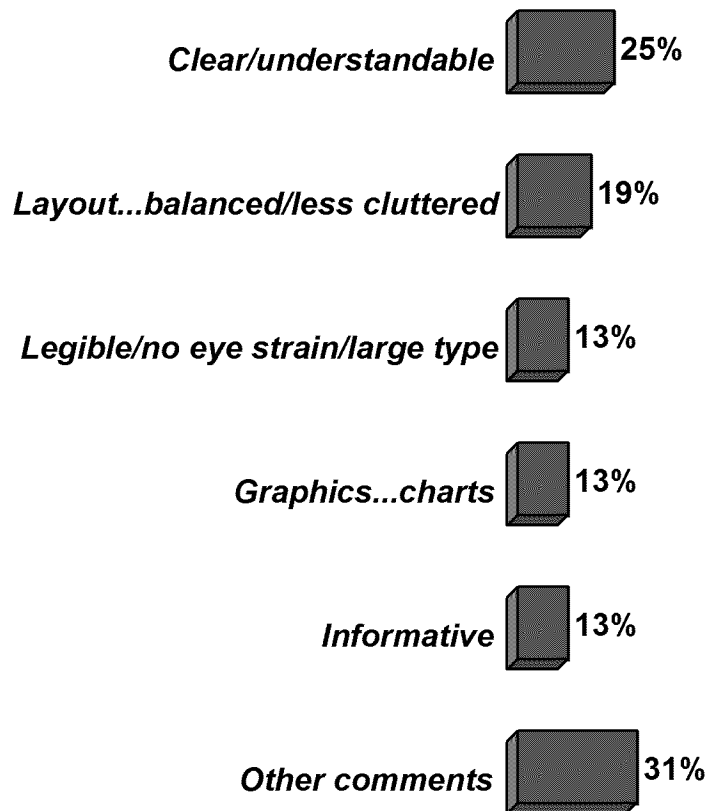
Compared to the current PG&E energy statement, this newly designed energy statement is:



A Lot Worse  
  A Little Worse  
  Neither Better Nor Worse  
  A Little Better  
  A Lot Better

# Commercial AG: Likes

(% of Those Answering)  
(n=16, 76% of Total)



## Verbatim Comments:

*Easier to read.*

*I can understand it.*

*Expanded format and appearance*

*Account summary info on first page.*

*Layout, big print, placement of information.*

*Usage at a glance*

*Overall organization and readability of information  
larger type and content appear to be more user  
friendly.*

*Larger size. Graphs and bar charts.*

*Display/showing information more clearly.*

*Simple and clear.*

*Graphic and colors.*

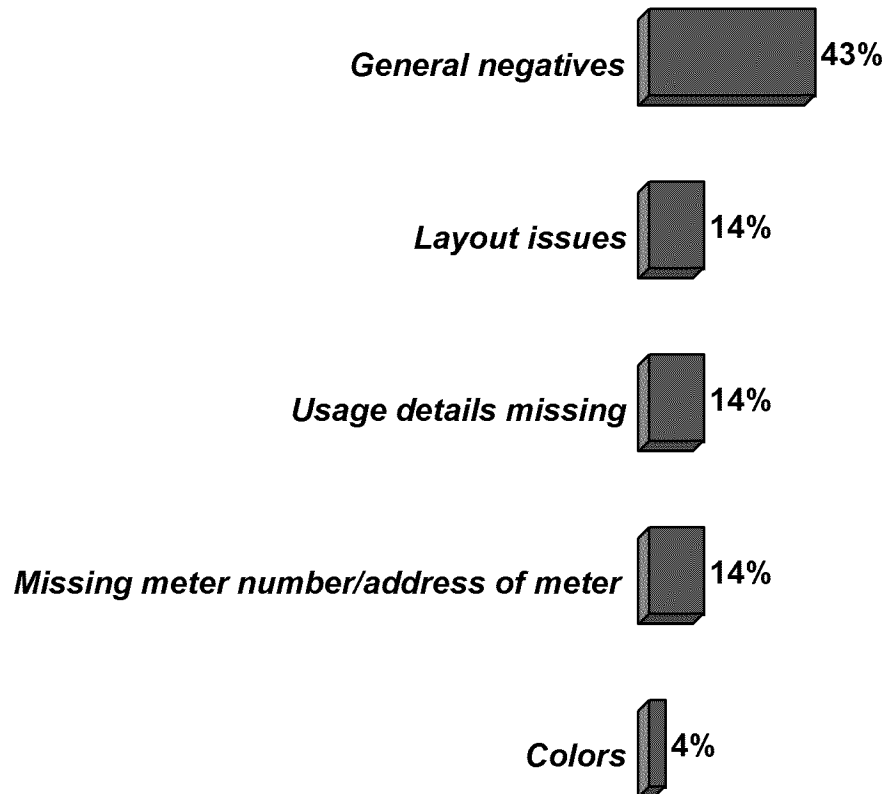
*Knowledge*

*I like that the tear off is on the bottom and the bill is  
on 8.5x11 paper.*

*Everything is easy to understand.*

# Commercial AG: Dislikes

(% of Those Answering)  
(n=7, 32% of Total)



## Verbatim Comments:

*Meter location.*

*Your rates are too high.*

*The personalization of items seems unnecessary.*

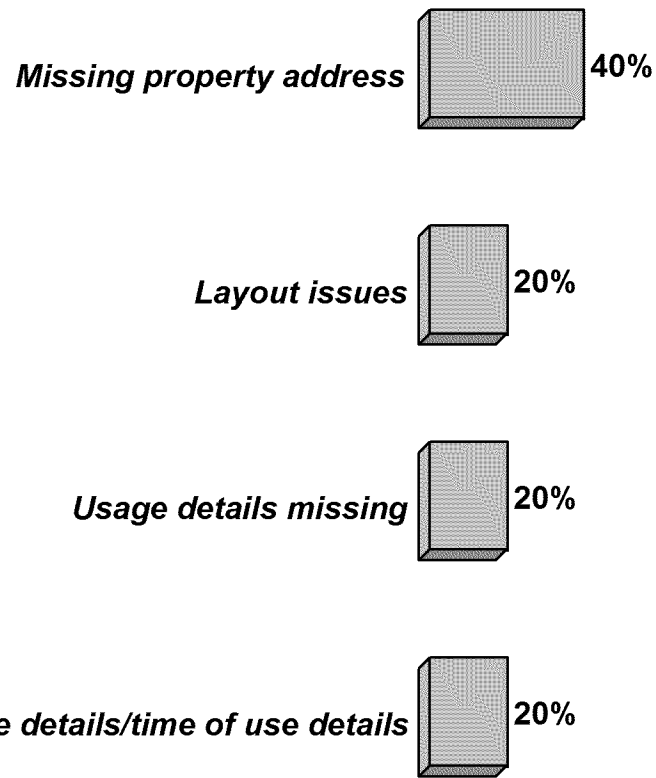
*There is no correlation between page 2 charges and page 3 charges*

*The graph should also include last years bills/cost information for comparison.*

*Last years kilowatt use.*

# Commercial AG: Confusion

(% of Those Answering)  
(n=5, 23% of Total)



## Verbatim Comments:

*Demand charges.*

*The paragraph "Explanation of your charges" does not include energy commission tax.*

*Should indicate whether it is my personal account or the business account.*

*I don't know if we have different addresses billed to one. How will we know the difference.*

# Commercial AG: Anything Missing?

(% of Those Answering)  
(n=5, 23% of Total)

**Kilowatt/therms usage**  20%

**Want previous year's information**  20%

**Bold font/formatting**  20%

**Want information on ways to save money**  20%

**General negatives**  20%

## Verbatim Comments:

*Average cost of energy/Kwh. - I have to hand calculate. Many users do not know this number. It helps to see the good or bad you're doing in using power during the peak.*

*If we use more electric than last yr. we should be given a cheaper rate per Kwh because it costs you less to bring more for more electrical.*

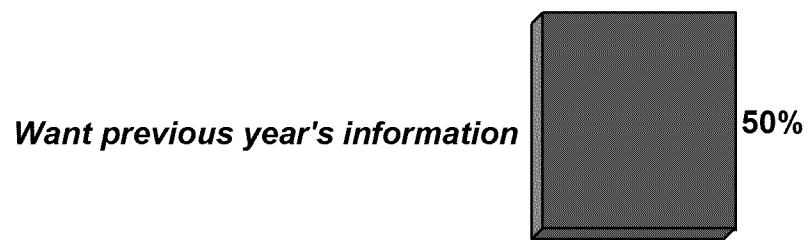
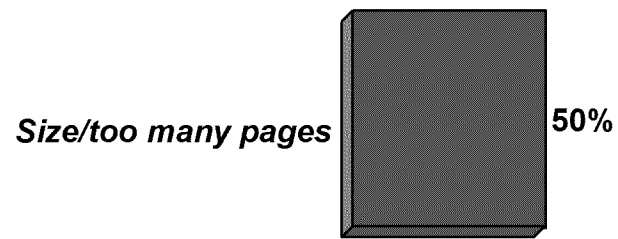
*I'm curious as to why you eliminated Chinese/Vietnamese characters - seems like they would be important for "customer service."*

*Cost saving ideas: suggestions on cost saving should change with season and change of weather.*

*Prior kilowatt usage.*

# Commercial AG: Anything that should be deleted?

(% of Those Answering)  
(n=5, 23% of Total)

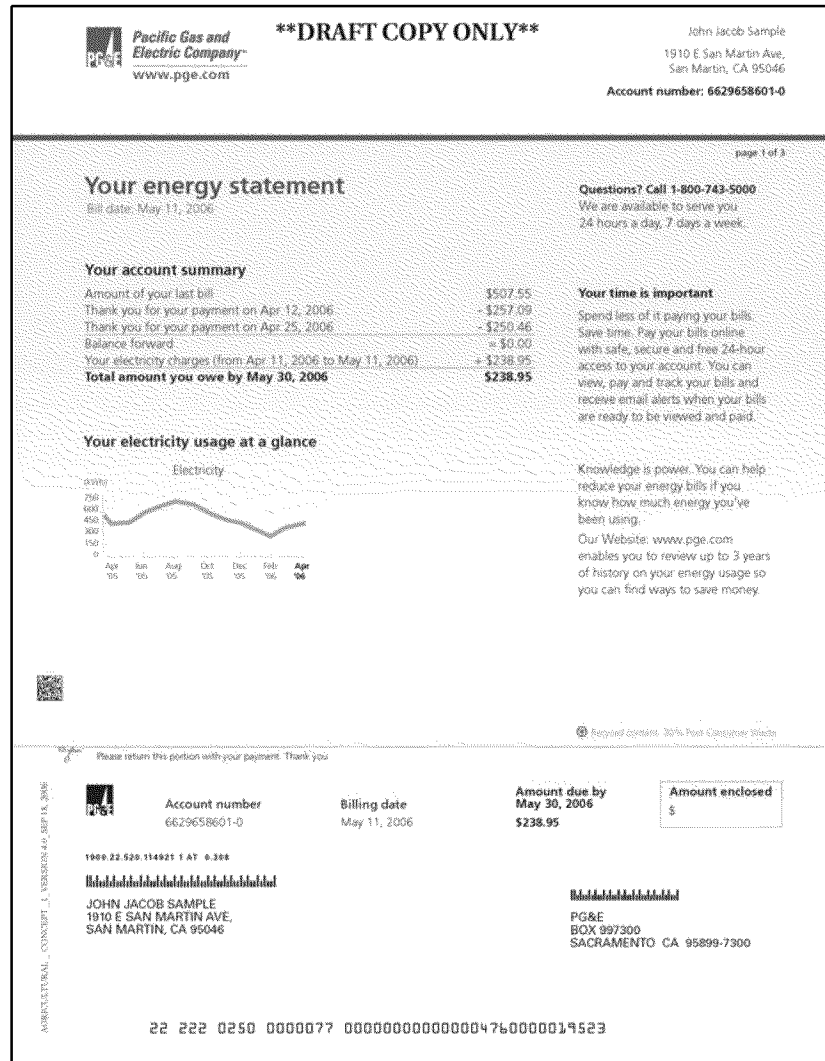


## Verbatim Comments:

*Information about terms and regulation information should be abbreviated or please use smaller fonts to save space on page.*

