

From: Petlin, Gabriel  
Sent: 11/9/2012 9:58:43 AM  
To: [Redacted]  
Cc: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Benjamin, Robert (robert.benjamin@cpuc.ca.gov); [Redacted]; Zelmar, Karen (/O=PG&E/OU=Corporate/cn=Recipients/cn=KJZ1); [Redacted]; [Redacted]; Skala, Pete (pete.skala@cpuc.ca.gov)  
Bcc:  
Subject: RE: Energy Division Requested Changes to PG&E RCES

Thank you [Reda]. In response to our request that the graphs be larger and/or more readable, you said: "PG&E will enlarge to the extent possible within the same footprint. Note that the actual Energy Statement will be at a higher resolution than the samples."

Could you bring a high res sample with the enlargement shown for our 4 PM meeting today?

Thank you.

**Gabe Petlin**

Regulatory Analyst

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

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**From:** [Redacted]  
**Sent:** Friday, November 09, 2012 8:33 AM  
**To:** Petlin, Gabriel  
**Cc:** Benjamin, Robert; Caron, Jennifer; Dietz, Sidney; [Redacted]; [Redacted]; Zelmar, Karen  
**Subject:** RE: Energy Division Requested Changes to PG&E RCES

Gabe

We look forward to seeing you at 4 today.

Thanks for your questions on the prioritization, categorization, frequency and location of messages.

Each message is assigned a category code, priority, account or service agreement level, and trigger conditions which determine when, where, how often and if a message appears on the Energy Statement. Messages have been assigned to categories based on their relative priority to other messaging and the type of message it is. Separate from the RCES project, PG&E is reviewing the bill message codes and triggers to improve the clarity of the system. For example, there are messages which we have been obligated to provide which are not coded "M".

The 27 page file we sent earlier includes a four character code for each message.

- The left most character ties to the category codes in the table below. Those category codes are listed in the order in which they are prioritized for printing on the Energy Statement.
- The two digit designation in the middle of the code identifies the message within the category.
- The right most character of the code is an "A" for Account level information or an "S" for Service Agreement level information. "A" messages go on page 1 of the Energy Statement. "S" messages appear on the 'details of charges' page for the applicable Service Agreement.

Messages are prioritized by category code first. Then, within each category individual messages have a priority number. A higher priority message is printed prior to the lower priority messages within each category code.

So, a message code P01A would print before message code F01A. Further, if message F01A has a priority of 90 and message F02A has a priority of 80, F01A prints first. On page one the print order for these three Account level messages would be P01A first, then F01A, and finally F02A.

Message triggers are determined for each message. The triggers define the frequency and the customers who get each message. Frequency depends on the message. Messages might run once a year or all year long. Some messages run on bill cycles. Some messages run only when conditions trigger them, such as an estimated read, enrollment in CARE, or a billing adjustment. For example, C14A and C17A, “Voluntary TOU Rate” are triggered if 1) the customer is on a residential TOU rate schedule and 2) the bill date is in April.

Regards,

[Redac]

**From:** Petlin, Gabriel [<mailto:gabriel.petlin@cpuc.ca.gov>]  
**Sent:** Thursday, November 08, 2012 10:08 AM  
**To:** [Redacted]  
**Cc:** Benjamin, Robert; Caron, Jennifer; Dietz, Sidney; [Redacted]; [Redacted]; Zelmar, Karen  
**Subject:** RE: Energy Division Requested Changes to PG&E RCES

[Reda],

Could you please translate? From the 27 pages of messages you sent us we cannot tell: which are on “Important Messages” pg 1, which are on “Additional Messages” pg. 3, and how frequently these run. Other than “M” code, are the other messages not mandatory? What does

“fixed” mean? How do you determine priority and frequency and how do you determine when to add in a new message?

Thank you.

