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

Good points. The same could be said about positive bill savings from switching from flat rates to TOU, absent any change in customers usage. If don't provide customer information about potential bill impacts, they may think a rate such as TOU increases their bill when it fact it lowers it. It cuts both ways, but depends on the individual customer, their occupancy schedule, usage habits, and appliances/equipment at that particular home. A key challenge with choice surveys is that once the dollar impacts are presented, it tends to dominate all other attributes.

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

Two general comments/questions prior to tomorrow.

First – Why do the choice screens not provide exemplary monthly bills for the different rate structures, perhaps with and without load shifting? The presentation is structured and worded so that customers who think they can 'shift' usage would be led to believe they will 'save' money on any TOU rate, and would thus likely choose the TOU rate. But I do not see any explanation that if they 'cannot' shift, the total bill could increase under TOU relative to flat or tiered. This seems a biased result. I think the conjoint choices should include some information re. relative bill impacts, otherwise people are just guessing. And in fact, they are not guessing since it is impossible for them to conclude anything about their bills from the actual choices. Their choice will thus be entirely driven by their reaction to the description of the different rate types. This description ignores any possible negative *relative* bill impacts of TOU v. flat v. tiered.

Second, I am concerned about the stability/low bill tradeoff issue. There is only one subquestion addressing the desirability of 'stability.' There is no information (or I missed it) on how different tiered rates or TOU rates might impact monthly bill volatility. There is significant market research (and actual market data) showing customers strongly value monthly bill stability. How is this incorporated into the survey?

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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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