

From: Zafar, Marzia  
Sent: 1/13/2012 10:36:08 AM  
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Cc:  
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Subject: FW: Smart Customer - Jan 30th workshop

FYI -

**From:** Zafar, Marzia  
**Sent:** Friday, January 13, 2012 10:34 AM  
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**Cc:** Villarreal, Christopher; Malashenko, Elizaveta I.; Langton, Adam; Caron, Jennifer; Sullivan, Timothy J.; Lee, Audrey  
**Subject:** Smart Customer - Jan 30th workshop

Good Morning,

Pursuant to SB17 the IOUs filed Smart Grid deployment plans detailing their vision and roadmap for moving closer toward a smarter system that should bring more information to the customer as well as upgrading the IOUs infrastructure to take advantage of better/newer technology.

ALJ Sullivan issued a Ruling ordering workshops to delve deeper into the deployment plans in pursuit of a decision approving/modifying/enhancing the deployment plans. We have divided the workshops into 3 categories – Smart Customer, Smart Market, and Smart Utility. My two other colleagues Chris Villarreal and Liza Malashenko will be leading the other two sessions while I am overseeing the Smart Customer workshop.

I think I have talked with most of you about being panelists for the Smart Customer workshop. I want to thank all of you for serving in this role. The goal of this workshop is to ensure that customer education, engagement, and enablement are at the core of the utilities deployment plans. Additionally, as you'll see as part of the first panel discussion we are also going to define what customer engagement/education/enablement means; how long will it take to get there; and who's role is it to

engage/educate the customer (i.e. is it solely the IOUs role or is it better for 3<sup>rd</sup> parties to take on this role).

Attached is the complete agenda.

**Conference call** - I would like to schedule a very brief conference call with each of the three panels to make sure that the panelists are prepared and your questions/concerns are answered. I will touch base with you next week.

In the meantime if you have any questions, please email me or call me at 415-703-1997.

Thanks,

marzia

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