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**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

Order Instituting Rulemaking on the Commission's Own Motion to Conduct a Comprehensive Examination of Investor Owned Electric Utilities' Residential Rate Structures, the Transition to Time Varying and Dynamic Rates, and Other Statutory Obligations.

Rulemaking 12-06-013
(Filed June 21, 2012)

**JOINT COMMON OUTLINE OF PACIFIC GAS AND
ELECTRIC COMPANY (U39M), SAN DIEGO GAS AND
ELECTRIC COMPANY (U902E), AND SOUTHERN
CALIFORNIA EDISON COMPANY (U338-E) ON
MARKETING, EDUCATION AND OUTREACH PLANS**

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Dated: September 8, 2016

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Pursuant to the email ruling of the Administrative Law Judge dated August 29, 2016 in this proceeding, Pacific Gas and Electric Company (PG&E), San Diego Gas and Electric Company (SDG&E), and Southern California Edison Company (SCE) (collectively, the Joint Utilities or IOUs) jointly file their Common Outline on Marketing, Education and Outreach (ME&O) Plans.^{1/}

The common outline is attached to this pleading. Please note that this outline is preliminary and is based on the consensus items on which the Joint Utilities have been able to reach agreement at this date. Each utility may have minor differences with elements of the outline which each can discuss in more detail at the workshop.

The Joint Utilities will be available to discuss the common outline and other related ME&O strategic planning details, such as "bucket" comments on the Greenberg consultant report, with other interested parties at the September 12, 2016, workshop scheduled in this proceeding. In

^{1/} Pursuant to Rule 1.8(d) of the Commission's Rules of Practice and Procedure, PG&E has been authorized by SCE and SDG&E to file this Joint Common ME&O Outline on their behalf.

ATTACHMENT

Joint IOU Rate Reform ME&O Outline

1. Executive summary

This section will be a brief overview of what will be included in the document and key priorities of the plan.

2. Regulatory background & objectives

The IOUs will address the regulatory drivers (including: decisions, Assigned Commissioner or Administrative Law Judge Rulings, consultant, and working groups), rate transition milestones and objectives that have led to the marketing strategy included in the MEO plan.

3. Market and situation overview

This section will include an in depth review of each IOU's diverse customer base, demographics, psychographics and personas/segmentation, as relevant. The section will also include qualitative and quantitative research related to customer's engagement with energy and rates, key learnings, and other relevant foundations to the IOUs plan.

4. Product profiles and evolution

This section will be a review of rate changes related to the tiered glidepath, TOU plans and pilots as well as relevant results from these initiatives that will be leveraged for MEO moving forward.

5. Overall marketing outreach and education introduction

This section will provide an overview of how the Statewide and local IOU MEO plans work together and will demonstrate how connecting with customers on an emotional level (EQ) and providing education (IQ) are integral parts of the marketing strategy.

6. Statewide campaign plan

This section will focus on how a statewide marketing campaign will be developed to further rate reform objectives.

7. IOU marketing plan

This section will include IOU specific business and marketing objectives, goals, strategies, target audiences, segmentation strategy, messaging strategy, tactics, and a communications calendar. This section will also identify strategies required for specific customer segments such as low income or other hard to reach customers. This section will also detail how rate reform related messaging and co-marketing will be integrated into ME&O strategies for CARE, energy efficiency and demand response programs as required by the Decision. This section will also discuss how rate reform education will be integrated into utility operations and channels including plans for new customers as directed by the 7.22.16 Ruling.

8. Measurement and metrics

This section will include the established IOU metrics and those recommended by Greenberg as appropriate, associated targets, and plans for evaluation or research to monitor progress towards the residential TOU goals. This section will also discuss the results of the Hiner baseline study conducted in March 2016.

9. Budget

This section will include a high level budget estimate for ME&O activities based on the plan developed and leverages any assumptions presented within the plan. This section will include the mechanism planned for budget recovery.

10. Appendix

The appendix will include any related documents for reference, a profile of the IOU ME&O team members, and a copy of the ME&O blueprint as required by the Administrative Law Judge ruling issued on December 17, 2015.