

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE

SAN FRANCISCO, CA 94102-3298



October 25, 2013

Advice Letter 3693-E

Brian K. Cherry
Vice President, Regulatory Relations
Pacific Gas and Electric Company
77 Beale Street, Mail Code B10C
P.O. Box 770000
San Francisco, CA 94177

**SUBJECT: Peak Day Pricing Customer Outreach and Education Campaign Education
and Outreach Metrics**

Dear Mr. Cherry,

Advice Letter 3693-E is approved with modifications, per Resolution E-4381, with an effective date of January 27, 2011.

Sincerely,

A handwritten signature in cursive script that reads "Edward F. Randolph".

Edward F. Randolph, Director
Energy Division



Jane K. Yura
Vice President
Regulation and Rates

Pacific Gas and Electric Company
77 Beale St., Mail Code B10B
P.O. Box 770000
San Francisco, CA 94177

Fax: 415-973-6520

June 25, 2010

Advice 3693-E

(Pacific Gas and Electric Company ID U 39 E)

Public Utilities Commission of the State of California

**Subject: Peak Day Pricing Customer Outreach and Education Campaign
Education and Outreach Metrics**

In accordance with Ordering Paragraph (OP) 15 of the 2009 Rate Design Window (RDW) Decision (D.) 10-02-032, Pacific Gas and Electric Company (PG&E, the Company) submits its education and outreach metrics and customer survey plan for each of its customer classes, which it will use to determine the success of its customer outreach and education efforts. PG&E will report progress against these metrics in the applicable Semi-Annual Reports.

In accordance with OP 12 of D.10-02-032, PG&E resubmits its 2010-2011 Peak Day Pricing (PDP) Customer Outreach Plan. The Plan is unchanged from what PG&E filed on April 26, 2010, since PG&E did not receive any comments from parties on the service list. The plan is provided in Attachment B to this Advice Letter.

I. Summary of Education and Outreach Metrics

PDP is a new electric pricing plan approved by the California Public Utilities Commission (CPUC) to achieve, among other things, a reduction of peak energy demand. Establishing and implementing education and outreach metrics to the extent required for PDP represents uncharted territory for PG&E, California investor owned utilities (IOUs), and the CPUC.

First, PDP is a mandatory default program in which business and large agriculture customers will participate unless they choose to opt out of the pricing plan. Additionally, the program will roll out to nearly all non-residential customers, which is unprecedented for this type of program.

Second, for PDP, PG&E is developing new metrics to assess the results of its outreach efforts. The metrics will enable all stakeholders to understand what PG&E is seeking to achieve with its outreach plans, results to date, and where to focus efforts to change and optimize plans for eligible customers.

Since this is a new area for PG&E, some challenges have been identified in developing education and outreach metrics:

- Identifying metric target values. PG&E is the first IOU in the nation to deploy a default Dynamic Pricing program of this scale. PG&E does not have prior experience executing an education and outreach plan with these parameters across a broad spectrum of business customers. PG&E is also unable to look to other California utilities to model metrics for default dynamic pricing since PG&E is the first to implement a program of this magnitude and impact. PG&E is required to set its metric target values by assessing other data sources (e.g., typical results obtained from other PG&E outreach efforts, results other utilities have achieved with pricing plan outreach, etc.). This approach is neither an exact science nor perfect, but allows the Company to build thoughtful, rigorous and reasonable metrics. Further, as PG&E collects actual outreach results, this data will inform future outreach metrics for other dynamic pricing plans managed by PG&E as well as other California IOUs.
- Default vs. voluntary participation on PDP. The terms of the pricing plan set in D. 10-02-032 require eligible customers to default to PDP unless they proactively opt out of PDP and onto another pricing plan. From an outreach perspective, PG&E may encounter customers who do not want to consult with PG&E or a PG&E representative about PDP, due to schedule conflicts, other priorities operating their business or because they do not actively choose to be on the pricing plan. PG&E is committed to make every reasonable effort to reach a customer while also being good stewards of rate payer funding. However, PG&E cannot mandate a customer meet with PG&E. The Company's outreach plans seek to address this concern by offering many different forms of outreach (in person, online, via mail, etc.) so that customers have choices as to when, where and how they receive PDP information.

II. Timing of Outreach Plan to Multiple Customer Classes

A. Large Commercial and Industrial Customers

Large Commercial & Industrial (LC&I) customers make up fewer than 2% of PG&E's commercial Service Agreements (SAs), but account for more than 60% of total C&I energy use. They are the first group to default onto the new PDP pricing plan. As of May 25, 2010, after excluding Direct Access service customers, customers who are participating in other Demand Response programs, and other ineligible customers, 4,316 LC&I SAs were included in customer outreach to prepare them for default to TOU and PDP. PG&E will leverage participation in PDP and other Demand Response programs to help the overall statewide reduction of peak energy demand. PDP eligible customers represent a broad spectrum of industries including, but not limited to, commercial office buildings, high tech, manufacturing, industrial facilities, and other businesses that traditionally have high electricity demand.

Prior to the May 1, 2010 default for LC&I customers, PG&E contacted customers with SAs eligible for default to PDP. To create awareness of default to PDP, PG&E Account Managers sent or made more than 11,000 communications, including: letters, phone calls, workshop invitations, emails, and one to one contact. Eligible LC&I customers received the first of two automated notification letters beginning in March 2010 and, if they had not affirmed participation in PDP, enrolled in another DR program or opted out of PDP, they received a second notification letter beginning in April 2010. PG&E's Critical Peak Pricing (CPP) customers received additional communications alerting them to the conclusion of the CPP program and notifying them of their scheduled default to PDP.

Throughout Quarter (Q)1 and Q2 2010, LC&I customers received in-depth educational information to help them make informed and active choices. Educational efforts were conducted in the form of one-on-one, in-person and/or online presentations and explanations in the form of webinars, workshops, individual customer meetings, website content, customized education kits, and rate analysis tools. PG&E PDP Specialists and Account Managers conducted sessions and meetings.

As the May 2010 default date approached, PG&E expanded awareness efforts to include:

- Mass media radio advertising throughout PG&E's service territory;
- Additional letters from Account Managers;
- Phone calls by Account Managers to customers who had not yet responded; and
- A letter from PG&E's President to the CEO or President, or otherwise appropriate contact, of LC&I companies eligible for default explaining PDP and advising whether the customer had acknowledged PDP, opted out, or had yet to confirm a decision one way or the other.

For customers participating in PDP, PG&E will continue to provide support and education about the pricing plan as customers make their way through the first events and bills. Customers will receive confirmation of their SA participation and information on the pricing plan, how to prepare for event days and where to find additional information for continued evaluation and improvement of their performance on the pricing plan. In addition, these customers will receive a Welcome Kit with a summary of their new pricing plan details, a PDP Guide that highlights event preparedness tips, as well as information on other applicable energy management opportunities.

Customers that accept a meeting with PG&E will also receive a person-to-person explanation and evaluation of these documents and personalized analysis of charges and suggestions for improvement. Online content includes more information about how to prepare for event days and event day notification information. Finally, customers will be sent ongoing communications on pricing plan and event news, tips and information

in the form of a newsletter to encourage continued involvement and participation improvement over time.

Since outreach for LC&I customers is currently underway, this Advice Letter includes updated statistics previously reported in PG&E's June 2010 Semi-Annual Report using the baseline population referenced in that report of 4,316 SAs as of May 25, 2010.

- 100% of PDP-Eligible SAs were sent a pre-default communication about a pricing plan change.
- 91% of PDP-Eligible SAs had an educational contact (webinar, workshop, one-on-one contact, information kit) with PG&E.
- PG&E sponsored 23 webinars.
- PG&E sponsored 22 workshops.

B. Small and Large Agriculture Customers

There are more than 1,250 Large Ag SAs and PG&E estimates that approximately 875 (70% of total SAs) will begin to default to Time-of-Use (TOU) and PDP pricing plans beginning February 1, 2011.

There are more than 80,000 Small Ag SAs and PG&E estimates that approximately 40,000 (50% of total SAs) will begin to default to a TOU pricing plan beginning February 1, 2011.

Remaining SAs for both Large and Small Ag customer classes will default on a monthly schedule as 12 months of interval meter data becomes available.

Starting Q3 2010, PG&E will implement a plan to contact customers eligible for the PDP pricing plan. This first phase of outreach is intended to *raise awareness* about the existence of TOU and PDP pricing plans. A second phase is intended to *educate* customers on how their specific operations and energy use will affect their monthly energy bill on a PDP and/or TOU pricing plan, ultimately leading to an informed choice to affirm or opt out of participation in the PDP pricing plan.

The outreach strategy is the same for both customer classes but the tactics will differ according to the number of SAs in each customer class. This distinction is reflected in the different metrics defined for Large Ag and Small Ag customers.

C. Small and Medium Business Customers

There are more than 500,000 Small and Medium Business (SMB) SAs and PG&E estimates that approximately 350,000 SMB SAs (70% of total SAs) are expected to default to TOU and PDP pricing plans beginning November 1, 2011. The remaining SAs will default on a monthly schedule as 12 months of interval meter data becomes available to the customer.

Prior to default, PG&E will employ the same strategy as developed to reach LC&I and Ag customers. However, given the number and variety of SMB customers, tactics utilized for the LC&I customers will be evaluated and assessed for scalability considering available resources and budget. The first phase of outreach is intended to raise awareness about the existence of TOU and PDP pricing plans, and the second phase is intended to educate customers about the pricing plan options available to them, ultimately leading to an informed choice to affirm or opt out of participation on the PDP pricing plan, or to select another Demand Response program.

