

From: Zafar, Marzia  
Sent: 3/23/2010 4:01:35 PM  
To: Zafar, Marzia (marzia.zafar@cpuc.ca.gov); [Redacted]  
[Redacted]  
Cc: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Harvey, Sommer C. (sommer.harvey@cpuc.ca.gov)  
Bcc:  
Subject: RE: REPORT - PG&E Smart Meter Booth at the California Agriculture Day

Hi there,

I appreciate the honesty, but let's not go to events where it is completely unrelated, because it gives the impression that you are doing outreach when you are not (sorry for being curt, I need a diet coke). Going to a livestock event is not gonna bring consumers who want to know about or have complained about smart meters. BTW, how is the PG&E PDP outreach planning effort going? I'm also copying Jennifer since I brought up the PDP issue.

Marzia

-----Original Message-----

From: [Redacted]  
Sent: Tuesday, March 23, 2010 3:50 PM  
To: Zafar, Marzia <marzia.zafar@cpuc.ca.gov>  
Cc: Harvey, Sommer C. <sommer.harvey@cpuc.ca.gov>; Dietz, Sidney <SBD4@PGE.COM>  
Subject: RE: REPORT - PG&E Smart Meter Booth at the California Agriculture Day

Marzia - thank you for the feedback. Over the next month, we are continuing to focus on leveraging community partnerships and a grass-roots style approach to our customer outreach as much as possible. Our credibility is so low at this time, that we feel it is advantageous to partner with established and trusted community groups and outreach opportunities, so that we have a better chance of having productive and in-depth conversations with customers about the SmartMeter program. As we move into the spring and summer, we will be moving toward more of the types of "ground up" SmartMeter events I believe Drew is referencing below. Please let me know if you have questions about this approach.

[Redacted]

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From: Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
Sent: Tuesday, March 23, 2010 3:24 PM  
To: [Redacted]  
Cc: Harvey, Sommer C.  
Subject: FW: REPORT - PG&E Smart Meter Booth at the California Agriculture Day

FYI -

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From: Cheney, Drew  
Sent: Tuesday, March 23, 2010 1:15 PM

To: Business & Community Outreach; Kaneshiro, Bruce  
Subject: REPORT - PG&E Smart Meter Booth at the California Agriculture Day

On Tuesday, March 23, I attended the California Agriculture Day on the west steps of the Capitol in Sacramento. I stayed for 45 minutes.

Though the Excel list of Smart Meter events contains a reference to this event, I can't honestly call this a "Smart Meter Event". The event was held to support California agriculture, with booths from the USDA, CDFG, Dairy Council, Wool Alliance, Egg Council, Border Inspection, farm groups, etc.

The PG&E booth housed a demonstration board with a Smart Meter, but there weren't many people stopping to look (while I was there, only two people came by, and they left within a minute; most of the attendees were gravitating to the free milk, roast pork, free cheese, tri-tip sandwiches, the animals). Talking to a PG&E rep in Stockton two weeks ago, I was told that Smart Meters aren't as contentious a topic in this area/region (unlike Bakersfield).

My opinion/The Takeaway: At issue is calling this a "Smart Meter Event", when it was not organized from the ground, up, for this purpose.

Drew Cheney

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"Abeunt Studia In Mores"