

From: Zafar, Marzia
Sent: 10/19/2012 2:30:52 PM
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)
Cc:
Bcc:
Subject: RE: PPH Notices

The PAO office has convinced the ALJ that bill inserts are a must and I don't really want to fight it.

From: Dietz, Sidney [mailto:SBD4@pge.com]
Sent: Friday, October 19, 2012 2:03 PM
To: Zafar, Marzia
Subject: PPH Notices

Marzia –

I left you a message earlier about this. Is there a way that we could get the ruling that the judge references below to have more flexibility than the mailed notices? We don't have room on the bill inserts, which are not very effective as you mentioned, and the separate mailing would be terribly expensive. We could do newspaper ads, which you and I talked about before, beyond what we normally do, some web-based outreach, and get some earned media on it.

A non-mailing approach would be both more effective and cheaper. Would this work for you?

yours,

sid

From: Yip-Kikugawa, Amy C. [mailto:amy.yip-kikugawa@cpuc.ca.gov]
Sent: Friday, October 19, 2012 9:47 AM
To: SDPatrick@SempraUtilities.com; ATrial@SempraUtilities.com; Warner, Christopher (Law); GHealy@SempraUtilities.com; janet.combs@sce.com; Sharon.yang@sce.com

Cc: Miller, Karen; Zafar, Marzia

Subject: A.11-03-014 (SmartMeter Opt-Out Proceedings) - Notice of Public Participation Hearings

All,

As you know, I will be holding public participation hearings in the above-referenced proceedings. The hearings have been set for the following locations and dates:

December 13, 2012

6:00 pm

Bakersfield City Hall Council Chambers

1501 Truxtun Avenue

Bakersfield, CA 93301

December 14, 2012

3:00 pm

County Administration Building Board Hearing Room, 4th Floor

105 East Anapamu Street

Santa Barbara, CA 93101

December 17, 2012

6:00 pm

Junipero Serra State Office Building – Carmel Room -Auditorium, 1st Floor -

320 West 4th Street

Los Angeles, CA 90013

December 18, 2012

6:00 pm

San Clemente Community Center – Ole Hanson Fireside Room

100 N. Calle Seville

San Clemente, CA 92672

December 20, 2012

2:00 pm

Steel Lane Community Center – Dohn Room

415 Steele Lane

Santa Rosa, CA 95403

Each hearing will last 2 hours. I will be issuing a ruling setting the hearings and requiring customer notice. The ruling should be issued some time next week. Written notice of the PPHs will be included either in the customers' regular bills or by separate mailing. Based on the dates of the hearings, please begin preparing your customer notices and send them to the Public Advisor's Office for review. You will only need to notice those hearings in your service territory.

Thank you,

Amy C. Yip-Kikugawa
Administrative Law Judge
California Public Utilities Commission
415.703.5256

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