

## PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



September 7, 2012

File No.: A.09-02-022

Brian K. Cherry  
Vice President - Regulatory Relations  
Pacific Gas and Electric Company  
77 Beale Street, Mail Code B10C  
P.O. Box 770000  
San Francisco, CA 94177

RE: Letter Requesting Revision of Reporting Dates for Time-Varying Pricing  
Customer Outreach and Education Campaign Survey Plan

Dear Mr. Cherry,

I am in receipt of your letter dated April 23, 2012, in which you request approval of revised reporting dates for time-varying pricing metrics and survey plans that were approved in Resolution E-4381. Your letter states that Pacific Gas and Electric Company (PG&E) makes this request as a result of Decision (D.) 11-11-008, which changed the timing of the transition to a number of time-differentiated and dynamic rates for PG&E customers that were first approved in D.10-02-032.

In D.10-02-032, the Commission approved a number of time-differentiated and dynamic rates for PG&E's large commercial and industrial customers, small and medium business customers, large agricultural customers, and small agricultural customers. The decision also set transition dates for each customer group; large commercial and industrial customers were defaulted onto Peak Day Pricing (PDP) rates on May 1, 2010.

D.10-02-032 also approved \$30.78 million for PG&E's outreach and education activities that are intended to prepare customers for the new rates. Ordering Paragraph (OP) 12 required PG&E to submit an outreach plan describing customer education goals and the activities that PG&E will implement to achieve the goals. OP 15 directed PG&E to file an Advice Letter that included a proposed timeline to develop customer surveys, a description of the information the utility will gather, and specific performance measurements ("metrics") for each of its customer classes. PG&E submitted an Outreach Plan on April 26, 2010 and Advice Letter 3693-E on June 25, 2010. As directed, PG&E included the April 26<sup>th</sup>

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Outreach Plan in AL 3693-E. On January 27, 2011, the Commission approved the Advice Letter, with extensive modifications, in Resolution E-4381. Pursuant to OPs 4 and 5 the utility was required to report certain metrics by specific dates. Additionally, pursuant to OP 6 of Resolution E-4381, any reporting deadlines that were not finalized in that Resolution were reviewed and discussed between PG&E and Commission staff, in subsequent stakeholder meetings.

Due to subsequent Commission actions, it is these reporting deadlines that PG&E now seeks to revise.

In D.11-11-008, the Commission took several actions that changed the timing of the transition to the new rates adopted in D.10-02-032: for small and medium Business customers, the Commission revised the timeline for default to mandatory Time-of-Use (TOU) and PDP rates; separated the TOU default date from PDP default date; and eliminated a rolling default process in favor of one annual default date. For small and medium agricultural customers, the Commission revised the default date for mandatory TOU to March 1, 2013 instead of February 1, 2012.

In your letter, you request that the reporting dates approved pursuant to Resolution E-4381 be revised to be consistent with the new implementation dates ordered by D.11-11-008. Your letter includes one table showing PG&E's revised reporting dates for the nineteen metrics currently in force, and a second set of tables presenting PG&E's revised research plan and timeline (see attached). I grant the requested revised due dates proposed in your letter and attached herein. Pursuant to Rule 16.6 of the Commission's Rules of Practice and

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Procedure, please notify the service list in A.09-02-022 of these revisions and include a copy of this letter with your notification.

Sincerely,

/s/ PAUL CLANON  
Paul Clanon  
Executive Director

PAC:sbf

Attachment

**Revised Reporting Dates**

The revised reporting dates shown below are approved for each of the current 19 metrics