In addition, education and support will continue throughout the peak season of May through October 2012 with planned outreach and response support for customers following the first few months of PDP event days.

D. Small and Medium Business Customers: 10% Highest Negatively Impacted, Hard to Reach, Ethnic

Specific SMB strategies to target the 10% highest negatively impacted, hard-to-reach, and ethnic customers will also be employed, beginning Q2 2011.

Customers identified as among the 10% most at risk of significant negative bill impacts will receive incremental forms of outreach, including out-bound phone calls and field canvassing. PG&E recognizes that the CPUC expects direct contact with 100% of the 10% highest negatively impacted audience. PG&E intends to seek to contact 100% of these customers. However, PG&E believes that multiple barriers will prevent the ability to actually reach all of these customers. Barriers include language, location, business contact availability, operating hours, and willingness of customers to suspend business activities to meet on this topic. As noted earlier in this report, PG&E anticipates not all customers will be willing to meet with PG&E. In turn, we need to be prepared to meet the objective of delivering relevant, helpful educational information on PDP in the format that is preferred by the customer. PG&E will seek to provide this information directly. However, if the customer prefers a different delivery method (e.g., mail) we are prepared to meet that request. For the SAs that PG&E is unable to directly contact, PG&E proposes to provide personalized information kits distributed via direct mail or email. At this time, PG&E expects that these kits will include recommendations to successfully perform on a PDP event day as well as energy efficiency tips. Customers will be able to review these kits and follow up with PG&E at their convenience.

Hard-to-Reach/Ethnic audiences will also receive incremental outreach, including outreach through key business publications as well as community organizations including Chambers, small business events, religious organizations, and shopping centers. Written multi-language (Chinese, Vietnamese, Spanish and English) educational materials will also be provided through these channels.

III. PDP and Outreach Metrics Overview

PG&E's PDP education and outreach metrics reflect specific metric target values that will be used to determine the effectiveness of its PDP customer education and outreach efforts. Again, PG&E is the first IOU in the nation to deploy a Default Dynamic Pricing program of this scale across a broad spectrum of customers and consequently, these education and outreach metrics have not been previously quantified. Each metric target value is quantified and represents the outcome PG&E expects to achieve from the outreach plan tactics. PG&E will track, assess and report results compared against the metric target values. The data will serve as a diagnostic tool to assist PG&E to better understand the efficacy of its outreach efforts.

PG&E has defined education and outreach metrics for LC&I, Large Ag, Small Ag and SMB customer classes, as well as metrics that apply to all business customer classes. These metrics fall into the categories of awareness or education, in alignment with PG&E's customer outreach plan. Importantly, awareness and education happen both before and after PDP default. Customers will continue to receive information from PG&E to prepare them for PDP event days throughout the season.

For each education and outreach metric in this Advice Letter, PG&E has defined the following categories for each customer class:

- A metric description;
- A target audience definition;
- A baseline population and a metric target value (or when the baseline population and target metric value will be submitted); and
- The earliest Semi-Annual Report date for reporting progress against the metric target value.

For those metric target values that have not yet been set, PG&E will submit a metric target value report to the Energy Division according to the schedule noted in the education and outreach metrics provided in Attachment A to this Advice Letter. This report will include the proposed metric target values for education and outreach metrics and a baseline population at a given point in time that will be used to measure progress.

As emphasized at the start, the rollout of PDP represents the first time such a large number of customers will be defaulted to time variable pricing and PG&E expects to gain significant customer insight over the next year as a greater number of customers become active on the program. As a result, PG&E will periodically review its education and outreach metrics and metric target values and, based on new insights, will propose to modify, add or eliminate metrics and/or target values as appropriate. PG&E will review and coordinate all such proposed changes with Commission representatives before implementing them.

IV. Peak Day Pricing Education and Outreach Metrics

PG&E's PDP Education and Outreach Metrics document is provided in Attachment A. Please note the following regarding the PDP Education and Outreach Metrics.

- Awareness is defined as the percent of respondents who say they are aware of PDP and/or TOU.
- Educational contact is defined as having received an in-depth presentation (webinar, 1:1 meeting, workshop, educational kit).
- A sample survey population is defined as a statistically representative sample of customers that allows PG&E to generalize survey results to the entire customer class.
- Welcome Kit includes a summary of their new pricing plan details, a PDP Guide that highlights event preparedness tips, as well as information on other applicable energy management opportunities.
- Escalated complaints are defined as complaints filed with the CPUC.
- For the SMB audience, direct contact is defined as person-to-person outreach, including attendance at a workshop or webinar, 1:1 meeting with a PG&E representative or third party organization, or phone call with a PG&E representative that meets specific criteria to ensure the customer has received education to make an informed choice.
- PG&E will attempt to contact 100% of the 10% highest negatively impacted SMB SAs on PDP. If a customer makes an informed choice to opt out of PDP prior to receiving a direct contact, that customer's SAs will be removed from the target audience. If a customer makes an informed choice to affirm participation on PDP prior to receiving direct contact, that customer's SAs will remain in the target audience.
- For direct mail outreach, PG&E will use the most current and accurate mailing address information available at that time, however, direct mail inevitably will be returned due to the accounts having been recently closed, failure of the customer to maintain contact information, etc. These SAs will be excluded from the baseline population.

V. Summary of Survey Plan

Tables 1 through 4 below describe the customer surveys PG&E will conduct to gather customer feedback to assess, inform and refine the education and outreach plan. Except for the PDP Opt-Out Study, PG&E will collect this information on an on going basis, and will report research findings in applicable Semi-Annual Reports.

The surveys will be conducted by an independent research firm(s) and executed among a statistically representative sample of customers in each customer class in order to be able to generalize the results to the entire customer class (LC&I, Large Ag, Small Ag, and SMB).

For all but the Small Ag customer class, the Customer Experience Tracking Studies will first occur after a few PDP events have been called. Therefore, many survey findings will not be available until the Semi-Annual Report following the applicable PDP event season.

Table 1
Large Commercial and Industrial Customer Survey Plan

Study	Target Audience	Key Objectives	Earliest Semi-Annual Report Date
PDP Opt-Out	Eligible Large Commercial and Industrial Customers who opted out of PDP	In this survey, PG&E will capture the following: <ul style="list-style-type: none"> • To understand why eligible customers opted out of PDP • To identify barriers of PDP participation • To understand what, if anything, could be done that would make customers who opted out reconsider opting in to PDP 	December 2010
Customer Experience Tracking	Large Commercial and Industrial Customers on PDP	In this survey, PG&E will capture the following education and outreach metrics: <ul style="list-style-type: none"> • Customers who agree or disagree that they were provided with information to make an informed decision regarding their PDP participation • Customers who agree or disagree that they understood how their monthly bill was impacted by their participation on the PDP pricing plan • Customers who agree or disagree that they knew they may need to manage their electricity use differently on PDP event days • Customers who agree or disagree that the PG&E information and tools were informative in helping them participate in PDP • Customers who agree or disagree that they, or someone in their company, knew that a PDP event was coming Other objectives PG&E will capture in this survey include: <ul style="list-style-type: none"> • To understand the usefulness of different outreach materials • To understand how helpful the information obtained from a business customer representative was • To understand if customers implemented new technologies for Demand Response or Energy Efficiency as a result of their participation in PDP, and which technologies • To understand what specific actions customers took to respond to an event day • To understand how many events customers 	December 2010

		responded to and why <ul style="list-style-type: none"> To understand customer satisfaction with PDP, and drivers of satisfaction/dissatisfaction To identify areas of program improvement 	
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**Table 2
Large Agriculture Customer Survey Plan**

Study	Target Audience	Key Objectives	Earliest Semi-Annual Report Date
PDP Opt-Out	Eligible Large Agriculture Customers who opted out of PDP	In this survey, PG&E will capture the following: <ul style="list-style-type: none"> To understand why eligible customers opted out of PDP To identify barriers of PDP participation To understand what, if anything, could be done that would make customers who opted out reconsider opting in to PDP 	June 2011
Customer Experience Tracking	Large Agriculture Customers on PDP	In this survey, PG&E will capture the following education and outreach metrics: <ul style="list-style-type: none"> Customers who agree or disagree that they were provided with information to make an informed decision regarding their PDP participation Customers who agree or disagree that they understood how their monthly bill was impacted by their participation on the PDP pricing plan Customers who agree or disagree that they knew they may need to manage their electricity use differently on PDP event days Customers who agree or disagree that the PG&E information and tools were informative in helping them participate in PDP Customers who agree or disagree that they, or someone in their company, knew that a PDP event was coming Other objectives PG&E will capture in this survey include: <ul style="list-style-type: none"> To understand the usefulness of different outreach materials To understand how helpful the information obtained from a business customer representative was To understand if customers implemented new technologies for Demand Response or Energy Efficiency as a result of their participation in PDP, and which technologies To understand what specific actions customers took to respond to an event day 	December 2011

		<ul style="list-style-type: none"> • To understand how many events customers responded to and why • To understand customer satisfaction with PDP, and drivers of satisfaction/dissatisfaction • To identify areas of program improvement 	
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**Table 3
Small Agriculture Customer Survey Plan**

