

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



April 8, 2013

Advice Letter 4185-E

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

**Subject: PG&E's 2013 Marketing & Outreach Plan for the California
Solar Initiative General Market and Multi-Family Affordable
Solar Housing Programs**

Dear Mr. Cherry:

Advice Letter 4185-E is effective March 2, 2013.

Sincerely,

A handwritten signature in cursive script that reads "Edward F. Randolph".

Edward F. Randolph, Director
Energy Division

January 31, 2013

Advice 4185-E

(Pacific Gas and Electric Company ID U 39 E)

Public Utilities Commission of the State of California

Subject: PG&E's 2013 Marketing & Outreach Plan for the California Solar Initiative General Market and Multi-Family Affordable Solar Housing Programs

Purpose

In compliance with Appendix A of Decision (D.) 07-05-047 and the subsequent Phase One Modification in D.11-07-031, Pacific Gas and Electric Company (PG&E) hereby requests Energy Division approval of its 2013 Marketing & Outreach Plan (M&O Plan) for the California Solar Initiative (CSI) General Market and Multi-Family Affordable Solar Housing (MASH) programs in its service territory.

PG&E's proposed M&O Plan requests an annual budget of \$820,000 for CSI General Market and \$65,000 for MASH. In submitting these requests, PG&E sets forth a detailed justification for marketing and outreach (M&O) expenses deemed necessary.

Additionally in this M&O Plan, in accordance with the guidelines provided, PG&E includes the following items:

- A recap of 2012 CSI General Market M&O tactics;
- An outline of 2013 CSI General Market M&O goals and strategies;
- A detailed description of the 2013 M&O plan specifying each proposed M&O tactic;
- A summary of the total 2013 M&O budget request and proposed timeline; and
- A request for funding for the M&O Plan for the MASH programs.

Background

On May 24, 2007, the California Public Utilities Commission (CPUC or Commission) issued D.07-05-047, which established a process for approval of the Interim CSI M&O Plans. This decision stated that the interim process will remain in place until the Energy Division provides more complete guidance to the CSI Program Administrators (PAs) regarding CSI M&O activities after preliminary or Phase I issues were resolved. It also states that PAs shall update their Interim M&O Plan by

sending a follow-up letter to the Director of the Energy Division six months after the date of their initial letter, and every six months thereafter.

Tariff Revisions

On July 26, 2010, the CPUC's Energy Division Staff issued a Staff Proposal containing suggested modifications to the CSI program including establishing the Final M&O Plan. Subsequently, Decision 11-07-031 (The Decision) modified the Commission Decision (D.) 06-12-033 affecting the planned long-term M&O budget.

The issues surrounding the long-term and Final CSI M&O Plan were addressed on July 14, 2011 in The Decision. The Decision reaffirmed that the long-term CSI M&O budget established for General Market is \$15 million, split equally among the three PAs and effectively lifts the cap of an annual budget of \$500,000. The Decision directs the PAs to continue to conduct M&O activities previously established as part of the "Interim" CSI M&O guidelines and leaves discretion for additional activities to the PAs under the guidance of the Energy Division.

PG&E submits this 2013 M&O Plan in accordance with this direction and under the new process for approval of marketing plans for the CSI General Market Program through Advice Letter.

Recap and Update of 2012 M&O Tactics

Solar Education and Training—Online and Live Classes

Solar related classes and training remain a top priority for PG&E as it continues to deliver a high quality of education that customers and contractors expect. This commitment is evident in the various courses—both online and in the classroom—on relevant and important solar specific and related topics. PG&E has also been continuing its "Solar Noon" webinar series as a convenient way to provide education to customers and contractors alike.

PG&E consistently looks for opportunities to improve course content and add appropriate material that will be beneficial to customers, contractors and other key audiences. New emphasis has been placed this year on billing, safety and consumer protection. PG&E also performs targeted outreach efforts including an email campaign and promotional calendars to support and encourage participation in these educational classes and training.

