

From: Ralff Douglas, Kristin
Sent: 5/29/2013 3:34:13 PM
To: Doll, Laura (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=LRDD)
Cc:
Bcc:
Subject: FW: CPUC Information Alert: Staff Paper issued - Customers as Grid Participants:
A Fundamentally New Role for Customers

Here is the link to the paper. June is good for lunch! Have fun in Texas.

From: Prosper, Terrie D.
Sent: Wednesday, May 15, 2013 11:55 AM
To: Prosper, Terrie D.
Subject: CPUC Information Alert: Staff Paper issued - Customers as Grid Participants: A Fundamentally New Role for Customers

CPUC Information Alert: Staff Paper Issued Titled, *Customers as Grid Participants: A Fundamentally New Role for Customers*

The California Public Utilities Commission's Policy and Planning Division today issued a paper titled, *Customers as Grid Participants: A Fundamentally New Role for Customers*, which highlights customer segmentation as a tool to better understand customer needs. The paper's overall intent is to discuss a paradigm shift from the historical view of utility consumers as merely ratepayers and passive recipients of electricity services to active participants in the power grid. Customer participation, more than the actions of the utilities or of the regulators, is critical to meet California's greenhouse gas emission goals in a cost-effective manner. It represents a fundamental change in the relationship between the utility and the customer, increasing the onus on both to become partners. The paper suggests that getting customers engaged should be one of the primary goals of utilities and regulators. The paper encourages understanding the current behaviors and attitudes of various customer segments that will allow for better understanding of who customers are and what is driving their decisions in order to extrapolate how they will react to future programs and outreach and how likely they are to embrace their new role.

The paper is available at:

<http://www.cpuc.ca.gov/puc/emergingissues>

Please let me know if you have any questions.

Terrie Prosper

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