

From: Houck, Jason
Sent: 2/19/2013 4:19:37 PM
To: Allen, Meredith (/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAe);
Laura.Genao@sce.com (Laura.Genao@sce.com); Peacock, Tanya
(TPeacock@semprautilities.com) (TPeacock@semprautilities.com)
Cc: Franz, Damon A. (damon.franz@cpuc.ca.gov)
Bcc:
Subject: Follow-up to GHG OIR outreach/education call

Thanks for taking time to have your teams present to discuss outreach/education today. Sorry for the mix-up with the call-in password.

I wanted to highlight two follow-up items:

- In the utilities' outreach/education advice letters filed on March 15, we would like to see examples of the messaging that you expect to use on bill inserts or onserts to characterize the Climate Dividend and the Cap and Trade program.
- Separate from this advice letter, we would appreciate if SCE (and/or others, if relevant) can share lessons learned from your message testing.

I emailed Doug at PG&E a copy of the draft consultant scope of work, which is attached here for your reference. If you have any questions about the additional item we have added to the scope of work – to evaluate alternative means of returning the Climate Dividend to residential customers – please let me know.

Thanks,

Jason Houck

Analyst, Emerging Procurement Strategies

Energy Division

California Public Utilities Commission

Office: 415.703.1223

Email: jason.houck@cpuc.ca.gov