


PG&E
SmartMeter 

Customer Online Experience & Kern Redeployment

December 3, 2010

©2007 Pacific Gas and Electric Company. All rights reserved.

Today's Agenda

- ▶ Introductions
- ▶ SmartMeter Online / Walk-Thru
- ▶ Kern Redeployment Overview
- ▶ Q&A
- ▶ Next Steps / Schedule Next Meeting

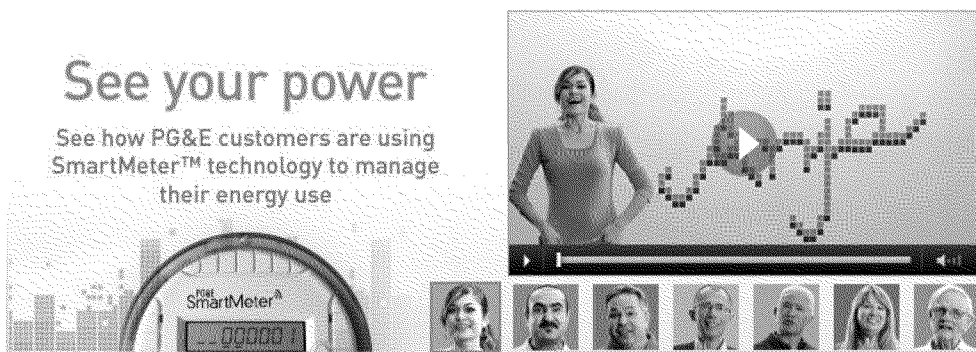
SmartMeter™

Customer Online Experience

SmartMeter™ Online



- ▶ My Account – SmartMeter™ data presentment
- ▶ Launched June 2008
- ▶ 1.4MM data charts viewed to date
- ▶ 100K+ unique visitors per month
- ▶ Energy Highlights launched April 2010 with detailed energy cost information



- ▶ www.pge.com/smartmeter
- ▶ Launched February 2010
- ▶ 250K+ page views to date
- ▶ Available in Chinese and Spanish (Vietnamese by end of year)
- ▶ Destination for full customer lifecycle support (pre-, during-, post-installation)

SmartMeter™ Online Demo

Kern Redeployment Outreach Overview

November 2010

SmartMeter™ Kern Redeployment Objective

To replace all existing DCSI and Hex Electric SmartMeters with SSN SmartMeters as well as complete as many previously UTC'd sites as possible with minimal impact to our Customers in Kern County.

To proactively educate and engage our customers and employees of this technology change and the reasons behind it.

To alleviate the new Seventh Standard Substation of DCSI dependant customers to minimize any billing issues.

SmartMeter™ Kern Redeployment: Kern Redeployment Customer Outreach Plan Overview

- ▶ PG&E Employee Training
 - ▶ Weeks of 11/8 and 11/15
- ▶ PG&E Government Relations In Market
 - ▶ Beginning November and throughout deployment
- ▶ See Your Power Media (TV ads/online)
 - ▶ 11.8.10 through 11.28.10
- ▶ Substation Testing - November 19th
 - ▶ Letter notifying customer of test (11.20)
- ▶ Letters Mailed to Customers / Quick Start Guide:
 - ▶ 12.15.10
- ▶ Mobile tours / Community Events / Answer Centers:
 - ▶ Beginning end of November
- ▶ Meter Re-Deployment begins:
 - ▶ 1.3.11
- ▶ Meter installation complete:
 - ▶ 4.30.11

SmartMeter™ Kern Redeployment: Kern Redeployment Customer Outreach

- ▶ Leverage current assets (See Your Power TV/Online & Mobile Tours)
 - ▶ Multi-touch strategy that reaches customers across a variety of mediums and locally within their respective communities to share the benefits of SmartMeter™ and ensure that the customer is aware of the reason for the change

- ▶ Ensure PG&E employees are properly trained to answer customer questions

- ▶ Continue to educate the community on the benefits of SmartMeter™

SmartMeter™ Kern Redeployment: Kern Redeployment Customer Outreach Tactics

- ▶ **Pre-Redeployment Letter:** Includes redeployment specific language, recaps benefits of the new meters to customers and directs them to further information

- ▶ **At-Installation Collateral**
 - ▶ **Door Hanger:** Updated version(s) that address re-install and alert customer of work completed

- ▶ **Week-After Installation**
 - ▶ **“Quick Start” Guide:** New collateral that answers “What benefits are in it for me?” and “What can I now do?” (based on See Your Power campaign creative)

SmartMeter™ Kern Redeployment: Kern Redeployment Customer Outreach Tactics

▶ **Mass Media:**

- ▶ **TV:** *See Your Power* campaign features local customers from the Bakersfield area
- ▶ **Online:** *See Your Power* quick-to-market banner ads can be run on locally-facing Web sites to drive more traffic to PG&E Web resources
- ▶ **Search:** Optimize SEM to keep dedicated Kern and PG&E Web sources at the top of common Web searches that are likely by customers seeking more information

▶ **Online (pge.com):**

- ▶ Dedicated landing page that provides basic information about the redeployment, and includes links to other helpful SmartMeter™ program related pages

▶ **Community-based Outreach**

- ▶ **City Council Meetings / 1:1's with Local Elected's / Events / Answer Centers / See Your Power Mobile Tour:** Will be in the Kern service territory throughout redeployment

San Francisco Deployment: Timeline

SF Timeline

- .11/8: Government relations outreach began
- .11/30: Research begins (Focus Groups)
- .1/3: Customer-facing media outreach
- .1/15: Letters begin mailing
- .2/1: Deployment begins

Thank you!