

From: Zafar, Marzia
Sent: 11/8/2010 10:36:32 AM
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Daley, Erin (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=ECD81); Buljan, Lisa (Lisa.Buljan@targetbase.com)
Cc: Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Green, Stephanie (stephanie.green@cpuc.ca.gov); Esquivias, Roland (roland.esquivias@cpuc.ca.gov); Harvey, Sommer C. (sommer.harvey@cpuc.ca.gov)
Bcc:
Subject: FW: PG& E Mobile Tour at PGA event

Hi Lisa,

You had send me the power point presentation last week that had the dates for PG&E's various smart meter activities. I have one of my staff members attend at least one of each of the events in the presentation. See below the summary for the PGA tournament. I have two questions on this event.

1. why was PG&E staff not there to answer questions, if there were any?
2. is it really cost effective - using ratepayer funds - to have a mobile tour at a PGA tournament where most individuals are either not concerned about energy use and/or pretty in tune with the technology? I mean your complaints aren't coming from those who normally attend PGA tournaments? I am wondering if it makes sense to segment the customers and then focus on the ones that need the education and also those who tend to have complained about their use and those who are the high users?

On another issue, the Los Gatos event on Friday was cancelled, but it was on your presentation that you sent me last week. Can you please make sure that the dates are confirmed? Also, is this Wednesday's San Jose open house cancelled?

thanks,
marzia

From: Green, Stephanie
Sent: Monday, November 08, 2010 9:20 AM
To: Zafar, Marzia; Harvey, Sommer C.; Cheney, Drew; Esquivias, Roland
Subject: PG& E Mobile Tour at PGA event

Hi Guys,

On Saturday November 5, I stopped by PG&E Mobile Tour exhibit at the Charles Schwab Cup Championship. This event was a PGA champions (Seniors Tour) event. It was top 30 senior players, it had smaller draw than masters or regular PGA event. The 5 day (Nov 3-7) event had

an estimated attendance of about 2-,000-3,000 per day. The PG&E mobile exhibit was a Smart Meter exhibit. It was prominently located near the entrance to the event, where everyone comes in after giving their tickets. Pictures of the exhibit are attached. The exhibit was staffed by contractors from Momentum World Wide (Gabrielle Moore, Kyle Janke) and Attack Marketing (Ray Sanchez). I would estimate that approximately 150 people stopped by the booth that day. The booth focused on Smart Meters and energy savings. The booth showed Smart Meter technology. The central message was save energy and money by doing several things: 1) Use CLF light bulbs 2) Lower the temperature on you water heater from 140 degrees to 120 degrees 3) Replace outdated appliances with energy efficient appliances 4) Use air dry instead of heat dry on your dishwasher. The exhibit had interactive components where you could estimate your energy savings if did one of above actions. Overall, decent display with energy savings /smart meter focus. Event had limited audience being a PGA Senior Tour event that requires tickets (\$25-\$35 dollars). There was no messaging pertaining to PDP or TOU rates. It also seemed like most people were too eager to get into see the golf to stop and engage in the PG&E display. I would say a fraction of total attendees seemed to stop and take time look at the Smart Meter, read the display or do the interactive activities to estimate savings.

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