

From: Tyrrell, Denise
Sent: 5/17/2012 1:21:55 PM
To: Cherry, Brian K (/O=PG&E/OU=CORPORATE/CN=RECIPIENTS/CN=BKC7)
Cc:
Bcc:
Subject: FW: REPORT: Merced County Senior Recognition Day

FYI

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From: Cheney, Drew
Sent: Thursday, May 17, 2012 10:22 AM
To: Business & Community Outreach
Cc: Prosper, Terrie D.
Subject: REPORT: Merced County Senior Recognition Day

On Wednesday, May 16th, I maintained a table at the Merced County Senior Recognition Day at the Gateway Community Church in Merced. Organized by the Merced County Area Agency on Aging and Merced County Parks and Recreation, the one-day event provided seniors with access to health screening and services, and information tables staffed by local and regional agencies, non-profits, and vendors. During lunch, seniors were recognized and rewarded for volunteer and charitable activities; it was inspiring to see individuals over 90 so engaged in their communities.

I ran out of two boxes of bags, so I know over 180 attendees stopped by the CPUC table to gather information and ask questions. Materials on display included: Public Purpose Programs, telephone usage in emergencies and during power outages, telephone scams, water and energy efficiency, passenger carrier and moving company tips, Do Not Call list, and more.

Most questions revolved around "How can I save money?", but two women stopped by at the end of

the event, and asked about Smart Meters. I'm sharing our discussion because I think it highlights common themes I've seen throughout PG&E territory, specifically relating to how customers do not trust their utility.

The specific question(s): "Do you think this is good? What about privacy and the utilities being able to control your appliances? My elderly friends just got their Smart Meter installed, and they're worried because PG&E sent them a letter saying that they used more energy than other houses in the neighborhood. Why did they start collecting this information?"

After going over the "this is why AMI is good" breakdown, I explained the differences between the way meters "talked" with the utility, the way the meters would eventually be able to "talk" with appliances in a home, and existing AC cycling programs offered by utilities. Once I was able to describe how the HAN was something the user organized and controlled, and the cycling programs were a voluntary program that relied on separate technology/hardware, the two women visibly calmed. I explained that the letter from PG&E reflected the same information/data that was available since electric meters were invented, but the way that information was being looped back to the customer was different. The women agreed that the information could be useful, but wondered why it was being done now. I think this is a perfect example of PG&E trying to do the right thing, but customers aren't made aware of the how and why in an effective way, so they think the utility is "up to something," as the women stated.

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