*Last year's comparison usage.*

# Commercial AG: Page 1 Detail Evaluations



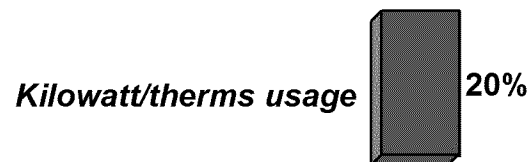
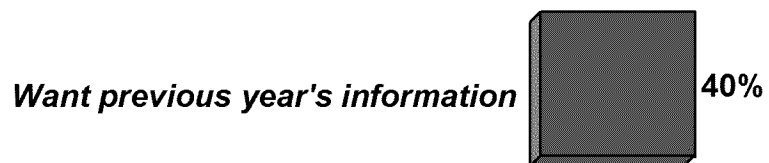
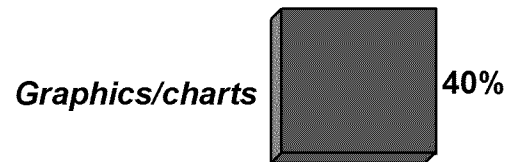
(n=22)

	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<i>The notes to the right of the account summary provide useful information</i>	95%	5%
<i>The charts of your past energy use have all the information you want</i>	90%	10%
<i>The charts of your past energy use include enough months (13 mos.)</i>	90%	10%
<i>All of the terms on this page are clear and understandable</i>	90%	10%
<i>The charts of your past energy use are easy to read</i>	86%	14%
<i>The page includes all the summary information you would want to see here</i>	86%	14%
<i>The notes to the right of the account summary got your attention</i>	78%	22%



# Commercial AG: Page 1 Improvement Suggestions

(% of Those Answering)  
(n=5, 23% of Total)



## Recommendations:

*Cost for the average Kwh.*


*Would prefer a bar chart.*

*Please also ad last year's information/cost for comparison.*

*Old info for AG usage better.*

*They didn't grab my attention. I looked at them to answer this question.*

# Commercial AG: Page 2 Detail Evaluations



**\*\*DRAFT COPY ONLY\*\***

John Jacob Sample  
 Service ID: 0629658005 WILKS NURSERY  
 Rate schedule: AG48 Time-of-use agricultural power  
 Rotating outage: 3C  
 Meter: R10243, Serial K


page 2 of 3

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**Details of your electricity charges**  
 From Apr 11, 2006 to May 11, 2006 (31 billing days)

**Your meter reading**

Current reading on May 11, 2006	8287
Prior reading on Apr 11, 2006	- 8237
Difference	= 50
Meter constant	x 40
Electricity you used this billing period (kWh)	= 2000



**Here's how we calculated your electricity charges**

From Apr 11, 2006 to Apr 30, 2006 (20 days) – winter season:

Energy charge - partial peak	560 kWh @ 0.08904	\$49.86
Energy charge - off-peak	880 kWh @ 0.07360	\$64.77
Customer charge		\$10.51
Demand - maximum	7.6 kW @ 4.25 x 20 x 31	\$20.84
Meter charge		\$3.94
Energy commission tax		\$0.30
Subtotal electricity charges		= \$150.22

From May 1, 2006 to May 11, 2006 (11 days) – summer season:

Energy charge - peak	80 kWh @ 0.21101	\$16.88
Energy charge - off-peak	480 kWh @ 0.08188	\$39.30
Customer charge		\$5.78
Demand - peak	6.8 kW @ 3.32 x 11 x 31	\$8.01
Demand - maximum	8 kW @ 5.23 x 11 x 31	\$14.85
Meter charge		\$2.17
Energy commission tax		\$0.14
Subtotal electricity charges		= \$88.73

**Your total electricity charges = \$238.95**

Find out why the amount you owe on this bill is different from this time last year. Visit our Website, [www.pge.com](http://www.pge.com), and check out our bill analyzer tool to compare your energy usage.

Are you moving?

change my address

change my telephone number

change my e-mail

	FIRST NAME	LAST NAME
	STREET # STREET NAME APARTMENT #	
	STATE	ZIP CODE
	TELEPHONE #	E-MAIL ADDRESS

(n=22)

	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<b><i>Provides the right amount of detail about electricity charges</i></b>	95%	5%
<b><i>All of the terms on this page are clear and understandable</i></b>	81%	19%
<b><i>Provides useful additional information</i></b>	81%	19%
<b><i>Provides enough information to identify the actual account</i></b>	80%	20%

Pacific Gas and Electric Company **2006 Bill Redesign Survey**

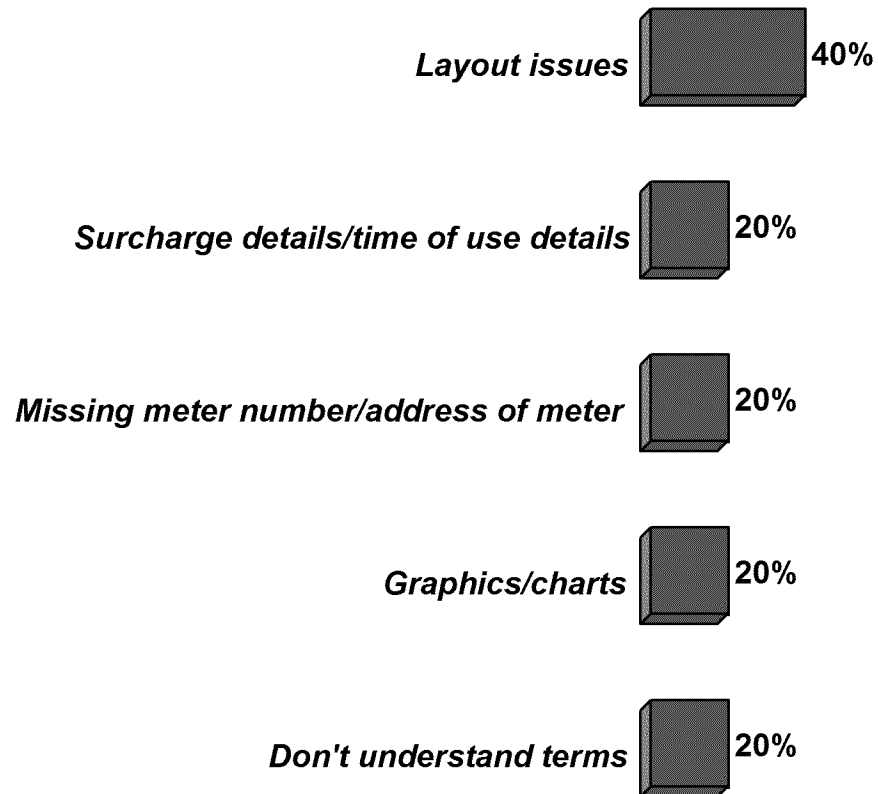
HINER & PARTNERS, INC.  
HELPING STANDARDS AND QUALITY

90

SB\_GT&S\_0656334

# Commercial AG: Page 2 Improvement Suggestions

(% of Those Answering)  
(n=5, 23% of Total)



## Recommendations:


*Need another line or customer's input on I.D. name or number.*

*Show meter number.*

*"Meter constant" not a familiar term. Don't understand the chart - why different from chart on page 1 and why have it at all?*

*Am I placed in the most efficient program that PG&E has to offer. Please indicate on statement.*

# Commercial AG: Page 3 Detail Evaluations



**\*\*DRAFT COPY ONLY\*\***

www.pge.com

page 3 of 3

### Things you should know

**Customer service (English)**  
**24 hours/day, 7 days/week**  
 (DDI/FY) (Spanish/English) 1-800-743-5000  
 Spanish (Spanish) 1-800-495-4272  
 Spanish (Spanish) 1-800-495-4795  
 Chinese 1-800-495-0555  
 Vietnamese 1-800-386-6438  
 Smarter Energy Line  
 For residential energy efficiency information 1-800-433-8955  
 Energy theft hotline 1-800-495-4272  
 To request a claim form 1-800-743-5000

**Explanation of your charges**  
 The following items are included in your electric charges:  
 • **Electric Delivery** costs of \$107.26, for transmission, distribution and public purpose programs.  
 • **Electric Energy** costs of \$112.29, for the commodity cost for electricity for customers that purchase electricity from PG&E and a Coalbed Methane Transition Charge (CTC). The CTC is the cost of certain purchased power agreements and restructuring implementation costs and is determined by the CPUC. Customers that elect to purchase electricity from other suppliers pay this charge.  
 • **Other charges**, which include:  
 • **Energy Cost Recovery Amount of \$8.75**, which covers the principal, interest, and other costs associated with Energy Recovery Bonds issued by a Special Purpose Entity (SPE). One of these charges is the Dedicated Rate Component (DRC), which is \$0.0039\$/kWh. 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 refinance its bankruptcy Regulatory Asset, which was established by the CPUC to help finance PG&E's emergence from bankruptcy.  
 • **DWR Bond Charge of \$9.71** is 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.  
**Electric Meter Constant** is a factor used, when necessary, to rate an index usage to a total usage.

**Options for paying your bill**  
 By mail send in enclosed envelope  
 By phone 1-866-707-4682 - certain restrictions apply  
 Online at www.pge.com  
 In person pay at your local office  
 705 P St.,  
 Fresno, CA 93760

**When you disagree with your bill**  
 If you believe we have billed you incorrectly, we encourage you to contact us for an explanation. If you are dissatisfied with our response, send the bill and a letter to:  
 California Public Utilities Commission (CPUC)  
 Consumer Affairs Branch  
 505 Van Ness Avenue  
 San Francisco, CA 94102

Be sure to include a deposit for the amount owed made payable to the CPUC to avoid having service turned off while you wait for a CPUC decision. The CPUC will only accept deposits for matters that relate directly to the accuracy of a bill. Matters such as the quality of a utility's service, general level of rates, pending rate applications and sources of fuel or power are not matters related to bill accuracy.

If it is not possible for you to pay your deposit, you must advise the CPUC. In the meantime, we cannot turn off your service for nonpayment as long as the CPUC is reviewing your claim.

**Post-due bills**  
 Your bill is due when you receive it and becomes past due 19 days after the date presented. Closing bills are considered past due if not paid 15 days after the mailing date.

If you are unable to pay on time, call us 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. If you feel we are not offering you a payment arrangement that is reasonable for you, you may contact the CPUC at 1-800-649-7570 or 415-703-2032 (DDI/FYV).

**Deposits**  
 We may require a deposit from you to establish service, to re-establish credit or to increase an existing deposit. Typically, deposits for new service may be twice the average monthly bill, for existing customers it may be up to twice the maximum monthly bill.

**Rules & Rates**  
 We offer optional rates that may lower your PG&E bills. To find out about our optional rates or for a complete list of our rules and rates, call us.

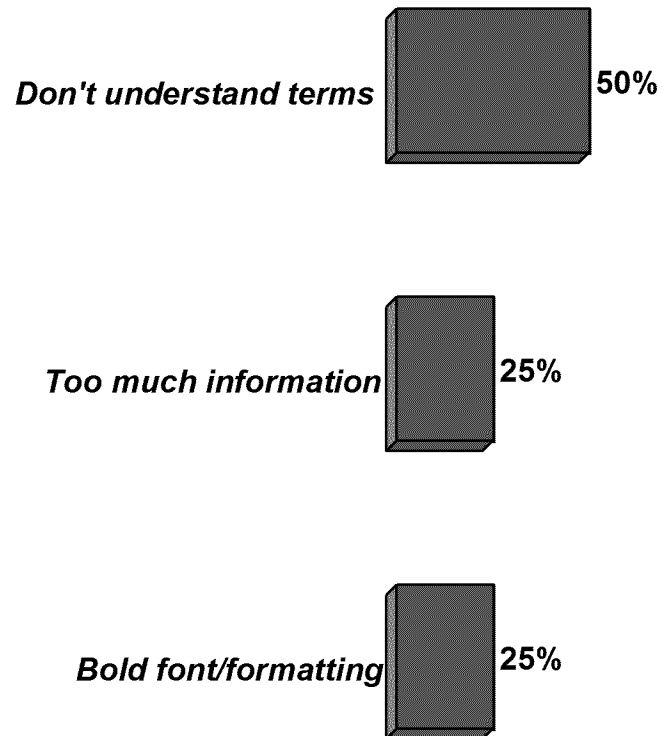
**Outage block 50 is exempt from rotation**  
 Being a part of outage block 50 means you are a customer who is served by circuits that contain essential services, such as larger hospitals that meet certain criteria, fire departments, police stations, and other vital government functions. Normally, outage block 50 customers are exempt from rotating outages, unless conditions dictate otherwise. Rotating outage blocks are subject to change without advance notice due to operational conditions.

