

From: [Redacted]  
Sent: 7/31/2013 5:22:29 PM  
To: Franz, Damon A. (damon.franz@cpuc.ca.gov)  
Cc: Jacobson, Erik B (RegRel) (/O=PG&E/OU=Corporate/cn=Recipients/cn=EBJ1);  
[Redacted]  
Bcc:  
Subject: RE: ATTENTION! New Time: Meeting on GHG Marketing: 1-2 pm. Thursday, August 1; Room 7535

Hi Damon,

From PG&E, we will have Erik Jacobson and [Redacted] We may also have a few folks on our marketing team call in.

Thanks,

Kathleen

**From:** Franz, Damon A. [mailto:damon.franz@cpuc.ca.gov]  
**Sent:** Tuesday, July 30, 2013 7:05 PM  
**To:** Grace.Vermeer@sce.com; Laura.Genao@sce.com; vinvimarr.Tucker@sce.com; TPeacock@semprautilities.com; SMoyer@semprautilities.com; [Redacted] Allen, Meredith; [Redacted]  
[Redacted]  
**Subject:** ATTENTION! New Time: Meeting on GHG Marketing: 1-2 pm. Thursday, August 1; Room 7535

Hey all-

Just wanted to let you know I had to change the time for this meeting to accommodate Ed Randolph's schedule. The purpose of the meeting will to hear each utilities' thoughts on the how to market the GHG revenue return (i.e. climate dividend) to achieve "maximum feasible public awareness" pursuant to statute. I will send out an agenda prior to the meeting. I'll also set up a phone line. I'll try to send an Outlook invitation, but my outlook hasn't been sending to external recipients lately.

Please let me know who will be attending.

Thanks

Damon

**From:** Franz, Damon A.

**Sent:** Friday, July 26, 2013 11:25 AM

**To:** 'Grace.Vermeer@sce.com'; [Laura.Genao@sce.com](mailto:Laura.Genao@sce.com); [vinvimarr.Tucker@sce.com](mailto:vinvimarr.Tucker@sce.com); [TPeacock@semprautilities.com](mailto:TPeacock@semprautilities.com); [SMoyer@semprautilities.com](mailto:SMoyer@semprautilities.com); [Redacted](#) [MEAe@pge.com](mailto:MEAe@pge.com); [Redacted](#)

**Subject:** Meeting on GHG Marketing: 3-4 pm. Thursday, August 1; Room 7535

Hey all-

I've set up a meeting to discuss marketing the climate dividend for next Thursday, August 1, from 3-4 pm in Room 7535 of the new CPUC offices at 455 Golden Gate Avenue. Please confirm your attendance.

I will try to send you an invitation via outlook, but my outlook has been having trouble connecting to external recipients, so it may not go through.

Damon

**From:** [Grace.Vermeer@sce.com](mailto:Grace.Vermeer@sce.com) [<mailto:Grace.Vermeer@sce.com>]

**Sent:** Monday, July 22, 2013 11:15 AM

**To:** Franz, Damon A.

**Cc:** Langton, Adam; Houck, Jason; [Redacted] MEAe@pge.com; [Redacted] SMoyer@semprautilities.com; TPeacock@semprautilities.com; vinvimarr.Tucker@sce.com; Laura.Genao@sce.com

**Subject:** Re: Meeting to discuss GHG Marketing Applications and Advice Letters

August 1 from 2-3pm will work for SCE. Adding Laura to the chain.

Grace Vermeer | Renewable and Alternative Procurement Policy | Southern California Edison | O: 626.302.3053 | M: 626.677.7115

From: "Franz, Damon A." <damon.franz@cpuc.ca.gov>  
To: "Grace.Vermeer@sce.com" <Grace.Vermeer@sce.com>, "TPeacock@semprautilities.com" <TPeacock@semprautilities.com>, "MEAe@pge.com" <MEAe@pge.com>, [Redacted]  
Cc: "vinvimarr.Tucker@sce.com" <vinvimarr.Tucker@sce.com>, "SMoyer@semprautilities.com" <SMoyer@semprautilities.com>, "Houck, Jason" <jason.houck@cpuc.ca.gov>, "Langton, Adam" <adam.langton@cpuc.ca.gov>  
Date: 07/17/2013 06:44 PM  
Subject: Meeting to discuss GHG Marketing Applications and Advice Letters

Hi all-

Following the release of the Targetbase report, I think it would be a good idea to have an in-person meeting to talk about the findings from the report and possible strategies for GHG Marketing and Outreach that could guide the Applications for 2014/2015 M&O activities due to be filed on September 1. Ed Randolph has expressed interest in this topic and may attend the meeting. Ed's schedule tends to fill quickly, but he has some time available on Thursday, August 1. I'd like to suggest that we meet from 2 – 3 pm. If that time does not work for you or those from your company who will attend this meeting, please suggest another time from 10 am to 3 pm that day.

Please note that I have requested an extension of the initial 120 suspension period for the 2013 Marketing and Outreach Advice Letters. This extension request is to ensure that we are coordinating 2013 M&O activities with the 2014/2015 plans that will be filed in September.

Thank you,

Damon

Damon A. Franz  
Supervisor, Emerging Procurement Strategies  
Energy Division, CPUC  
(415) 703-2165  
[df1@cpuc.ca.gov](mailto:df1@cpuc.ca.gov)

