

From: Zelmar, Karen
Sent: 3/20/2013 11:00:07 AM
To: Tan, Lee-Whei (lee-whei.tan@cpuc.ca.gov)
Cc: Danforth, Christopher (christopher.danforth@cpuc.ca.gov); Levin, Robert (robert.levin@cpuc.ca.gov); Khoury, Dexter (dexter.khoury@cpuc.ca.gov); Redacted
Redacted; Woo,
Shirley A (Law) (/O=PG&E/OU=Corporate/cn=Recipients/cn=SAW0); Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Redacted
Redacted

Bcc:

Subject: RE: PG&E's PFM to D.09-02-022 & D.11-11-008

Thank you for the update and recommendations, Lee-Whei.

We will definitely take your recommendations under consideration if they aren't already underway.

Karen

From: Tan, Lee-Whei [lee-whei.tan@cpuc.ca.gov]
Sent: Wednesday, March 20, 2013 10:48 AM
To: Zelmar, Karen
Cc: Danforth, Christopher; Khoury, Dexter; Levin, Robert
Subject: PG&E's PFM to D.09-02-022 & D.11-11-008

Karen,

PG&E filed a PFM to D.09-02-022 & D.11-11-008: (1) Requesting that the Dynamic Pricing Memo Account (DPMA) be extended to 2016 so that previously authorized outreach funds can be expended after 2014.

(2) D.11-11-008 orders PG&E to directly contact all customers in the 10% of the population most affected by the change to time-varying rates. PG&E requests that this requirement be limited to those customers with at least a 2% and \$100 increase in their annual bills.

DRA will not be filing comments on PG&E's petition. However, we would like to pass a couple suggestions to you:

1. PG&E customer contact staff automatically takes the opportunity to educate small business customers about the TOU/PPP, possible bill impact, and EE/DR programs to mitigate bill impact for those who call PG&E seeking bill assistance.
2. PG&E works with SBA, Chamber of commerce, CBOs to encourage small business customers sign up my account, event call notification, and energy usage alert, energy

budget threshold alert by giving a chance to participate in draws for winning something (such as an I-pad or a gift card.)

PG&E may have already been engaged in such efforts. If that is so, that is great!

If not, we hope PG&E will consider them. Also, I notice that PG&E's website set up for providing necessary information and tools to the customers have improved.

Thank you.

Lee-Whei