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Bcc:

Subject: RE: RROIR Customer Survey Key Findings Webinar - Call-in and Link AND PPT

RROIR Interested Parties:

Attached are the data tables (or “cross-tabs”) created from the Rates Customer Survey responses.

These tables will allow all parties to make their own conclusions about key findings relevant for their rate proposals for the RROIR. We wanted to provide them before Friday’s Webinar, where we will have Steve Westberg from Hiner available to answer questions about how to interpret the tables. In addition, we will answer some of the additional questions that came up in yesterday’s Webinar. **We would appreciate, although it is not required, if you could send by email ([Emily.Bartman@pge.com](mailto:Emily.Bartman@pge.com)) any additional questions you might have by COB Thursday, so we are able to be prepared to make the best use of the time in Friday’s Webinar.**

Each cross-tab report shows the number and percentage of respondents in different groups that responded in a particular way to a question. The capital and lower-case letters underneath refer to another column where there was a statistically significant difference in the numbers. As noted on the bottom of each page, a lower case letter indicates significance at the 90% level, and an upper-case letter indicates statistical significance at the 95% level.

1. California State-Wide Residential Rate Study 04-02-13 Core and Core Unexposed

- Shows Core vs. Unexposed responses, also broken out by IOU.

2. California State-Wide Residential Rate Study 04-04-2013 Core Q4.13 and Demographics

- Shows responses broken out by Income ranges, Age ranges, CARE/FERA enrollment, Disabled Household and Spanish speaking.  
- Also shows responses broken out by the choice the respondent made on the last choice set (the “Holdout” task). This was the only choice set that was presented exactly the same to all participants and contained a flat, tiered and TOU rate.

3. California State-Wide Residential Rate Study 04-11-2013 Core Summer and Winter Bill Amounts

- Shows responses broken out by self-reported size of summer and winter bill amounts.

4. California State-Wide Residential Rate Study 04-11-2013 Core, Core Unexposed and All Other Subgroups

- Shows responses of supplemental groups: Additional Spanish Speaking – SCE and SDG&E, PG&E Solar, SCE Solar, SDG&E Solar, PG&E SmartRate, SDG&E High Engagement, SMUD, LADWP, Riverside, Hydro One, SRP / APS and Low-Income.

Not included is the Climate Zone cross-tab. Hiner is working through some issues related to mapping zip codes to climate zones and sample size by climate zone. We hope to have that tied up sometime next week, when we will distribute.

Thank You.

Emily

Emily Bartman | Principal Strategist, Pricing Products | Pacific Gas and Electric Company | 925-285-2022

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**Subject:** RE: RROIR Customer Survey Key Findings Webinar - Call-in and Link AND PPT

Thank you for attending our Webinar today where we shared the Key Findings from the RROIR Customer survey.

I have attached the final post-pilot version of the survey that was previously shared with the list and the Powerpoint from the Webinar today.

We would like to propose these times for a follow-up Webinar to respond to more questions. Please email [Catherine.Tarasova@pge.com](mailto:Catherine.Tarasova@pge.com) with your availability:

Friday, April 19<sup>th</sup>

1:00 pm to 2:00 pm

2:00 pm to 3:00 pm

3:00 pm to 4:00 pm

Unfortunately, we are booked on Friday morning.

Thanks

Emily Bartman

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**From:** Bartman, Emily

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**Subject:** RE: RROIR Customer Survey Key Findings Webinar - Call-in and Link AND PPT

Attached is the powerpoint for the 10 am webinar, and the link / dial in is in the email below.



Thanks

Emily Bartman | Principal Strategist, Pricing Products | Pacific Gas and Electric Company | 925-285-2022

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**Sent:** Thursday, April 11, 2013 2:04 PM

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**Subject:** RROIR Customer Survey Key Findings Webinar - Call-in and Link

Hello,

Here is the information for the RROIR Customer Survey Key Findings Webinar, to be presented by Steve Westberg of Hiner Partners. I will forward the PPT deck shortly before the meeting begins. Thank You

Emily Bartman

Date: Tuesday, April 16<sup>th</sup>, 2013

Time: 10:00 am - Noon

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Emily Bartman | Principal Strategist, Pricing Products | Pacific Gas and Electric Company | 925-285-2022

**From:** Tarasova, Catherine

**Sent:** Monday, April 08, 2013 11:46 AM

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**Subject:** RROIR: Customer Survey Key Finding

To the Service List for CPUC proceeding R.12-06-013:

The webinar to discuss the customer survey key findings has been set for **Tuesday, April 16 from 10am-12pm.**

Emily Bartman of PG&E will send out the webinar call-in information in a separate email.

Please let me know if you have any questions. Thank you.

**Catherine Tarasova** | Senior Regulatory Case Manager | Pacific Gas & Electric Company | 415.973.5461 | [yxt5@pge.com](mailto:yxt5@pge.com)

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**Subject:** RROIR: Customer Survey Key Finding

To the Service List for CPUC proceeding R.12-06-013:

PG&E would like to hold a webinar where Hiner & Partners will present the key findings of the customer survey. Here are some suggested times:

**4/16 10am-12pm or**

**4/16 2pm-4pm**

Please respond to Catherine Tarasova of PG&E at [yxt5@pge.com](mailto:yxt5@pge.com) with a preferred time slot.

**Catherine Tarasova** | Senior Regulatory Case Manager | Pacific Gas & Electric Company | 415.973.5461  
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