(n=22)

	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<b>The dollar amounts in the Explanation of Charges are helpful</b>	95%	5%
<b>The page is organized to make it easy to find information</b>	90%	10%
<b>All of the terms on this page are clear and understandable</b>	81%	19%

# Commercial AG: Page 3 Improvement Suggestions

(% of Those Answering)  
(n=4, 18% of Total)



## Recommendations:

*Excessive information.*

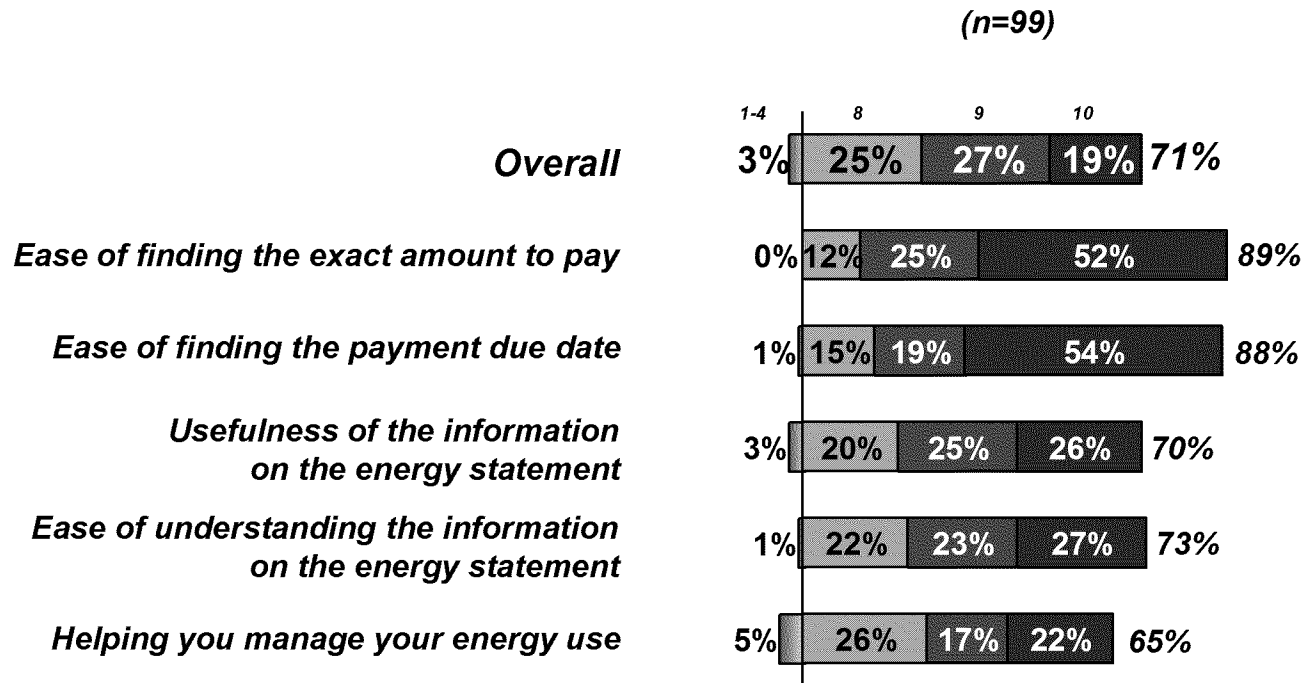
*"Meter constant" definition unsatisfactory.*

*Understandable to a lawyer. Yes, but information I don't understand.*

***Commercial Multi-Premise  
Detailed Findings***

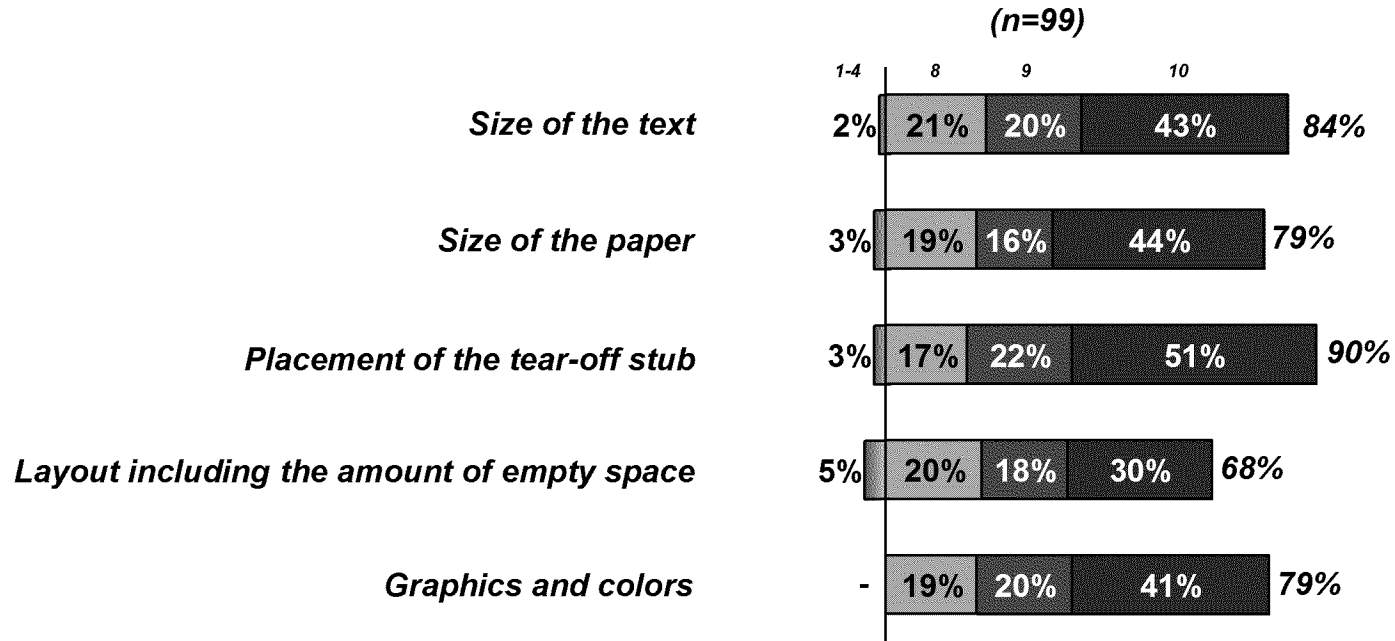
# Commercial Multi-Prem: Summary Evaluations

- Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement..

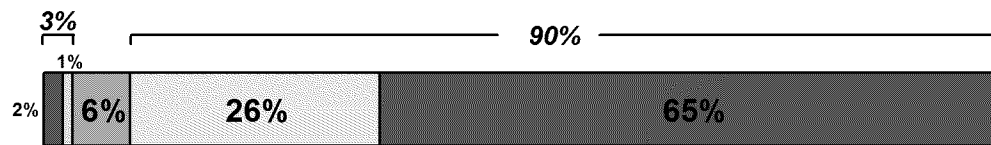


# Commercial Multi-Prem: Summary Evaluations (cont.)

- Using a 1 to 10 scale, where 1 is unacceptable, 10 is Outstanding, and 5 is average, rate the newly designed PG&E energy statement.



Compared to the current PG&E energy statement, this newly designed energy statement is:

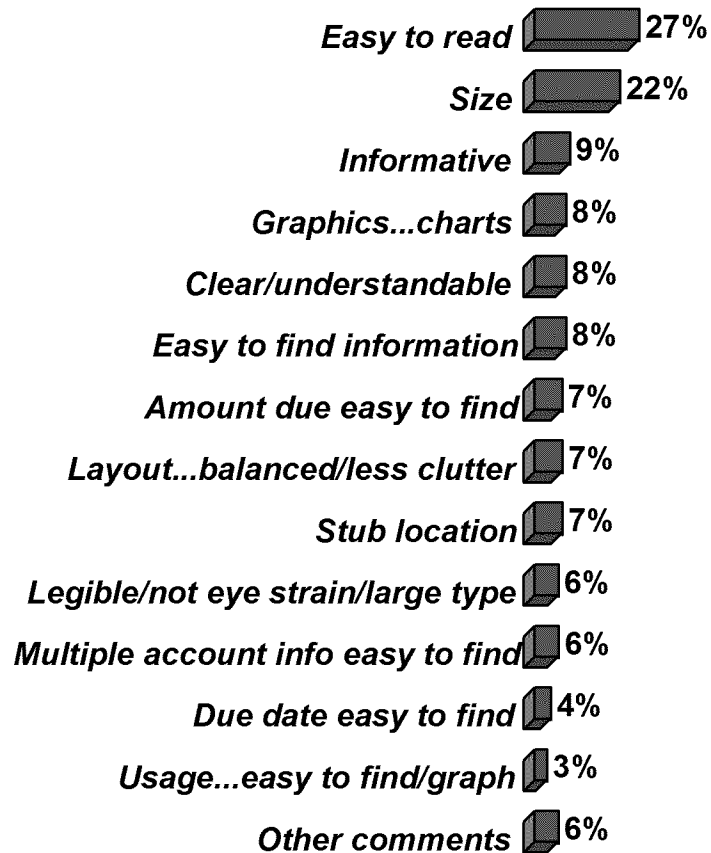


A Lot Worse
  A Little Worse
  Neither Better Nor Worse
  A Little Better
  A Lot Better



# Commercial Multi-Prem: Likes

(% of Those Answering)  
(n=89, 90% of Total)



## Verbatim Comments:

Easy to read. Pages 2 and 3 (summary) are good - need meter #'s on it. Full size page is great - works better for filing.

Larger, easier to read and understand.

Larger size paper and font. Service locations in larger and bold font. Service location below the line. Each service starts on a new page, not in the middle. There is a total of all electric charges (or gas charges) for each service. Tear off stub on the bottom. Headings and spacing.

Easy to read, bigger paper w/lots of helpful information.

History at a glance.

How the charges for demand and consumption are calculated.

The important information is in bold text, which makes it easy to read.

Less clutter.

It is spread out making it easier on "older" eyes!

# Commercial Multi-Prem: Likes

## Verbatim Comments:

*Ease of finding each billing location.*

*The usage for gas and electric are easy to find, plus the account information and amount due is very easy to locate. Overall this is a great improvement.*

*Due date, amount owed - very clean to see at a quick glance. I do like the breakdown in Peak vs. off-peak hours. The graph of usage with history is excellent.*

*Summary format for amount due and separation of each location for the detail.*

*Very organized and color, and graphic displays ("usage at a glance").*

*The graphs showing usage. Can there be one for the summary page? That shows all locations? That the service ID also has a text name - just the number is useless when there are a lot of meters at the location.*

*The tear off stub is at the bottom of the page.*

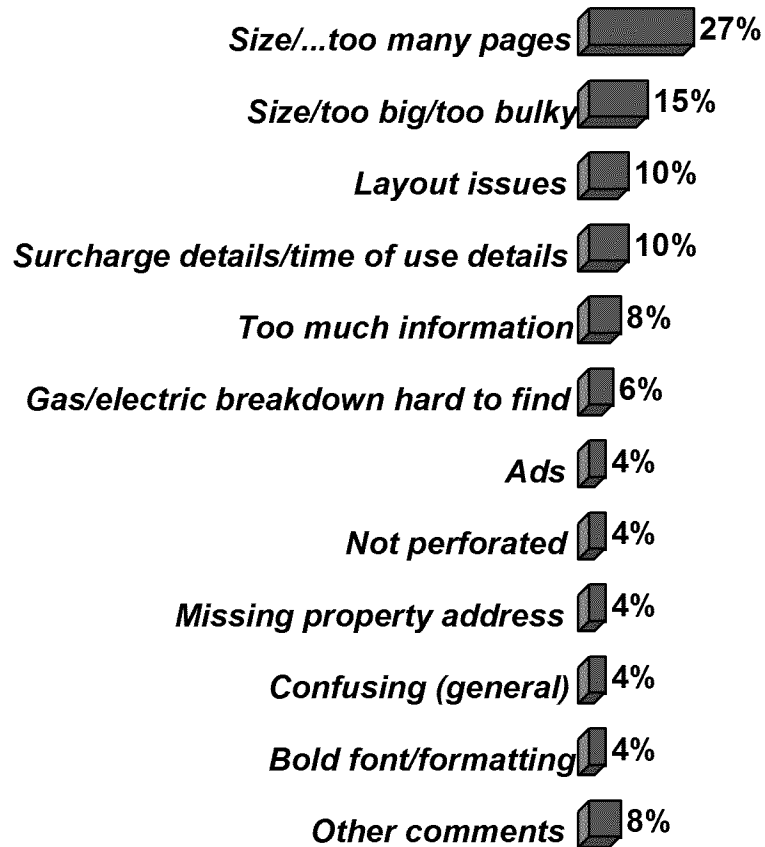
## Verbatim Comments:

