

From: Cherry, Brian K  
Sent: 3/6/2012 2:00:01 PM  
To: 'marzia.zafar@cpuc.ca.gov' (marzia.zafar@cpuc.ca.gov)  
Cc:  
Bcc:  
Subject: RE: Smart Meter Choice update

March 21 ?

**From:** Zafar, Marzia [mailto:marzia.zafar@cpuc.ca.gov]  
**Sent:** Tuesday, March 06, 2012 01:45 PM  
**To:** Cherry, Brian K  
**Subject:** RE: Smart Meter Choice update

As always. Thank you.

Can we have lunch the week of March 19<sup>th</sup> or 26<sup>th</sup>, please. I need advice.

**From:** Cherry, Brian K [mailto:BKC7@pge.com]  
**Sent:** Tuesday, March 06, 2012 1:05 PM  
**To:** Zafar, Marzia  
**Subject:** Fw: Smart Meter Choice update

FYI

**From:** Torres, Albert  
**Sent:** Tuesday, March 06, 2012 12:01 PM  
**To:** Officers - All  
**Cc:** Gleicher, Cliff (SmartMeter); DeRosa, Darleen; Balistreri, Phil; McCoy, Kevin L  
**Subject:** Smart Meter Choice update

Officers:

We continue to move forward with our SmartMeter Choice (opt out) program. Here is a brief update:

- We have completed phase I and II of our proactive outreach to 178,000 target customers. These are customers who have expressed an interest in Choice or have in some way indicated an

objection to the installation of a Smart Meter. Attempts have been made to contact these customers through outbound call (89% success rate), and registered letter (75% success rate).

- To date, 9,800 customers have elected to opt out of the Smart Meter program. In addition, 4,700 customers in the target population have decided to accept a Smart Meter. Field work related to these requests continues in a timely manner.
- Customers have been asked to make a decision regarding their opt out choice by May 1. We continue to receive a steady flow of approx 250 opt out requests per day.
- All customer communications associated with the Smart Meter deployment have been modified to include customer awareness of the opt out option
- We have completed regulatory advice filings to modify our Preliminary Statement to collect costs in a memo account. We have also filed a tariff to allow us to charge customers for the one time fee and ongoing charges outlined in the CPUC decision.
- There is a Phase II regulatory proceeding to validate costs and resolve the community opt out issue. This proceeding is likely to begin in mid - April
- We will begin charging Opt Out customers with the May billing cycle. This effort will be preceded by a significant customer communications effort to minimize customer reaction and media attention.

Feel free to give me a call or catch me at tomorrow's OD meeting if you have any questions.

Al Torres  
Vice President, Customer Operations