

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



June 5, 2008

Advice Letter 3257-E

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: Modification of Existing Mass Market Program to Offer
Limited Marketing Campaign of Fluorescent Lamp Recycling

Dear Mr. Cherry:

Advice Letter 3257-E is effective May 27, 2008.

Sincerely,

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

Sean H. Gallagher, Director
Energy Division

April 22, 2008

Advice 3257-E

(Pacific Gas and Electric Company ID U 39 E)

Public Utilities Commission of the State of California

Subject: Modification of Existing Mass Market Program to Offer Limited Marketing Campaign of Fluorescent Lamp Recycling**Purpose**

PG&E proposes to offer a limited marketing campaign for fluorescent lamp recycling as part of its existing 2006-2008 energy efficiency portfolio. Pursuant to direction in Decision (D.) 05-09-043, PG&E submits this Advice Letter for approval. The primary intent of the campaign is to partner with local governments to raise fluorescent lamp recycling (FLR) public awareness and to stimulate FLR behavior. PG&E will develop and run public advertisements and provide funding to partners to purchase recycling kits. PG&E proposes to fund this marketing effort with unspent, uncommitted funds from the electric pre-1998 Demand-Side Management (DSM) balancing account funds.

Background

PG&E intends to include a FLR marketing campaign in its application for the 2009-2011 energy efficiency portfolio. During the remainder of 2008, PG&E proposes to offer a limited marketing campaign for fluorescent lamp recycling as part of its existing 2006-2008 energy efficiency portfolio. This campaign will enable PG&E to begin raising public awareness regarding fluorescent lamp recycling (FLR) concurrently with its ongoing compact fluorescent lamp (CFL) marketing campaign.

Goals

The ultimate goal of this campaign is to transform the market by providing resources and leadership to local governments to help them encourage permanent behavior change by adopting fluorescent lamp recycling. The 2008 pilot will fund activities to initiate this transformation. If approved, the 2009-2011 request for a FLR pilot will build on this momentum.

Specific goals for 2008 include:

- Raise public awareness regarding fluorescent lamp recycling (FLR) and stimulate FLR behavior
- Work with local government partners to develop and implement public awareness advertising campaigns and to promote collection opportunities for residential customers in up to eight locations in PG&E's service territory

Proposed Marketing Campaign

The pilot will be limited to the remainder of 2008 with the expectation that a larger effort will be included in the 2009-2011 portfolio.

In 2008, PG&E proposes to initially partner with three to four local governments, and expand the pilot to up to eight locales depending on the demand for the pilot program. PG&E will partner with these local governments to create a FLR public awareness campaign for each of their communities. PG&E will also develop and run public advertisements and provide limited funding to the partners to purchase recycling kits. Local government partners will provide appropriate collection locations and staff to collect fluorescent lamps from residential customers and will arrange for lamp disposal.

Implementation Schedule

PG&E intends to initiate the pilot in June 2008 and conclude in December 2008.

Funding

The pilot budget is \$600,000. PG&E proposes to fund this pilot effort with unspent, uncommitted funds from the electric pre-1998 Energy Efficiency Balancing Account (EEBA). PG&E proposes to transfer project funds from the EEBA to its current expense tracking account, the Public Purpose Program Energy Efficiency Balancing Account, where fluorescent lamp recycling costs will be recorded and tracked separately.

Estimated Energy Savings

Because this is a non resource effort, there will be no direct energy savings, and there is no estimated Total Resource Cost (TRC).

Protest Period

Anyone wishing to protest this filing may do so by sending a letter by **May 12, 2008**, which is **20 days** from the date of this filing. The protest must state the grounds upon which it is based, including such items as financial and service impact, and should be submitted expeditiously. 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: ijnj@cpuc.ca.gov and 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

Effective Date

PG&E requests that this advice filing become effective 30 days from the date of the filing.

Notice

In accordance with General Order 96-B, Section IV, 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 on the service list for A.05-06-006. Address changes to the General Order 96-B service list should be directed to Rose de la Torre at (415) 973-4716. Send all electronic approvals to PGETariffs@pge.com. Advice letter filings can also be accessed electronically at:

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

A handwritten signature in black ink, reading "Brian K. Cheyette". The signature is written in a cursive style and is positioned above the typed name.

