

## Preliminary questions for the Smart Customer Workshop Panels

### What is an engaged customer and whose role is to educate/inform/enable the customer? – Panel 1

1. What is the definition of an engaged customer? How do we measure customer engagement?
2. Where does the role of the utility begin and end in engaging customers? What types of information should the utility be responsible for providing? Is there any information that should be the shared responsibility of the utility and third parties? What information is acceptable for utilities and third parties to compete with each other in providing to customers?
3. Are the utilities concerned that they'll be competing with third-parties to be an information provider to their customers?
4. What about information overload and overlap? Customers may get marketed the same information from different types of companies and their utilities. How do we prevent customer frustration and confusion?

### What are some roadblocks to customer acceptance of Smart Grid? – Panel 2

5. Smart Grid is predominately a utility infrastructure upgrade; however, we're selling the idea to customers that the benefit to them is huge cost savings. Can we meet these expectations? How do we quantify these savings accurately?
6. We also message the benefit of customers becoming their own energy managers. However, they don't seem to be interested at this point. Can we change this mindset? If not, what other messages or impacts will resonate better?
7. Another barrier/roadblock is whether customers want to pay for this upgrade. In the past we didn't educate them about infrastructure upgrades or ask for or expect their engagement. Should we be marketing the idea of Smart Grid to customers at this point or should we just move forward with business as usual GRC upgrades?
8. Passive ratepayers are active trash sorters. How did this happen? Customers have embraced the benefits of recycling and composting and they are now a commonly accepted practice in San Francisco and other parts of the country. How did this happen, and how long did it take?

### What is missing from the deployment plans? Are the roadmaps detailed enough? – Panel 3

9. What are your specific projects that will have a direct and visible impact on customers (i.e., dynamic pricing, turning on HAN) and how do you plan on engaging customers on these issues? Who should be talking to the customer - the utility or the third-party or the CPUC?
10. Can you identify information that customers need in the short-term? Who should be the messenger of this information?

11. By 2020 is there a foundational level of information that every customer should know? For example, smoking hazards are commonly understood. Fundamental energy conservation awareness exists. People turn off the water when brushing their teeth. All of these fundamental behaviors and levels of awareness are the result of years of public education and health campaigns. What parallels do we want to see in a smart ratepayer?