

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



March 7, 2008

Advice Letters 2832-G/3050-E  
2832-G-A/3050-E-A

Brian K. Cherry  
Vice President, Regulatory Relations  
Pacific Gas and Electric Company  
77 Beale Street, Mail Code B10C  
P.O. Box 770000  
San Francisco, CA 94177

Subject: PG&E's ClimateSmart Program Marketing and Budget  
Plan Submitted in Compliance in Decision 06-12-032

Dear Mr. Cherry:

Advice Letters 2832-G/3050-E and 2832-G-A/3050-E-A are  
effective June 3, 2007.

Sincerely,

A handwritten signature in black ink, appearing to read "Sean H. Gallagher".

Sean H. Gallagher, Director  
Energy Division

June 1, 2007

**Advice 2832-G-A/3050-E-A**

(Pacific Gas and Electric Company ID U 39 M)

Public Utilities Commission of the State of California

**Subject: Supplement to PG&E's ClimateSmart Program Marketing and Budget Plan Submitted in Compliance in Decision 06-12-032****Purpose**

Pacific Gas and Electric Company (PG&E) hereby supplements its Advice 2832-G/3050-E, filed May 4, 2007, as a result of direction from the California Public Utilities Commission's (CPUC's) Energy Division. This supplement clarifies PG&E's compliance with CPUC Decision (D.) 06-12-032, which approved, with modifications, the Climate Protection Tariff (now titled 'ClimateSmart'). PG&E also takes this opportunity to make one typographical correction, as noted below, to Advice 2832-G/3050-E.

**Additions to Advice 2832-G/3050-E**

In this supplement, PG&E clarifies that the following attributes will be incorporated into the marketing plan for the ClimateSmart program:

- In compliance with Ordering Paragraph 24 of CPUC Decision (D.) 06-12-032, PG&E will use, to the maximum extent possible, recycled products for ClimateSmart marketing materials.
- In compliance with Ordering Paragraph 23 of D.06-12-032, PG&E will disclose in marketing materials for customer sign-up that the "time-frame of reductions does not match that of the emissions to be offset."
- In compliance with Ordering Paragraph 3 of D.06-12-032 and as stated on page 10 of Advice 2832-G/3050-E, PG&E will not shift funds from marketing to administration or vice versa, or from program year-to-year unless authorized by the CPUC. As stated, PG&E will continue to comply with the CPUC's order. Final, actual marketing expenses may differ (i.e. printing of marketing materials may be less costly than anticipated, etc.) and PG&E, in consultation with the External Advisory Group which includes CPUC staff, may alter spending based on the effectiveness of such spending (to be studied through market research). As stated on page 11 of Advice 2832-G/3050-E, any such revisions to the marketing plan will be communicated to the CPUC as part of the annual report.

**Correction to Advice 2832-G/3050-E**

In this supplement, PG&E also submits a substitute sheet to make a correction to an inadvertent typographical error on page 13 of Advice 2832-G/3050-E. In compliance with Ordering Paragraph 14 of D.06-12-032, annual reports regarding the ClimateSmart program are due March 15, 2008; March 15, 2009; and March 15, 2010.

**Protests**

Since this is a supplemental filing clarifying that PG&E will act in accordance with the CPUC's decision, PG&E requests an expedited protest period and review period pursuant to General Order 96-A, Section IV-B Effective Date and Section XV-Exceptions. Anyone wishing to protest this filing may do so by letter sent via U.S. mail, by facsimile or electronically, any of which must be received no later than **June 6, 2007** with replies to protests due **June 8, 2007**. Protests should be mailed to:

CPUC Energy Division  
Tariff Files, Room 4005  
DMS Branch  
505 Van Ness Avenue  
San Francisco, California 94102

Facsimile: (415) 703-2200  
E-mail: [jjj@cpuc.ca.gov](mailto:jjj@cpuc.ca.gov) and [mas@cpuc.ca.gov](mailto:mas@cpuc.ca.gov)

Copies of protests also should be mailed to the attention of the Director, Energy Division, Room 4004, at the address shown above.

