

From: Ralff Douglas, Kristin
Sent: 8/8/2013 3:57:14 PM
To: Reilly, Brooke A (/O=PG&E/OU=Corporate/cn=Recipients/cn=BAR11)
Cc: Affonsa, Deborah (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=DTA31);
Allen, Meredith (/O=PG&E/OU=Corporate/cn=Recipients/cn=MEAe)
Bcc:
Subject: RE: JD Power info

Just read through this quickly. Not sure I understand though – are you guys suggesting this as an alternative customer discussion speaker? Because this report and the message behind it is about how customers are responding to the things you are doing (satisfaction survey), not really surveying them on what they'd want you to do in the future in terms of offering different kinds of services, pricing plans, or access to advanced technology to get them more engaged with the utility. Those are the things that I want to discuss.

In re-reading the descriptions of the speakers, I realize these might have to be rewritten because they may all steer discussion in the wrong way, ie:

1. “States” has been changed to business models for the first discussion
2. Customer discussion is not about satisfaction in the sense of how people rate their interaction with their utility – its about how they are able to assess the future needs and provide access to future technologies (DG PV, EV's, app's, home energy management, etc.). I've changed the wording to “engagement” to help clear up the confusion
3. CEO panel is not a discussion of how they are meeting safety, reliability or affordability now, its about how they are embracing new technology and adapting their business models to make the most of the opportunities, without sacrificing their core functions.

Thanks, Kristin

From: Reilly, Brooke A [mailto:BAR1@pge.com]
Sent: Thursday, August 08, 2013 3:29 PM
To: Ralff Douglas, Kristin
Cc: Affonsa, Deborah; Allen, Meredith
Subject: JD Power info

Hi Kristen,

Deb asked me to pass along the attached from JD Power to you – they are overviews of how JD Power runs its survey, what it looks at, and what it finds. Since the longer write-up is about the survey it is very detailed and data-driven, but will give you a good sense of the breadth and scope of things about which JD Power gathers info and to which it can speak. The press release will give you a better idea of how JD Power summarizes its info for folks who aren't statisticians. (This summary would be too high-level for the en Banc; we're just sending it as an example to prove JD Power can speak using non-statistics language when needed!)

We looked at the presentation we had from JD Power, but so much of it would have to be redacted that it wasn't worth passing along – so we're sending these so you still can get some info about the org. and its study.

-Brooke

Brooke Reilly | PG&E | Utility Strategic Planning

(415) 973-8995 (w) | (415) 350-4713 (c) | brooke.reilly@pge.com

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