

November 17, 2010

Memo Re: Fairfax | 2nd Meeting Responsive to “Listening Session”

History

In August, Fairfax Town Council placed a year moratorium on the installation of PG&E SmartMeters, basing its authority on the town's right to control the installation of communications antennas within its borders. A formal letter stating that intent was sent to the CPUC, as well as a public pledge given by the Mayor to "defend the town". The Mayor also underscored the Council's willingness to involve law enforcement and warned they would cite both PG&E and PG&E contractors for any SmartMeter installed, or attempted to be installed, after the moratorium had been passed.

Due to these actions taken by the Fairfax Town Council, PG&E reviewed the deployment schedule to ensure the company had built in enough time and bandwidth to complete appropriate outreach and engagement within the community. In the spirit of continuing PG&E's commitment to cooperation with Fairfax, [Redacted] and [Redacted] attended a "Listening Session" on September 16th where town residents were given the opportunity to voice their concerns in an open mic forum. A fervent crowd of approximately 75 raised a variety of issues and asked over 100 specific questions. Acknowledging many of the questions may take longer to generate proper responses, two "special" community meetings were scheduled. The first community meeting would cover questions and concerns related to 1) SmartMeter program generally, 2) RF, and 3) Health. The second meeting would cover questions and concerns related to 1) Invasion of Privacy, 2) Cyber-Security, and 3) Accuracy of Billing.

Two Community Meetings to Address Concerns

Given the myriad of topics and the multitude of overlapping questions, the strategy utilized by the Gov Rel team was to fulfill Fairfax's desire to "be heard" in the most efficient manner: As moderator, Jana would lead a panel whereby each subject matter expert would give their own presentation and the responses to the resident's questions from the Listening Session would be embedded within.

A. On September 29th, the Town of Fairfax hosted the first community meeting responsive to the Listening Meeting. PG&E's four-person panel included CPUC Representative Marzia Zafar, EMF/RF Consultant Robert Cleveland, Leeka Kheifets, Ph.D of UCLA School of Public health, and Bill Devereaux, Sr. Dir. of the SmartMeter program. Jana Corey, Dir. of Policy Planning acted as Moderator.

After some time, the crowd of about 65 grew impatient and expressed their displeasure of the meeting's format, demanding specific answers to the specific questions that had been raised at the Listening Meeting. Finally, after the Panel Presentations concluded, nearly two hours of public commentary and direct questioning ensued. Multiple times, the CPUC representative provided beneficial context and interjected to either support or defend PG&E.

B. On November 30th from 6-9pm, the Town of Fairfax will host the second community meeting responsive to the Listening Session. This is our final commitment to the Town of Fairfax prior to continuing deployment. To manage expectations learned from the unfavorable reaction of the residents to the format of the first community meeting, the Team suggests the following agenda below.