Study	Target Audience	Key Objectives	Earliest Semi-Annual Report Date
Awareness Tracking	All TOU Eligible Small Agriculture Customers	<p>In this survey, PG&E will capture the following education and outreach metrics:</p> <ul style="list-style-type: none"> • Customers aware of TOU <p>Other objectives PG&E will capture in this survey include:</p> <ul style="list-style-type: none"> • To help inform the source and frequency of awareness/education of TOU (e.g. phone, in-person, email, webinar, workshop, etc.) • To understand the clarity and usefulness of the communications • To understand the usefulness of different marketing channels 	June 2011
Customer Experience Tracking	Small Agriculture Customers on TOU	<p>In this survey, PG&E will capture the following education and outreach metrics:</p> <ul style="list-style-type: none"> • Customers who agree or disagree that they knew they may need to manage their electricity use differently on TOU pricing plan • Customers who agree or disagree that they understood how their bill was impacted by their participation on the TOU pricing plan <p>Other objectives PG&E will capture in this survey include:</p> <ul style="list-style-type: none"> • To understand the usefulness of different outreach materials • To understand if customers implemented new technologies as a result of their participation in TOU, and which technologies • To understand customer satisfaction with TOU, and drivers of satisfaction/dissatisfaction • To identify areas of program improvement 	December 2011

Table 4
Small and Medium Business Customer Survey Plan

Study	Target Audience	Key Objectives	Earliest Semi-Annual Report Date
Awareness Tracking	All PDP Eligible Small and Medium Business Customers	<p>In this survey, PG&E will capture the following education and outreach metrics:</p> <ul style="list-style-type: none"> • Customers aware of TOU or PDP • Customers who are aware of receiving information about new technologies that can help them manage energy use on the PDP pricing plan (ex. programmable thermostats) <p>Other objectives PG&E will capture in this survey include:</p> <ul style="list-style-type: none"> • To help inform the source and frequency of awareness/education of TOU or PDP (e.g., phone, in-person, email, webinar, workshop, third parties, including community organizations, chambers of commerce etc.) • To understand the clarity and usefulness of the communications • To understand the usefulness of different marketing channels 	December 2011
PDP Opt-Out	Eligible Small and Medium Business Customers who opted out of PDP	<p>In this survey, PG&E will capture the following:</p> <ul style="list-style-type: none"> • To understand why eligible customers opted out of PDP • To identify barriers of PDP participation • To understand what, if anything, could be done that would make customers who opted out reconsider opting in to PDP 	June 2012
Customer Experience Tracking	Small and Medium Business Customers on PDP	<p>In this survey, PG&E will capture the following education and outreach metrics:</p> <ul style="list-style-type: none"> • Customers who agree or disagree that they were provided with information to make an informed decision regarding their PDP participation • Customers who agree or disagree that they understood how their monthly bill was impacted by their participation on the PDP pricing plan • Customers who agree or disagree that they knew they may need to manage their electricity use differently on PDP event days • Customers who agree or disagree that the PG&E information and tools were informative in helping them participate in PDP • Customers who agree or disagree that they, or 	December 2012

		<p>someone in their company, knew that a PDP event was coming</p> <p>Other objectives PG&E will capture in this survey include:</p> <ul style="list-style-type: none"> • To understand the usefulness of different outreach materials • To understand if customers implemented new technologies for Demand Response or Energy Efficiency as a result of their participation in PDP, and which technologies • To understand what specific actions customers took to respond to an event day • To understand how many events customers responded to and why • To understand customer satisfaction with PDP, and drivers of satisfaction/dissatisfaction • To identify areas of program improvement 	
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Protests

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, by facsimile or electronically, any of which must be received no later than **July 15, 2010**, which is 20 days after the date of this filing. Protests should be mailed to:

CPUC Energy Division
 Tariff Files, Room 4005
 DMS Branch
 505 Van Ness Avenue
 San Francisco, California 94102

Facsimile: (415) 703-2200
 E-mail: mas@cpuc.ca.gov or jnj@cpuc.ca.gov

Copies also should be mailed to the attention of the Director, Energy Division, Room 4004, at the address shown above.

The protest should be sent via U.S. Mail (and by facsimile and electronically, if possible) to PG&E at the address shown below on the same date it is mailed or delivered to the Commission:

Jane Yura
 Vice President, Regulation and Rates
 Pacific Gas and Electric Company
 77 Beale Street, Mail Code B10B
 P.O. Box 770000

San Francisco, California 94177

Facsimile: (415) 973-6520

E-mail: PGETariffs@pge.com

Effective Date

PG&E requests that this advice letter filing become effective no later than August 1, 2010.

Notice

In accordance with General Order 96-B, Section IV, a copy of this advice letter is being sent electronically and via U.S. mail to parties shown on the attached list. Address changes and electronic approvals should be sent to PGETariffs@pge.com. Advice letter filings can also be accessed electronically at <http://www.pge.com/tariffs>.

A handwritten signature in black ink that reads "Jane Yura-OB". The signature is written in a cursive, flowing style.

Vice President – Regulation and Rates

cc: Service List for A. 09-02-022

Attachments:

Attachment A: PDP Education and Outreach Metrics

Attachment B: 2010-2011 Peak Day Pricing Customer Outreach Plan

CALIFORNIA PUBLIC UTILITIES COMMISSION

ADVICE LETTER FILING SUMMARY ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No. **Pacific Gas and Electric Company (ID U39 M)**

Utility type:

ELC GAS
 PLC HEAT WATER

Contact Person: Olivia Brown

Phone #: 415.973.9312

E-mail: oxb4@pge.com

EXPLANATION OF UTILITY TYPE

ELC = Electric GAS = Gas
 PLC = Pipeline HEAT = Heat WATER = Water

(Date Filed/ Received Stamp by CPUC)

Advice Letter (AL) #: 3693-E

Tier: 3

Subject of AL: Peak Day Pricing Customer Outreach and Education Campaign Education and Outreach Metrics

Keywords (choose from CPUC listing): Compliance

AL filing type: Monthly Quarterly Annual One-Time Other _____

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #: D.10-02-032

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: No

Summarize differences between the AL and the prior withdrawn or rejected AL: N/A

Is AL requesting confidential treatment? If so, what information is the utility seeking confidential treatment for: No

Confidential information will be made available to those who have executed a nondisclosure agreement: N/A

Name(s) and contact information of the person(s) who will provide the nondisclosure agreement and access to the confidential information: N/A

Resolution Required? Yes No

Requested effective date: August 1, 2010

No. of tariff sheets: N/A

Estimated system annual revenue effect (%): N/A

Estimated system average rate effect (%): N/A

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting). N/A

Tariff schedules affected: N/A

Service affected and changes proposed: N/A

Protests, dispositions, and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:

**CPUC, Energy Division
Tariff Files, Room 4005
DMS Branch**

**505 Van Ness Ave., San Francisco, CA 94102
gnj@cpuc.ca.gov and mas@cpuc.ca.gov**

Pacific Gas and Electric Company

Attn: Jane K. Yura, Vice President, Regulation and Rates

**77 Beale Street, Mail Code B10B
P.O. Box 770000**

San Francisco, CA 94177

E-mail: PGETariffs@pge.com

ADVICE 3693-E

Attachment A: PDP Education and Outreach Metrics

Peak Day Pricing Education and Outreach Metrics

Number	Metric Description	Target Audience	Baseline Population	Metric Target Value	Earliest Semi-Annual Report Date	
Awareness						
1	Customers aware of TOU or PDP	Small Ag	Sample Survey Population of TOU Eligible Small Ag Customers	A statistically representative sample of Small Ag TOU Eligible customers	Provided by end of October 2010	June 2011
		SMB	Sample Survey Population of PDP Eligible SMB Customers	A statistically representative sample of SMB PDP Eligible customers	Provided by the end of Q1 2011	December 2011
2	Customers aware of receiving information about new technologies that can help them manage energy use on the PDP pricing plan (ex. programmable thermostats)	SMB	Sample Survey Population of PDP Eligible SMB Customers	A statistically representative sample of SMB PDP Eligible customers	Provided by the end of Q1 2011	December 2011
3	Percent of Service Agreements sent a pre-default communication about rate change	Large Ag	All Eligible Large Ag Service Agreements	Provided by the end of October 2010	100%	December 2010
		Small Ag	All Eligible Small Ag Service Agreements	Provided by the end of October 2010	100%	December 2010
		SMB	All Eligible SMB Service Agreements	Provided by the end of Q1 2011	Provided by the end of Q1 2011	December 2011
4	Number of community organizations from which PG&E requests support for local PDP outreach (Ex: Chambers and Trade Groups)	SMB	SMB Oriented Chambers and Trade Groups within PG&E Service Territory	Provided by the end of Q1 2011	Provided by the end of Q1 2011	June 2011
5	Number of community organizations that agree to assist PG&E with local PDP outreach efforts	SMB	SMB Oriented Chambers and Trade Groups within PG&E Service Territory	Provided by the end of Q1 2011	Provided by the end of Q1 2011	June 2011
Education						
6	Percent of Service Agreements that PG&E attempted to directly contact	SMB	10% Highest Negatively Impacted SMB Service Agreements on PDP	Provided by the end of Q1 2011	100%	December 2011
7	Percent of Service Agreements that PG&E is able to directly contact	SMB	10% Highest Negatively Impacted SMB Service Agreements on PDP	Provided by the end of Q1 2011	Provided by the end of Q1 2011	December 2011
8	Percent of Service Agreements that PG&E is unable to directly contact that receive a customized information kit (via mail, email)	SMB	10% Highest Negatively Impacted SMB Service Agreements on PDP	Provided by the end of Q1 2011	Provided by the end of Q1 2011	December 2011
9	Percent of Service Agreements that had an educational contact with PG&E	Large Ag	All Eligible Large Ag Service Agreements	Provided by the end of October 2010	Provided by the end of October 2010	December 2010
10	Percent of Service Agreements that were provided a customized bill analysis (in-person, online, direct mail) prior to the start of their PDP event season or transition to TOU	Large Ag	All Eligible Large Ag Service Agreements	Provided by the end of October 2010	Provided by the end of October 2010	December 2010
		Small Ag	All Eligible Small Ag Service Agreements	Provided by the end of October 2010	Provided by the end of October 2010	December 2010
		SMB	All Eligible SMB Service Agreements	Provided by the end of Q1 2011	Provided by the end of Q1 2011	December 2011
11	Customers were provided with information to make an informed decision regarding their PDP participation	LC&I	Sample Survey Population of LC&I Customers on PDP	A statistically representative sample of LC&I PDP customers	On a scale of 1 (completely disagree) to 10 (completely agree), average score greater than 5.0	December 2010
		Large Ag	Sample Survey Population of Large Ag Customers on PDP	A statistically representative sample of Large Ag PDP customers	Provided by the end of October 2010	December 2011
		SMB	Sample Survey Population of SMB Customers on PDP	A statistically representative sample of SMB PDP customers	Provided by the end of Q1 2011	December 2012