*Placement of tear off, the back is not part of information for a meter. The graphs showing past usage are helpful.*

*Total charges for bldgs. (premises) are on one statement. Multiple address are properly identified.*

# Commercial Multi-Prem: Dislikes

(% of Those Answering)  
(n=52, 53% of Total)



## Verbatim Comments:

*There is a lot of empty space. Does that mean you'll use more paper for each bill? I have a limited amount of storage space to keep all of my A/P paid bills and our PG&E bill is already printed on a lot of pages due to the fact that we have a large amount of accounts.*

*Amount of paper used, though I understand the use of 8.5x11 paper being standard. Could you change it to landscape and print info in 2 sections, both sides, thereby using 1/4-1/2 of the paper.*

*Too many pages, paper too thick. Don't need the summary of service agreements.*

*Paper seems very thick. Size is fine. Won't the statement be even longer, since there is a summary for each location, as well as detail?*

*The size of the paper too large and being in business, the need to file away documents is there and like the convenience of the old bill's size.*

*Totally unacceptable to combine more than 1 account per bill. Will not work in the property management business.*

# Commercial Multi-Prem: Dislikes

## Verbatim Comments:

*I don't like how you have to look in two different places to get info. about the same location.*

*Place gas charges on one page and electrical charges and activities on separate page.*

*The summary of service agreements.*

*Could not find comparison to use for previous year with the number of days billed.*

*Details of a site are separated from the main info of that site or accident.*

*Too much information. Who reads all this? Maybe if all the breakdowns were sent each quarter, but not every month.*

*Would like a total dollar amount for gas charges and a separate total dollar amount for electric charges in the account summary (front page). Consumes too much time to add each gas and electric charge in the detailed portion.*

*Put the address where the service is.*

*I did not understand the summary of Service Agreements.*

## Verbatim Comments:

*I would like a breakdown of the total gas and the total electric on the cover page. We pay on different coding for each and now I will have to go through and add each up which for our school will be very time consuming.*

*Advertising mixed in with charges. No box around total amount due and due date on page 1. They don't stand out. Too much information for our needs. Don't need separate summary details on separate pages, how charges are calculated, graphs. You don't show credits or corrections - these should stand out.*

*Some wasted space, ads.*

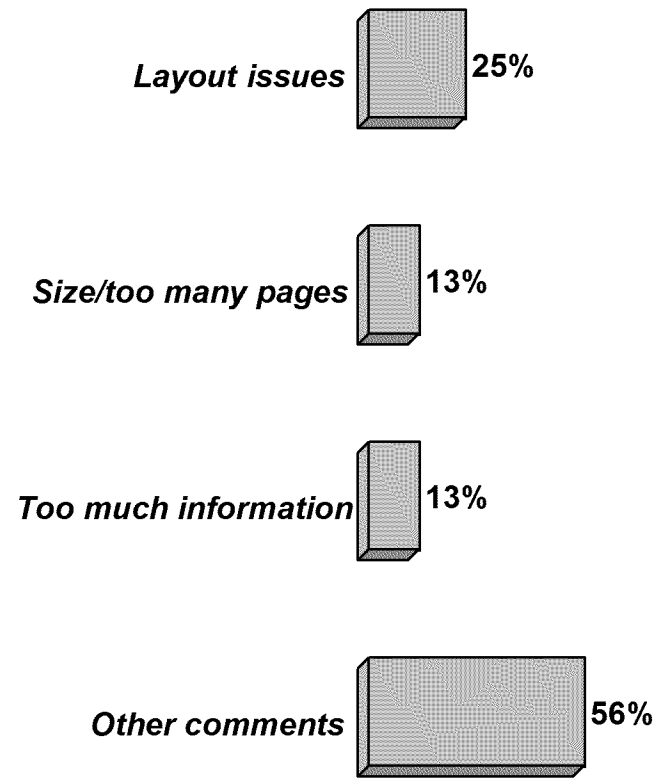
*Complexity of calculations.*

*1) No meter #'s on pages 2 & 3 (summary). 2) Ads on billing - we must save invoices takes space. 3) Heavy paper - should use much lighter weight paper for storage.*

*Make the total amounts bigger or more bold.*

# Commercial Multi-Prem: Confusion

(% of Those Answering)  
(n=16, 16% of Total)



## Verbatim Comments:

*Too many areas to have to look for gas & electric usage breakdowns.*

*Too spread out.*

*Combination of more than 1 account per bill.*

*Not really, just don't want to see address info in two different places.*

*When explaining "how we calculated electricity charges" the peak, partial peak, off-peak should have hours of the day so one could know what part of day was most expensive.*

*Having summary and details on separate pages. Too much information. Duplication of information. We have about 180 service IDs and this would make our bill much to cumbersome and hard to read.*

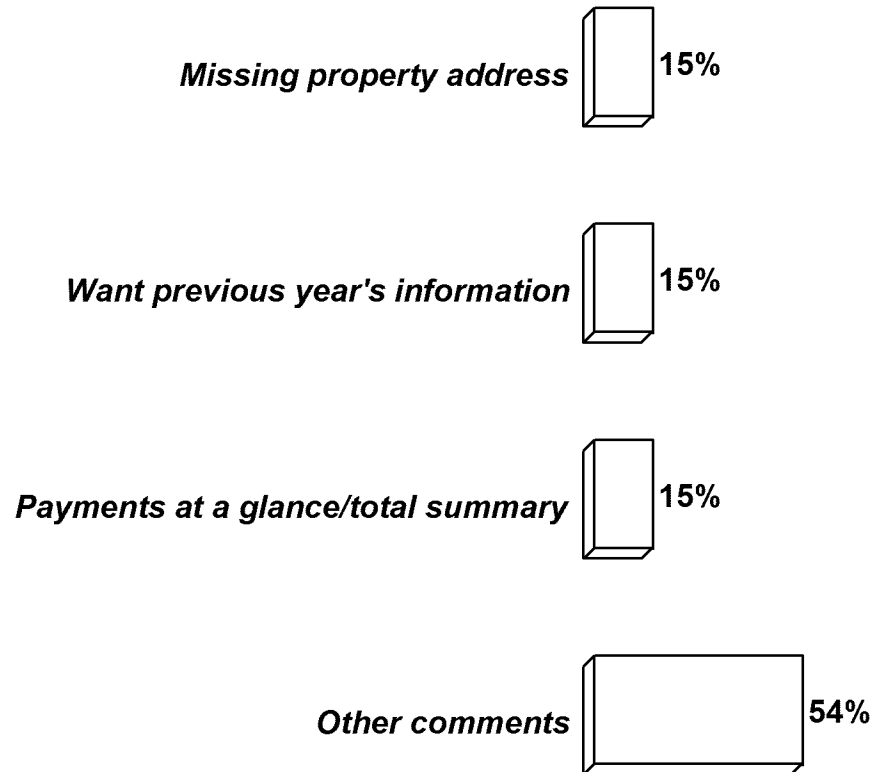
*Details of charges are overwhelming.*

*How to calculate use on page 5, not easy to understand.*

*What does Gas PPP stand for?*

# Commercial Multi-Prem: Anything Missing?

**(% of Those Answering)**  
(n=13, 13% of Total)



## Verbatim Comments:

Add usage comparison data (Kwh day last year and this year).

Addresses. We have a PO Box for billing.

I would like a breakdown of the total gas and the total electric on the cover page. We pay on different coding for each and now I will have to go through and add each up which for our school will be very time consuming.

PG&E rebate programs.

Physical address.

Would like a total dollar amount for gas charges and a separate total dollar amount for electric charges in the account summary (front page). Consumes too much time to add each gas and electric charge in the detailed portion.

Possibly summarize graphs.

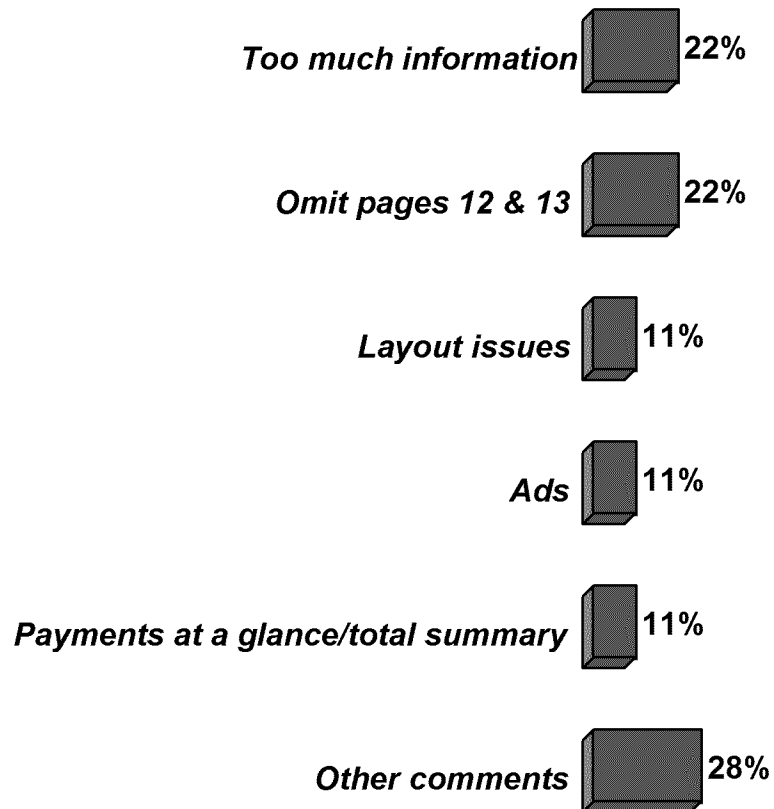
Prior year comparison.

Totals for each account. It would be nice if there was a summary total page. Account total= Account total=

Transfer adjustment.

# Commercial Multi-Prem: Anything that should be deleted?

(% of Those Answering)  
(n=18, 18% of Total)



## Verbatim Comments:

*Ads from PG&E. Need lighter weight paper - too bulky.*

*Do not combine accounts/locations.*

*Local information.*

*Maybe reduce the info. on 11-14.*

*Page 13.*

*Page 13 and 14.*

*Pages 12 and 13.*

*Prop 65 warning and Notices of filing application.*

*Summary pages and details of how charges are calculated, also, number of service agreements.*

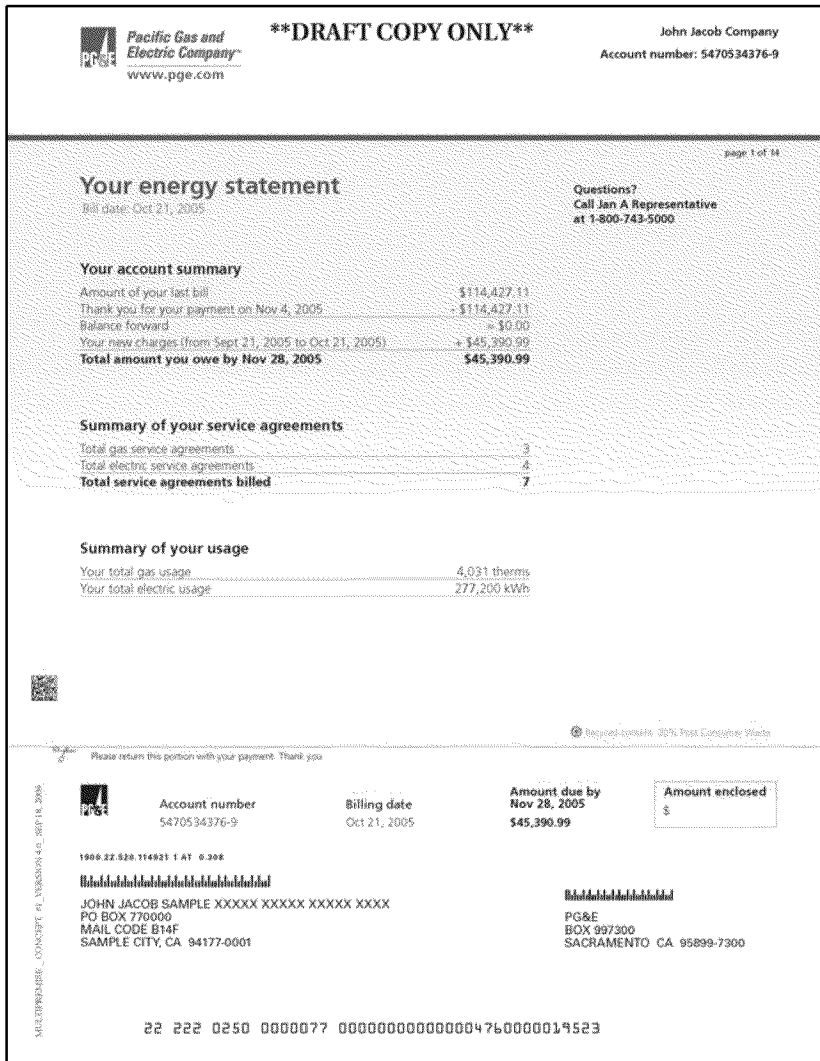
*The summary pages at the beginning of the statement.*

