

**PACIFIC GAS AND ELECTRIC COMPANY  
Smart Grid Pilot Deployment Project  
Application 11-11-017  
Data Response**

PG&E Data Request No.:	BEC-Joint_002-02		
PG&E File Name:	SmartGridPilotDeploymentProject_DR_BEC-Joint_002-Q02		
Request Date:	June 21, 2012	Requester DR No.:	002
Date Sent:	July 6, 2012	Requesting Party:	Black Economic Council; Latino Business Chamber of Greater Los Angeles; National Asian American Coalition
PG&E Witness:	Steve Propper	Requester:	Ian Brown

**SUBJECT: PG&E's SMARTMETER PROGRAM AS A MODEL FOR THE SMARTGRID PROGRAM**

**QUESTION 2**

In response to "TURN\_003-04" PG&E suggested that it would "look to previous studies of SmartMeter outreach as a guide for measuring Smart Grid campaign effectiveness." Please indicate the effectiveness of the SmartMeter outreach campaign in educating hard-to-reach customers, and respond specifically to the following:

- a) Please provide any See Your Power or Power a Brighter Future tour events that were selected because they were like to engage hard-to-reach customers. Please state any specific methodology that PG&E used for assessing the likelihood of reaching hard-to-reach customers.
- b) Please name any Smartmeter outreach efforts that PG&E has conducted, excluding See Your Power and Power a Brighter Future tours, producing and mailing bill inserts, and newspaper advertising. If any additional outreach efforts were undertaken to reach low-income or minority customers, please indicate what they were and why they were expected to be effective.
- c) Please state any languages in which Smartmeter outreach efforts were conducted, and what percentage of outreach was conducted in each language.
- d) As newspaper advertising was utilized in PG&E's Smartmeter outreach efforts, please indicate whether any of this advertising was conducted through ethnic media.
- e) The SmartGrid Benchmark Survey issued in response to BEC-Joint\_001-09 indicates that participants were asked about their "Awareness of [the] Smartmeter" (Slide 33). Please provide the data indicating understanding or "awareness" of the Smartmeter by ethnicity and/or income level.

- f) Please provide the data indicating the income profile (by group) of the i) African Americans, ii) Asian Americans and iii) Latinos who responded to PG&E's Smartgrid Benchmark Survey.

## ANSWER 2

- a) The scheduling of the See Your Power and Power a Brighter Future tours were specifically selected to reach a diverse range of PG&E's customers in diverse geographies throughout PG&E's service territory. Additionally, as educating customers about the installation of SmartMeters and the benefits they provide were key goals of the effort, the methodology for choosing locations also relied on scheduling tour stops in areas where SmartMeter™ deployment was about to begin, already underway or just completed.

Some examples of events attended include the Chinese New Year Community Festival, Pistahan Festival and Parade, Chinatown Sunday Streets and San Francisco's Cinco de Mayo celebration (70% of attendees at this event were Hispanic).

- b) Please see the answer to 2c below for detail on SmartMeter™ outreach targeted for multicultural communities.
- c) A large majority of SmartMeter outreach was conducted in three languages – English, Spanish and Chinese. This includes direct mail (announcing the meter upgrade, booklets left at premise after installation as well as the booklet mailed when customers could see their power online), informational brochures and fact sheets, the PG&E Web site, in-language television ads, out-of-home digital ads in San Francisco, digital kiosks at retail outlets such as Sears, and community events and sponsorships. Additionally, the See Your Power and Power a Brighter Future event staff spoke English, Spanish and Chinese. Further, PG&E reached out to local leaders from diverse organizations and business groups before and during SmartMeter upgrades in their community.

Given that most outreach channels included three languages in a single piece or channel of outreach, PG&E has not broken out percentages of outreach in-language from the SmartMeter™ program.

- d) Yes, PG&E conducted newspaper advertising with Spanish and Chinese language publications.
- e) PG&E did not break out the data from this research by income level. Please see response to question 1d of this data request.
- f) PG&E did not break out the data from this research by income level. Please see response to question 1d of this data request.