Peak Day Pricing Education and Outreach Metrics

Number	Metric Description	Target Audience	Baseline Population	Metric Target Value	Earliest Semi-Annual Report Date	
12	Customers understood how their monthly bill was impacted by their participation on the PDP or TOU (Small Ag only) pricing plan	LC&I	Sample Survey Population of LC&I Customers on PDP	A statistically representative sample of LC&I PDP customers	On a scale of 1 (completely disagree) to 10 (completely agree), average score greater than 5.0	December 2010
		Large Ag	Sample Survey Population of Large Ag Customers on PDP	A statistically representative sample of Large Ag PDP customers	Provided by the end of October 2010	December 2011
		Small Ag	Sample Survey Population of Small Ag Customers on TOU	A statistically representative sample of Small Ag TOU customers	Provided by the end of October 2010	December 2011
		SMB	Sample Survey Population of SMB Customers on PDP	A statistically representative sample of SMB PDP customers	Provided by the end of Q1 2011	December 2012
13	Customers knew they may need to manage their electricity use differently on PDP event days or on TOU (Small Ag only)	LC&I	Sample Survey Population of LC&I Customers on PDP	A statistically representative sample of LC&I PDP customers	On a scale of 1 (completely disagree) to 10 (completely agree), average score greater than 5.0	December 2010
		Large Ag	Sample Survey Population of Large Ag Customers on PDP	A statistically representative sample of Large Ag PDP customers	Provided by the end of October 2010	December 2011
		Small Ag	Sample Survey Population of Small Ag Customers on TOU	A statistically representative sample of Small Ag TOU customers	Provided by the end of October 2010	December 2011
		SMB	Sample Survey Population of SMB Customers on PDP	A statistically representative sample of SMB PDP customers	Provided by the end of Q1 2011	December 2012
14	PG&E information and tools were informative in helping customers participate in PDP	LC&I	Sample Survey Population of LC&I Customers on PDP	A statistically representative sample of LC&I PDP customers	On a scale of 1 (completely disagree) to 10 (completely agree), average score greater than 5.0	December 2010
		Large Ag	Sample Survey Population of Large Ag Customers on PDP	A statistically representative sample of Large Ag PDP customers	Provided by the end of October 2010	December 2011
		SMB	Sample Survey Population of SMB Customers on PDP	A statistically representative sample of SMB PDP customers	Provided by the end of Q1 2011	December 2012
15	Customers (they or someone in their company) knew that a PDP event was coming	LC&I	Sample Survey Population of LC&I Customers on PDP	A statistically representative sample of LC&I PDP customers	On a scale of 1 (completely disagree) to 10 (completely agree), average score greater than 5.0	December 2010
		Large Ag	Sample Survey Population of Large Ag Customers on PDP	A statistically representative sample of Large Ag PDP customers	Provided by the end of October 2010	December 2011
		SMB	Sample Survey Population of SMB Customers on PDP	A statistically representative sample of SMB PDP customers	Provided by the end of Q1 2011	December 2012
16	Percent of Service Agreements sent a Welcome Kit	LC&I	All LC&I Service Agreements on PDP	2021 Service Agreements on PDP as of June 17, 2010	100%	December 2010
		Large Ag	All Large Ag Service Agreements on PDP	Provided by the end of October 2010	100%	June 2011
		Small Ag	All Small Ag Service Agreements on TOU	Provided by the end of October 2010	100%	June 2011
		SMB	All SMB Service Agreements on PDP	Provided by the end of Q1 2011	Provided by the end of Q1 2011	June 2012
17	Percent increase in frequency of visits to customers' online accounts by all eligible Business Service Agreements	All Business	All Business Customers Service Agreements under 200kW	Provided by the end of Q4 2010	Provided by the end of Q4 2010	June 2011

Peak Day Pricing Education and Outreach Metrics

Number	Metric Description	Target Audience		Baseline Population	Metric Target Value	Earliest Semi-Annual Report Date
18	Percent of escalated customer complaints received of all Business Service Agreements	All Business	All Business Customer Electric Service Agreements	650, 867 Business Electric Service Agreements as of June 17, 2010	Less than or equal to 1%	December 2010

ADVICE 3693-E

Attachment B: 2010-2011 Peak Day Pricing Customer Outreach Plan

PACIFIC GAS AND ELECTRIC COMPANY

2010-2011 PEAK DAY PRICING

CUSTOMER OUTREACH PLAN

APRIL 26, 2010

PG&E Peak Day Pricing - Customer Outreach Plan
Submitted: April 2010

1. Overview
 - a. Introduction
 - b. Customer Class Descriptions
 - i. Large Commercial & Industrial
 - ii. Large Ag
 - iii. Small Ag
 - iv. Small and Medium Commercial & Industrial
 - c. Customer Eligibility
2. Strategic Marketing Approach
 - a. Outreach Objectives
 - b. Keys to Successful Implementation
 - c. Foundational Support
 - i. Customer Research
 - ii. Training Strategies
 - iii. Customer Tools
 - iv. Tracking & Optimization
 - v. Customer Response
3. Small and Medium Business Outreach Benchmarking Assessment
4. Communications Flow and Customer Journey
 - a. Large Commercial & Industrial
 - b. Large Ag
 - c. Small Ag
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PART I: OVERVIEW

Introduction

Peak Day Pricing (PDP) is a new pricing plan created in response to a statewide initiative led by the California Public Utilities Commission (CPUC) to achieve a reduction of peak energy demand. Benefits associated with this initiative are multiple, including:

- Greater stabilization of the energy grid
- Reduced power interruptions
- Reduced power plant load capacity during high demand periods
- Reduced greenhouse gases related to energy consumption

PDP encourages customers to conserve energy when the grid is at or near capacity; so, customers will face much higher energy prices during specific, peak energy demand periods, approximately 9-15 days per year. On those days in particular, customers are encouraged to reduce, shift, and/or conserve energy usage in order to lower usage and the associated price impact. To help off-set the higher prices on peak demand days, PDP customers will receive power at a reduced price (through a credit) on non-peak days between May and October. Customers that are able to change their energy usage behaviors may experience lower overall energy bills. Those that cannot meet this objective may face higher bills. However, these customers can opt-out of PDP and/or enact longer-term energy efficiency initiatives. Importantly, customers may face significant price volatility for a given month according to the timing and number of peak event days held, yet still benefit overall during the course of a year.

Specific business components of the new default pricing plans are outlined below:

- PDP provides lower energy prices during the summer months in exchange for higher rates on 9 to 15 peak event days per year.
- Risk mitigating rate options include a choice of event duration and a choice of every-other-event day participation. Capacity reservation is also available for customers with demand of greater than 200kW.
- PDP must be combined with a Time-of-Use (TOU) rate.
- TOU will be the default for lower energy demand agricultural customers, while TOU with PDP will become the default pricing plan for small and medium business (SMB) and large commercial, industrial, and agricultural customers.

Regardless of whether they choose to stay on the PDP plan, all non-residential customers will move to TOU pricing and will need to understand that their cost of electricity varies according to time of day and during peak usage times, costs will be highest.

Common Challenges for Outreach Regarding Time-of-Use and Peak Day Pricing

Specific outreach challenges that have been identified as common among all four of the customer classes that will be impacted by TOU and PDP include the following:

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1. Time-of-Use and Peak Day Pricing present complex rate plans and subsequently, complex messages to communicate.
2. The timing of interval meter deployment varies among customers and consequently, creates a rolling eligibility default schedule.
3. Some business owners have barriers to understanding and accessing information. Specifically, some of these customers do not understand English, are geographically remote, and/or lack online connectivity or familiarity.
4. Reaching the 'right person' to contact is highly variable. Multiple decision makers may exist throughout an organization and/or the person who receives the bill may not be the decision maker.
5. Significantly varying degrees of knowledge exist regarding time-based pricing plans. Misperceptions and misinformation also exist about pricing plans as well as the benefits of energy efficiency and demand response programs.

Common Approaches Across Business Classes to Address Outreach Challenges

1. Message complexity will be addressed by talking to customers on multiple occasions (multiple touch points) and by using a variety of messaging vehicles, including direct mail, email, bill messaging, phone calls, in-person visits, couriered information, participation in industry events, partnerships with advisory groups and 3rd parties. As appropriate, PG&E will integrate PDP messaging with other outreach efforts.
2. Awareness campaigns will be geographically aligned to SmartMeter™ device deployment. Customers will also be provided with rate assessment tools on line.
3. Language and connectivity barriers will be addressed through a greater use and outreach vehicles. In-language messaging will be developed to support these efforts.
4. Person-to-person outreach will be used and PG&E will develop communication tools to help the contacts within a business "educate internal decision makers" within an organization.
5. PG&E employees are being trained in depth to answer questions. PG&E created the PDP specialist role to address escalated questions and to serve as subject matter experts. PG&E also are investing in a variety of online tools to help customers better understand the rate and impact to their business.