*There is a lot of information. Some will not use.*

*Too much throw away info.*

*You should combine page 2 and page 4 info. I really don't want to spend time flipping to 2 different pages for info on same address.*

# Commercial Multi-Prem: Page 1 Detail Evaluations



(n=99)

**All of the terms on this page are clear and understandable**

**Strongly Agree**

**Agree But.../ Disagree (Improvement Needed)**

90%

10%

**The page includes all the summary information you would want to see here**

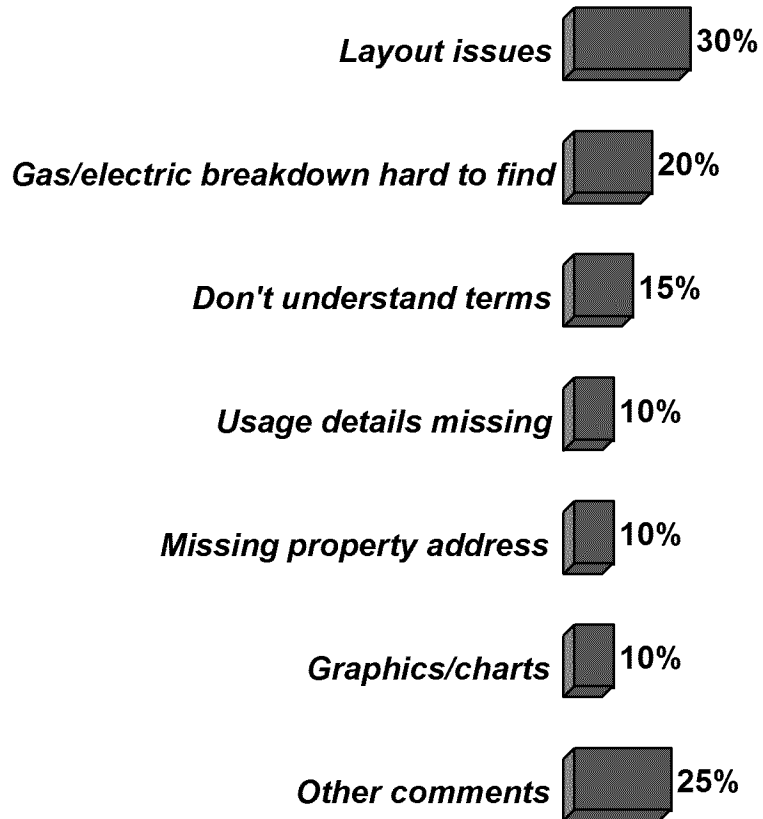
85%

15%



# Commercial Multi-Prem: Page 1 Improvement Suggestions

(% of Those Answering)  
(n=20, 20% of Total)



## Recommendations:

*Service data don't stand out. Liked the old format for it better. Total amount and due date don't stand out. Liked them in a box or bolded. Credits and corrections should be summarized here. Don't need a summary (total number) of service agreements or summary of usage.*

*I would like a summary of different contracts on summary page.*

*The bill could be shortened by utilizing the "blank" space in some areas.*

*What are service agreements? To me that suggests I should have a signed document from PG&E. Maybe locations would be better.*

*Could you graph the "total" usage to see how we are doing overall?*

*Add another column in front of usage and show the dollar for gas and electrical usage as well.*

*1) Remove summary of your service agreements. It is too confusing. 2) Summary of usage - breakdown by meter or service address for multiple sites on one bill.*

# Commercial Multi-Prem: Page 1 Improvement Suggestions

## Recommendations:

*Also, put website under phone number (easier to find there). Your eye automatically ignores the logo area.*

*Please do not combine accounts on 1 bill.*

*We have many addresses that receive gas and power from you. It is very difficult to keep out account number and your account number in mind.*

*Graph of total usage would be nice.*

*Move account number lower (below PG&E representative name and phone number). Compare this period gas and electric use to last years.*

*Again, a breakdown of total gas charges and electric charges should be added. If the usage is broken down in the summary page, so should the dollar amount (front page).*


*Correct spelling of recycled content and use higher % of post consumer waste. Blue shading looks pretty but is it necessary?*

## Recommendations:

*Could put something on there for people with bad vision could request the statements be printed in a larger text.*

*I would like a breakdown of the total gas and the total electric on the cover page. We pay on different coding for each and now I will have to go through and add each up which for our school will be very time consuming.*

# Commercial Multi-Prem: Pages 2&3 Detail Evaluations



**\*\*DRAFT COPY ONLY\*\***

John Jacob Company  
Account number: 5470534376-9

page 2 of 14

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**500 YOSEMITE DR**  
See details on page 4

**Summary of your service agreements**

Gas service agreements	1
Electric service agreements	1
<b>Total service agreements billed</b>	<b>2</b>

**Summary of your usage**

Gas usage	3,172 therms
Electric usage	203,100 kWh

**Summary of your charges**

Gas charges	\$4,407.08
Electric charges	\$28,504.18
<b>Total charges for 500 YOSEMITE DR</b>	<b>\$32,911.26</b>

**631 S MILPITAS BLVD**  
See details on page 6

**Summary of your service agreements**

Gas service agreements	1
Electric service agreements	1
<b>Total service agreements billed</b>	<b>2</b>

**Summary of your usage**

Gas usage	20 therms
Electric usage	8,960 kWh

Are you moving?


change my address

change my telephone number

change my e-mail

<small>FIRST NAME</small>	<small>LAST NAME</small>
<small>STREET #</small>	<small>STREET NAME</small>
<small>STATE</small>	<small>ZIP CODE</small>
<small>TELEPHONE #</small>	<small>E-MAIL ADDRESS</small>

MULTIPREMISE - CONCEPT #4 - VERSION 1.0 - SEP 14, 2006



**\*\*DRAFT COPY ONLY\*\***

John Jacob Company  
Account number: 5470534376-9

page 3 of 14

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**Summary of your charges**

Gas charges	\$25.76
Electric charges	\$1,627.11
<b>Total charges for 631 S MILPITAS BLVD</b>	<b>\$1,627.87</b>

**673 S MILPITAS BLVD**  
See details on page 8

**Summary of your service agreements**

Gas service agreements	1
Electric service agreements	2
<b>Total service agreements billed</b>	<b>3</b>

**Summary of your usage**

Gas usage	839 therms
Electric usage	65,140 kWh

**Summary of your charges**

Gas charges	\$1,399.68
Electric charges	\$9,652.18
<b>Total charges for 673 S MILPITAS BLVD</b>	<b>\$10,851.86</b>

**Total charges for all your premises** **\$45,390.99**

MULTIPREMISE - CONCEPT #4 - VERSION 1.0 - SEP 14, 2006

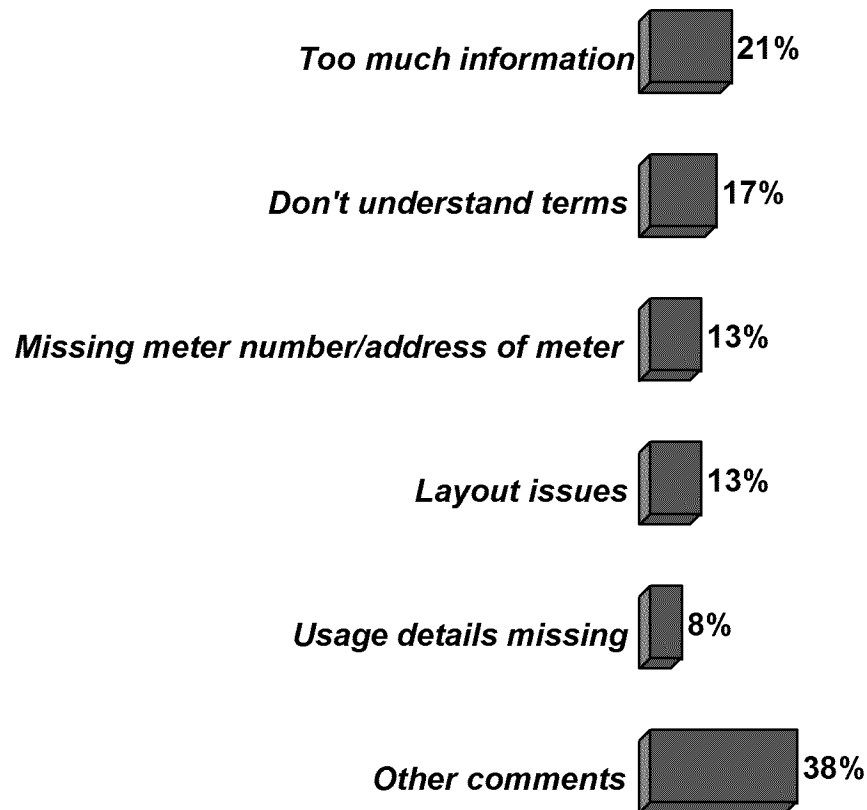
# Commercial Multi-Prem: Page 2&3 Detail Evaluations

(n=99)

	<b>Strongly Agree</b>	<b>Agree But.../ Disagree (Improvement Needed)</b>
<b><i>All of the terms on these pages are clear and understandable</i></b>	88%	12%
<b><i>Provides useful summary information for each location</i></b>	84%	16%
<b><i>Provides the right information to help you identify the accounts</i></b>	84%	16%

# Commercial Multi-Prem: Page 2&3 Improvement Suggestions

(% of Those Answering)  
(n=24, 24% of Total)



## Recommendations:

"Service Agreements" is confusing. Usage and charges can easily be combined.

That word agreements again.

Too cumbersome and confusing.

Too much information.

Account information per site.

Account name should be on this page at top.

Comparison to last years gas and electric use should show for each location (address).

Don't need summary pages. Duplication of information. All information for the service agreement should be together in one place. Too much information. Don't need number of service agreements. Don't like carry over of account to next page.

Graph of usage? Looks like the detail is headed by the location.

I think the summary info. should be with the other details when they are in two different places it takes more of my time.

# Commercial Multi-Prem: Page 2&3 Improvement Suggestions

## Recommendations:

*I would also like to see the service ID# on this page for each account.*

*I would like to see the "usage" charges together for example: Gas usage XXX Gas Charges XXX Electric Usage XXX Electric Charge XXX.*

*If there are different suite #, etc. at same address don't know which area.*

*Make total charges in a larger font.*

*One page for one address.*

*Please do not combine accounts on 1 bill.*

*Should include meter number and sub-account.*

*Summary pages are not helpful to me at all. I need all the information for each location.*


*We have several meters at our address. Need to print meter #'s in pages 2 & 3 summary.*

*What's gas PPP surcharge?*

## Recommendations:

*Would like this summary more summarized - 1 page only use 2 columns so that usage and charges are on the same line, i.e. one line for each acct. - gas and one line for electric. Info on summary of service agreement not helpful and uses up space.*

# Commercial Multi-Prem: Page 4 Detail Evaluations



**\*\*DRAFT COPY ONLY\*\***

John Jacob Company  
Account number: 5470534376-9

(n=99)

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page 4 of 14

### Details of your charges for 500 YOSEMITE DR

#### Gas charges

**Service ID:** 5470534040 B-4 OFFICE & ENGINEERING R/D  
**Rate schedule:** GMR1 Gas Service to Small Commercial Customers  
**Billing days:** 31 days  
**Meter:** 3465505X, Serial T

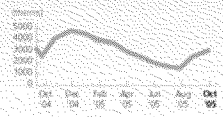
**Your meter reading**

Current reading on Oct 21, 2005	26062
Prior reading on Sept 21, 2005	22938
Difference	3124
Gas multiplier	x 1.015250
Gas you used this billing period (therms)	= 3172

