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Sent: 1/30/2013 4:49:26 PM

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Bcc:

Subject: Re: REMINDER - Conference Call To Review Joint IOU Rates Customer Survey for RROIR, Thursday January 31, 2013

We have very similar concerns about questions 2.1b and 2.1c. It seems highly unlikely that the average customer would possibly know how to answer the question, absent the education provided in section 3. Perhaps there could be some value in asking the question both before *and* after the education occurs to see how customer perceptions change? Either way, the way the question is phrased leads me to wonder, “what is meant by ‘work best for you’”? Doesn’t that really just mean “which of the following rates would (or *could* by implementing conservation strategies) result in the lowest monthly bill?” If this is the question, it is unclear how a customer could possibly answer with any certainty, absent the ability to compare each option *in detail* using his/her own energy data. As indicated by DRA’s comments, what would “work best” for a customer will certainly depend on the in-the-weeds details that are not provided by the generic options presented.

**Charlie Buck**

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**Sent:** Wednesday, January 30, 2013 4:24 PM

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**Subject:** RE: REMINDER - Conference Call To Review Joint IOU Rates Customer Survey for RROIR,  
Thursday January 31, 2013

Sorry, the comments did not show in the survey questionnaire. I am resending the document.

Lee-Whei

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**Subject:** RE: REMINDER - Conference Call To Review Joint IOU Rates Customer Survey for RROIR,  
Thursday January 31, 2013

Hi,

DRA made a few comments on the survey questionnaire and the Choice Exercise document.

DRA anticipates that these tools will continue to change and may have more comments later. As DRA mentioned earlier, it may be premature to do the survey right now.

Therefore, DRA's providing the comments should not be interpreted as if DRA endorses the survey or the methodology at this time.