Customer Research

In an effort to better serve solar customers, PG&E conducted customer research around different aspects of the solar process to identify gaps and areas for improvement.

Residential Net Energy Metering (NEM) Billing

Focus groups were conducted to gain insights into existing solar customers' understanding of NEM, their primary concerns and core areas of confusion with the existing bills. Additionally, PG&E sought to better understand what customers' expectations are at the time of their decision to purchase solar and the extent to which PG&E can help set and manage those expectations through information and resources.

Leveraging the findings from the research, PG&E is creating a more optimal NEM billing experience for customers. These efforts include development of adequate communications and outreach around billing for new customers (Solar Welcome Kits) and development of the new NEM bill prototype as part of the PG&E's larger Bill Redesign project.

Solar Online Experience

A key opportunity to improve customer satisfaction among solar customers was identified through the NEM billing customer research. The initial findings indicated that PG&E's current online experience through the MyEnergy web portal for existing solar customers is inadequate. It currently only provides basic bill and net usage information while solar customers have expressed a higher level of engagement and interest in their detailed energy use and costs.

As a result, PG&E is developing a long-term plan to help improve the online solar customer experience by making available better information and tools. To do this effectively, customer research was fielded to guide the strategic direction of the project including determining the type of data customers would like to see and the best way to present it. A primary area of focus is to further develop the online tools to help customers really understand the value of their system and evaluate their solar investment.

Non-Residential Motivations

While the above research focused on residential customers, PG&E also conducted interviews with non-residential customers to better understand their motivations for "going solar". This research was structured to build upon the findings from the 2009 CSI Impact Evaluation report, and provided insights into the experience that current non-residential CSI participants have had with the CSI program and different aspects of the end to end solar process.

PG&E will be using insights from this research to inform Distributed Generation policy and program decisions to better serve the non-residential segment in the future. This is especially important as the CSI incentives wind down. Additionally, the findings will also help PG&E understand and react accordingly to how other changes in solar

technology cost and performance, non-CSI program incentives (e.g. federal tax incentives), or retail rate design may affect non-residential adoption.

NEM Educational Efforts

As previously noted, a key area of dissatisfaction and confusion for solar and renewable customers involves their post-installation experience, particularly with the NEM process. In order to improve customer satisfaction and set proper expectations, PG&E launched several efforts to educate customers and help them better understand their billing.

Solar Welcome Kits

PG&E developed and launched its first ever comprehensive “Solar Welcome Kit” to mail to new NEM customers upon interconnection of their system. The goal of this piece is to provide a better understanding of what happens after the system is installed and the NEM billing process. Messaging about SmartMeter, MyEnergy, Energy Efficiency and Demand Response are also incorporated as part of the call for complete energy management.

The “kit” consists of the following components:

- Folder to house the content and provide storage for later reference;
- Congratulatory welcome letter;
- Booklet with an overview of the NEM billing process and a step-by-step guide of how to read their bills (regular PG&E bill and NEM statement);
- Static window cling to showcase their solar ownership pride; and
- SmartMeter, Energy Efficiency and Demand Response tips.

NEM and SmartMeter Communication

In 2012, PG&E began SmartMeter deployment to both existing and new solar customers. A communication was launched to inform customers about the SmartMeter installation process and subsequent changes to MyEnergy, an online portal that enables customers to see their net usage the following day. This effort also helps customers realize the benefits of SmartMeter by providing access to the various tools and information within MyEnergy and educates them about NEM by allowing customers to better understand their system’s performance and billing.

NEM Video and Webpages

Research findings have shown that solar customers are a highly engaged, tech savvy audience that prefers the web as their channel of choice. Therefore, a robust website on PGE.com was launched to support the NEM communications and further educate customers on this complex topic. SmartMeter and NEM billing contents were integrated and revamped to focus on explaining the process from a solar customer’s

perspective. The web tools were expanded by launching a new NEM info-graphic video, which was created to provide a high-level overview of how NEM works in an engaging and an easy to understand way for customers. Additionally, a component by component guide was developed with visuals of the bills to explain key billing information.

