

## Appendix F – Sample AMI Communication Approaches/Materials

	Situation	Impacts	DTE Energy Response
PG&E, Oncor, SDG&E	Higher utility bills after meters are installed; changes due to rate changes, seasonal peaks, etc.	<ul style="list-style-type: none"> <li>• Poor customer satisfaction</li> <li>• Reputation tarnished in media</li> <li>• Developed nationwide reputation for poor implementation</li> </ul>	<ul style="list-style-type: none"> <li>• Provide early online and offline education</li> <li>• Welcome Kits</li> <li>• Pushed pilot for later start to not coincide high peak times</li> <li>• Deploy comprehensive rate education well in advance to prepare customers</li> </ul>
Oncor	Lack of respect for privacy; no notification to customer of meter installations*	<ul style="list-style-type: none"> <li>• Decreased customer satisfaction</li> <li>• Increased customer complaints</li> <li>• Angry customers involve local media, who then publishes poor reports</li> <li>• Increases concerns for long term protection of privacy</li> </ul>	<ul style="list-style-type: none"> <li>• Multiple touch points with customers leading up to installation date</li> <li>• Focus on communicating installation time/date windows</li> <li>• Training and alignment with field installation teams—i.e., field installer should attempt to communicate with customer before entering property to install meter</li> <li>• Door hangers used to notify customers of installation completion</li> </ul>
Power CentsDC	90% of pilot participants were able to save money using the combination of IHD's and dynamic pricing models. *	<ul style="list-style-type: none"> <li>• Increased customer satisfaction</li> <li>• Enables positive press for post-pilot deployment</li> <li>• Increases interest in IHD's and pricing structures</li> </ul>	<ul style="list-style-type: none"> <li>• Increase education and communication on how to use IHD's</li> <li>• Increase education and communication on how to leverage pricing options</li> </ul>

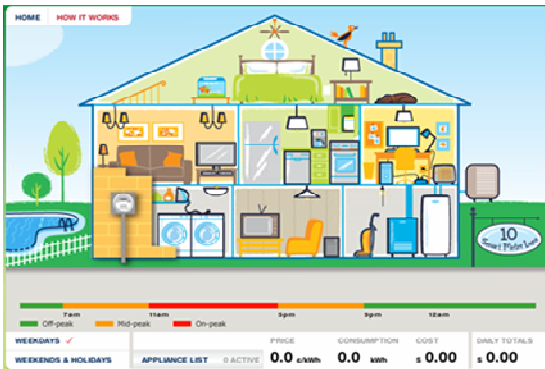
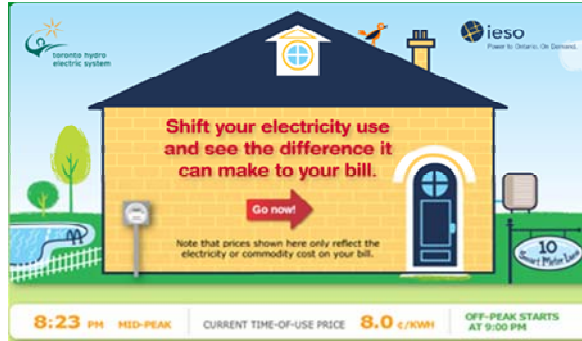


## “See Your Power” campaign



- Utilize customer testimonials to show how real PG&E customers are using SmartMeter™ technology to make smarter energy choices and saving on their energy costs
- Present stories in a creative, fun and engaging way
- Television and digital advertising
- Current schedule would launch campaign in fall 2010
- Focus group tested concept and creative executions in Bakersfield, Fresno, Tracy, San Jose, Berkeley and Chico
  - Overall, customers found the campaign believable, likeable and effective in communicating that SmartMeter™ technology empowers customers to better understand and manage their energy use and costs
  - Customers were interested and enthusiastic to learn more about the SmartMeter™ program. Many expressed a desire to go to the PG&E website to find out more information about how they work.

**Interactive house which demonstrates savings by shifting time:**



**AMI install status by zip code:**



Helping You Make Smarter Energy Choices

Going Smarter | Your Installation Day | Video Channel

**1,415,000+**  
Smart meters now installed.

When will you get one? >>

Enter your Zipcode:

**AMI FAQ's:**



Get answers to your Smart Meter/Smart Grid questions

Overview	Smart Meter	Smart Grid	Benefits	Read Meter	FAQs
Smart Meter/Smart Grid					
What is a smart meter?					
What is the ComEd Smart Meter program?					
What is the difference between a smart meter and a smart grid?					
Why is the program happening now?					
Customer Impact					
What does this smart meter program mean for me?					
What will ComEd do with all this information?					
Will people who don't have home Internet access be able to get information about their usage?					
Will the smart meter cost more?					

