

**PUBLIC UTILITIES COMMISSION**

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



December 15, 2023

Sidney Bob Dietz II  
Director, Regulatory Relations  
Pacific Gas and Electric Company  
300 Lakeside Drive  
Oakland, CA 94612  
SBD4@pge.com

**Subject: Utility Enhanced Communication Tools Including Opt-in Text Messages**

Dear Mr. Dietz,

Winter 2022-23 saw extraordinarily high natural gas prices, which resulted in higher customer gas bills. In response to the CPUC's investigation into the causes of the high gas prices, PG&E informed the CPUC that it took steps to notify customers in advance of the price spikes as early as October 2022 and provided information about financial assistance and energy savings tips. PG&E also indicated that it used a broad array of channels to communicate with customers, including digital advertising, email, social media, bill packages, press releases, outbound calls, and print ads.

Additionally, as part of PG&E's participation in Energy Division's October 26, 2023, workshop on utility preparations for winter 2023-24, PG&E discussed its plans to make enhancements to its website and incorporate high natural gas price notifications into bill forecasts.

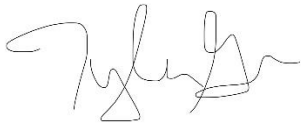
The CPUC appreciates PG&E's willingness to incorporate lessons learned from last winter's communications campaign, including the possibility of text message alerts should there be price spikes of a similar magnitude to last winter.

It is critical that customers receive important and timely information about the potential for high bills and are made aware of ways to reduce consumption and save on energy costs. As such, I am directing PG&E to enhance its communications strategies as soon as practicable and inform customers on how to sign up for opt-in text message alerts regarding high gas bills as well as energy saving tips both directly and through its existing media channels and community partnerships.

Sincerely,

A handwritten signature in black ink that reads "Leuwam Tesfai".

Leuwam Tesfai  
Deputy Executive Director for Climate and Energy Policy  
California Public Utilities Commission

A handwritten signature in black ink, appearing to read 'Tyler Gamble', with a stylized, cursive script.

Tyler Gamble  
Deputy Executive Director for Strategic Communications and External Affairs  
California Public Utilities Commission

CC: Simon Baker, Bruce Kaneshiro, Jean Spencer, Terrie Prosper, Allison Brown, Eileen Cotroneo