These new webpages serve as a resource of information to meet the post-installation needs of solar customers and ensure them a better experience:

<http://www.pge.com/afterinstalling> - landing webpage for post-installation

<http://www.pge.com/nembilling> - NEM Billing educational content

<http://www.pge.com/renewableupgrade> - SmartMeter upgrade information for solar customers.

<http://www.pge.com/myhome/myaccount/explanationofbill/nem/> - explanation of billing components

NEM Workshops

In an effort to better educate PG&E's business customers and address their solar related inquiries, new training was developed around interconnection and NEM billing. These trainings and workshops are being provided on an ongoing basis to the Sales and Service team, PG&E's account representatives and managers, who often serve as the first line of communication to help address the needs of medium and large business customers. The training is available in person and via webinars and is being hosted throughout PG&E's vast service area. The content provides best practices and in-depth explanations of the interconnection and NEM billing process for this important subset of customers.

AB 920 Communication

In an effort to avoid dissatisfaction and confusion, PG&E has continued to conduct outreach to customers about the Net Surplus Compensation option for excess generation that was implemented by Assembly Bill (AB) 920. PG&E proactively notifies customers about their eligibility and advises them on how to find additional information on their bill and NEM statement, if applicable. The communications direct customers online for more information on Net Surplus Compensation including what it is and how it is calculated as well as a graphical video that explains the process.

NEM Bill Design

As part of PG&E's larger Bill Redesign project to help reduce customer confusion over their bills, PG&E will also address the NEM billing process and consolidate the existing regular PG&E blue bill and the NEM Statement. The ultimate goal is to present key information relating to their NEM details—net usage, charges and credit—in a simple, clear and easy to understand format. This newly redesigned NEM

bill was created with insights gained from the *Residential NEM Billing research*. Additional feedback from individual customers is being gathered through interviews to inform further improvements and changes that will help customers better understand their bills.

Integration Efforts

Energy House Calls

This past summer, PG&E launched its Energy House Calls campaign, an integrated residential pilot that features a series of reality television style mini-shows. The Energy House Calls series follows six real families as they work with PG&E to make the most of the energy management programs PG&E offers. By integrating key residential programs and initiatives under a united campaign, PG&E demonstrates the benefits of these products with relatable successes of real PG&E customers, leading to increased awareness and potential for participation with one or more programs.

The outreach campaign included local targeted ads (TV, Online, Cinema, Digital), events, in-store with retailers and through various online and social channels. There is also a micro-site that serves as the main web portal for the video and additional information on the programs. The campaign highlighted the CSI program in a “how-to” video with an emphasis on educating customers about doing energy efficiency measures first before installing a solar photovoltaic (PV) system:

<http://www.energyhousecalls.com/#/do/solarprep>

Solar Analysis Calculator

The Solar Analysis Calculator is an interactive online financial analysis tool that shows customers their potential cost, bill savings and energy offset with the installation of a solar PV system. With the full implementation in 2012, the tool also launched an energy efficiency feature to show additional savings in the system's costs and the return on investment (ROI) from doing energy efficiency measures first to encourage customers to take action upfront. PG&E also integrated the solar calculator into a newly developed energy audit tool for small and medium business customers within My Energy.

Statewide Collaboration—Consumer Guide and Newsletter

PG&E continues to welcome collaboration with the Energy Division staff and other CSI PAs as well as explore opportunities to leverage resources. In 2012, the majority the cross-collaboration focused on revamping the solar Consumer Guide and the Go Solar California newsletter.

PG&E collaborated on several editions of the Go Solar California newsletters throughout the year. The work was led by the California Center for Sustainable Energy (CCSE), however due to funding issues, the CSI PAs re-evaluated the approach and agreed on a new monetary arrangement. In an effort to make the newsletter as effective as possible, PG&E worked with the other CSI PAs to develop an online survey that was sent to readers to gather feedback about their interests, motivations for subscribing and general satisfaction with the newsletter. Readers were also surveyed on the content and frequency of the newsletter to identify areas for improvement moving forward. As a result, a new strategy and format were developed for the monthly newsletter set to launch in 2013.

