

From: Zafar, Marzia  
Sent: 2/15/2011 4:15:52 PM  
To: Lokey, Felecia K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=FKL3);  
Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4); Redacted  
Redacted  
Cc: Caron, Jennifer (jennifer.caron@cpuc.ca.gov); Harvey, Sommer C.  
(sommer.harvey@cpuc.ca.gov)  
Bcc:  
Subject: FW: World Ag Expo - Tulare, CA

Hi  
there,

I  
don't know, I guess this is this is food for thought. And maybe we  
can all put forth better effort in the future.

regards,  
marzia

**From:** Harvey, Sommer C.  
**Sent:**  
Tuesday, February 15, 2011 4:09 PM  
**To:** Business & Community  
Outreach  
**Cc:** Caron, Jennifer;  
'Tod.Bartholomay@sce.com'  
**Subject:** World Ag Expo - Tulare,  
CA

On Thursday, February 10, Drew  
Cheney and I attended the World Ag Expo in Tulare to participate as panelists at two  
presentations sponsored by SCE, and to visit SCE's and PG&E's  
booths.

The Expo is a three-day event (2/8-2/10), and is the world's largest annual agricultural exposition, attracting an average of 100,000 attendees from the agricultural community. We were invited by SCE to provide attendees with statewide context and policy behind the utilities' demand response, dynamic pricing, energy efficiency and smart grid programs, as well as to observe SCE and PG&E's outreach to ag-rate customers at their biggest annual event.

It was clear from SCE's outreach at this event that they have a strong presence in the Ag community and understand how to communicate with this customer base. By comparison, our recent PDP-related interactions with PG&E have shown us that PG&E has much more relationship-building (or repair) to do with the ag community if their PDP team is to effectively communicate with ag-rate customers and leverage popular events to reach out to them.

SCE scheduled five formal panel presentations during the course of the Expo, with two on Tuesday and three on Thursday. The presentations provided a great deal of information on solutions, resources and programs that can assist growers in increasing their energy efficiency, such as taking advantage of free pump testing and incentives for making energy-efficient upgrades, as well as participating in demand response. The three panels we attended on Thursday focused on

1)  
integrated energy solutions

2) smart  
meter and smart grid

3) safety when  
working near power lines.

We were impressed that the SCE presenters were very upfront and honest with their customers regarding sensitive questions concerning smart meters and recent power line tragedies, and never tried passing the questions to us.

In addition to their presentations, SCE also hosted 7 large booths with refreshments, interactive displays and many employees on hand to answer questions (not just customer-care reps, but linemen and other workers). Their booths were in a prominent, outdoor location – with a blimp flying overhead – so passersby could easily see and find them. SCE's organizers were taking careful tally of the number of visitors to their booths in order to continually evaluate their outreach and improve each year's attendance.

**In contrast**, PG&E did not give any presentations at the World Ag Expo. PG&E's booth was hidden away among equipment and gadget vendors and was staffed with fewer, less Ag-experienced employees. They didn't seem as prepared or as interested in being there.

**Sommer Harvey**  
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