Also important to note, usage data analysis tells PG&E that there are no hard and fast rules as to which customers or industries will or will not automatically benefit from the new PDP rate. This adds additional complexity to outreach plans. PG&E cannot assume how each industry will perform and focus plans accordingly. Results on the rate depend on how a customer operates their business. In turn, PG&E's role is to help all customers make the pricing plan decision which best meets their needs, including helping customers assess new ways to manage their businesses and to save energy. Its outreach plans are designed to meet these objectives.

Customer Class Descriptions

Large Commercial and Industrial customers default to PDP May 1, 2010 (Large C&I ≥ 200kW)

Description:

Large Commercial & Industrial (Large C&I) customers are the first group of customers to affirm or default/transition onto the new PDP rate. These customers represent a broad spectrum of

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industries including commercial office buildings, high tech, manufacturing, industrial facilities, and other businesses that traditionally have high electricity demand.

- Approximately 4,000 Service Agreements (SAs) ¹ are eligible for the May default period.
- Approximately 3,500 other SAs are already enrolled in a PG&E Demand Response program(s) and are not subject to the PDP rate.

Large Agricultural customers default to PDP February 1, 2011 (Large Ag ≥ 200kW)

Small Agricultural customers default to TOU February 1, 2011 (Small Ag < 200kW)

Description:

Throughout PG&E's territory there are 1,250 Large Agriculture SAs with demand greater than or equal to 200 kW. Another 80,000 individual agriculture SAs with demand of less than 200 kW make up the Small Agriculture segment.

PG&E's Large Agriculture customer class is categorized as follows:

- Approximately 1,250 large SAs (≥ than 200 kW)
- PG&E estimates that approximately 70% of Large Ag SAs will begin to default to PDP in February 2011.
- The remaining 30% of Large Agriculture SAs are enrolled in DR programs and will not be subject to PDP default in February 1, 2011.

PG&E's Small Agriculture customer class is categorized as follows:

- Approximately 80,000 small and medium sized SAs (less than 200 kW)
- PG&E estimates that approximately 50% of 80,000 total Small Ag SAs are expected to be eligible for default to TOU in February 2011.
- These customers will face a transition to TOU rates but are not subject to PDP default, although they can elect to opt-in.

Small and Medium Business Commercial & Industrial (SMB) customers default to PDP

November 2011 (SMB C&I <200kW)

Description:

This segment of customers includes such diverse sectors as commercial offices, retail, hospitals, hotels, grocery stores and others, and the needs of one sector are vastly different from the next.

At PG&E, SMB customers are defined as follows:

For PDP:

- PG&E estimates that approximately 350,000 (70%) of the 500,000 total SMB C&I SAs are expected to be eligible for default to PDP in November 2011. The remaining 29% of SAs will default on a monthly schedule as they reach 12 months of interval meter data. This equates to 10,000-15,000 SAs per month.

¹ Customer counts are quantified by a Service Agreement (SA). One company or customer may have multiple SAs, each unique to a different facility, building, or location. A pricing plan decision must be made for each impacted SA.

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- PG&E estimates that approximately 1% (6,000) of small and medium C&I SAs will be enrolled in DR programs, including SmartAC, and will not be subject to PDP default, although they will transition to TOU.

For TOU:

- PG&E estimates that 6% of SMB SAs are currently on a TOU rate and the remaining 94% will experience a change from flat rate to TOU.

Conclusions and Next Steps:

Prior to default, PG&E will implement a plan to contact each customer eligible for the PDP rate. PG&E will seek to educate customers so they are able to make an informed choice about which rate option is best for them. In addition, education and support will continue throughout the 'peak season' of May through October every year not just the first year of PDP introduction. Importantly, this is an on-going outreach commitment to its customers. Each year this rate is available, PG&E will reach out to customers to ensure that customers still understand the rate and their available options.

Lastly, even with multiple communication outreach efforts, some customers will be too busy to take appropriate time to learn about PDP. PG&E will provide direct support and education to these customers as they become aware of PDP only subsequent to event days taking place. PG&E has also planned outreach to and response support for customers following the first few months of event days being called in order to address additional needs.

Customer Eligibility

Official default eligibility is determined roughly 60 days prior to customers' default date. This is based primarily on the previous 12 months of usage data. Importantly, depending on the amount of energy used, customers' eligibility and timing for default may change. And, as currently stands, participation in other demand response programs or self generation options affects eligibility. Applying an approach where PG&E notifies customers multiple times through multiple channels helps mitigate challenges with customer's evolving eligibility.

Before determining official default eligibility, PG&E will conduct a preliminary eligibility assessment. This will inform customer outreach plans that are scheduled to start six-to-twelve months ahead of time. The outreach will help create awareness, educate customers, enable their decision, and invest in technologies that can assist with incoming responses.

Small and Medium Business Customers: 10% audience most significantly impacted by PDP

To determine customers that will be most negatively impacted financially by defaulting to PDP, PG&E will conduct an analysis to look at usage for the prior 12 months and PG&E will compare the cost of that usage under the current rate vs. the PDP rate. An initial assessment to determine eligibility of this customer audience will be conducted in Q1 of 2011 and a follow-up assessment will be conducted in Q3 of 2011.

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Customer Default Schedule & Conversion Scenarios

Customer Class	Default Date	Estimated Service Agreements (SAs) to Be Eligible on Default Date*	Approx. Percent of Audience Already on Time-of-Use (TOU)	Default Plan (Flat Rate, Time-of-Use (TOU), Peak Day Pricing (PDP))
Large C&I (greater than or equal to 200 kW maximum demand)	May 2010	4,000	> 95%	Flat rate → TOU + PDP TOU → TOU + PDP
Large Ag (greater than or equal to 200 kW maximum demand)	February 2011	1,000	90%	Flat rate → TOU + PDP TOU → TOU + PDP
Small & Medium Ag (less than 200 kW maximum demand)	February 2011	40,000	30%	Flat rate → TOU TOU → TOU
SMB (less than 200 kW maximum demand)	November 2011	350,000	6%	Flat rate → TOU + PDP TOU → TOU + PDP

PART II: STRATEGIC MARKETING APPROACH

*Please refer to appendix for detailed monthly outreach tactical plans.

Outreach Objectives

1. Create awareness of Time-of-Use and Peak Day Pricing rates among customers.
 - a. Provide additional focus on the 10% of the SMB customers whose bills are likely to be increased most significantly according to previous year's usage.
2. Enable customers to make an informed and active choice about which pricing plan is the best option for them.
3. Communicate why the new PDP rate is being enacted.
4. Provide education and support, including demand response and energy efficiency programs that will enable customers to be successful on the rate they choose.
5. Promote the use of tools (including online) that help customers manage usage and indicate the impact of rate changes as well as reduced or shifted usage.

Keys to Successful Implementation

Each customer class must be taken through stages of the energy management learning process so they become properly informed to make the best decision for their business needs.

1. **Awareness:** Customers must be made aware that their existing pricing plan may either be eliminated or significantly modified.
2. **Education:** Customers must be helped to understand their own energy usage and which rate option is best for them. In addition, customers need to understand how they can change their behavior to leverage the rate. This includes education on conservation, load shifting, DR, and energy efficiency opportunities.

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3. **Drive Action:** Customers need to know when to act. As default date nears, customers need to understand that they can affirm to PDP or opt out. If they don't actively select an option, customers need to be informed that they will default to PDP.
4. **Provide On-going Support:** Whatever their choice, customers need to understand how managing their peak usage will impact energy costs. PG&E will provide on-going support on rate education. PG&E will continue to educate customers about benefits associated with energy efficiency and demand response technologies.

Foundational Support

In addition to the core outreach plan, PG&E has supported five core initiatives that are the foundation for how PG&E will prepare for and serve its customers so that they can understand and respond to PDP.

1. **Customer research:** to help PG&E understand what customers want and need to know about PDP/TOU to help inform and improve outreach tools, channels and messages.
2. **PDP performance assessment:** PG&E will undertake a detailed quantitative analysis to assess projected performance on the PDP rate for each eligible customer. This will help inform its outreach plans and messages.
3. **Training:** PG&E has undertaken extensive training for PG&E employees to ensure we have knowledgeable experts who can answer questions related to PDP.
4. **Tracking:** PG&E is tracking customer outreach to be able to assess the effectiveness of the outreach plans and is making adjustments as needed.
5. **Customer response:** Some customers may have detailed questions about PDP and TOU or require additional assistance because they are the 10% who are facing the largest price impact or are hard to reach customers for example. PG&E has created a team of PDP specialists and instituted a dedicated 1-800 number to service these needs.

Customer Research

PG&E will conduct both qualitative and quantitative research to inform its outreach plans and to assess the effectiveness of these efforts. The intent of qualitative research such as focus groups or on-on-one interviews is to delve deeply into a particular subject and report the views of the participants; not to generalize to larger groups. The goal is to find out "why" rather than "how many." As such, qualitative research can provide depth of insight into why a message or product may or may not be resonating with a customer, and how to optimize that message or product. However, given the small number of participants, they are not designed to statistically assess the results. Net, importantly, findings from qualitative research may not be representative of all customers and need to be interpreted as "directional."

