

From: Randolph, Edward F.
Sent: 9/18/2012 12:30:38 PM
To: Petlin, Gabriel (gabriel.petlin@cpuc.ca.gov)
Cc: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Tom, Jonathan P. (jonathan.tom@cpuc.ca.gov); Kahlon, Gurbux (gurbux.kahlon@cpuc.ca.gov); Lakhanpal, Manisha (Manisha.Lakhanpal@cpuc.ca.gov); [Redacted]
[Redacted] Dawn Weisz
(dweisz@marinenergyauthority.org) (dweisz@marinenergyauthority.org)
Bcc:
Subject: RE: Bill redesign examples with mockup for CARE customers (v3)
Ok. Thanks

On Sep 18, 2012, at 1:17 PM, "Petlin, Gabriel" <gabriel.petlin@cpuc.ca.gov> wrote:

Thanks. Please include me in that discussion.

Gabe

Gabe Petlin

Regulatory Analyst

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

California Public Utilities Commission

505 Van Ness Ave | San Francisco CA 94102

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

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

Sent: Monday, September 17, 2012 4:39 PM

To: Randolph, Edward F.; Lakhanpal, Manisha; Kahlon, Gurbux

Cc: Petlin, Gabriel; Tom, Jonathan P.; Dawn Weisz
(dweisz@marinenergyauthority.org); [Redacted]

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

Ed –

This morning we met with MEA and shared with them the attached preliminary report now that the survey results have been tabulated and weighted. The numbers show a strong preference for the PG&E-proposed bill in a side-by-side comparison with MEA's-preferred option. A final version of this report, with the same numbers, will arrive on Monday from our survey contractor.

MEA asked for some time to digest these results, and we hope to meet with them and your team next week to discuss these results.

Let me know if you have any questions.

yours,

sid

From: Dietz, Sidney

Sent: Tuesday, August 28, 2012 4:52 PM

To: 'Randolph, Edward F.'; Lakharpal, Manisha; Kahlon, Gurbux

Cc: Petlin, Gabriel; Tom, Jonathan P.

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

Ed –

I get your point about how long the research is taking. However, we are already working on the IT of the redesign. If we later learn that we need to go with the other option, we will have to add functions to our system, which is what we estimate will take three extra months. The good news is that we will end up using the format that best communicates to customers that they are not being double charged. The research effort is not slowing us down.

We have launched the online survey and expect the final results on 24Sep, and we will share the results with you and MEA as soon as they come in. We shared the research strategy with MEA, and last week we discussed it with them by phone. After the discussion, we sent MEA the draft questionnaire and incorporated most of their feedback.

Let me know if you need any more.

yours,

sid

From: Randolph, Edward F. [<mailto:edward.randolph@cpuc.ca.gov>]
Sent: Tuesday, August 28, 2012 1:37 PM
To: Dietz, Sidney; Lakhanpal, Manisha; Kahlon, Gurbux
Cc: Petlin, Gabriel; Tom, Jonathan P.
Subject: RE: Bill redesign examples with mockup for CARE customers (v3)

Given the fact that it has been a month since we first discussed this, if PGE wasn't fighting the change we would now only be adding 2 months onto the process. What is the problem with a two month delay?

Also, I believe I had asked to see some of the actual results from the focus group testing PGE had conducted. Sid, can you provide that to me?

Edward Randolph | Director, Energy Division
California Public Utilities Commission

505 Van Ness Avenue, Room 4004
San Francisco, CA, 94102
415-703-2083 | edward.randolph@cpuc.ca.gov

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

Good evening!

See below the followup on the testing.

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

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

yours,

sid

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

Hi

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

The questionnaire is a mixture of the following:

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

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

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

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

yours,

sid

Do I seem terse? Blame the thumb keyboard.

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

Hi Sid

Could you forward us an electronic copy of the questionnaire; briefly tell us how you expect customers to respond to the questionnaire (i.e. yes-no or ranking on

a scale); and your proposed methodology for analyzing the responses.

Manisha

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

Gurbux --

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

yours,

sid

Hi Sid

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

- We are not doing focus groups, but instead we will be conducting a quantitative, on-line survey. A focus group would have been too subjective for this type of question.
- The survey will be sent to residential customers in Marin County and Richmond and to residential DA customers. We expect 500 respondents to the survey.
- The focus of the research is determine the presentment that best conveys to customers that they are not being charged twice for generation
- Testing will begin on 8/27. The survey will end on 9/10.
- We shared the research strategy with MEA last week and discussed it with them by phone on Monday. After that discussion, we sent MEA the draft

questionnaire. We incorporated most of MEA's feedback on the proposed questionnaire.

· We expect the final report on 9/24 and can share the results of the findings at that time.

· IT estimates that it will take an additional 3 months to implement the approach that we filed in the Advice Letter, compared to the proposal (showing bundled rates and an exemption for generation)

Please let us know if you have additional questions.

Thanks.

Do I seem terse? Blame the thumb keyboard.

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

Sid, do you know if PG&E has held those focus group meetings with CCA customers that you said you would do? Also please let us know if PG&E and MEA have made any more progress in resolving Dawn's issues with the new CCA bill format. We would also appreciate an update on what you have learned from your IT department on what is not doable right now and why. Thanks for your prompt attention to this.

Gurbux Kahlon

Manager, Market Structure, Costs and Natural Gas Branch

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E-mail: gkk@cpuc.ca.gov

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

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

To: Randolph, Edward F.

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

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

Ed –

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

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

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

Let me know if you need any more.

Thanks again!

yours,

sid

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

Sid,

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

In brief:

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

Let me know if this works.

David

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<http://www.pge.com/about/company/privacy/customer/>

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