

From: Cherry, Brian K
Sent: 2/13/2012 11:20:04 AM
To: Zafar, Marzia (marzia.zafar@cpuc.ca.gov) (marzia.zafar@cpuc.ca.gov)
Cc:
Bcc:
Subject: FW: Choice
FYI

From: Torres, Albert
Sent: Friday, February 10, 2012 1:06 PM
To: Bottorff, Thomas E; Cherry, Brian K; Dietz, Sidney
Cc: Burt, Helen; Gleicher, Cliff (SmartMeter)
Subject: Choice

Tom / Brian / Sid:

As we move closer to filing our E-SOP and G-SOP tariffs, I thought I would share the customer example below. This is a customer who has defaulted to the "do not install" list by their behavior. When we contacted them earlier this week, the customer was fully aware of our choice option, the May 1 "deadline", and the \$75 fee. The response from the customer was "we are going to wait and see what happens". In other words, see if they can continue to ignore us. I don't know how many similar customers are out there, but if lack of response to our Choice outreach efforts are any indication, there are quite a few.

Please do what you can to encourage the Commission to approve our tariffs as filed. We need the tool created in the last paragraph of section 5 to encourage customers to make a choice or accept the fee. This strategy will minimize confrontations with customers and allow us to move forward with the completion of the project.

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Al Torres

Vice President, Customer Operations

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