**AMI benefits:**

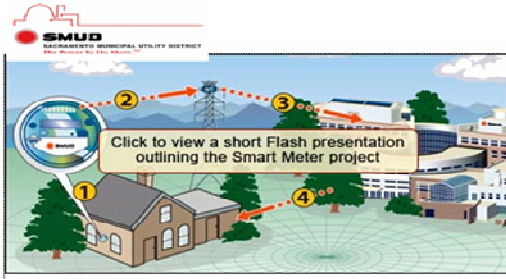
How do smart meters benefit MID customers?

Smart meters will bring long-term benefits for customers:



- Streamlined, more efficient operations.
- Long-term savings that will be passed on to MID customers. MID is a customer-owned utility. When we save, you save too. MID anticipates recouping our \$22 million investment in smart meters over a 5-10 year time frame.
- Faster response to power outages. If your power goes out, MID will know immediately – even if you don't report the problem. MID can dispatch repair crews faster and more efficiently during outages.
- More efficient energy use. Smart meters will provide you with confidential, detailed feedback about how you personally use energy.
- Less air pollution. MID will drive over 200,000 fewer miles each year to read meters.

**Videos related to AMI and benefits:**

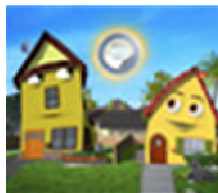


**Additional Resources:**

RESOURCES	RELATED SITES
<ul style="list-style-type: none"> <li>Discover the benefits of smart meters - video</li> <li>Your smart meter, what to expect - video</li> <li>Energy inSight: it's more than a meter - video</li> <li>Energy inSight brochure</li> <li>View your electric usage</li> <li>Smart Meter Texas demo</li> <li>Meter deployment schedule</li> <li>Sign up for e-mail updates</li> <li>How to Read Your Smart Meter</li> <li>Energy efficiency tips</li> <li>Results of PUCT-requested accuracy tests</li> <li>Case studies on energy savings</li> <li>Home Area Network videos</li> <li>Smart grid grant facts</li> <li>Smart grid grant video</li> </ul>	<ul style="list-style-type: none"> <li>CenterPointEfficiency.com (energy efficiency programs)</li> <li>SmartMeterTexas.com (see your electric usage)</li> <li>Power to Choose (find a retail electric provider)</li> <li>ZigBee alliance</li> <li>Bill Smarter Planet</li> <li>Iron smart meters</li> <li>GE Digital Energy</li> <li>Quantis Services</li> <li>U.S. Dept. of Energy</li> <li>President Obama on the smart grid - video</li> </ul>



**Webisode from SCE SmartConnect program:**



This is Eddie and his friend Carl. Eddie teaches Carl about the advantages of the Edison SmartConnect Program:

Episode 1: "I Got the Power" discover how you can reduce your monthly electricity costs just like Eddy

Episode 2: "Stop Drop & Save" talks about energy efficiency. Carl has been "guzzling" so much energy lately that he looks bloated. Eddie explains how he uses tools on the SCE website to help stop wasting energy.

Episode 3: "The Paint Job" demonstrates how your smart meter enables customers to track usage, and set spending goals and alerts

Episode 4: "Don't Fear the Tiers" explains that the cost of electricity is not flat and how you can manage your power consumption and save money

Online presentation:

The image displays two screenshots of online energy service portals. The left screenshot, titled "Customer Service", shows a user interface for Pacific Gas and Electric Company. It includes a navigation menu on the left with options like "My Account", "Energy Highlights", "Billing", "Usage", "Financial Assistance", "Service Requests", "Energy Tips and Notices", and "My Profile". The main content area features several widgets: "What does my home use energy?", "Daily Energy Use" (a bar chart showing usage from 6:00 to 6:00), "Usage Comparison to Last Year" (a bar chart comparing May 2009 and May 2010 for Electric and Gas), "Bill History", "SmartMeter Highlights", and "Energy Use Analysis". A "Hourly Usage" graph is also visible, showing usage from 12 AM to 10:00 PM with a peak of \$7.22 (at \$0.36 per kWh). The right screenshot, titled "My Energy", shows a user interface for the same company. It features a "My Bill" section with a current amount due of \$213.06, a "Ways To Save" section with recommendations like "Wash and Dry All Right" (30% potential savings) and "Install Compact Fluorescent Lights" (10% potential savings), and a "Featured Profile" for Patty Durham. The top of the page shows a current usage total of 115 thm and 2,394 kWh.



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PG&E SmartMeter™ Like

Wall Info Photos Discussions

PG&E SmartMeter™ + Others PG&E SmartMeter™ Just Others

**PG&E SmartMeter™** An inside look at the electric grid and demand response

**The journey of juice: Inside the electric grid | Green Tech - CNET News**  
news.cnet.com  
CNET's Martin LaMonica takes a road trip to get a front-row view of the wholesale grid in action and to see how the grid will change in the future. Read this blog post by Martin LaMonica on Green Tech.