Metric No.	Description	Target Audience	Source	Current Earliest Report	Earliest Progress Report	Final Report
1	Customers aware of TOU or PDP	Small Ag	Small Ag Awareness Survey	Dec 2011 Semi-Annual Report	Sept 2012 Q3 Pres.	June 2014 Semi-annual Report
		SMB	SMB Awareness Survey	Sept 2011 Quarterly Presentation	Sept 2012 Q3 Pres.	Dec 2015 Semi-annual Report
2	Customers aware of receiving information about new technologies that can help them manage energy use on the TOU or PDP pricing plan (ex. programmable thermostats)	SMB	SMB Awareness Survey	Dec 2012 Semi-Annual Report	Sept 2012 Q3 Pres.	Dec 2015 Semi-annual Report
3	Percent of SMB customers (that are the 10 percent of all customers whose bills are likely to be increased by the largest percentage based on the previous year's usage) that PG&E customer service representatives have directly contacted	SMB	Tracked and reported by PG&E	Dec 2011 Semi-Annual Report	Sept 2012 Q3 Pres.	June 2016 Semi-annual Report
4	Customers were provided with information to make an informed decision regarding their PDP participation	Large Ag	Large Ag Experience and Opt-out Surveys	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		SMB	SMB Experience and Opt-out Surveys	Dec 2012 Semi-Annual Report	Dec 2015 Semi-annual Report	Dec 2016 Semi-annual Report
5	Customers understood how their monthly bill was impacted by their participation on the PDP or TOU pricing plan	Large Ag	Large Ag Experience and Opt-out Surveys	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		Small Ag	Small Ag Awareness Survey	June 2012 Semi-Annual Report	Sept 2012 Q3 Pres.	June 2014 Semi-annual Report
		SMB	SMB Awareness Survey	June 2012 Semi-Annual Report	Sept 2012 Q3 Pres.	Dec 2015 Semi-annual Report
6	Customers knew they may need to manage their electricity use differently on PDP event days or on TOU	Large Ag	Large Ag Experience Survey	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		Small Ag	Small Ag Awareness Survey	June 2012 Semi-Annual Report	Sept 2012 Q3 Pres.	June 2014 Semi-annual Report

Metric No.	Description	Target Audience	Source	Current Earliest Report	Earliest Progress Report	Final Report
		SMB	SMB Awareness Survey	June 2012 Semi-Annual Report	Sept 2012 Q3 Pres.	Dec 2015 Semi-annual Report
7	PG&E information and tools were informative in helping customers participate in TOU or PDP	Large Ag	Large Ag Experience and Opt-out Surveys	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		SMB	SMB Experience and Opt-out Surveys	Dec 2012 Semi-Annual Report	Dec 2015 Semi-annual Report	Dec 2016 Semi-annual Report
8	Customers (they or someone in their company) knew that a PDP event was coming	Large Ag	Large Ag Experience Survey	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		SMB	SMB Experience Survey	Dec 2012 Semi-Annual Report	Dec 2015 Semi-annual Report	Dec 2016 Semi-annual Report
9	Percent increase in frequency of visits to customers' online accounts by all eligible Business Service Agreements	All Businesses	Tracked and reported by PG&E	Dec 2011 Semi-Annual Report	Dec 2012 Semi-annual Report	Dec 2015 Semi-annual Report
10	Percent of escalated customer complaints received of all Business Service Agreements	All Businesses	Tracked and reported by PG&E	March 2011 Quarterly Presentation	Ongoing – Reported Quarterly	June 2016 Semi-annual Report
11	Customers understand what bill protection means (they can opt out of PDP any time in the first year or at the end of the first year and they will be credited for the difference in their OAR bill)	Large Ag	Large Ag Experience and Opt-out Surveys	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		SMB	SMB Awareness Survey (PDP only)	Dec 2012 Semi-Annual Report	June 2014 Semi-annual Report	Dec 2015 Semi-annual Report
12	Customers understand that on PDP there is bill protection for the first year they are on the rate	Large Ag	Large Ag Experience and Opt-out Surveys	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		SMB	SMB Experience Survey	Dec 2012 Semi-Annual Report	Dec 2015 Semi-annual Report	Dec 2016 Semi-annual Report
13	Customers on TOU understand that their rate increases during certain hours of the day	Small Ag	Small Ag Awareness Survey	Dec 2011 Semi-Annual Report	Sept 2012 Q3 Pres.	June 2014 Semi-annual Report
		SMB	SMB Awareness Survey	Sept 2011 Quarterly Presentation	Sept 2012 Q3 Pres.	Dec 2013 Semi-annual Report