**Gabe Petlin**

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**From:** [Redacted]  
**Sent:** Wednesday, October 17, 2012 8:45 AM  
**To:** Petlin, Gabriel  
**Cc:** Benjamin, Robert; Caron, Jennifer; Dietz, Sidney; [Redacted] [Redacted]; Zelmar, Karen  
**Subject:** FW: Energy Division Requested Changes to PG&E RCES

Gabe

Sorry I didn't get this to you sooner. A number of us have been out sick sequentially.

**Bill Messages:**

The attached file “RCES Message.docx” includes messages that go on our Energy Statements

The codes are:

<b>Code</b>	<b>Category</b>	<b>Priority</b>
-------------	-----------------	-----------------

P		
F	Fixed	2
M	Mandate	3
E	Estimated Usage	4
C	Charge-Related	5
V	Conservation	6
S	Special	7
T	Third Party Service Provider	8
D	Third Party	9

Messages may be displayed monthly, quarterly, annually or as triggered by other conditions. These conditions could be customer class, rate schedule (as used within the billing system), change in service, special program, seasonal crossover, or billing issue such as change in deposit status, etc.

**Page 1 - Savings Alert:**

The dynamic “Savings Alert” will depict the type(s) of discount on the bill:

1. Medical Baseline
2. CARE
3. FERA
4. Winter Gas Savings
5. Employee Discount

**Sample Bill:**

Also attached is a sample residential bill, “Revised CARE prototype (with bill messages) for ED.PDR”, showing:

On page 1: The Enrolled Programs box (formerly Special Acct Information)

On page 2: A revised definition for Tier 1 (baseline) allowance

On page 3: Sample messages including the CARE message revised per your comments. Also included as a bill message is a TOU message that we found already exists in our system. We

think this existing message speaks to your concern about alerting customers to the fact that they should change behavior during peak hours.

**Sample BackofBill:**

Finally, also find attached the proposes non-residential BackofBill with a definition for demand charge. “New NonRes BackofBill (2012-10-09).pdf”

Regards

Redacted

**From:** Petlin, Gabriel [<mailto:gabriel.petlin@cpuc.ca.gov>]  
**Sent:** Friday, October 05, 2012 11:18 AM  
**To:** [Redacted]; Dietz, Sidney  
**Cc:** Benjamin, Robert; Caron, Jennifer; [Redacted]; [Redacted] Zelmar, Karen  
**Subject:** RE: Energy Division Requested Changes to PG&E RCES

Thanks [Reda],

We'll digest this and the other materials coming and circle back with you soon.

**Gabe Petlin**

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**From:** [Redacted]  
**Sent:** Thursday, October 04, 2012 4:57 PM  
**To:** Petlin, Gabriel; Dietz, Sidney  
**Cc:** Benjamin, Robert; Caron, Jennifer; [Redacted]; [Redacted]; Zelmar, Karen  
**Subject:** RE: Energy Division Requested Changes to PG&E RCES

Gabe

Thanks for the great discussion on Tuesday. Attached is our summary of the discussion. We will send you the list of bill messages and BackofBill prototype separately.

Regards

[Redacted]

**From:** Petlin, Gabriel [<mailto:gabriel.petlin@cpuc.ca.gov>]  
**Sent:** Monday, September 17, 2012 5:04 PM  
**To:** [Redacted]; Dietz, Sidney  
**Cc:** Benjamin, Robert; Caron, Jennifer  
**Subject:** Energy Division Requested Changes to PG&E RCES

Hello [Redac] and Sid,

Attached, later than I had hoped, are Energy Division's requested changes to PG&E's RCES (Advice Letter 2204-G / 4052-E). We discussed the RCES at length and consulted with Business and Community Outreach to arrive at these recommendations. The RCES is an important improvement over the current statement. We would like PG&E to address these additional changes in a follow-up supplemental AL. I am open to holding a meeting and/or

teleconference with your team to discuss these changes. If you wish to have that discussion please schedule it with the CPUC staff on this email. We intend to dismiss the June 20<sup>th</sup> protest of DRA, but have not yet formally done so. Please let me know if you have any questions.

Thank you.

**Gabe Petlin**

Regulatory Analyst

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