From: Allen, Meredith

Sent: 6/14/2011 2:22:21 PM

To: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov); 'Fitch, Julie A.' (julie.fitch@cpuc.ca.gov); 'Prosper, Terrie D.' (terrie.prosper@cpuc.ca.gov)

Cc: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7); Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)

Bcc:

Subject: Update Regarding SmartMeter Installations in Santa Cruz County

Paul, Julie, Terrie,

We plan to begin installations of SmartMeters in Santa Cruz County at the end of this month. Since last year, we have been conducting ongoing public outreach and education activities in the area, including several Education Centers, an Open House and multiple presentations to elected officials and community organizations. These activities are now ramping up in preparation for the installations.

- On June 6, we began running, in English and Spanish, the "See Your Power" TV ads featuring PG&E customers talking about how they use their SmartMeters, which will continue to run for 8 weeks.
- We plan to run the attached full page print ad in English and Spanish in the Santa Cruz Sentinel, Watsonville Register-Pajaronian, Scotts Valley Press Banner, Aptos Times, Good Times Santa Cruz and Santa Cruz Weekly
- We will be calling all residential customers in Santa Cruz County, via IVR (automated calls) and will be sending customized mail pieces similar to the mailings in San Francisco. In all of these communications, PG&E is letting individual customers know that they have the choice to delay their meter upgrade for any reason by calling our SmartMeter hotline
- Starting tomorrow, we plan to reach out to the following media outlets: San Jose Mercury News, Santa Cruz Sentinel, Watsonville Register-Pajaronian, Scotts Valley Post Banner, Good Times, Salinas Californian, The Patch; Radio: KSCO, KION; TV: KION, KCBA, KSBW, KSMS, KSTS
- Just prior to the media outreach, we will be reaching out to local elected officials

We are anticipating protests and media coverage. Please let me know if you have any questions or would like additional information.

Thanks,
Meredith
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