Another significant effort PG&E has actively participated in is the updating of the solar Consumer Guide. PG&E has been working with the other PAs to update the look and feel of the guide, refresh the content and simplify the messaging to ensure customers understand the steps to going solar and have the resources they need along the way.

Business Case Studies

PG&E has developed a case study featuring the City of Santa Rosa in an effort to highlight how solar can benefit non-residential customers and promote participation in the CSI program. The case studies focus on helping key decision-makers understand the path to solar, starting with the benefits of energy efficiency and demand response specific to certain customer segments. The case studies prominently feature both the economic and environmental benefits of going solar and how it helps demonstrate these businesses' environment commitment to their customers and community. The City of Santa Rosa case study also showcases its city-wide climate action plan that includes multiple solar and renewable projects as well as highlights their partnership with Solar Sonoma County.

A second case study is under development and will feature Google, who has completed various solar PV and other renewable energy projects across several facilities. These case studies will be distributed as part of PG&E's tool kit used by business account representatives and managers that engage with non-residential customers on their energy management needs as well as upon request by customers.

Industry Engagement—Conference, Events, Forums and Memberships

PG&E continues to support and partner with key industry organizations that contribute to the success of solar and help facilitate improvements in the consumer market as well as reduce barriers within the solar industry. On behalf of the CSI program, PG&E also participates in solar focused events and conferences that allow access to key influencers within the solar industry. PG&E feels strongly that it is important to actively engage with these events and organizations as they support and

shape program and policy decisions that will drive solar adoption and ensure the success of CSI.

These organizations include California Solar Energy Industries Association (CalSEIA), SolarTech, Solar Electric Power Association (SEPA) and Solar Sonoma County. The events PG&E and the CSI PAs have sponsored or participated in as a speaker include the 2012 SolarTech Leadership Summit, Intersolar North America, PV Solar America West and various Solar Sonoma County training and forums.

2013 California Solar Initiative (CSI) Marketing and Outreach Plan

In PG&E's service area, 2012 proved to be another successful year for the CSI Program with a record number of applications since the inception of the program in 2007. PG&E has also passed a major customer milestone with more than 75,000 interconnections, leading the country in customer-side solar. As the program begins to approach its end, PG&E continues to look for ways to encourage and support the adoption of solar in the absence of incentives. The 2013 M&O plan will reflect such activities through increased education and awareness of the process of going solar and improved tools and resources.

CSI M&O Goals and Strategies

In 2013, PG&E will continue to enhance its role in guiding customers through the end-to-end process of going solar. As a trusted energy advisor, PG&E is focused on improving the overall solar customer experience, particularly post-installation. PG&E will build upon the efforts launched in 2012 to educate and support customers around various aspects of solar.

PG&E has identified the following strategies for 2013 in support of the CSI program:

- Help customers make informed decisions about solar by providing a better understanding of the pre- and post-installation process;
- Improve customer satisfaction by providing adequate information and tools to better set and manage the expectations of customers going solar; and
- Engage with the solar industry to facilitate market improvements that reduce barriers to solar adoption.

The following section outlines the M&O tactics and activities PG&E has identified for 2013.

CSI M&O Tactics and Activities

Commemoratory Community Event

PG&E anticipates reaching a major milestone at the beginning of 2013—PG&E is expected to reach the end of residential incentives in the 2nd or 3rd quarter of 2013. Additionally, PG&E has hit another major customer milestone at the end of 2012 with the 75,000th solar interconnection. PG&E would like to commemorate these milestones by hosting a community and media event to celebrate and highlight the success and accomplishments of the CSI program. The event will attract customers, local government and state officials including the CPUC with messaging to promote the benefits of solar.

