

From: Daley, Erin
Sent: 9/10/2010 12:22:51 PM
To: 'tdp@cpuc.ca.gov' (tdp@cpuc.ca.gov)
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Bcc:
Subject: PG&E SmartMeter See Your Power briefing - Followup

Terrie,

Thank you for your time on Friday to review PG&E's latest SmartMeter communications. This note summarizes requests and next steps from that meeting. However, per my voicemail message from late this morning, given the event in San Bruno, we have taken action to pause our SmartMeter outreach for the immediate future. We are in the process of pulling our TV spots and we have cancelled our Mobile Tour events for this weekend and next week. We will provide you with an update next week and will certainly provide you with updates on timing for when/where to reactivate outreach activities.

In the meantime, if you have any questions, my contact information is as follows:

Office: 415-973-7997
Blackberry: 415-203-1870
Email: ecd8@pge.com

Best,
Erin

Follow-up Items:

1. Provide the names and locations for each of the 7 customers to be featured in the See Your Spot ads

- a.
- b.
- c.
- d.
- e.
- f.
- g.

Redacted

2. Provide additional information regarding how the customers were compensated (for their time filming the ads - they were not compensated for their testimonial stories) Q/A for our PG&E media team is provided below:

SmartMeter™ Testimonial “See Your Power” Ads Q/A

Why are you running ads now, and who is paying for them?

- These ads are part of our commitment to helping our customers understand and utilize the benefits of this technology. These ads feature real customers sharing their personal SmartMeter™ experiences.
- The development process for these commercials started in late 2009. We wanted to capture authentic customer experiences that could be shared. These ads will air in parts of our service territory where SmartMeter™ devices have already been deployed, to help show people how others are using, and benefitting from, their new SmartMeter™ devices.

Are the customers compensated?

- We are committed to presenting genuine customer stories, and the process for identifying the customers in these commercials ensured the utmost authenticity. They were in no way compensated for their stories, and the customers were not aware of the SAG payment requirements until after we had fully recorded their experiences.
- The customers who appear in our commercials have been compensated according to the Screen Actors Guild (SAG) Commercials Contract with our advertising agency Draft FCB. This stipulates that anyone who appears in a PG&E commercial – actor or real-person, SAG member, union or non-union actor – must be compensated for their appearance.

Why are you advertising the benefits of SmartMeter™ devices, when it takes several months before you can see your usage online?

- Customers with a SmartMeter™ device can view their real-time energy use directly on the meter, and can view daily and hourly energy use online at pge.com/myaccount, usually about 60 to 90 days after installation.
- We have been installing meters around our service area since 2006, and while some people are just getting a new meter installed, other people have had a SmartMeter™ device for a year or longer. We are helping to show those new to the program some of the benefits being seen by those who have been a part of the program for a longer period of time.
- The customers featured in the ads are among those who are currently SmartMeter™-enabled and able to access and track their usage with our online tools. Customers were asked how they used the detailed information about their energy use available online to better understand and manage their energy use and costs.

3. How many meters have been installed (to date) and how many of those meters are "smart" (i.e., customers can go on-line and see their daily usage data)?

Total number of meters in field: 6,684,879 = 66% of total meters to be installed

Total transitioned (live, being read on the network, SmartMeter data is available online): 5,412,578
= 81%

This translates to customer (estimate - based on number of meters that have transitioned to SmartMeters):

Total customers: 4,898,449

Total transitioned - number of customers who can go online and see their SmartMeter data:
3,875,747 = 79%

4. We are currently assessing how to further optimize our direct mail outreach plans based on your feedback. The areas to consider were: 1. developing a postcard to encourage customers to go on line and learn more. This vehicle is to capture customers who may not be willing to review the entire brochures that we are providing. 2. for customers who have already received their smartmeter if/which of the updated collateral should they receive. This outreach would complement the mailer that we sent out this summer - when we went back and delivered a welcome kit to all Smartmeter customers. We are looking into the cost and timing options for both proposals and have kicked off creative development on the postcard with our agency.

Again, as noted above, delivery of additional mail pieces in currently on pause until further notice.

Attached are the following documents:

* The 2010 TV schedule for the See Your Power spots (for the San Francisco Bay Area, Sacramento, and Central Valley media markets). The TV spots began airing in the SF/Bay area on 9/1. On 9/7, the media expanded to include the Central Valley and Sacramento. In all markets, the media for this year is set to run through 11/28. Plans for 2011 are still under review. (see 3 pdf documents - attached)

Again, as noted above, TV media has been paused until further notice. We are in the process of pulling all SmartMeter spots from local stations.

* The 2010 Answer Center schedule. The schedule noted the dates and locations of the currently scheduled/planned SmartMeter answer centers. (see excel file - attached)

Note, we are in the process of revisiting the Answer Center schedule as well.

Next Steps:

- Schedule a follow-up meeting for early October.
- Provide update next week on status of outreach schedule - and provide any updates as needed in the interim

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