Metric No.	Description	Target Audience	Source	Current Earliest Report	Earliest Progress Report	Final Report
14	Small Ag and SMB customers understand that TOU is their new applicable rate and they cannot opt out to return to their previous rate	Small Ag	Small Ag Awareness Survey	Dec 2011 Semi-Annual Report	Sept 2012 Q3 Pres.	June 2014 Semi-annual Report
		SMB	SMB Awareness Survey	Sept 2011 Quarterly Presentation	Sept 2012 Q3 Pres.	Dec 2013 Semi-annual Report
15	SMB customers understand that if they opt out of PDP they will be on a TOU rate	SMB	SMB Awareness Survey (PDP only)	Sept 2011 Quarterly Presentation	June 2014 Semi-annual Report	Dec 2015 Semi-annual Report
16	SMB customers agree or disagree that PG&E tools and information enabled them to understand how their bill was impacted by the TOU rate	SMB	SMB Awareness Survey	Dec 2012 Semi-Annual Report	Sept 2012 Q3 Pres.	Dec 2013 Semi-annual Report
17	Customers understand that there are peak hours during the day when demand for electricity is the greatest and the cost of providing electricity is more expensive	Large Ag	Large Ag Experience and Opt-out Surveys	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		Small Ag	Small Ag Awareness Survey	June 2012 Semi-Annual Report	Sept 2012 Q3 Pres.	June 2014 Semi-annual Report
		SMB	SMB Awareness Survey	June 2012 Semi-Annual Report	Sept 2012 Q3 Pres.	Dec 2015 Semi-annual Report
18	Customers understand that the reduction of the peak is dependent on customer actions on very few specific days and times	Large Ag	Large Ag Experience and Opt-out Surveys	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		SMB	SMB Experience and Opt-out Surveys	Dec 2012 Semi-Annual Report	Dec 2015 Semi-annual Report	Dec 2016 Semi-annual Report
19	Customers understand that by taking action during these few specific days they can help reduce overall system costs and constraints in supplying energy (e.g. reduce the need to build or maintain rarely used power plants, reduce the risk of power interruptions, etc.)	Large Ag	Large Ag Experience and Opt-out Surveys	Dec 2011 Semi-Annual Report	Dec 2012 Semi-Annual Report	Dec 2012 Semi-annual Report
		SMB	SMB Experience and Opt-out Surveys	Dec 2012 Semi-Annual Report	Dec 2015 Semi-annual Report	Dec 2016 Semi-annual Report

**Revised Research Plan and Timeline**

The revised survey plan shown below shall supersede the plan approved in Resolution E-4381.

**Large Agriculture**

<b>Large Ag Research Plan Timeline</b>			
<b>Study</b>	<b>Begin Data Collection</b>	<b>Key Findings Reported</b>	<b>Full Report Available</b>
<b>2012</b>			
Large Ag Opt-Out Survey Wave 2 (Group 2)	Nov 2012	Dec 2012 – Semi-annual Report	Jan 2013
Large Ag Experience Survey Wave 2 (Group2)	Nov 2012	Dec 2012 – Semi-annual Report	Jan 2013

**Small Agriculture**

<b>Small Ag Research Plan Timeline</b>			
<b>Study</b>	<b>Begin Data Collection</b>	<b>Key Findings Reported</b>	<b>Full Report Available</b>
<b>2012</b>			
Small Ag Awareness Survey Wave 2 (Group 1)	July 2012	Sept 2012 – Q3 Presentation	Sept 2012
<b>2013</b>			
Small Ag Default onto TOU (Group1) – March 2013			
Small Ag Awareness Survey Wave 3 (Group 1)*	Feb 2013	June 2013 – Semi-annual Report	March 2013
Small Ag Awareness Survey Wave 4 (Group 2)	July 2013	Sept 2013 – Q3 Presentation	Sept 2013
<b>2014</b>			
Small Ag Default on TOU (Group 2) – March 2014			
Small Ag Awareness Survey Wave 5 (Group 2)*	Feb 2014	June 2014 – Semi-annual Report	March 2014

\*Final waves for Group 1 and Group 2 regarding Small Ag Awareness of TOU. Scores from these survey waves will be averaged to form the final success metrics.