The protest also should be sent via U.S. mail (and by facsimile and electronically, if possible) to PG&E at the address shown below on the same date it is mailed or delivered to the Commission:

Brian K. Cherry  
Vice President, Regulatory Relations  
Pacific Gas and Electric Company  
77 Beale Street, Mail Code B10C  
P.O. Box 770000  
San Francisco, California 94177

Facsimile: (415) 973-7226  
E-mail: [PGETariffs@pge.com](mailto:PGETariffs@pge.com)

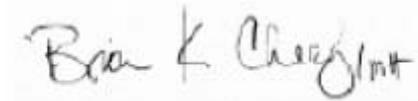
**Effective Date**

PG&E requests that this advice filing become effective **June 3, 2007**, which is the same date Advice 2832-G/3050-E that describes the marketing and budget plan in detail is effective.

**Notice**

In accordance with General Order 96-A, Section III, Paragraph G, a copy of this advice letter is being sent electronically and via U.S. mail to parties shown on the attached list and the parties for A.06-01-012. Address changes to the General Order 96-A service list should be directed to Rose de la Torre at (415) 973-4716. Advice letter filings can also be accessed electronically at:

**<http://www.pge.com/tariffs>**

A handwritten signature in black ink that reads "Brian K. Chappell". The signature is written in a cursive style and is positioned above the typed name.

Vice President, Regulatory Relations

cc: Service List A.06-01-012

- Results of any customer surveys
- Explanation of difficulties, challenges, and lessons learned
- Copies of all marketing materials produced and used in the program; and Climate protection balancing account revenues, expenditures and interest accruals during the previous year, and end-of-year account balance.

The annual reports will be submitted for each year of the program's existence by the following dates as per Order Paragraphs 14 and 15 in the Decision.

Review Period	Report by Date
Twelve months ending December 31, 2007	March 15, 2008
Twelve months ending December 31, 2008	March 15, 2009
Twelve months ending December 31, 2009	March 15, 2010

Once the 2007 program year has been recorded, the data collected will provide a baseline from which targets and potential trends can be established for the subsequent 2008 and 2009 program years.

### **Protests**

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, by facsimile or electronically, any of which must be received no later than **May 24, 2007**, which is 20 days after the date of this filing. Protests should be mailed to:

CPUC Energy Division  
 Tariff Files, Room 4005  
 DMS Branch  
 505 Van Ness Avenue  
San Francisco, California 94102

Facsimile: (415) 703-2200  
 E-mail: [jjj@cpuc.ca.gov](mailto:jjj@cpuc.ca.gov) and [mas@cpuc.ca.gov](mailto:mas@cpuc.ca.gov)

Copies of protests also should be mailed to the attention of the Director, Energy Division, Room 4004, at the address shown above.

The protest also should be sent via U.S. mail (and by facsimile and electronically, if possible) to PG&E at the address shown below on the same date it is mailed or delivered to the Commission:

# CALIFORNIA PUBLIC UTILITIES COMMISSION

## ADVICE LETTER FILING SUMMARY ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No. Pacific Gas and Electric Company U39M

Utility type:

ELC       GAS  
 PLC       HEAT       WATER

Contact Person: Megan Hughes

Phone #: (415) 973-1877

E-mail: MEHr@pge.com

### EXPLANATION OF UTILITY TYPE

ELC = Electric      GAS = Gas  
PLC = Pipeline      HEAT = Heat      WATER = Water

(Date Filed/ Received Stamp by CPUC)

Advice Letter (AL) #: **2832-G-A/3050-E-A**

Subject of AL: Supplement to PG&E's Climatesmart Program Marketing and Budget Plan Submitted in Compliance with Decision 06-12-032

Keywords (choose from CPUC listing): Compliance

AL filing type:  Monthly  Quarterly  Annual  One-Time  Other \_\_\_\_\_

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution: D.06-12-032

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL

Summarize differences between the AL and the prior withdrawn or rejected AL<sup>1</sup>:

Resolution Required?  Yes  No

Requested effective date: **June 3, 2007**

No. of tariff sheets: None

Estimated system annual revenue effect: (%):

Estimated system average rate effect (%):

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected: None

Service affected and changes proposed<sup>1</sup>:

Pending advice letters that revise the same tariff sheets: N/A

**Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:**

CPUC, Energy Division

Attention: Tariff Unit

505 Van Ness Ave.,

San Francisco, CA 94102

[inj@cpuc.ca.gov](mailto:inj@cpuc.ca.gov) and [mas@cpuc.ca.gov](mailto:mas@cpuc.ca.gov)

Utility Info (including e-mail)

Attn: Brian K. Cherry

Vice President, Regulatory Relations

77 Beale Street, Mail Code B10C

P.O. Box 770000

San Francisco, CA 94177

E-mail: [PGETariffs@pge.com](mailto:PGETariffs@pge.com)

<sup>1</sup> Discuss in AL if more space is needed.