PG&E is also planning to conduct quantitative customer research studies like tracking studies that will allow PG&E to measure the success of its outreach efforts and generalize statistically significant results to customers throughout the entire territory by surveying hundreds of customers throughout the service territory on an on-going basis.

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The planned customer research will enable PG&E to deliver the optimal information to the right customers at the right time - ultimately impacting usage behavior, increasing the number of customers making informed decisions on the appropriate rate, and increasing customer satisfaction.

Specific research planned to date is as follows:

PDP Research Study	Objectives	Segment	Report Date
Education and Messaging Validation	Explore customer understanding of PDP and validate/refine messaging for Large C&I and Large Ag,	Lg C&I, Lg Ag	May 2010
Education and Messaging	Explore customer understanding of PDP, and test messaging and positioning for SMB and Small Ag	SMB, Sm Ag	July 2010
Naming & Positioning	Test various names and positioning options quantitatively if warranted from the May and June research conducted with Large C&I, SMB and Ag customers	Lg C&I, SMB, Ag	Aug 2010
Decision Tools & Web Usability	Conduct usability research on decision tools and web presentment	All customers	Aug 2010
Trade Group Outreach Effectiveness Research	Gather feedback from trade groups on education tactics/how to best communicate with trade group members	SMB, Small Ag	Aug 2010
Large C&I Satisfaction	Track overall satisfaction with program, satisfaction with call centers, Account Reps, program communications/materials, decision and energy management tools, etc. Explore reasons for opting-in/opting-out.	Lg C&I	Sept 2010 (on-going)
Awareness Tracking	Track campaign awareness over time, comprehension, liking, etc.	Small Ag	Nov 2010 (on-going)
Educational Materials Testing	Test educational materials in order to hone and refine materials for maximum attention, clarity, etc	SMB, Small Ag	Mar 2011
Workshop Effectiveness	Collect feedback on workshop effectiveness for continuous improvement	SMB, Small Ag	Mar 2011

Large C&I PDP Research Summary:

In April, 2009, PG&E initiated qualitative research among Large C&I customers ($\geq 200\text{kW}$) to explain the PDP program, elicit feedback, and understand their needs. Key findings include:

- Large C&I customers' familiarity and knowledge about their rates and rate options varies.
- Many Large C&I customers are skeptical about programs that encourage them to reduce electricity usage during time periods when they need it most to run their business.
- PDP is likely to be confusing to many Large C&I customers. Importantly, this is a group that generally is more sophisticated in energy use and understanding than other classes of business customers. Given that PDP appears initially confusing to Large C&I customers, PG&E anticipates this will hold true for SMB and Large Ag too.
- Customers' main decision criteria regarding Peak Day Pricing will be their expected bill impacts. Saving money was the top messaging theme that would motivate customer interest in PDP.

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- Customers rely heavily on their account representative to do the analytical leg work needed to make a decision; so, account representatives and other representatives will need to provide their customers with: (1) an easy to understand description of the new PDP rate and DR alternatives; (2) a completed rate analysis that compares costs under the new and alternative rates for a few different scenarios; and (3) a recommendation of what to choose.

In April 2010, PG&E conducted focus groups and one-on-one interviews with Large C&I customers to explore customer understanding of PDP and validate/refine messaging for Large C&I and Large Ag customers. The findings again showed that PDP is a complicated message that needs multiple touches and that there are opportunities to further simplify the PDP message. For some customers, depth of knowledge about PDP is low and rate details were not always clear, such as reservation capacity charge and the benefits of bill stabilization.

PG&E has incorporated these research findings into its outreach plans, focusing on Large C&I outreach leading up to May 2010 default date and the Large C&I outreach post-default date as outlined later in this document.

PDP Performance Assessment:

When PG&E began forming its outreach plans for Large C&I customers in 2009, it assumed some customer segments would perform well on PDP while others may have struggled unless they undertook behavior and energy efficiency steps. When PG&E looked at actual usage, the data told another story. PG&E learned that performance on PDP isn't consistent by industry segment; rather, it's driven by how a customer operates his or her business.

Although there was no one segment that required special focus, the information from this analysis was provided to PG&E employees to use in prioritizing outreach efforts and customizing outreach messages for specific customers.

PG&E will be undertaking a similar analysis for Ag and SMB customers. This analysis also will help inform which SMB customers are likely to be the 10% most likely to face the biggest negative bill impact from PDP. Once PG&E identifies those customers, it intends to supplement its outreach to ensure these customers are contacted with the information they need to make an informed decision.

Training Strategies

Additional measures have been put into place to prepare PG&E for customer default to TOU and PDP rates. A team of PDP specialists have been providing on-going training to PG&E employees that have direct customer contact in order to ensure they understand the PDP plan to appropriately communicate to customers.

For general questions, PG&E has also trained call center representatives. These employees are specifically trained to work with business customers. They can be accessed through a dedicated 1-800 number. Detailed and complex questions are forwarded to PDP specialists and other

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representatives who are highly knowledgeable about the rate and tools available to assist customers in assessing financial impact.

Specific Training Tactics include:

- PG&E Learning Academy to create web-based training modules
- Train-the-Trainer session
- PDP presentation deck
- Q&A document
- Web-based rate comparison and “what-if” analysis tool training
- Webcast that included pre-requisite of a rep attending a workshop or reviewing a recorded PDP webinar
- On-line training modules that focused on bill calculations
- PDP Specialists continue to participate in staff meetings in order to offer additional training as requested and/or as needed
- Regular conference calls to discuss open issues and provide updates

Quality Assurance: To ensure a positive customer experience and consistency in the information provided by contact center reps, calls are reviewed to evaluate accuracy and service.

Call Volume Evaluation: PG&E continues to regularly monitor call volumes received via the PDP phone line and PG&E will adjust staffing accordingly.

Customer Tools

As previously stated, customers must have access to tools that will assist them in making informed energy choices.

All tools that have been or will be developed help customers answer three key questions:

- What rate options do I have?
- What rate will be the most beneficial based on my historic energy usage or projected “what if” scenarios?
- How can I adjust my energy usage to take advantage of a new rate?

Key components will include:

- Energy use analytics
- Rate plan management
- Online and printed display of energy use and cost by month/day/hour

Tools currently available include:

- Online access to customers’ individual accounts, historical energy use and rate analysis.
- Online calculator for large customers offers “what if” rate comparison and analysis for customer service reps and customers to view interval data, evaluate rate schedule

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- options, and the extent to which PDP will affect their bills. Allows for scenario “what if” comparison of a customer’s existing load and otherwise applicable rate to their load with 9-15 event days on PDP rates. (Usage of tool requires customer to have interval meter installed for 12 months or more in order to have the appropriate amount of interval data.)
- Dedicated web site offering information about PDP and how pricing plans work, descriptions of actions PG&E is taking to assist customer transition to a new rate option (pricing plan), and information and direction on how to take action to opt-in or opt-out of the PDP rate.
 - Dedicated PDP email address: PeakDayPricing@pge.com that provides email response to customer questions
 - Dedicated PDP information line: 1-800-987-4923 with trained contact center staff to answer customer questions

Tools under development:

- Access to energy usage data by comparable industry businesses; energy efficiency tips and related information to help customers change their energy usage behaviors.
- In late 2010 and early 2011, additional customer segments will be able to access current and planned PDP education and energy management tools online. This new data will be customized for each customer.

Integration of tools:

As part of PDP outreach, PG&E will encourage customers to leverage existing tools that help them integrate energy management, including:

- Energy Audits
- Benchmarking
- Classes offered through energy training centers in San Francisco and Stockton
- “Business Tools” (includes energy usage, billing history, rate comparison, energy outage and restoration status, detail of bill, and account aggregation)

Tracking& Optimization

Performance Tracking

The effectiveness and impact of the PDP outreach plan will be tracked across channels and customer classes to assess the overall performance of the outreach campaigns. Tracking will also enable optimization of tactics as the outreach plan progresses. PG&E’s strategies will involve the following approach and tactics:

- Close monitoring and frequent updates managed centrally by the PG&E PDP team
- Tracking and evaluation to encompass customer awareness, education and engagement level, as well as ultimate decisions and actions resulting from the outreach effort
- Qualitative studies that gather customer feedback pre, during and post-campaign
- Track informed decisions and actions customers take to opt-in or opt-out to PDP

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- Track campaign tactics and customer responses to ensure outreach is meeting objectives
- Ensure thorough coverage of customer classes, including the 10% most impacted and hard-to-reach customers
- Regular reporting of activities in customer-facing channels

Customer Response

PG&E recognizes that active PDP support for its customers cannot, and will not, stop on the day they default to their new rate. An important way PG&E intends to provide on-going support is through leveraging specifically trained employees, including Account Services and PDP specialists, who will proactively engage customers and address inquiries.

Highly-trained PDP specialists are part of a new Customer Impact team, established to assess and influence business processes, customer communications, and employee preparedness related to emerging platform company initiatives such as Peak Day Pricing. This team will ensure that the “voice of the customer” is adequately represented and they will actively support and coordinate internal and external responses to post-launch customer needs. For PDP in particular, the Specialists will be the primary team responding to complex and escalated customer needs and inquiries that the contact center cannot handle. The team will address billing questions, opt-out adjustments, tips to more efficiently manage energy, rate benefits, and use of customized planning tools. The dedicated a 1-800- line for PDP directs customers to these trained reps.

Event Day Preparation and Notification

Event Notification Customer Contact

Customers on the PDP pricing plan will be notified through selected/defaulted notification channel on event days:

- E-Mail
- Fax
- Phone
- Text
- Combination of the above, up to 4 contacts and/or methods

If a customer defaults onto the PDP pricing plan and does not select notification preferences, PG&E will use the information on file in its billing system as well as resources such as the Internet, customer web sites, and the yellow pages.

