

PACIFIC GAS AND ELECTRIC COMPANY
SmartMeter™ CPUC Staff Inquiry
Data Response

PG&E Data Request No.:	DRA_003		
PG&E File Name:	SM CSI_DR_DRA_003-Q16		
Request Date:	December 22, 2010	Requester DR No.:	DRA_3
Date Sent:	February 18, 2011	Requesting Party:	DRA
PG&E Witness:	N/A	Requester:	Tom Roberts

QUESTION 16

What was PG&E's customer outreach and marketing budget:

- a. Following adoption of D.06-07-027?
- b. Following adoption of D.09-03-026?
- c. Current data (provide date data was compiled)?

ANSWER 16

- a. The Advanced Metering Infrastructure (AMI) Decision 06-07-027, page 29, Table 1, included three line items (13, 15, and 16) related to customer outreach, marketing and education. Below is a further breakdown on the customer-related activities and dollar amounts for each.

13. Customer Contact-Related Costs:

- \$23.9M - Contact Center (calls, Customer Service Representative training, and event notifications)
- \$ 8.4M - Web Site (development and operation of a web site so customers can view their usage)
- \$32.3M - Total

15. Marketing and Communications:

- \$18.1M - Customer Education and Communications
- \$ 5.0M - Measurement and Evaluation
- \$23.1M - Total

16. Customer Acquisition:

- \$54.8 M - Attracting customers to sign-up for voluntary Critical Peak Pricing rates

- b. There were no additional customer outreach and marketing dollars awarded in the Upgrade Decision 09-03-026. Thus, the responses to parts a and b are the same.
- c. There has been no change to the approved amount shown in part a.