August 24 at 4:38pm · Share · Report

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**SmartMeter™ Installation**  
By Pacific Gas & Electric Company · View Photos

Updated

To learn more about SmartMeters™, visit our Facebook page at [www.facebook.com/smartmeter](http://www.facebook.com/smartmeter)



**Inserting SmartMeter™ unit**



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**IDAHO POWER**  
An BACORP Company

P.O. Box 70 (83707)  
1221 W. Idaho St.  
Boise, ID 83702

PSN-5 0675D  
STANDARD  
U.S. POSTAGE  
PAID  
BOISE, ID  
PERMIT NO. 24

## New Electric Meter Coming Soon



Important information  
regarding installation of  
your new electric meter.

John Smith  
1234 Anyplace St  
Boise, ID 83702

## Information About Your New Electric Meter



Within the next few weeks, technicians contracting with Idaho Power will install your new, advanced electric meter. There is no direct cost to you for the new meter or its installation. However, in order to safely remove your existing meter and replace it with the new one, electricity to your home or business will be shut off for a few seconds. We apologize for this brief power interruption.

When the meter technician arrives, he or she will inform you about the meter exchange. When the work is finished—in approximately five minutes—the technician will let you know the meter exchange was successful. If you are not home, the technician will leave information at your door.

Look for uniformed meter technicians with identification badges saying, "TruCheck contractor for Idaho Power."

These new meters enable Idaho Power to read your meter remotely in the near future. The benefits include:

- The meter is digital, secure and easier to read.
- Energy usage data collected remotely eliminates mis-reads and estimated electricity bills.
- Meter readers no longer need access to your property every month.
- Reduced company vehicles and fuel consumption result in environmental benefits and cost savings.
- Power outages may be restored faster with greater meter communication capabilities.


For more information, visit Idaho Power's Web site [www.idahopower.com](http://www.idahopower.com), or call our Customer Service Center at (208) 388-2323 or 1-800-488-6151 (outside the Treasure Valley).

**IDAHO POWER**  
An BACORP Company

**TruCheck**  
CONTRACTOR FOR IDAHO POWER

Printed on recycled paper.

**YOUR NEW  
SMART METER  
IS COMING  
SOON!**



Imagine...

- ...Saving money and helping the environment...
- ...faster service turning on or off your electricity...
- ...the lights coming on sooner after an outage...

That's the power of  
Energy InSight™ from  
CenterPoint Energy!

Soon, CenterPoint Energy will install a new smart meter at your home or business. Please be sure we have access to your meter! During installation, there will be a service interruption of about 10 minutes. You will receive a second door hanger when your smart meter has been installed with more information on the benefits of smart meters.

If you have questions, please contact your Retail Electric Provider at the number provided on your electric bill.

For more information, call 713-207-2222 or 1-800-332-7143 or visit [CenterPointEnergy.com/EnergyInSight](http://CenterPointEnergy.com/EnergyInSight).

**energyInSight™**  
from **CenterPoint Energy**

CenterPoint Energy's rates and terms of service are regulated by the Public Utility Commission of Texas.  
[www.powertochoose.org](http://www.powertochoose.org)

Welcome to  
Energy InSight™

Congratulations!

CenterPoint Energy, your electric delivery company, has installed a new smart meter, which will provide many benefits, at your home or business.

Smart meters make a new energy future possible.

- **Remote meter reading** – CenterPoint Energy will be able to read your smart meter remotely, virtually eliminating the need to come to your house to read the meter, which means fewer trucks on the road.
- **Smoother transactions** – Remote connection and disconnection of electric service should reduce the time it takes to process service orders for most homes and some businesses.
- **Automatic outage notification** – Smart meters will automatically notify CenterPoint Energy about power outages, helping us restore power more quickly.
- **Energy efficiency and savings** – See your electric usage history to better manage your energy costs by making small changes such as adjusting your thermostat.
- **Environmental benefits** – If consumers conserve energy, less power may have to be produced, which is good for the environment.
- **New products and services** – Retail Electric Providers (REPs), who sell you electricity, can now offer new, innovative products and services.
- **Home Area Networks (HAN)** – Smart meters can interact with ZigBee-compatible HAN devices such as thermostats or other electric appliances so you can better manage your electricity use.

How can I get started?

It's easy! Contact your retail electric provider by calling the number on your electric bill. Watch for additional features and benefits as these meters are deployed over the next few years.

For more information, call  
713-207-2222 or 1-800-332-7143  
or visit [CenterPointEnergy.com/  
EnergyInSight](http://CenterPointEnergy.com/EnergyInSight).