Large C&I customers on the PDP pricing plan will receive a courtesy phone call in addition to, fax, text, IVR and/or email prior to PDP events held in 2010. PG&E will also use these event notification days to request and document the on-going preferred notification method for each affirmed PDP customer. Current plans to notify Ag and SMB customers of an event also include an IVR, email, fax, phone call and/or SMS. These specific tactics will be refined further as PG&E analyzes key findings from its efforts to notify Large C&I customers.

Event Day Follow-Up

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- For both Large C&I and Large Ag customers, PG&E will attempt to review their May bill (first bill during “event season”) and their first bill following an event day (if an event is not called in May) in order to explain the charges/credits associated with the new rate plan and the impact of event days on their bill. In addition, PG&E will contact its customers directly (in person or via phone call) to review overall performance following the first full PDP season.
- PG&E is analyzing how it can help SMB and small Ag customers also understand the impact of PDP on their bills. To efficiently manage costs, it will not be possible to have the same level of personal interaction for all small customers as outlined for large customers. PG&E will look to leveraging technologies (including text messages, IVR calls, social marketing) as well as 3rd party affiliations to help educate and prepare smaller customers for the same potential bill impacts from PDP default.

Event Season Bill Education

1. Customers on the PDP pricing plan will receive written confirmation (via US Mail to the billing address of record and to the decision maker that affirmed participation) of their rate change.
2. A personalized PDP Welcome Kit will be delivered to all customers on the PDP pricing plan. The kit will include:
 - a. Confirmation of rate change
 - b. Confirmation of event day notification information on file for PDP event days and directions as to how they can modify or update their information
 - c. Tips on how to prepare for event days through energy efficiency and demand response technologies, analysis tools and PG&E resources
 - d. Information on other applicable and complimentary programs
 - e. Contact information to call or email PG&E with inquiries
3. For Large customers and the 10% SMB customers most affected by the PDP pricing plan, PG&E plans to directly deliver the first bill to the best-identified decision maker in order to:
 - a. Explain the charges/credits on the bill
 - b. Solicit an opt out or positive affirm with appropriate notification information, if they have not affirmed
4. On a continuing basis, PG&E will provide education to customers on the PDP pricing plan:
 - a. Invite customers to various webinars
 - b. Provide information through in-person meetings, phone calls, and e-mail.
 - c. Partner with trade groups, trade organizations, Chambers, etc.

PART III: SMALL AND MEDIUM BUSINESS OUTREACH BENCHMARKING ASSESSMENT

PG&E explored marketing case studies, articles and publications, received input and guidance from commission staff, and also looked to proprietary research and internal PG&E benchmarks to meet the objective of identifying best practices for reaching SMB customers. PG&E took an industry agnostic approach to learning about successful outreach strategies to SMB customers in addition to industry-specific benchmarking. Resources that have been reviewed include:

- A summary of the comprehensive 2010 US Census campaign
- A case study of UPS outreach to SMB customers

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- One Change and Microsoft offer additional reference points and case studies that reinforce a community based approach to reaching small businesses
- A case study of Ameren's Power Smart pricing
- A case study from the Community Based Social Marketing web site
- Input from CPUC staff

Emerging Trends

As PG&E worked to develop this plan, research findings as well as information shared by the commission, consistently validated a multi-touch, multiple tactic campaign that leverage the combined power of outreach using multiple channels. PG&E's approach supports identified marketing best practices for outreach to SMB customers.

Outreach Opportunities Newly Identified

In addition to validating PG&E's proposed approach, benchmarking assessments helped to identify several outreach opportunities, including tactics which PG&E had expected to employ, but perhaps not to as great of a degree as it had planned. One potentially new concept that has emerged is the idea of canvassing geographically target impact areas to reach SMB customers that have not responded to previous outreach attempts. Canvassing has been identified as a tactic that overcomes barriers that limit the reach of "traditional" outreach and would potentially involve either PG&E representatives or local, grassroots partners going "door-to-door" to increase contact with hard-to-reach audiences and with non-responsive customers.

Additional Use of the Findings of this Benchmarking Research

Events

PG&E expects to focus additional outreach resources on local events and speaking engagements and partnerships with local trade groups, business and agricultural associations, chambers of commerce and town hall meetings, etc. The findings of this benchmarking exploration reinforce the importance face-to-face interaction, and doing so at an event the customer has chosen to attend on an on-going basis gets the right message to the right customers at the right time. Events also foster an environment of community and sense of collective mission through peer-to-peer feedback and strategy sharing, and recognition of businesses that are successful.

Social Media and Online Content

Aligning a social media component with outreach, including events, will further expand the reach of awareness messaging and may also drive incremental registration and use the upgraded online functionality available through My Account on pge.com. As reinforced by energy industry examples, bill impact comparison data and its use on the web provides an effective and interactive means of educating customers about their energy statements and specifically, PDP charges and credits.

Channel Strategy

Technology companies have long had success with a channel strategy that leverages a larger network of resellers and solutions providers. As it relates to PDP, PG&E plans to leverage third-party (3P) partners and trade professionals to not only create awareness of PDP, but also to drive an integrated approach that explains how energy efficiency measures will increase customer benefit on PDP. This outreach can occur both prior to default and once default has occurred, on a targeted level to PDP participants.

PART IV: COMMUNICATIONS FLOW AND CUSTOMER JOURNEY

LARGE COMMERCIAL & INDUSTRIAL

Customer Outreach Tactics – Large C&I

Based on learning from initial research, Large C&I customers need to be engaged in person-to-person education multiple times and have access to on-going educational and analysis tools in order to make an educated decision that is right for their business. Many customers also need a call-to-action when a deadline approaches to make an active choice about the rate plan. Finally, they need continual engagement to assess performance on the rate through time and on event days specifically, so that they may continue to refine and evolve their energy actions to promote further energy and bill savings.

Person-to-Person

PG&E employees provide person-to-person communications with eligible customer accounts. This contact provides first-hand education about PDP and helps customers make informed choices. These touches include phone calls, emails, in-person meetings, and presentations about the rate and their specific account information and energy plan.

Webinars and Workshops

Presentations are offered that explain all aspects of the rate plan, including the “why, how and when” of PDP, demand response and energy efficiency options. The presentation also includes an explanation of tools to help customers assess options and make an informed choice. References to the PDP Webinar presentation can be found in the attachments appendix.

Events

PG&E will present PDP content and field questions at meetings where Large C&I customers are already engaged. These presentations are akin to the Webinars and Workshops, though may be tailored to meet specific needs. Events already attended include San Francisco Business Forum, Greenhouse Energy Management Workshop in Santa Cruz, and the World Ag Expo in Tulare.

Direct Communications

Direct communications refer the customer to the PDP Web site to learn more about the rate and additional educational opportunities (i.e. webinar schedule), and to affirm or opt-out of the rate.

- 60-day letter: notification of PDP to all eligible SAs sent to the legal customer of record
- 30-day letter: reminder notification to those who have not yet made an active choice, also sent to the legal customer of record

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- Confirmation letter: will be sent post-default date to PDP participants that actively affirm their SA(s) participation.

Online Content

Online content for www.pge.com was created to educate customers about transition dates, PDP plan information, links to online tools, and affirm or opt-out capabilities. Customers are directed to www.pge.com/PDP for general information and are sent directly to www.pge.com/PDPchoice to actively affirm/opt-out.

Online content will continue to evolve to meet customers' changing needs on this pricing plan. For example, a second phase of the expanded Web pages will be implemented in May to reflect revised content emphasizing event day information and preparedness steps. Event day notifications will be featured on the pages when they are called throughout the season.

Pre-Default Outreach Drive for Large C&I Customers:

PG&E is nearing the PDP default date for the first class of customers: Large C&I. This section details PG&E's plans to educate customers in the final days before default. PG&E also outlines how it plans to prepare customers for the changes to their bill total following an event day. Again, given the pricing plan associated with PDP, bills may be significantly higher for some customers. PG&E wants its customers to be prepared for this situation and to understand their options going forward.

PG&E will continue to reach out to customers that have not yet responded and offer person-to-person education on PDP as PG&E seeks to reach 100% of this audience with a live person-to-person contact. If PG&E cannot reach the decision maker directly due to his/her schedule, it intend to courier deliver relevant materials directly to the business. Specific plans are as follows:

Ensure that every customer that has not received a presentation is reached out to in-person:

1. Initial phone contact to schedule face-to-face meeting prior to specific default date
2. If customer fails to respond, conduct on-site visit and leave a PDP Awareness Kit, which includes a postcard/cover letter, 1-page bill analysis, and opt-out/affirm form.
3. If customer face-to-face meeting is not feasible (e.g., corporate customer contact is located out of state, decision maker is unavailable, etc.), a best effort to provide an equivalent personal interaction and presentation (e.g., by conference call) will occur
4. If a customer is not available, PG&E will send an Awareness Kit via courier.

PG&E will undertake additional outreach activities as follows:

- Mass/Paid Media: During May and June, PG&E will employ mass media (radio, newspaper and online) to build awareness of the new PDP rate and to encourage its large business customers to contact PG&E to learn about their options. PG&E will focus on business/news media and will refine its messaging to target large business customers only. The media will not only help build awareness of the new rate, but also will help PG&E to test and inform the value of media as PG&E refine and optimize Ag and SMB outreach plans.

