

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

PG&E Data Request No.:	BEC-Joint_002-01		
PG&E File Name:	SmartGridPilotDeploymentProject_DR_BEC-Joint_002-Q01		
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: THE SEVERE UNDER-REPRESENTATION OF INDIVIDUALS OF COLOR AND
LOW-INCOME INDIVIDUALS**

QUESTION 1

The PG&E Smartgrid Benchmarks Survey that was delivered in response to BEC-Joint_001-09 indicates that:

- 4% of the individuals surveyed were African American
- 7% of them were Latino, and
- 4% were Asian American.

Further, individuals earning less than \$50,000/year comprised only 35% of survey participants. As all of these percentages are markedly lower than these groups' share of California's population. Please include the following information:

- a) Please provide what percentage of the population in PG&E's service area identifies as i) African American, ii) Latino, and iii) Asian American.
- b) Please separately provide the reasons for each of these groups' ostensible underrepresentation.
- c) In selecting a company to survey the impact of its outreach efforts on all of its customers, please provide what efforts were made by PG&E to ensure that the company would have the necessary cultural and linguistic competence to reach its lower-income and minority customers.
- d) Please provide what efforts were made by the surveying company, Heart and Mind Strategies, to reach low-to-moderate-income minority customers.
- e) Please provide the languages in which the survey was administered.

ANSWER 1

a) Minority Population in PG&E Service Area*

African American	6.1%
Hispanic	29.6%
Native American	1.3%
Asian and Asian Pacific	15.4%
Other Minority	2.7%
Total Minority	55.1%

* Based on 2010 census information

b) N/A

- c) For efficiency, PG&E leveraged an existing relationship with Heart & Mind Strategies to conduct this research and inform its Smart Grid Deployment Plan, filed June 30, 2011. As the purpose of this survey was to gain an understanding of residential customers' knowledge of the Smart Grid generally, PG&E chose to conduct the survey in English and did not pre-qualify the survey to filter for income levels.

As part of the research and message testing proposed in the Smart Grid Customer Outreach and Education Pilot, PG&E intends to better understand the needs, questions and issues of hard-to-reach and multicultural communities specific to Smart Grid technology and apply it to outreach conducted as part of the pilot.

- d) The survey did not pre-qualify for income levels. The intent of the survey was to get a broad pulse check from the residential population overall about their current awareness and understanding of the Smart Grid in general.

As stated on page 5-1 of PG&E direct testimony, as well as page 5-4 lines 22-25 and page 5-6 lines 19-23, PG&E plans to include the needs of hard-to-reach and multicultural customers in its Smart Grid Customer Outreach and Education Pilot.

- e) The survey was conducted in English.