

From: Zafar, Marzia  
Sent: 6/29/2010 11:51:28 AM  
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); [Redacted]  
[Redacted]  
Cc: Burt, Helen (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=HAB6);  
Lokey, Felecia K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=FKL3);  
Meeusen, Karl (karl.meeusen@cpuc.ca.gov); Harvey, Sommer C.  
(sommer.harvey@cpuc.ca.gov); Nwamu, Chonda (Law)  
(/O=PG&E/OU=Corporate/cn=Recipients/cn=CJN3); Meadows, James L  
(/O=PG&E/OU=Corporate/cn=Recipients/cn=J7M2); [Redacted]  
[Redacted] Devereaux,  
William (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=WFD4); Jenab,  
Reza (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=RXJS); [Redacted]  
[Redacted]  
Bcc:  
Subject: RE: Smart Meter update?

Hello,

thanks for the info. here are my observations that I will share with other internal PUC staff.

1. looking at the links it seems very few people are viewing these videos. also, for some reason when I first went into it there were two [Redacted] videos - the one that showed bills that you couldn't read have since been removed. thank you.
2. my concern is that there's a difference between sending the customer info and engaging the customer, and I don't see how the customer is being engaged. The videos show that less than 300 people have clicked on it and I already clicked on it almost 10 times.
3. there aren't too many outreach efforts for June, July, and afterwards yet the customer concerns have not decreased.
4. I totally get that most likely this is just bad press and since we're still talking about less than 1% failure rate compared to 3% with the old meters the problem is not the technology, but if we don't get control of the bad press this gets bigger and will not go away.

yes, please let's set up a time to meet. Sommer and I are free most of the week next week. I look forward to you're scheduled meeting.

regards,  
marzia

**From:** [Redacted]  
**Sent:** Monday, June 28, 2010 4:53 PM  
**To:** Zafar, Marzia; Dietz, Sidney  
**Cc:** Harvey, Sommer C.; Meeusen, Karl; Burt, Helen; Lokey, Felecia K; Nwamu, Chonda (Law);

Meadows, James L; Devereaux, William; [Redacted] Jenab, Reza; [Redacted]

**Subject:** RE: Smart Meter update?

Marzia - we have definitely not stopped our customer outreach efforts, we've been working hard to increase and improve them.

I'd love to set up some time to walk you through the ads that will start running in the coming weeks, as well as our recent program launch (Energy Alerts) materials, which we've had a great enrollment so far (nearly 5,000 customers enrolled since the launch on 6/10). Please let me know if you have questions on the information below, or if you'd like to meet in person on these.

Attached you will find the customer outreach slide from the most recent Steering Committee report. I've also provided you a list of the corresponding details of the outreach events and Answer Centers, as well as the draft schedule for the SmartMeter mobile tour we are planning for this summer and fall. This will be the compliment to the grassroots-style community outreach events and local Answer Centers we've been doing, and will hit the larger-scale customer events (like fairs and festivals).

### Advertising

• [Redacted] Launched new "Information is Power" video on [www.pge.com/smartmeter](http://www.pge.com/smartmeter) and on PG&E's You Tube channel <http://www.youtube.com/user/pgevideo> featuring many opinion leaders from around the Bay Area speaking about the benefits of the SmartMeter program.

• [Redacted] "Information is Power" online banner ads were placed in the Contra Costa Times and the San Jose Mercury News starting on 6/24. Additional online ads will be placed in the coming weeks

• [Redacted] "Information is Power" television ads are scheduled begin running the week of 7/5 on broadcast and cable networks in the Bay Area

### Direct Mail

• [Redacted] Over 2.1 million welcome booklets mailed to residential and small-medium business customers in Q1 and Q2

• [Redacted] Over 1.2 million "Energy Alerts" postcards and e-mails were mailed in May to eligible SmartMeter customers informing them of this new program powered by SmartMeter technology.

• [Redacted] Program successfully launched on 6/10 enabling customers to be notified by text message, e-mail or automated phone call as they are moving through the tiers of electric use

• [Redacted] Over 16,000 customers submitted their e-mail address via an online form to capture interest in May

• [Redacted] Over 4,100 customers have signed up for the program to date, and e-mails to the 16,000 interested customers begin going out on 6/28

• [Redacted] Over 900,000 "Checklist to Summer Savings" booklets are scheduled to be mailed to targeted residential customers in hot areas, or high energy users starting in July giving customers educational information on the tiered rate structure and ways they can control their summer bills (including viewing detailed energy usage information online and the Energy Alerts program, both made possible by SmartMeter technology)

## Online

- Regular updates to the "See Your Power" blog <http://seeyourpowerblog.com/> providing an open online dialogue with customers on energy management, focusing on the SmartMeter program
- Regular updates to data reporting section of [www.pge.com/smartmeter](http://www.pge.com/smartmeter) on meter performance, billing accuracy and the side-by-side meter demonstrations, here: <http://www.pge.com/myhome/customerservice/meter/smartmeter/programdata/>

Please let me know if you have any questions on this. Thanks.

Redacted

**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
**Sent:** Monday, June 28, 2010 4:21 PM  
**To:** Redacted Dietz, Sidney  
**Cc:** Harvey, Sommer C.; Meeusen, Karl; Burt, Helen  
**Subject:** Smart Meter update?

Hi Redacted

I'm still waiting for an update on PG&E's smart meter outreach efforts. I hope that PG&E has not stopped its outreach efforts as we were told by Helen Burt that beginning June there would be an expansive outreach effort including tv ads. Has that plan changed?

Marzia Zafar - [Zaf@cpuc.ca.gov](mailto:Zaf@cpuc.ca.gov) - 415-703-1997