

From: Houck, Jason
Sent: 3/7/2013 12:06:51 PM
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Bcc:
Subject: GHG Outreach/Education Advice Letter

Hi All,

I wanted to follow up our phone call on 2/19 regarding the upcoming 2013 GHG revenue allocation outreach/education advice letter that is due for the large utilities on March 15.

During our call, Melody from SCE mentioned that SCE had conducted message testing and research, and I believe Energy Division asked, informally, to receive a briefing or summary of the results of this testing, which to date we have not received. Energy Division would like to receive a briefing or report on the scope and results of this testing by next Wednesday 3/13, or sooner, so we can provide additional guidance in advance of the advice letter due date of 3/15 if necessary.

Additionally, we are very interested in seeing examples of the messaging that the utilities will use in their 2013 GHG revenue allocation outreach/education activities, especially messaging related to the residential Climate Dividend. We expect to see in your advice letters concrete examples of the messaging that will be used in bill inserts, onserts or other communications that will address the Climate Dividend and the small business return.

We also discussed in the call our interest in how the utilities will conduct outreach and education to customers enrolled in paperless billing. Since we have yet to receive much detail about how the utilities will address this class of customer, I also expect that your advice letters will clearly outline strategies and concrete plans to reach this significant customer segment.

The utilities also raised the notion of coordinating GHG revenue allocation outreach/education with other ongoing outreach, education and marketing activities for other programs. We expect that your teams will further elaborate on how, exactly, you will coordinate D.12-12-033 outreach and education with other programs.

If you have any questions or concerns, feel free to contact me. I will be out of the office on Monday, 3/11. I look forward to seeing your filings next Friday.

Best wishes,
Jason

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