Lee-Whei

**From:** Bartman, Emily [mailto:E1B4@pge.com]

**Sent:** Tuesday, January 29, 2013 2:22 PM

**To:** 'enriqueg@greenlining.org'; 'nes@a-klaw.com'; 'sachu.constantine@energycenter.org'; 'blaising@braunlegal.com'; 'Steve@schiller.com'; 'rsalter@edf.org'; 'jpacheco@semprautilities.com'; 'JCorraiejo@LBCgla.org'; 'douglass@energyattorney.com'; 'akbar.jazayeri@sce.com'; 'gloria.ing@sce.com'; 'bruce.reed@sce.com'; 'nquan@gswater.com'; 'APak@SempraUtilities.com'; 'michael@sandiegocan.org'; 'SRahon@SempraUtilities.com'; 'Faith.MabuhayAiliance@gmail.com'; 'jmauldin@adamsbroadwell.com'; 'Erin.Grizard@BloomEnergy.com'; Heiden, Gregory; 'hayley@turn.org'; 'scarter@nrdc.org'; 'jarmstrong@goodinmacbride.com'; 'VidhyaPrabhakaran@dwt.com'; 'ssmyers@att.net'; Cherry, Brian K; 'jkeyes@kfwlaw.com'; 'service@cforat.org'; 'andykatz@sonic.net'; 'lwisland@ucsusa.org'; 'Ekelly@MarinEnergy.com'; 'b.bordiine@d-e-c-a.org'; 'asmart@svlg.org'; 'kelly@votesolar.org'; 'Eric@CoalitionofEnergyUsers.org'; 'kmills@cfbf.com'; 'Bob.Dodds@liberty-energy.com'; 'sarah.wallace@pacificorp.com'; 'brbarkovich@earthlink.net'; RegRelCPUCCases; 'charlie.buck@energycenter.org'; 'Diane.Fellman@nrgenergy.com'; 'erin@falquier.com'; 'ek@a-klaw.com'; 'carlierfrancois@yahoo.fr'; 'jack.clark@energycenter.org'; 'Joelle.Steward@PacifiCorp.com'; 'mokeefe@efficiencycouncil.org'; 'Nick.Pappas@asm.ca.gov'; 'oliviapara@dwt.com'; 'sephra.ninow@energycenter.org'; 'spauker@wsgr.com'; 'stephaniec@greenlining.org'; 'susannah@votesolar.org'; 'timothy.treadwell@energycenter.org'; 'dwtcpucdockets@dwt.com'; 'mrw@mrwassoc.com'; 'dmarcus2@sbcglobal.net'; 'filings@a-klaw.com'; 'siobhan.foley@energycenter.org'; 'terry.clapham@energycenter.org'; 'nbrockway@aol.com'; 'dan.delurey@drsgcoalition.org'; 'kkiener@solarelectricpower.org'; 'paul.pietsch@drsgcoalition.org'; 'rick@votesolar.org'; 'case.admin@sce.com'; 'Fadia.Khoury@sce.com'; 'russell.garwacki@sce.com'; 'jleslie@mckennalong.com'; 'liddell@energyattorney.com'; 'tcahill@semprautilities.com'; 'eric.wright@bves.com'; 'jeannetteo@moval.org'; 'mtierney-lloyd@enernoc.com'; 'ed@temix.com'; 'sue.mara@RTOadvisors.com'; 'robertgnaizda@gmail.com'; 'sswaroop@naacoalition.org'; 'mdjoseph@adamsbroadwell.com'; 'sdalal@sfwater.org'; 'joshbode@fscgroup.com'; 'marcel@turn.org'; 'matthew@turn.org'; 'michaelperry@fscgroup.com'; 'michaelsullivan@fscgroup.com'; 'samholmberg@fscgroup.com'; 'stephengeorge@fscgroup.com'; Singh, Amrit P; Warner, Christopher (Law); Bustamante, Claudia; 'holly@SunrunHome.com'; 'jfine@edf.org'; Khamou, Karen; 'matt.vespa@sierraclub.org'; Haertle, Steve; 'VWright@SunrunHome.com'; 'cem@newsdata.com'; 'steve@bakerstreetpublishing.com'; 'chris\_king@siemens.com'; 'kerry.hattevik@nee.com'; 'allenmcw@comcast.net'; 'sean.beatty@genon.com'; 'jwiedman@kfwlaw.com'; 'tomb@crossborderenergy.com'; 'JWaeen@MarinEnergy.com'; 'jweil@aglet.org'; 'jimin@mid.org'; 'joyw@mid.org'; 'lindaf@mid.org'; 'gayatri@jbsenergy.com'; 'bill@jbsenergy.com'; 'brian.theaker@nrgenergy.com'; 'danielle@ceert.org'; 'david@ceert.org'; 'kdw@woodruff-expert-services.com'; 'nicole@braunlegal.com'; 'lmh@eslawfirm.com'; 'Rachel@consciousventuresgroup.com'; 'ATrowbridge@DayCarterMurphy.com'; 'cpuc@libertyutilities.com'; 'rvn@a-klaw.com';

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**Subject:** REMINDER - Conference Call To Review Joint IOU Rates Customer Survey for RROIR, Thursday January 31, 2013

This is a reminder about the Conference Call this Thursday to review the Joint IOU Rates Customer survey that is being deployed in support of the Residential Rates OIR. Please disregard this message if you have already declined the meeting notice.

If you are planning on attending, we expect that you will have already reviewed the attached documents, which were provided in the meeting notice (attached) as we will not have time to review them in detail in the meeting:

1. Current Draft of Customer Survey (word doc)
2. Example choice set screens referred to in section 4 of survey (powerpoint doc)
3. Example “outputs” from the actual conjoint analysis that will be conducted with the data gathered by the survey (powerpoint doc)
4. A list of the questions that came up in the webinar last month on December 19th and how we have addressed them (word doc - Customer Survey Discussion Topics).

We will also be sending a powerpoint document with agenda and survey objectives Thursday morning.

Please let me know if you have any questions.



I have also included the meeting coordinates below:

Thursday, January 31

10 am to Noon

**To JOIN the meeting and be automatically dialed, [click here](#)**

**If you do not already have the Genesys Meeting Center application, [click here to install](#)**

(Required for Presenter capabilities, Desktop VoIP and/or Video access)

**Not on the web?**

Telephone-ONLY access:

1. Dial the toll free number or the number closest to your location

United States

1 877 897 0004

1 205 354 0284

2. Enter the Meeting Number: \*9252852022\*

*(Be sure to enter the \* star key before and after the Meeting Number)*

Emily Bartman | Principal Strategist, Pricing Products | Pacific Gas and Electric Company | 925-285-2022

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