**PG&E Gas and Electric Advice  
Filing List  
General Order 96-A, Section III(G)**

ABAG Power Pool	Douglass & Liddell	PG&E National Energy Group
Accent Energy	Downey, Brand, Seymour & Rohwer	Pinnacle CNG Company
Aglet Consumer Alliance	Duke Energy	PITCO
Agnews Developmental Center	Duke Energy North America	Plurimi, Inc.
Ahmed, Ali	Duncan, Virgil E.	PPL EnergyPlus, LLC
Alcantar & Kahl	Dutcher, John	Praxair, Inc.
Ancillary Services Coalition	Dynegy Inc.	Price, Roy
Anderson Donovan & Poole P.C.	Ellison Schneider	Product Development Dept
Applied Power Technologies	Energy Law Group LLP	R. M. Hairston & Company
APS Energy Services Co Inc	Energy Management Services, LLC	R. W. Beck & Associates
Arter & Hadden LLP	Exelon Energy Ohio, Inc	Recon Research
Avista Corp	Exeter Associates	Regional Cogeneration Service
Barkovich & Yap, Inc.	Foster Farms	RMC Lonestar
BART	Foster, Wheeler, Martinez	Sacramento Municipal Utility District
Bartle Wells Associates	Franciscan Mobilehome	SCD Energy Solutions
Blue Ridge Gas	Future Resources Associates, Inc	Seattle City Light
Bohannon Development Co	G. A. Krause & Assoc	Sempra
BP Energy Company	Gas Transmission Northwest Corporation	Sempra Energy
Braun & Associates	GLJ Energy Publications	Sequoia Union HS Dist
C & H Sugar Co.	Goodin, MacBride, Squeri, Schlotz &	SESCO
CA Bldg Industry Association	Hanna & Morton	Sierra Pacific Power Company
CA Cotton Ginners & Growers Assoc.	Heeg, Peggy A.	Silicon Valley Power
CA League of Food Processors	Hitachi Global Storage Technologies	Smurfit Stone Container Corp
CA Water Service Group	Hogan Manufacturing, Inc	Southern California Edison
California Energy Commission	House, Lon	SPURR
California Farm Bureau Federation	Imperial Irrigation District	St. Paul Assoc
California Gas Acquisition Svcs	Integrated Utility Consulting Group	Sutherland, Asbill & Brennan
California ISO	International Power Technology	Tabors Caramanis & Associates
Calpine	Interstate Gas Services, Inc.	Tecogen, Inc
Calpine Corp	IUCG/Sunshine Design LLC	TFS Energy
Calpine Gilroy Cogen	J. R. Wood, Inc	Transcanada
Cambridge Energy Research Assoc	JTM, Inc	Turlock Irrigation District
Cameron McKenna	Luce, Forward, Hamilton & Scripps	U S Borax, Inc
Cardinal Cogen	Manatt, Phelps & Phillips	United Cogen Inc.
Cellnet Data Systems	Marcus, David	URM Groups
Chevron Texaco	Matthew V. Brady & Associates	Utility Resource Network
Chevron USA Production Co.	Maynor, Donald H.	Wellhead Electric Company
City of Glendale	MBMC, Inc.	White & Case
City of Healdsburg	McKenzie & Assoc	WMA
City of Palo Alto	McKenzie & Associates	
City of Redding	Meek, Daniel W.	
CLECA Law Office	Mirant California, LLC	
Commerce Energy	Modesto Irrigation Dist	
Constellation New Energy	Morrison & Foerster	
CPUC	Morse Richard Weisenmiller & Assoc.	
Cross Border Inc	Navigant Consulting	
Crossborder Inc	New United Motor Mfg, Inc	
CSC Energy Services	Norris & Wong Associates	
Davis, Wright, Tremaine LLP	North Coast Solar Resources	
Defense Fuel Support Center	Northern California Power Agency	
Department of the Army	Office of Energy Assessments	
Department of Water & Power City	OnGrid Solar	
DGS Natural Gas Services	Palo Alto Muni Utilities	