

From: Zafar, Marzia  
Sent: 2/10/2012 3:02:19 PM  
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)  
Cc:  
Bcc:  
Subject: Re: SmartMeter Choice Update

Thanks so much. Why are you doing a press release? Please don't. that's kinda insane to shine light on something that is better left alone, no? besides, you have over 170,000 on the list and only a tiny handful has responded. Maybe wait a bit..??

Just my thoughts, I would like to forward this to Terrie and Amy. Do you mind? If you do, then I won't. let me know.

marz

**From:** Cherry, Brian K [mailto:BKC7@pge.com]  
**Sent:** Friday, February 10, 2012 2:59 PM  
**To:** Zafar, Marzia  
**Subject:** Fw: SmartMeter Choice Update

FYI

**From:** Burt, Helen  
**Sent:** Friday, February 10, 2012 02:58 PM  
**To:** Officers - All  
**Subject:** SmartMeter Choice Update

Colleagues – Please see the detailed progress on our SmartMeter Choice project. Numbers continue to grow at a slow rate with those customers electing to opt out of the SmartMeter program now at about 3500 with about half requiring a meter replacement. We will be holding a press conference next week to give full details to the media.

I want to take a moment to particularly congratulate and thank Greg Pruett and his Government Relations team. Last night one of our most active opposing cities, Capitola, decided in a split vote not to extend the community-wide SmartMeter

moratorium which had been in place. This is a result of a lot of hard work by the team, balancing the needs of our customers and our communities.

Many, many thanks!

Al or I are happy to answer any questions.

Helen

Helen A. Burt

Senior Vice President

and Chief Customer Officer

---

**From:** Torres, Albert  
**Sent:** Friday, February 10, 2012 1:08 PM  
**To:** Burt, Helen  
**Cc:** Gleicher, Cliff (SmartMeter); McCoy, Kevin L; CC CO Direct Reports  
**Subject:** Choice Update

Helen:

Here is the latest status regarding Smart Meter Choice activities. This data is current as of 4:30PM, Feb 9<sup>th</sup> (yesterday).

Customers Choosing to Opt-Out 3475  
Customers Requiring Field Work 1468  
Meters Pending

Meter exchange scheduled

Meter Exchange completed 1318

801

479

Customer choosing to have a SmartMeter installed 1058

Customer Outreach  
IVR outbound campaign 178,000 customer calls

Mail campaign 35,000

Mail campaign 95,246

Mail campaign 40,000

Bill insert Completed 2/2

Completed 2/3

Scheduled 2/10

Scheduled 2/15

Scheduled 2/24

Other noteworthy activities:

Regulatory: CPUC posted the final decision today. Preliminary Statements (G&E) to establish the memo accounts allow us to begin to accumulate costs were filed last on Feb 3<sup>rd</sup>. Gas and Electric Tariffs ready for filing post 2/15

External Communication and Media: External communication / media outreach scheduled for 2/15. The Fairfax Town Council is holding a special meeting Monday evening 2/13 to discuss the CPUC's Smart Meter Opt Out decision. They have also asked in an ex parte communication that they would like the Commission to stay the decision for the Town of Fairfax. The Commission staff has asked for a formal request.

The Capitola City Council considered their staff's recommendation to extend the City's SmartMeter moratorium. The Council voted 3 to 2 to:

- 1) Reject staff's recommendation and NOT extend the moratorium,
- 2) Send a letter to PG&E and the CPUC supporting a no cost option and
- 3) Formally commit as a body to work to eliminate fees, working with activists.

The Santa Cruz Sentinel was the only media outlet in attendance. Brief comments were provided to the reporter. Reporter indicated she was there to write a story on a different agenda item. As of this morning, there have been no items regarding this SmartMeter agenda item in the Sentinel.

Al Torres

Vice President, Customer Operations

415-973-8440