

**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 39 E)**

**Application No. 09-02-022  
(Filed February 27, 2009)**

**PACIFIC GAS AND ELECTRIC COMPANY'S (U 39 E) NOTICE OF AVAILABILITY  
OF 2009 RATE DESIGN WINDOW CUSTOMER EDUCATION AND OUTREACH  
DRAFT PLAN FOR PEAK DAY PRICING PURSUANT TO ORDERING PARAGRAPH  
12 OF DECISION 10-02-032**

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**April 26, 2010**

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

**Application of PACIFIC GAS AND  
ELECTRIC COMPANY for Approval of its  
2009 Rate Design Window Proposals for  
Dynamic Pricing and Recovery of  
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OF 2009 RATE DESIGN WINDOW CUSTOMER EDUCATION AND OUTREACH  
DRAFT PLAN FOR PEAK DAY PRICING PURSUANT TO ORDERING PARAGRAPH  
12 OF DECISION 10-02-032**

Pursuant to Ordering Paragraph (OP) 12 of Commission Decision (D.) 10-02-032, Pacific Gas and Electric Company (PG&E) provides notice that its 2009 Rate Design Window customer education and outreach draft plan for Peak Day Pricing (Plan) is available for review and comment by parties to Application (A.) 07-12-009. OP 12 states:

Pacific Gas and Electric Company shall work with Energy Division and the Business & Community Outreach group and develop a written customer education and outreach plan. The utility shall post the plan to the service list within 60 days of the final decision. Pacific Gas and Electric Company shall provide parties to the proceeding the opportunity to provide comments and feedback on the plan. Pacific Gas and Electric Company must include the plan and may include revisions based on feedback from parties in the advice letter required in Ordering Paragraph 15. The plan shall be submitted with the advice letter for informational purposes only and the utility may begin implementing the plan prior to a resolution on the advice letter. The plan shall include:

- Education goals the utility expects to have achieved with customers by the time they reach their default date;
- A list of monthly timelines for activities, the types of activities that will be conducted (i.e., mailings, e-mails, calls, workshops, meetings with business or agricultural leaders or organizations), as well as the geographic area, customer groups, and market segments that will be targeted, including ethnic and traditionally "hard to reach" customers;
- The methods that will be used to directly educate the 10% of small and medium customers whose bills are likely to be increased by the largest

percentage based on previous year's usage if they stay on the Peak Day Pricing rate;

- A description of how customers will be educated about the tools and programs available to enable them to reduce energy consumption when a peak event is called, including energy efficiency and distributed generation and storage (effort should be made to coordinate this approach with other integrated marketing approaches); and
- A summary of other outreach and education plans, models or strategies around the country that PG&E can incorporate into its proposal to increase the number of small and medium customers that experience person to person interactions.

The Director of the Energy Division may direct the utility to make additions to the plan if necessary.

The Plan is 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", and the date field is "04/26/10." The Plan can be provided on CD-ROM upon request to Lauren Rohde, at [LRDi@pge.com](mailto:LRDi@pge.com).

OP 12 provides the parties opportunity to provide comments and feedback on the Plan. PG&E requests that comments and feedback be provided within 30 days of this notice of availability to provide sufficient time for PG&E to consider them prior to preparing the Plan for filing with the Advice letter required under OP 15 of D.10-02-032. Comments and feedback should be sent to Erin Repp at [EXRq@pge.com](mailto:EXRq@pge.com) (phone 415 973-2754) with a copy to Kasia Crain at [KMSn@pge.com](mailto:KMSn@pge.com).

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PG&E intends to hold a workshop on the draft plan within the next month. If you would like information on the workshop or would like to attend, please contact Erik Olsen at [EXO0@pge.com](mailto:EXO0@pge.com) (phone 415 973-4142).

Respectfully submitted,

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By: \_\_\_\_\_/s/  
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April 26, 2010

CERTIFICATE OF SERVICE BY ELECTRONIC MAIL OR U.S. MAIL

I, the undersigned, state that I am a citizen of the United States and am employed in the City and County of San Francisco; that I am over the age of eighteen (18) years and not a party to the within cause; and that my business address is Pacific Gas and Electric Company, Law Department B30A, Post Office Box 7442, San Francisco, CA 94120.

On the 26<sup>th</sup> day of April, 2010, I served a true copy of:

**PACIFIC GAS AND ELECTRIC COMPANY'S (U 39 E) NOTICE OF AVAILABILITY  
OF 2009 RATE DESIGN WINDOW CUSTOMER EDUCATION AND OUTREACH  
DRAFT PLAN FOR PEAK DAY PRICING SURSUANT TO ORDERING PARAGRAPH  
12 OF DECISION 10-02-032 – A. 09-02-022**

- [XX] By Electronic Mail – serving the enclosed via e-mail transmission to each of the parties listed on the official service list for **A.09-02-022** with an e-mail address.
- [XX] By U.S. Mail – by placing the enclosed for collection and mailing, in the course of ordinary business practice, with other correspondence of Pacific Gas and Electric Company, enclosed in a sealed envelope, with postage fully prepaid, addressed to those parties listed on the official service list for **A.09-02-022** without an e-mail address.

I certify and declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed on this 26<sup>th</sup> day of April 2010, at San Francisco, California.

/s/

\_\_\_\_\_  
PAMELA J. DAWSON-SMITH

**THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA  
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Last Updated: April 23, 2010

**CPUC DOCKET NO. A0902022**

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Last Updated: April 23, 2010

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