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Bcc:

Subject: [spam] [dkim-failure] Re: RROIR Customer Survey Draft B

Hello Emily -

I have reviewed the revised survey and am appreciative of the effort made by your team to incorporate the many suggestions made by SDCAN as well as other intervenors. I believe that a phone conference to discuss some additional items, as requested by DRA, will be helpful.

However, I wanted to bring your attention to three matters that I plan to raise on that phone conference.

1. I recommended that you add questions that measure customer receptiveness to monthly service fees and demand charges. I couldn't find an explanation as to why these questions are at odds with the intent of this survey.
2. I explained my concerns about the vagueness of question 3.5 which seeks awareness of customers about monthly service fees. Yet, it remains unchanged. I'll need to understand why you are retaining a question that is highly subject to a lot of confusion by the respondent.
3. Your changes to the tier structure questions are problematic given that it assumes a highly unlikely scenario of a two-tiered rate structures. This question, as framed, warrants discussion.

I look forward to the opportunity to discuss these and any other matters raised by other intervenors at next week's phone conference.

Michael Shames

On Fri, Feb 8, 2013 at 12:50 PM, Bartman, Emily <E1B4@pge.com> wrote:

Residential Rates OIR Parties:

Thank you for your involvement in the development of the survey being fielded to obtain direct input from customers on residential rate design concepts and structures over the past two months. The following chart recaps the collaborative process thus far:

December 5th and 6th - IOUs shared objectives, scope and draft methodology
Workshops

- Parties provided feedback

December 19 all- - IOUs responded to feedback from December 6th Workshops

party webinar
January 24 - IOUs Distributed Customer Survey draft A based on scope and feedback
January 29 - IOUs met 1:1 with interested parties who responded to requests to discuss feedback on Customer Survey draft A in detail
January 31 all-party webinar - IOUs responded to feedback on Customer Survey A draft
February 4 - Parties provided detailed red-line comments on Customer Survey draft A
February 8 - IOUs release Customer Survey draft B
February 13 - Feedback on Customer Survey draft B due

Attached is the current version of the survey (Draft “B”), which incorporates all the feedback we have received to date.

Additional feedback is requested by **COB Wednesday, February 13th**. As you can understand, it is not possible to address 100% of all concerns. It would be helpful if you could focus the feedback on new areas of concern and items that you think are significant defects. We will do our best to incorporate your concerns into the final survey, but in some cases we may need to defer to the market research experts when there is a trade-off between participant ability to answer a survey question and more detail.

We will also be moving forward in parallel with programming the online survey based on this draft.

Thank you for your continued feedback on this effort.

Emily Bartman

Emily Bartman | Principal Strategist, Pricing Products | Pacific Gas and Electric Company | [925-285-2022](tel:925-285-2022)

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"What if we are all victims of a mass delusion and nothing exists? In that case we definitely overpaid for our carpets." - Woody Allen

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