Vice President - Regulatory Relations

cc: Service Lists – A.05-06-006

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 (ID U39 M)**

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) #: 3257-E

Tier: [3]

Subject of AL: Modification of Existing Mass Market Program to Offer Limited Marketing Campaign of Fluorescent Lamp Recycling

Keywords: demand side management

AL filing type: Monthly Quarterly Annual One-Time Other _____

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #: Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: No

Summarize differences between the AL and the prior withdrawn or rejected AL:

Is AL requesting confidential treatment? If so, what information is the utility seeking confidential treatment for: No

Confidential information will be made available to those who have executed a nondisclosure agreement: N/A

Name(s) and contact information of the person(s) who will provide the nondisclosure agreement and access to the confidential information:

Resolution Required? Yes No

Requested effective date:

No. of tariff sheets: N/A

Estimated system annual revenue effect (%): N/A

Estimated system average rate effect (%): N/A

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:

Service affected and changes proposed:

Protests, dispositions, 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
Tariff Files, Room 4005**

DMS Branch

505 Van Ness Ave., San Francisco, CA 94102

jn@cpuc.ca.gov and mas@cpuc.ca.gov

Pacific Gas and Electric Company

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

**PG&E Gas and Electric
Advice Filing List
General Order 96-B, Section IV**

ABAG Power Pool
Accent Energy
Aglet Consumer Alliance
Agnews Developmental Center
Ahmed, Ali
Alcantar & Kahl
Ancillary Services Coalition
Anderson Donovan & Poole P.C.
Applied Power Technologies
APS Energy Services Co Inc
Arter & Hadden LLP
Avista Corp
Barkovich & Yap, Inc.
BART
Bartle Wells Associates
Blue Ridge Gas
Bohannon Development Co
BP Energy Company
Braun & Associates
C & H Sugar Co.
CA Bldg Industry Association
CA Cotton Ginners & Growers Assoc.
CA League of Food Processors
CA Water Service Group
California Energy Commission
California Farm Bureau Federation
California Gas Acquisition Svcs
California ISO
Calpine
Calpine Corp
Calpine Gilroy Cogen
Cambridge Energy Research Assoc
Cameron McKenna
Cardinal Cogen
Cellnet Data Systems
Chevron Texaco
Chevron USA Production Co.
City of Glendale
City of Healdsburg
City of Palo Alto
City of Redding
CLECA Law Office
Commerce Energy
Constellation New Energy
CPUC
Cross Border Inc
Crossborder Inc
CSC Energy Services
Davis, Wright, Tremaine LLP
Defense Fuel Support Center
Department of the Army
Department of Water & Power City
DGS Natural Gas Services

Douglass & Liddell
Downey, Brand, Seymour & Rohwer
Duke Energy
Duke Energy North America
Duncan, Virgil E.
Dutcher, John
Dynergy Inc.
Ellison Schneider
Energy Law Group LLP
Energy Management Services, LLC
Exelon Energy Ohio, Inc
Exeter Associates
Foster Farms
Foster, Wheeler, Martinez
Franciscan Mobilehome
Future Resources Associates, Inc
G. A. Krause & Assoc
Gas Transmission Northwest Corporation
GLJ Energy Publications
Goodin, MacBride, Squeri, Schlotz &
Hanna & Morton
Heeg, Peggy A.
Hitachi Global Storage Technologies
Hogan Manufacturing, Inc
House, Lon
Imperial Irrigation District
Integrated Utility Consulting Group
International Power Technology
Interstate Gas Services, Inc.
IUCG/Sunshine Design LLC
J. R. Wood, Inc
JTM, Inc
Luce, Forward, Hamilton & Scripps
Manatt, Phelps & Phillips
Marcus, David
Matthew V. Brady & Associates
Maynor, Donald H.
MBMC, Inc.
McKenzie & Assoc
McKenzie & Associates
Meek, Daniel W.
Mirant California, LLC
Modesto Irrigation Dist
Morrison & Foerster
Morse Richard Weisenmiller & Assoc.
Navigant Consulting
New United Motor Mfg, Inc
Norris & Wong Associates
North Coast Solar Resources
Northern California Power Agency
Office of Energy Assessments
OnGrid Solar
Palo Alto Muni Utilities

PG&E National Energy Group
Pinnacle CNG Company
PITCO
Plurimi, Inc.
PPL EnergyPlus, LLC
Praxair, Inc.
Price, Roy
Product Development Dept
R. M. Hairston & Company
R. W. Beck & Associates
Recon Research
Regional Cogeneration Service
RMC Lonestar
Sacramento Municipal Utility District
SCD Energy Solutions
Seattle City Light
Sempra
Sempra Energy
Sequoia Union HS Dist
SESCO
Sierra Pacific Power Company
Silicon Valley Power
Smurfit Stone Container Corp
Southern California Edison
SPURR
St. Paul Assoc
Sutherland, Asbill & Brennan
Tabors Caramanis & Associates
Tecogen, Inc
TFS Energy
Transcanada
Turlock Irrigation District
U S Borax, Inc
United Cogen Inc.
URM Groups
Utility Resource Network
Wellhead Electric Company
White & Case
WMA