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- PR/Earned Media: PG&E are reaching out to business publications in its service territory to talk with the media about PDP, how the rate works, the reason for the rate, and how customers can change behavior to take advantage of the rate opportunity.
- 3rd Party Associations: PG&E will be reaching out to leading business associations (including the Chambers of Commerce, BOMA, etc). The objective is to notify the Large C&I customers of the new rate by leveraging 3rd party communication outlets. This includes, as appropriate, their Web sites, emails, and newsletters.

PG&E also will distribute a Welcome Kit. Once the default/transitions to PDP begin for this customer class during May, participant customers will receive welcome information reminding them they are on the plan, how to prepare for event days, and how to continually evaluate other program participation and their evolving energy management through DR and energy efficiency programs and efforts. This information will be sent by person-to-person email, mass email, direct mail, and/or will be available online.

LARGE & SMALL AG

The objective of the Large Ag outreach plan is similar to Large C&I. PG&E wants to ensure that each large agriculture customer receives sufficient information to make an informed choice about the right rate option for their business. And, PG&E wants them to understand options and tools to help them more efficiently manage their energy use.

Small Ag customers will not need to make a decision about the PDP rate schedule but will be migrated over to a TOU rate schedule. In turn, the objective of the outreach plan is to ensure that each customer with a small agriculture account receives sufficient information about TOU pricing, the projected impacts to their bill and steps that can be taken to change operations, save energy, and reduce energy costs.

To drive plan efficiencies for Large Ag PG&E intends to employ the same general approach developed to reach Large C&I customers. For Small Ag, PG&E will leverage the same general approach developed for SMB. Planned messaging, specific events, and partnership agencies will be adjusted for relevancy for both large and small Ag customers.

Customer Journey – Agriculture

An Agriculture customer will receive several touches prior to their default date. Examples include direct mail, email, outbound phone calls, and in-person visits. Additional opportunities include regional events such as Chamber and Farm Bureau meetings, workshops, and industry events. Outreach and education will continue on a regular basis, especially between May and October during peak season. On-going feedback about event performance and tips to change behaviors and take advantage of energy efficiency programs will be provided.

For example, 6-12 months before default, customers may receive the following outreach:

- Direct mail, text, email or IVR call

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- Multiple direct mail pieces to build awareness of the rate, to provide information about rate or TOU option, and to educate about energy efficiency and management tools

Events:

- Industry and trade event workshops will be held that provide messaging about PDP and TOU rates and allow customers to access available tools
- Webinars presenting PDP information will be hosted
- PG&E will work with Ag-specific advisory groups

Direct Contact:

- As contact information is available, Large Ag and hard-to-reach small Ag customers will receive a phone call or a customer visit from a PG&E representative alerting them to the fact that they are eligible for this rate plan and expected to default as early as February 1, 2011
- Notification letters will be distributed 30 and 60 days prior to the default date to notify customers about the upcoming default
- PG&E will partner with associations and 3rd parties to leverage their communication networks to reach and inform Ag customers about the rate changes

Media:

- Targeted trade publication and online search outreach will be employed to drive awareness and encourage customers to learn more online or by contacting PG&E
- Search capability will be developed to optimize the customer's ability to find information online quickly

Welcome Kit:

- Customers will receive a PDP Welcome Kit as noted previously in this plan.

On-going Support:

- Following the default date, customers can continue to attend a PDP webinar and may receive an email promotion of the online tools with special emphasis on what to do on an event day. They also will have access to trained specialists and a dedicated 1-800 line to address detailed questions.
- For Large Ag, PG&E will attempt to contact customers via phone or in-person to review their first post-event bill and review additional options.
- Finally, if this customer is identified as having the potential to be more negatively affected by PDP than 90% of their peers, they will receive additional outreach touches if they have not responded to opt in or out of PDP.

SMALL & MEDIUM COMMERCIAL AND INDUSTRIAL

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As noted earlier in this plan, approximately 350,000 SMB customers are expected to default to TOU and PDP rates beginning November 1, 2011 and the shift to TOU alone will impact approximately 95% of this customer base.

The SMB customer segment is generally regarded as a diverse and fragmented market with business owners who have very little time, resources, or money to spare; and addressing these constraints will require a careful outreach strategy.

Customer Journey – SMB

Specific marketing tactics that PG&E will employ for SMB customers are expected to create a customer journey similar to that which is outlined below:

For example, 6 to 12 months before default, customers will receive the following:

- Direct Mail, email, texts and IVR calls.
- Multiple direct mail communications about TOU rates, PDP and energy consumption and energy management opportunities including the availability of online tools.
- Letters will be distributed approximately 30 and 60 days prior to the default date to notify customers about the upcoming default.
- As available, PG&E will notify customers via email, text, IVR calls as well as social media channels of the rate changes and encourage them to go online or call PG&E to learn more.

Events/Associations:

- Customers will also be encouraged to attend in-person workshops and online webinars.
- In addition to workshops and webinars, trained Specialists will attend regional tradeshow, conferences and industry events as well as conduct outreach through Chambers and local community organizations.
- PG&E will work with SMB advisory groups including the CPUC Business and Community Outreach group to help inform its plans and educate customers.
- PG&E will partner with associations (Chambers, etc) to leverage their communication vehicles to inform and educate customers about PDP and energy management options.

Online Tools:

- Online content and tools will continually be added to the PGE.com www.pge.com/pdp website, including information on and timing of the new rates, rate comparison tools, industry or segment-specific dynamic pricing rate explanations, and case studies of similar types of businesses that have successfully shifted load to realize the benefits of DR.

Media:

- Online ads and organic search engine optimization will be utilized.
- Earned media (PR) is an approach PG&E will leverage with business trade publications.
- Paid media placed in both offline and online business trade journals and geo-targeted journals that can follow the SmartMeter™ technology deployment patterns.

Welcome Kit:

- Customers will receive a welcome packet as noted previously.

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On-going Support:

- Post default, customers will continue to have the opportunity to attend a PDP webinar and will receive communication promoting online tools with a special emphasis on how best to manage an event day. They also will have access to trained specialists and a 1-800 line where they can address detailed questions.

Small and Medium Business Customers: Hard to Reach, Ethnic, 10% Highest Negative Impact

Specific strategies to target “hard-to-reach,” “ethnic,” and the 10% highest negatively impacted customers include tactics such as:

- Customers identified as the 10% most at risk of significant negative bill impacts will receive incremental forms of outreach, including out-bound phone calls and field canvassing.
- Hard to Reach/Ethnic audiences will receive incremental outreach, including outreach through key business publications as well as community organizations including Chambers, small business events, religious organizations, and shopping centers. Multi-language educational materials will also be provided through these channels.

Summary

Time-of-use and Peak Day Pricing rate plans are dynamic policies leading a new path to help the state of California reduce peak energy demand and further protect its natural environmental resources. As noted throughout this plan, there are multiple challenges associated with introducing new and complex rates to customers; however, PG&E has identified a thorough and researched approach which it believes puts its customers’ needs first. Following default of the Large C&I customers and leading into default periods for Ag and SMB customers, PG&E will execute a broad reach and high frequency plan that ensures multiple touches and deep education that its customers need to make informed and engaged choices.

Attachments to PG&E's 2009 Rate Design Window Customer Education and Outreach Plan - Draft for Peak Day Pricing include the following:

Attachments 1-5: Benchmarking Assessments

Attachments 6-9: Tactical Outreach Plans*

Attachments 10-12: Sample Large Commercial & Industrial Collateral

*The Tactical Outreach Plans provide a two-year outlook based on funding outlined in the final Decision; however, PG&E plans to support PDP outreach as long as the rate plan is available to its customers.

Attachments to PG&E's 2009 Rate Design Window Customer Education and Outreach Plan for Peak Day Pricing

The following is a list of attachments to PG&E's 2009 Rate Design Window Customer Education and Outreach Plan for Peak Day Pricing:

- Attachment 1: US Census Case Study
- Attachment 2: UPS Case Study marketing-to-sm
- Attachment 3: One Change_SMALL_BUSINESS_ENGAGEMENT
- Attachment 4: Ameren_www.cntenergyFinal
- Attachment 5: CBSM
- Attachment 6: PDP Tactical Outreach Summary for Large CI Final 4-26-10
- Attachment 7: PDP Tactical Outreach Summary for SMB Final 4-26-10
- Attachment 8: TOU Tactical Outreach Summary for Small Ag Final 4-26-10
- Attachment 9: PDP Tactical Outreach Summary for Large Ag Final 4-26-10
- Attachment 10: Sample Collateral - PDP Large CI Fact
- Attachment 11: Sample Collateral - PDP Large CI Postcard
- Attachment 12: Sample Collateral - PDP General Web Pages with Large CI Focus

The attachments on available on PG&E's website at:

<http://apps.pge.com/regulation/search.aspx?CaseID=865>

The case is "Rate Design Window 2009"

The document type is "Other Doc"

The party is "PGE"

The date field is "04/26/10"

The Plan can be provided on CD-ROM upon request to Lauren Rohde, at LRDi@pge.com.

**PG&E Gas and Electric
Advice Filing List
General Order 96-B, Section IV**

Alcantar & Kahl	Defense Energy Support Center	North Coast SolarResources
Ameresco	Department of Water Resources	Northern California Power Association
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California Energy Commission	Hitachi	Silicon Valley Power
California League of Food Processors	International Power Technology	Silo Energy LLC
California Public Utilities Commission	Intestate Gas Services, Inc.	Southern California Edison Company
Calpine	Los Angeles Dept of Water & Power	Sunshine Design
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Commerce Energy	Modesto Irrigation District	United Cogen
Commercial Energy	Morgan Stanley	Utility Cost Management
Consumer Federation of California	Morrison & Foerster	Utility Specialists
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