Here's how we calculated your gas charges

From Sept 21, 2005 to Oct 6, 2005 (16 days)		
Gas charges	\$1,922.73	
Customer charge	\$2.14936/day x 16 days	\$34.39
Gas PPP surcharge	3,172 therms @ \$0.03615 x 16 ÷ 31	\$59.19
Subtotal gas charges		\$2,016.31
From Oct 7, 2005 to Oct 21, 2005 (15 days)		
Gas charges	\$2,303.04	
Customer charge	\$2.14936/day x 15 days	\$32.24
Gas PPP surcharge	3,172 therms @ \$0.03615 x 15 ÷ 31	\$55.49
Subtotal gas charges		\$2,390.77
<b>Your total gas charges</b>		<b>= \$4,407.08</b>

**Your gas usage at a glance**



The customer charge is based on the highest average daily usage within the 12 months (142.9 therms per day during the Sep 21, 2005 to Oct 22, 2005)

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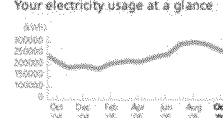
#### Electricity charges

**Service ID:** 5470534045 B-4 OFFICE & ENGINEERING R/D  
**Rate schedule:** E195 Medium General Demand-Metered TOU Service  
**Billing days:** 31 days  
**Rotating outage:** 8G  
**Meter:** DP1821, Serial T

**Your electricity reading**

	electricity	reactive power
Current reading on Oct 21, 2005	1253	596
Prior reading on Sept 21, 2005	-576	-277
Difference	= 677	= 319
Meter constant	x 300	x 300
Electricity you used this billing period	= 203100 (kWh)	= 95700 (kVar)

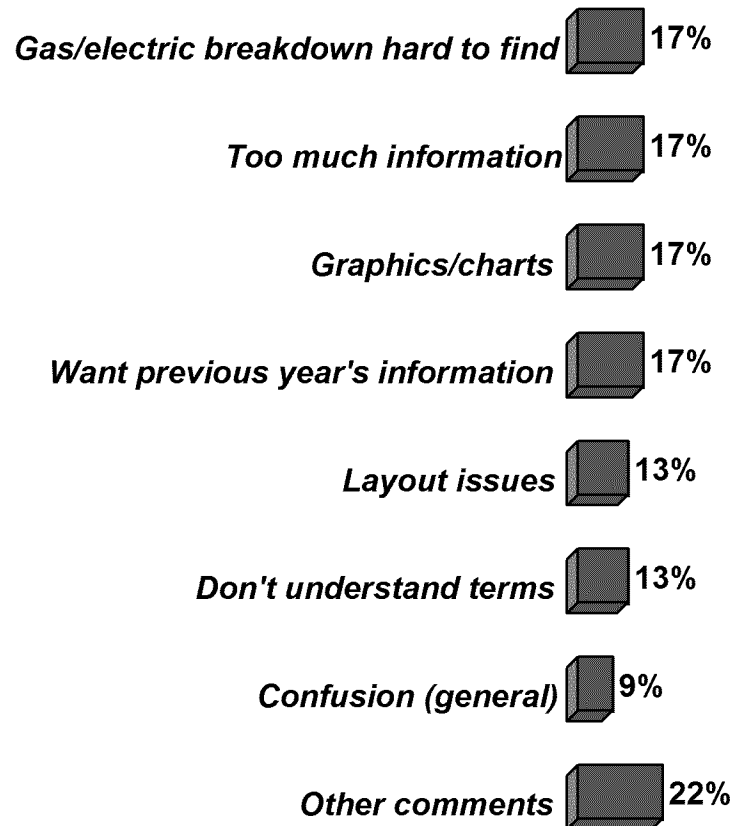
**Your electricity usage at a glance**



	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<b><i>Provides enough information to identify the actual account</i></b>	93%	7%
<b><i>Provides useful additional information</i></b>	86%	14%
<b><i>The charts of your past energy use include enough months (13 mos.)</i></b>	84%	16%
<b><i>Provides the right amount of detail about gas charges</i></b>	83%	17%
<b><i>The charts of your past energy use are easy to read</i></b>	83%	17%
<b><i>The charts of your past energy use have all the information you want</i></b>	83%	17%
<b><i>All of the terms on this page are clear and understandable</i></b>	82%	18%

# Commercial Multi-Prem: Page 4 Improvement Suggestions

(% of Those Answering)  
(n=23, 23% of Total)



## Recommendations:

*Would like totals for both gas and electric for each account.*

*Not clear how much gas - electric was used the previous year.*

*I would like a breakdown of the total gas and the total electric on the cover page. We pay on different coding for each and now I will have to go through and add each up which for our school will be very time consuming.*

*Too much info - waste of paper. Not everyone reads this.*

*May be confusing to older people. I would only supply this in-depth to people who request this info.*

*Not sure what customer changes are. Chart is a bit basic.*

*Use bar graphs instead of line chart. Have 24 months of usage.*

*24 Months would be better.*



# Commercial Multi-Prem: Page 4 Improvement Suggestions

## Recommendations:

*What is PPP surcharge? What are the rate schedule - if we don't know these this is meaningless. How does the customer charge work - not clear?*

*Gas charges are one number, then there is a customer charge which is based on highest avg. daily usage within the 12 months. This sounds like a penalty charge for consuming too much and what is PPP surcharge?*

*Don't understand charges here - I did see later it explained it in back pages - good. Maybe add gridlines.*

*Gas Multiplier, Gas PPP Surcharge confusing. Charts are too vague.*

*Meter number, readings and usage are too hard to read. Liked them better on one line across the page like on the old bill. That was much easier to read. Charges all run together. Too hard to read. Liked them staggered and spaced like old bill. Like the service location below the separation line. Makes it easier to locate. Also, like it in bigger font.*

## Recommendations:

*Who determines the name attached to the service ID?*

*Please do not combine accounts or locations on 1 bill.*

*The cost not per therm should be shown. Seems to me the cost per therm should be shown that generalizes the gas charges. It shows for the gas PP surcharge, for example.*

# Commercial Multi-Prem: Pages 4&5 Detail Evaluations

**Pacific Gas and Electric Company** **\*\*DRAFT COPY ONLY\*\*** John Jacob Company  
Account number: 5470534376-9  
www.pge.com

page 4 of 14

### Details of your charges for 500 YOSEMITE DR

#### Gas charges

**Service ID:** 5470534040 B-4 OFFICE & ENGINEERING R/D  
**Rate schedule:** GMR1 Gas Service to Small Commercial Customers  
**Billing days:** 31 days  
**Meter:** 3465505X, Serial T

Your meter reading	
Current reading on Oct 21, 2005	26062
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Difference	3124
Gas multiplier	x 1.015250
Gas you used this billing period (therms)	= 3172

**Your gas usage at a glance**

Here's how we calculated your gas charges

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Gas PPP surcharge 3,172 therms @ \$0.03615 x 15 ÷ 31	\$55.49
Subtotal gas charges	\$2,390.77
<b>Your total gas charges</b>	<b>= \$4,407.08</b>

The customer charge is based on the highest average daily usage within the 12 months (142.9 therms per day during the Sep 21, 2005 to Oct 22, 2005)

#### Electricity charges

**Service ID:** 5470534045 B-4 OFFICE & ENGINEERING R/D  
**Rate schedule:** E195 Medium General Demand-Metered TOU Service  
**Billing days:** 31 days  
**Rotating outage:** 8G  
**Meter:** DP1821, Serial T

Your electricity reading		
	electricity	reactive power
Current reading on Oct 21, 2005	1253	596
Prior reading on Sept 21, 2005	-576	+277
Difference	= 677	= 319
Meter constant	x 300	x 300
Electricity you used this billing period	= 203100 (kWh)	= 95700 (kVar)

**Your electricity usage at a glance**

MULTIPREMISE - CONCEPT #0 - VERSION 4.0 - SEP14, 2006

**Pacific Gas and Electric Company** **\*\*DRAFT COPY ONLY\*\*** John Jacob Company  
Account number: 5470534376-9  
www.pge.com

page 5 of 14

### Here's how we calculated your electricity charges

From Sept 21, 2005 to Sept 30, 2005 (10 days) - summer season

Energy charge - peak	15,871 kWh @ 0.14913	\$2,366.84
Energy charge - partial peak	15,290 kWh @ 0.09114	\$1,393.53
Energy charge - off-peak	34,355 kWh @ 0.07800	\$2,679.69
Demand charge - peak	432 kW @ 13.12000 x 10 ÷ 31	\$1,828.34
Demand charge - partial peak	375 kW @ 3.64000 x 10 ÷ 31	\$440.32
Demand charge - off-peak	432 kW @ 3.00000 x 10 ÷ 31	\$418.06
Customer Charge	10 days x \$2.66119	\$26.61
Subtotal electricity charges		\$9,153.40
Energy commission tax		\$14.41
<b>Net charges</b>		<b>= \$9,167.81</b>

From Oct 1, 2005 to Oct 21, 2005 (21 days) - summer season

Energy charge - peak	33,329 kWh @ 0.14914	\$4,990.68
Energy charge - partial peak	32,110 kWh @ 0.09175	\$2,946.09
Energy charge - off-peak	72,145 kWh @ 0.07861	\$5,671.32
Demand charge - peak	432 kW @ 13.12000 x 21 ÷ 31	\$3,839.50
Demand charge - partial peak	375 kW @ 3.64000 x 21 ÷ 31	\$924.68
Demand charge - off-peak	432 kW @ 3.00000 x 21 ÷ 31	\$877.94
Customer Charge	21 days x \$2.66119	\$55.88
Subtotal electricity charges		\$19,306.10
Energy commission tax		\$30.27
<b>Net charges</b>		<b>= \$19,336.37</b>

**Your total electricity charges = \$28,504.18**

MULTIPREMISE - CONCEPT #0 - VERSION 4.0 - SEP14, 2006

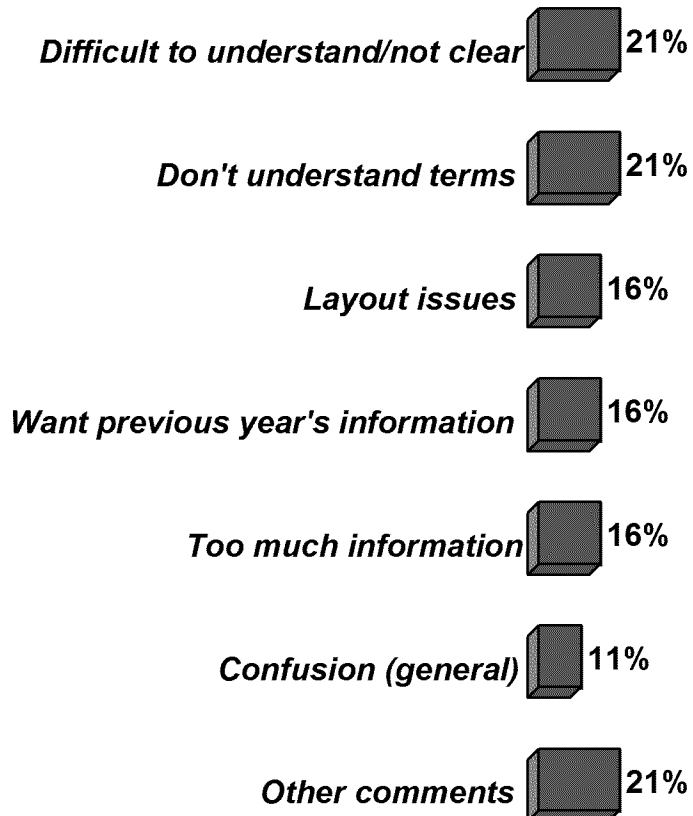
# Commercial Multi-Prem: Page 4&5 Detail Evaluations

(n=99)

	<b>Strongly Agree</b>	<b>Agree But.../ Disagree (Improvement Needed)</b>
<b><i>Provides enough information to identify the actual account</i></b>	92%	8%
<b><i>All of the terms on these pages are clear and understandable</i></b>	86%	14%
<b><i>Provides the right amount of detail about electricity charges</i></b>	86%	14%
<b><i>Provides useful additional information</i></b>	86%	14%

# Commercial Multi-Prem: Pages 4&5 Improvement Suggestions

(% of Those Answering)  
(n=19, 19% of Total)



## Recommendations:

*What's reactive power. I like the meter reading format on the old statement.*

*Could you describe the peak, partial peak terms? Is it from what time to what time, etc?*

*Reactive power? How does this affect us as consumers?*

*Need description of charges and what hours do they correspond to? Example: energy charge - peak 7am to 5pm. Demand charge - 5pm to 7am.*

*Meter constant? Peak vs. partial vs. off peak - when are these times given? Further explanation of calculations is needed.*

*I find it hard to understand why the bill is split into a 16 day period and a 15 period.*

