

From: Cherry, Brian K  
Sent: 8/20/2010 7:53:05 AM  
To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov); 'mpl@cpuc.ca.gov' (mpl@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: Fw: Bringing Customers on Board Article

A well written article. We are taking it to heart.

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

From: Bottorff, Thomas E  
To: Johns, Christopher; Burt, Helen; Pruett, Greg S.  
Cc: Cherry, Brian K; Loduca, Janet C.  
Sent: Thu Aug 19 11:51:25 2010  
Subject: FW: Bringing Customers on Board Article

This article just came out and is worth reading. It talks about the "difficulty of winning customers over to the smart meter world" and why utilities "might not be able to do it alone."

The article endorses much of what we're doing and offers one or two additional suggestions (e.g., the smart-grid road show).

It also mentions the launch in March 2010 of a non-profit coalition aimed at "building consumer acceptance of the smart grid." Members include GE, IBM, Silver Springs Networks, Gridwise Alliance, and the National Renewable Energy Laboratory.

The essence of the article is what we've come to realize: customer education is the key to acceptance. As Richard Walker, President of Control4 states in the article, "if we as an industry don't turn our attention to the consumer, to drive participation and acceptance, the real promise of the smart grid can never be realized."

Tom