

From: Zafar, Marzia  
Sent: 3/23/2010 4:34:40 PM  
To: 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,

Okay, I guess what I'm trying to say is that my hope is that PG&E is more "proactive" in scheduling events that are specific to smart meters, but I understand that your credibility is pretty low as you said in the email below. This type of event is an already planned event that PG&E is "reacting" to, which is fine, but not very effective.

Take care, I'm off to Maui for a couple of days :-).  
yay.  
marzia

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

From: Redacted  
Sent: Tuesday, March 23, 2010 4:10 PM  
To: Zafar, Marzia  
Cc: Harvey, Sommer C.; Dietz, Sidney; Caron, Jennifer  
Subject: RE: REPORT - PG&E Smart Meter Booth at the California Agriculture Day

Marzia - I believe the PG&E folks working directly on PDP outreach have either contacted Jennifer directly, or will be contacting her shortly. Jennifer, please let me know if they have not and I will follow up.

I understand your concerns and appreciate your honesty as well, but I do believe there is value in casting a wide net in terms of our outreach efforts (going to many different types of events to reach a broad range of customers). For example with today's event, our ag customers are an important group to communicate with, especially with the availability of PDP on May 1, from which many ag customers will potentially benefit. But again, I understand your concerns, so going forward I will make clear in my reports the events where we will be "supporting players" vs. "headliners."

Redacted

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

From: Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
Sent: Tuesday, March 23, 2010 4:02 PM

To: [Redacted]; Zafar, Marzia  
Cc: Harvey, Sommer C.; Dietz, Sidney; Caron, Jennifer  
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

Outreach Officer, Northern California

California Public Utilities Commission

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"Abeunt Studia In Mores"