

From: [Redacted]
Sent: 8/14/2014 8:18:18 PM
To: 'Houck, Jason' (jason.houck@cpuc.ca.gov)
Cc: Jacobson, Erik B (RegRel) (/O=PG&E/OU=Corporate/cn=Recipients/cn=EBJ1);
[Redacted]
[Redacted]; Sotero, Maria
(Maria.Sotero@cpuc.ca.gov)
Bcc:
Subject: RE: Follow-up items - Climate Credit Outreach

Jason and Maria,

Please find below responses to your questions related to the on-bill messages, bill insert, and letter for email. We are still looking into information regarding the newsletter(s). I will also follow up regarding master meter customers.

Thanks,

[Redacted]

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Content Deadlines

In order to prepare for outreach in October, here are the content dates we identified yesterday

1. On Bill Messages - Content is already approved from April and will run again on bills that customers receive in October.
2. Bill Insert – Final content by Monday August 18th.
3. Letter for e-mail to e-bill customers – Final content by no later than Monday August 25th, preferably Monday August 18th.

Bill Inserts

1. **Risks for pushing the DOT insert to November or December to make room for a 2 panel GHG Insert. Can PG&E elaborate on these risks: what is the potentially negative**

outcome? How disruptive would it be to bump the DOT insert off the bill, or delay it for a month.

The Department of Transportation (DOT) bill insert is mandated to be sent once per quarter so we are unable to bump it from the bill entirely and would need to re-assign the inserts planned for November to include it. Since we have several mandatory inserts we begin to include them in the beginning of each quarter to help mitigate the risk of having several mandatory inserts or unexpected legal or regulatory inserts required within a one or two month timeframe. As we stated on the call, if we stick with a one panel insert for the October Climate Credit message, we can be assured that mandatory bill inserts will not be pushed to later in the quarter.

2. DOT Bill Insert Content

The Department of Transportation (DOT) is a quarterly mandatory bill insert that provides new gas customers with important gas safety information regarding customer owned piping.

3. The Bill Insert Specifications we work within are:

Size:

1-panel: 3.68 x 8.5"

2-panel: flat: 7.36 x 8.5; folded: 3.68 x 8.5"

Typical font size: 8.5 pts DIN light (it varies depending on copy)

Bleed: Yes for some (included artwork may not)

4/C or 1/C: 431U (PG&E gray)

Final file to printer: Adobe Illustrator, fonts to outline + related linked images

From: Houck, Jason [mailto:jason.houck@cpuc.ca.gov]

Sent: Wednesday, August 13, 2014 4:44 PM

To: [Redacted]
Cc: Sotero, Maria
Subject: Follow-up items - Climate Credit Outreach
Importance: High

Hi [Redacted]

I wanted to list the follow-up items from the call for PG&E:

- [Redacted] Send details about your October newsletter:
 - Is there time to include CC messaging? If so:
 - When would you need content?
 - How much space is available?
 - What customers would receive the newsletter? Do only residential customers receive it? Do you have a separate newsletter for commercial customers?
 - Can you send us a sample newsletter?
 - Would the newsletter be distributed as paper or electronically?
 - Physical bill insert:
 - [Redacted] mentioned that the DOT insert can be pushed from the October bill to make room for a 2-panel CPUC letter, but she indicated that there are risks that this could disrupt other planned inserts. Can PG&E elaborate on these risks: what is the potentially negative outcome? How disruptive would it be to bump the DOT insert off the bill, or delay it for a month. Can you clarify that the DOT content will include?
 - Dimensions of inserts:
 - Please send the dimensions for a 1-panel and a 2-panel insert.

Please forward to your appropriate staff (I don't have [Redacted] email).

Thanks again,

Jason Houck

Analyst, Emerging Procurement Strategies

Energy Division

California Public Utilities Commission

Office: 415.703.1223

Email: jason.houck@cpuc.ca.gov