

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



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Application of Pacific Gas and Electric Company for Approval of its 2009 Rate Design Window Proposals for Dynamic Pricing and Recovery of Incremental Expenditures Required for Implementation. (U 39E)

Application 09-02-022
(Filed February 27, 2009)

NOTICE OF EX PARTE COMMUNICATION

Pursuant to Rule 8.4(a) of the Commission's Rules of Practice and Procedure, Pacific Gas and Electric Company (PG&E) hereby gives notice of the following *ex parte* communication. The communication occurred on Wednesday, April 4, 2012, at approximately 2:00 p.m. at the offices of the California Public Utilities Commission (CPUC) in San Francisco. The communication was oral and included no handout. [Rule 8.4(a)]

Sidney Dietz, Director, Regulatory Relations, PG&E, initiated the communication with Michael Colvin, Advisor to Commissioner Mark Ferron. Marzia Zafar, Interim Director, Policy and Planning, CPUC; and Steve Malnight, Vice President, Customer Energy Solutions, PG&E, were also in attendance. [Rule 8.4(b)]

Mr. Dietz stated that PG&E filed its petition on March 19 because it had learned from its SmartMeter experience that customers resist PG&E and CPUC initiatives when they are not given a choice. Mr. Malnight stated that to support the goal of having as many customers as possible on dynamic rates, we need to communicate about rates as useful options for customers, not just communicate that they must prepare because they won't have a choice about being

defaulted to a mandatory TOU rate. Mr. Dietz stated that in the last ten years, customers have come to expect more choices, and businesses have learned to deliver those choices, and that utility rates are no exception. Mr. Malnight stated that in order for a choice to be communicated to customers, PG&E would like a decision by September. [Rule 8.4(c)]

Respectfully submitted,

/s/ Brian K. Cherry

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