*Graph ... use bar instead of line and do for 24 months.*

*I would suggest you put back in the prior year comparison.*

## Commercial Multi-Prem: Pages 4&5 Improvement Suggestions

### Recommendations:

*Usage comparison data is always nice to verify performance current year to last year. It also helps verify accuracy of billing and data entry.*

*Too much unnecessary info.*

*Perhaps more information than the ordinary person/small business needs. Especially since PG&E is our only option.*

*Same as gas. Liked meter number, readings and usage on one line. Too hard to read on new format. Too much information. Don't need all details of how it was calculated. Liked that the next account starts on a new page. Liked the graphic symbols for gas and electricity.*

*Please do not combine accounts/locations on same bill.*

*Rotating Outage confusing, Meter Constant confusing.*

*Again, not sure what customer charge is.*

*Too many pages*

# Commercial Multi-Prem: Page 11 Detail Evaluations

(n=99)

**Strongly Agree** **Agree But.../ Disagree (Improvement Needed)**

**The dollar amounts in the Explanation of Charges are helpful**


89% 11%

**The page is organized to make it easy to find information**

89% 11%

**All of the terms on this page are clear and understandable**

85% 15%



**\*\*DRAFT COPY ONLY\*\***

page 11 of 14

### Things you should know

**Customer service (English)**  
**24 hours/day, 7 days/week**  
 (TDD/TTY) (Speech/hearing impaired) 1-800-743-5000  
 1-800-495-4271  
 Spanish (Spanish/Spanish) 1-800-495-4271  
 Chinese 1-800-495-3555  
 Vietnamese 1-800-298-8438

**Smarter Energy Line**  
 (for residential energy efficiency information) 1-800-933-3555  
 (Energy theft hotline) 1-800-495-4271  
 To request a claim form 1-800-743-5000

**Explanation of your charges**  
 The following items are included in your gas charges:

- **Gas Delivery** costs for gas transportation, distribution and storage.
- **Gas Energy Procurement** costs of \$0.83971/kWh (Rate Schedule GCP) for purchased gas delivered to PG&E's service territory border.
- **Gas Public Purpose Program (PPP)** surcharge of \$145.74, for the cost of state-mandated gas assistance programs for low-income customers, energy efficiency programs, and public interest research and development.

The following items are included in your electric charges:

- **Electric Delivery** costs of \$12,700.22, for transmission, distribution and public purpose programs.
- **Electric Energy** costs of \$24,013.87, for the commodity cost for electricity for customers that purchase electricity from PG&E and a Competition Transition Charge (CTC). The CTC is the cost of certain purchased power agreements and restructuring implementation costs and is determined by the CPUC. Customers that elect to purchase electricity from other suppliers pay this charge.

**Other charges, which include:**

- **First Transfer Amount** of \$106.26 for repayment of re-authorized bonds used to refinance at better terms a portion of past investments previously included in rates and authorized by the CPUC. This charge applies only to accounts that qualify for the 10% rate reduction California Department of Water Resources (DWR) Bond charge, which pays for bonds issued to finance a portion of the historic cost of power purchased by DWR to serve electric customers. PG&E collects these revenues on behalf of DWR.
- **Energy Cost Recovery Amount** of \$1,594.76, which covers the principal, interest, and other costs associated with Energy Recovery Bonds issued by a Special Purpose Entity (SPE). One of these charges is the Dedicated Rate Component (DRC), which is \$0.00393/kWh. 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 refinance its Bankruptcy Regulatory Asset, which was established by the CPUC to help finance PG&E's emergence from bankruptcy.
- **DWR Bond Charge** of \$1,594.76 is 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.

**Gas Meter Multiplier** is used to adjust a customer's metered volume of gas use to an equivalent volume at a specified pressure and elevation due to variations in elevation and delivery pressure.

**Electric Meter Constant** is a factor used, when necessary, to ratio an index usage to a total usage.

**Options for paying your bill**

By mail send in enclosed envelope  
 By phone 1-866-727-0682 - certain restrictions apply  
 Online at www.pge.com  
 In person pay at your local office:  
 705 P St.,  
 Fresno, CA 93760

**When you disagree with your bill**  
 If you believe we have billed you incorrectly, we encourage you to contact us for an explanation. If you are dissatisfied with our response, send the bill and a letter to:

California Public Utilities Commission (CPUC)  
 Consumer Affairs Branch  
 505 Main Street  
 San Francisco, CA 94102

We sure to enclose a deposit for the amount owed made payable to the CPUC to avoid having service terminated while you wait for a CPUC decision. The CPUC will only accept deposits for matters that relate directly to the accuracy of a bill. Matters such as the quality of a utility's service, general level of rates, pending rate applications and sources of fuel or power are not matters related to bill accuracy.

If it is not possible for you to pay your deposit, you must advise the CPUC. In the meantime, we cannot turn off your service for nonpayment as long as the CPUC is reviewing your claim.


**Past-due bills**  
 Your bill is due when you receive it and becomes past due 19 days after the date presented. Closing bills are considered past due if not paid 15 days after the mailing date.


If you are unable to pay on time, call us 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. If you feel we are not offering you a payment arrangement that is reasonable for you, you may contact the CPUC at 1-800-649-7570 or 415-773-0032 (TDD/TTY).

**Deposits**  
 We may require a deposit from you to establish service, to re-establish credit or to increase an existing deposit. Typically, deposits for new service may be twice the average monthly bill, for existing customers it may be up to twice the maximum monthly bill.

**Rules & Rates**  
 We offer optional rates that may lower your PG&E bills. To find out about our optional rates or for a complete list of our rules and rates, call us.

**Outage block 50 is exempt from rotation**  
 Being a part of outage block 50 means you are a customer who is served by circuits that contain essential services, such as larger hospitals that meet certain criteria, fire departments, police stations, and other vital government functions. Normally, outage block 50 customers are exempt from rotating outages, unless conditions dictate otherwise. Rotating outage blocks are subject to change without advance notice due to operational conditions.

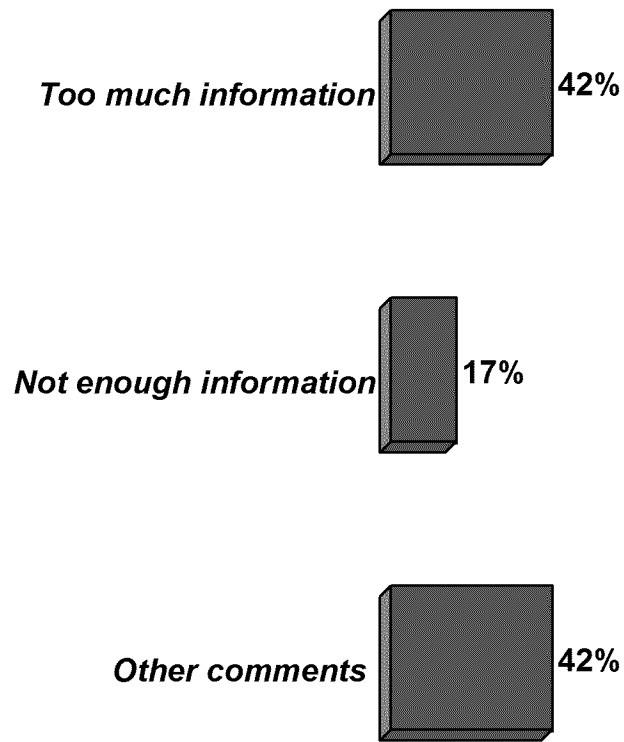
 **2006 Bill Redesign Survey**

 **HINER & PARTNERS, INC.** 118  
HELPING PROGRESS AND PROSPERITY

SB\_GT&S\_0656362

# Commercial Multi-Prem: Page 11 Improvement Suggestions

(% of Those Answering)  
(n=12, 12% of Total)



## Recommendations:

*Too much. No one will read.*

*Useless.*

*Be real - who reads all this? At least the print is big enough to be legible.*

*Gas charge explanations are confusing.  
Telephone numbers should be in same column as Options for paying, when you disagree & past due bills.*

*SPE is not clear. Recovery property is not clear.*

*Darker print would be nice as in the bill itself.*

*Will be useful, but not used every month.*

*How do we know what outage block we are on?*

*What about the seasonal rate charges?*

*Like bigger font. Heading are bold and separated.  
Sections are separated - liked that.*

*Correct typos under Electric Energy. 1st sentence should have a period instead of comma after (CTC),. 3rd sentence, change form to from.*



# Commercial Multi-Prem: Page 12 Detail Evaluations

(n=99)

**Strongly Agree** **Agree But.../ Disagree (Improvement Needed)**

86%

14%

**How to receive additional information about these topics is clear and easy to find**

**The page includes the right combination of graphics and text**

84%

16%

**The page is easy to read**

80%

20%

**The type of information included here is worth reading about**

66%

34%

**Pacific Gas and Electric Company**  
www.pge.com

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page 12 of 14

**POWER CONTENT LABEL**

ENERGY RESOURCES	PGE's 2006 POWER MIX (Projected)	2015 CA POWER MIX* (For Comparison)
Eligible Renewable	13%	5%
Hydroelectric	3%	<1%
Small Hydroelectric	4%	1%
Solar	0%	0%
Wind	2%	<1%
Coal	7%	36%
Large Hydroelectric	18%	24%
Natural Gas	42%	37%
Nuclear	23%	0%
Other	0%	0%
<b>TOTAL</b>	<b>100%</b>	<b>100%</b>

\* At least 95% of PGE's POWER MIX is provided by the California Department of Water Resources or from PGE's own resources, or specifically purchased from renewable sources. PGE's own resources include hydroelectric, wind, solar, and other renewable resources. PGE's own resources are provided by the California Energy Commission based on the electricity used in California's powerplants during the previous year. For specific information about the electricity provided, contact Pacific Gas and Electric Company. For general information about the Power Content Label, contact the California Energy Commission at 1.800.666.7744 or www.energy.ca.gov.

The actual 2006 fuel mix for California electricity is not the "CA power mix" shown. It is rather: 13% renewable, 23% coal, 37% large hydro, 36% natural gas, and 18% nuclear. PGE's electricity differs from the national average in that its renewable resources are provided for comparison.

**PROPOSITION 65—PUBLIC WARNING**

The Safe Drinking Water and Toxic Enforcement Act of 1986, commonly referred to as Proposition 65, requires the Governor to publish a list of chemicals "known to the State of California" to cause cancer, birth defects, or other reproductive harm. It also requires California businesses to warn the public of potential exposure to these chemicals which result from their operations.

Pacific Gas and Electric Company uses chemicals in its operations that are "known to the State of California" to cause cancer, birth defects, or other reproductive harm.

For example, Pacific Gas and Electric Company uses natural gas and petroleum products in its operations. Pacific Gas and Electric Company also releases natural gas to its customers. Petroleum products, natural gas, and their combustion by-products contain chemicals "known to the State of California" to cause cancer, birth defects, or other reproductive harm.

A warning label is added to natural gas so that leaks of unburned gas can be quickly detected. If gas odor is detected, Pacific Gas and Electric Company should be contacted promptly.

Pacific Gas and Electric Company provides a free service to check and adjust your flame gas appliances. Please call 1.800.743.5009 if you would like your gas appliances checked. For additional information on this Proposition 65 warning, write to Pacific Gas and Electric Company at P.O. Box 12157, San Francisco, CA 94112.

**NOTICE OF APPLICATION FILING:  
PGE's 2007 ENERGY RESOURCE RECOVERY ACCOUNT  
(ERRA) AND ONGOING COMPETITION TRANSITION CHARGE  
(CTC) FORECAST REVENUE REQUIREMENTS**

Each year, Pacific Gas and Electric Company (PGE) is required to file an application that forecasts its sales (revenue) and its expected electricity usage to ensure adequate electricity supply for its customers. The California Public Utilities Commission (CPUC) reviews PGE's application to ensure that customers are not charged more than it costs PGE to provide electricity. On June 1, 2006, PGE submitted Application No. A-06-09-001, requesting that the CPUC adopt its forecast of fuel and electricity purchase costs for 2007. PGE's fuel and electricity procurement forecast (the forecast) costs of electricity needed to serve its customers is \$3.157 billion. The forecast consists of \$2.888 billion of power procurement costs (fuel and electricity) and other market related and \$269 million of "non-market" power costs (such as power purchases, meter-replacing contracts at rates that are low relative to market rates). These non-market power costs are recovered as an Ongoing Competition Transition Charge (CTC) as allowed by the Electric Utility Rate-making Act (Assembly Bill 1880). In its application, PGE also provides fuel-related components of electric procurement costs to be reflected to customers by reducing rates in 2007.

