

From: Cherry, Brian K
Sent: 2/6/2012 8:32:43 AM
To: 'edward.randolph@cpuc.ca.gov' (edward.randolph@cpuc.ca.gov)
Cc: 'pac@cpuc.ca.gov' (pac@cpuc.ca.gov)
Bcc:
Subject: Re: SM Opt Out - early returns

So far so good. We will have a better feel by the end of this week.

From: Randolph, Edward F. [mailto:edward.randolph@cpuc.ca.gov]
Sent: Monday, February 06, 2012 08:30 AM
To: Cherry, Brian K
Cc: pac@cpuc.ca.gov <pac@cpuc.ca.gov>
Subject: Re: SM Opt Out - early returns

Thank you for the update.

On Feb 2, 2012, at 2:58 PM, "Cherry, Brian K" <BKC7@pge.com> wrote:

FYI

From: Torres, Albert
Sent: Thursday, February 02, 2012 09:55 AM
To: Burt, Helen; Pruett, Greg S.; Bottorff, Thomas E
Cc: DeRosa, Darleen; Rich, Brian; CC CO Direct Reports; Bedwell, Ed; Cherry, Brian K
Subject: SM Opt Out - early returns

Helen/Tom/Greg:

Yesterday we began our implementation of the Choice Option for our customers. Here is a summary of some of the key activities:

Customer Outreach -

Last night we completed about 100k ivr calls to customers who have indicated a desire to opt out. The calls notified customers of the decision and allowed customers to prompt to our internal ivr to "officially" opt out in the ivr menu or prompt to a csr. This population of 100K is of a total list of 170K. We will complete this initial outreach today.

Of the 100K calls completed, approx 90% were successful (either connected to a person or an answering machine). Approximately 40% (40,000) reached a person. Of this population, roughly 3500 prompted

back to our ivr. 555 elected to opt out of SmartMeter and 279 opted to accept the upgrade to a SmartMeter.

The disposition of the remaining calls is less clear. We are still working through some tracking and reporting but we know through call monitoring that most customers prompting to a csr did not opt out. Many were asking questions about the program. A significant number expressed frustration and dissatisfaction over the fact that they were required to pay the \$75 up front fee even though they already had an analog meter. A significant number also asked for a CARE application.

Web activity -

To date we have received 87 opt out requests via pge.com. A summary of social media activity is attached but has been mainly neutral.

<<Social Media>>

Gov Relations Outreach -

Local GovRel sent information related to the CPUC decision out to elected officials throughout the service territory. Of note, elected officials in the sensitive areas of Marin, Sonoma, Mendocino, Humboldt, Lake, and Santa Cruz have been notified. We've received all positive feedback thus far, with most officials thanking us for the update. A couple of officials had follow up questions including how the opt out process will work, which we will address.

The Capitola Public Works Director noted that it was good news and that the City Council had scheduled consideration of extending the Smartmeter Moratorium in the city for February 9, 2012. He will include this latest information on the opt-out plan in his report.

During public comment at tonight's council meeting, Scotts Valley Councilmember Stephany Aguilar wanted to report out on the opt-out update and explain how customers can do so. She also referenced the desire many have to remove banks of meters.

Councilmembers who have been historically supportive of the program, such as Jason Burnett from Carmel, felt this was a positive announcement.

As to be expected, there were some negative comments from electeds in Santa Cruz and Marin. Their complaints centered around the fees

associated with the option.

One Marin County Supervisor requested that we not install in his area until the opt-out was in place.

Many of the Marin officials asked that we do outreach regarding the option to those who are not currently on the delay list.

Media Activity-

Media activity has been pretty balanced. A few papers have reported on the decision and there has also been limited coverage on radio and television. A more detailed report on specific media response will follow.

Activities Planned Today-

Our focus today will be on processing requests and creating field orders as necessary to that we can begin to replace meters for customers. Field activity may begin as early as this afternoon.

We will also be finalizing the registered letter campaign and begin launching the first wave of letters.

In summary, things appear to be going very well. The cross functional team involved in this effort has done a great job preparing and now executing to plan.

Al Torres

Vice President, Customer Operations

415-973-8440

High-level insights (will provide more detailed metrics this afternoon):

PG&E Efforts:

Posted Currents article on opt-out decision on Facebook and Twitter.

High-level metrics:

5 re-tweets of article (neutral). Dana Hull of the Mercury News also re-tweeted the article.

Facebook: 2 "likes" of post; 4 comments. All pro-SmartMeter.

Only two negative tweets directed towards PG&E, from a known anti-SmartMeter group. Majority of tweets were re-tweets/posts of news articles on

the decision. Almost all neutral in tone without additional commentary. Those tweets that were negative focused on the cost associated with opting-out, rather than RF issues.

Comments on the Mercury News article were all positive. Comments on SF Chronicle article were approximately 75% positive. Known anti-SmartMeter individuals posted negative comments, which were largely criticized by other readers.

--