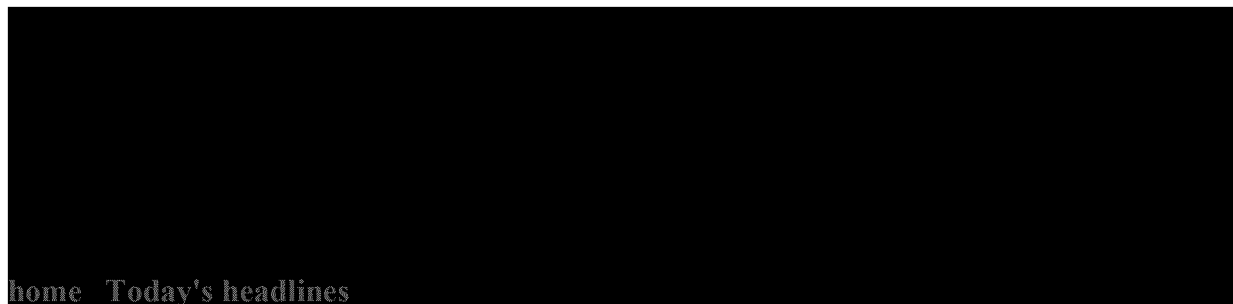


From: Zafar, Marzia
Sent: 12/19/2011 9:38:41 AM
To: Dietz, Sidney (/O=PG&E/OU=Corporate/cn=Recipients/cn=SBD4)
Cc:
Bcc:
Subject: Fwd: Smart Meter contest

Marzia

Begin forwarded message:

From: "Zafar, Marzia" <marzia.zafar@cpuc.ca.gov>
Date: December 19, 2011 7:34:33 AM HST
To: "Villarreal, Christopher" <christopher.villarreal@cpuc.ca.gov>, "Caron, Jennifer" <jennifer.caron@cpuc.ca.gov>, "Gupta, Alope" <aloke.gupta@cpuc.ca.gov>, "Langton, Adam" <adam.langton@cpuc.ca.gov>, "Malashenko, Elizaveta I." <elizaveta.malashenko@cpuc.ca.gov>, "Lee, Audrey" <audrey.lee@cpuc.ca.gov>
Cc: "Prosper, Terrie D." <terrie.prosper@cpuc.ca.gov>, "Yip-Kikugawa, Amy C." <amy.yip-kikugawa@cpuc.ca.gov>
Subject: Smart Meter contest



**2 utilities point to power saved
by some Texans, in contest**
December 19, 2011

The top 10% of Texas residents who participated in a nationwide energy-saving contest used smart meters to cut power use by 26%, two Texas utilities told the press last week. Texas utilities CenterPoint Energy and Oncor created the contest – “the biggest energy-saver campaign,” which began in June -- with help from GE, IBM, Itron, Landis & Gyr and Tendril.

Grid21, a non-profit formed to engage utility customers, sponsored the

competition, which ended Sept 30.

The contest was intended to “jump-start the market for consumer-friendly energy-management tools” and to show consumers the benefits of smart meters, the participating firms said last week. Complete with its own website, it **generated interest from every US state and more than 80 foreign countries**, Grid21 said.

Registrations on the Smart Meter Texas website, created to provide power-use data to that state's consumers, jumped 172% year-over-year after the contest was announced, the firms said. That website went live in March 2010 (SGT, 2010-Mar-31).

During the contest period, the average home consumed 3,888 KWH/month, while the top 10% of contest participants consumed an average of 3,604 KWH/month. The two grand-prize winners, both Texas residents, each received a 2011 Chevy Volt. Prizes totaling \$124,650 were awarded.

[Comments]

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