Does this mean electricity will cost me more? Even though overall revenue from existing customers that do not purchase renewable electric generation, as well as transmission and distribution, service from PGE will increase by approximately \$275 million, some customers will see a decrease in their rates. This is because the reduction is allocated among customer classes differently. One illustrative allocation of revenue to each class in the table below on the back of this notice. PGE expects that the rate changes associated with PGE's 2007 electric procurement forecast, as well as any associated costs or concessions in related balancing accounts (in account with respect to meter, for necessary through bills, certain deferred amounts, and to various revenue, meter lease amounts), will be coordinated with changes to other CPUC proceedings and incorporated into rates on January 1, 2007, or the earliest rate change in rates for individual customers is difficult to predict.

**Additional Information About PGE's Application**

In December 2006, the CPUC received PGE's application for the Energy Resource Recovery Account (ERRA). In this account, PGE is to recover the cost of fuel used in producing electricity at its two power plants and the cost of buying electricity from non-PGE generators. Each year the ERRA submits a forecast of operating costs and reports on the previous month's activities.

In its 2007 ERRA application, PGE proposes a 2007 ERRA revenue requirement for bundled customers of \$2.888 million and an Ongoing Competition Transition Charge revenue requirement for unbundled, credit service customers who purchase electricity from a privately owned, and operating, local customer (customer who receives electric generation, as well as transmission and distribution, service from a public power utility or municipality) of \$269 million. This increase includes ERRA revenue collection by approximately \$241 million and reduces bundled, shared costs, and operating costs totaling CTC revenue collection by approximately \$66 million relative to current ERRA and ongoing CTC rates.

PGE is seeking to change fuel electric charges for bundled service customers. In addition, customers who purchase energy from non-PGE suppliers (i.e., credit service customers) will also see a change in reduction in their bill due to the reduction of the CTC rate. The reduction in CTC revenue across all credit service customers (approximately \$11 million) is currently largely offset by a corresponding increase in the California Department of Water Resources (CDWR) power contract of the Direct Access Cost Responsibility Surcharge, but may be affected by costs being allocated in separate proceedings before the Commission's Disputing local customers will see a decrease in the CTC rate. The following table illustrates how PGE's proposed to allocate

The increase in the ERRA revenue requirement and the decrease in the CTC revenue requirement among bundled and credit service customers.

**2007 ERRA and Ongoing CTC Revenue Requirements  
Allocations to Class, Based on rates as of June 1, 2006**

Class and Service	Change in Revenue in Bundled Customers	Change in Revenue in Direct Access Customers	Percent Change in Direct Access Revenue
Residential	\$19,923	\$-1,000	\$-1
Small Commercial	\$32,421	\$-800	\$-1
Medium Commercial	\$42,894	\$-2,820	\$-1
Large Commercial	\$30,295	\$-2,400	\$-2
Industry	\$997	\$-545	\$-5
Electricity	\$6,179	\$-500	\$-3
Large Industrial	\$37,163	\$-2,720	\$-3
<b>System Total</b>	<b>\$211,944</b>	<b>\$-1,075</b>	<b>-0.6%</b>

The CPUC's Independent Director of Ratepayer Advocates (IDRA) will review this application, analyze the proposal, and present an independent analysis and recommendations for the CPUC's consideration. Other parties will also participate.

The CPUC may hold evidentiary hearings where parties present their proposals in testimony and are subject to cross-examination before an Administrative Law Judge. These hearings are open to the public, but only those who are parties of record can present evidence or cross-examine witnesses during evidentiary hearings.

After considering all proposals and evidence presented during the hearing process, the CPUC will issue a final decision. When the CPUC acts on this application, it may accept all or part of PGE's request, amend or modify it, or deny the application. The CPUC's final decision may be different from PGE's proposed application ERRA.

**FOR FURTHER INFORMATION**

You may contact the CPUC's Public Advisor with comments or questions as follows:

Public Advisor's Office	415.702.2074 or 866.439.8380 (toll free)
200 Van Ness Avenue, Room 2333	375.450.7000, 375.460.8300 (toll free)
San Francisco, CA 94102	Email at <a href="mailto:PublicAdvisor@cpuc.ca.gov">PublicAdvisor@cpuc.ca.gov</a>

If you are writing a letter to the Public Advisor's Office, please include the application (A-06-09-001). All comments will be considered by the Commissioners, the assigned Administrative Law Judge and the Energy Customer staff.

For more details call PGE at 1.800.743.5009  
For more customer service call 1.800.666.6789 • **TTY: 800.282.8438**  
For 100% TTY (Speech) access call 800.542.4712.

Pacific Gas and Electric Company **2006 Bill Redesign Survey** WE DELIVER ENERGY

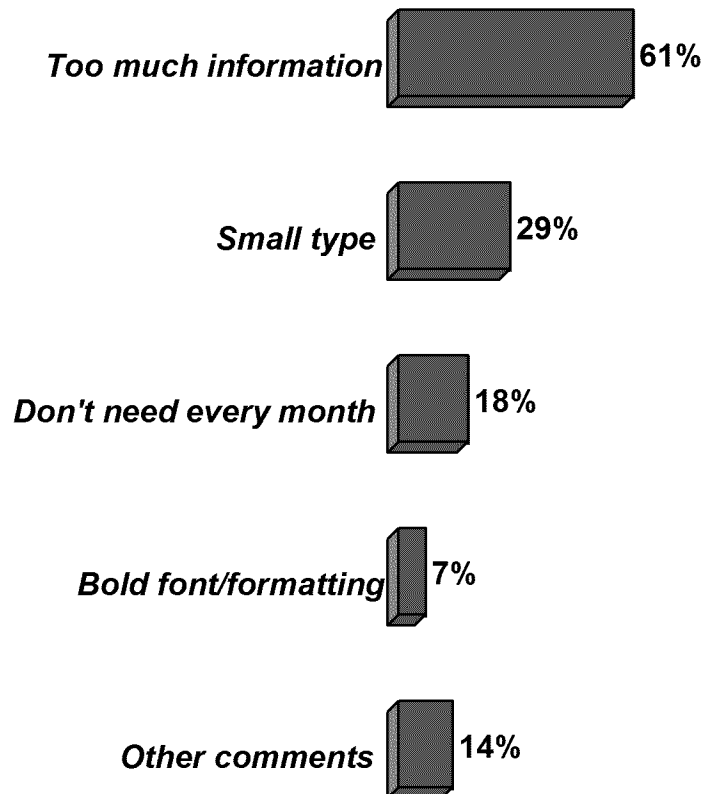
HINER & PARTNERS, INC. 120

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# Commercial Multi-Prem: Page 12 Improvement Suggestions

(% of Those Answering)  
(n=28, 28% of Total)



## Recommendations:

*Too much. Too small. Too legal.*

*Most people don't need this info especially every month.*

*Most customers won't understand it. Type is small.*

*I would think this is over the head of the average consumer.*

*The small print. Blue color makes it hard to read.*

*I probably should read it but I don't think I'd take the time. Print is too small, too much text. Again, too small. Put less on page and let those who want to know ask for more.*

*Prop 65 warning is ridiculous. Print is too small and legalistic.*

*Make changes underlined or bold letters. Also information of where to go to be bold.*

*Don't need to see it on every bill.*

*Would rather have it as an insert than as part of the bill.*

*The only thing I would change is to put more color on PG&E bill.*

# Commercial Multi-Prem: Page 13 Detail Evaluations

**Pacific Gas and Electric Company**  
www.pge.com

**\*\*DRAFT COPY ONLY\*\***

View and pay bills online at [www.pge.com](http://www.pge.com)

page 13 of 14

**Cool Off Your Summer Energy Bills.**  
Take advantage of three easy ways to stay in control, including a special rebate.

The heat is on, but you can put a chill on your PG&E electricity usage. It's easy, and it can make your summer a lot more comfortable.

- 1 Get a new home desktop computer or server that uses 80PLUS<sup>®</sup> certified power supplies. For more information visit [www.80plus.org](http://www.80plus.org)
- 2 Have your air conditioning ducts tested when you buy or service a unit.
- 3 Pocket a \$100 rebate on a filtration pump and motor for your swimming pool.

For details about this as well as additional rebates and energy saving resources, visit [www.pge.com/res/rebates](http://www.pge.com/res/rebates) or call the Smarter Energy Line at 1.800.933.9555.

**FREE Homebuyer's Kit: Savings to \$400 plus valuable coupons**

Get money saving details on ENERGY STAR<sup>®</sup> New Homes.

Lower the total cost of your new home by cutting energy bills \$200-\$400 every year. Get a handy video and brochure, maps to nearby energy-efficient developments plus valuable coupons for products and services.

Call 1.800.474.3468 or visit [pge.com/newhomes](http://pge.com/newhomes)

**Why we trim trees and ways you can help**

- **It's the Law.** State law requires PG&E to keep clearances between high-voltage power lines and all vegetation.
- **For Public Safety.** Maintaining required clearances keep people safe from injury if they climb or work in trees located near power lines.
- **For Fire Safety.** Trimming trees to maintain required clearances prevents them from touching high-voltage power lines, which can start fires. Lower voltage lines, such as phone and cable TV lines, that are installed lower on the utility pole, don't require clearing because they present little or no fire hazard.
- **To Reduce Outages.** Trimming trees to maintain required clearances reduce outages caused by falling branches.

**20% CARE savings off your PG&E bill**

Find out if you're eligible to save 20% each month through the California Alternate Rates for Energy (CARE) program. If you're already enrolled, you must be recertified every two years.

Call 1.866.PGE.CARE to apply or recently now.

**Sidewalk or yard project? Call before You Dig! 1.800.227.2600**

Don't hit an underground utility line. Whether you're a homeowner or contractor, call Underground Service Alert at least two working days before you dig.

For more information on this free service, visit [www.pge.com/safety](http://www.pge.com/safety)

**Ways You Can Help**

- Allow PG&E access to trees when trimming is necessary.
- Don't plant trees under or near overhead power lines.
- Clear flammable vegetation from around your home.
- Never trim trees near high voltage power lines yourself. Call us first at 1.800.PGE.5000.

(n=99)

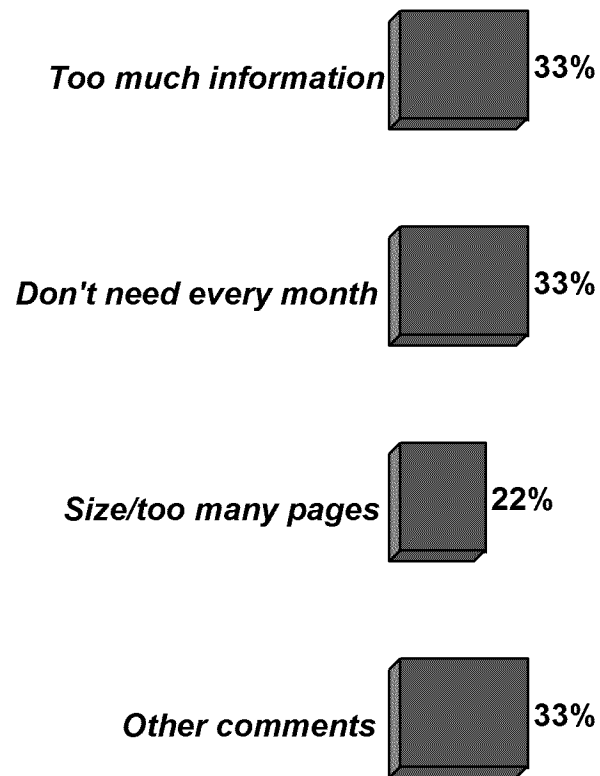
	Strongly Agree	Agree But.../ Disagree (Improvement Needed)
<i>The page is easy to read</i>	96%	4%
<i>The page includes the right combination of graphics and text</i>	96%	4%
<i>The type of information included here is worth reading about</i>	86%	14%

**Which of the following options would you prefer for the type of information shown on this page?**

<i>Separate inserts</i>	19%
<i>Separate page in the energy statement (shown here)</i>	30%
<i>Separate newsletter</i>	16%
<i>None – do not want this information</i>	29%
<i>Other (don't need every month)</i>	5%

# Commercial Multi-Prem: Page 13 Improvement Suggestions

(% of Those Answering)  
(n=9, 9% of Total)



## Recommendations:

*Would rather have as an insert than as part of the bill.*

*Just don't need all info in every months bill. Rotate and utilize the bottom of a previous page that needs filler. Need to save paper.*

*Too much info not everyone needs. Do this quarterly.*

*Not eye catching.*

*Seems like a solicitation.*

*Too much space.*

*Of no interest.*