Customer Research

Online Experience – Phase II

PG&E is in the process of formulating a strategy for building improved website content, online tools and functionality to better help existing NEM customers validate their investment in solar and understand its impact on their bills. PG&E conducted focus groups in 2012 to understand the needs and wants of solar customers for online information and will use that feedback to develop new features and functionality. PG&E would then like to follow-up with solar customers in 2013 with an additional quantitative study that further tests and refines the prototype of the online interface, features and messaging.

Integration

Solar Calculator

PG&E plans to continue to work towards integrating the Solar Analysis Calculator into the energy analyzer tools currently available in My Energy, PG&E's online account portal. That will enable customers to see the financial feasibility of solar based on their actual past usage and costs. It will also enable customers to make more customized energy efficiency improvements based on historical data and behaviors.

Energy House Calls

In support of Integrated Demand Side Management (IDSM), PG&E is planning to launch the second phase of its Energy House Calls campaign. This second campaign plans to build on the first phase, which consisted of several mini-reality style shows that combine many of PG&E's residential energy efficiency, demand response and renewable programs to add up to better energy management for customers. The goal of this marketing effort is to drive greater engagement in the programs by promoting

the holistic benefits of integrating offerings. One of the key programs to be highlighted in the 2013 campaign will be solar PV.

NEM Billing Outreach

Welcome Kits

PG&E plans to continue mailing the Welcome Kits in 2013 to continue to set customers' expectations about what happens after interconnecting their system, particularly as it relates to understanding NEM billing. The kit provides a thorough overview of the billing process and gives explanations of key bill components. PG&E plans to make revisions to the Welcome Kit in 2013 to incorporate changes resulting from the new NEM bills being launched as part of the larger Bill Redesign effort. New solar customers will begin receiving redesigned NEM bills sometime in the second half of 2013.

Billing Communications

As mentioned, PG&E is leveraging the bill redesign effort to combine the NEM statement with the regular PG&E bill and plans to begin the transition for all solar existing customers in late 2013. To ensure customer satisfaction and avoid confusion, PG&E would like to conduct outreach that will provide awareness of upcoming billing related changes. In addition, it is important that the communications provide sufficient information to ensure customers have a full understanding of how they are impacted and how to read their new bill. PG&E will share more details of the communication plan as it is developed.

NEM Factsheet for Contractors

In 2012, PG&E proposed developing a factsheet for solar contractors to educate their customers about the basics of NEM billing and help to set the proper expectations of what happens after the installation is complete. PG&E still finds value in the proposition since contractors are often the first point of contact with customers interested in solar. PG&E has not yet developed this and is looking to complete a more robust tool kit for contractors in 2013. This effort will leverage the other NEM education materials that were created for customers in 2012.

NEM Toolkit for Energy Sales and Service (ES&S)

PG&E's business account representatives and managers are responsible for managing the relationship with all non-residential customers including large commercial, industrial, agricultural, governments and agencies as well as small and medium businesses. PG&E would like to develop a NEM tool kit with information and resources that will deliver an adequate amount of helpful information about their bill and offer a consistent customer experience similar to what we offer our residential

customers with the Welcome Kit. The goal will be to ensure PG&E representatives and managers can work with PG&E's business customers to provide a comprehensive understanding of the NEM billing process and their statements.

Industry Engagement--Organizational Memberships

PG&E firmly believes that there is inherent value in supporting and engaging with industry organizations whose focus is to improve the process of going solar. It provides a unique opportunity to talk to other solar professionals and stakeholders who have a vested interest in further solar adoption, a goal consistent with that of the CSI program. PG&E would like to continue its board memberships with such organizations including SEPA, SolarTech and CalSEIA.

At this time, PG&E does not plan to sponsor any conferences or events on behalf of the CSI program.

Statewide Collaboration

Go Solar California Newsletter

The goal of the newsletter is to keep various stakeholders informed of CSI program changes, regulatory updates and relevant industry news and events. The newsletter also serves a valuable source of information for customers interested in solar with links to important information and resources. Therefore, PG&E provides support and coordinates with the CSI PAs on the monthly Go Solar California e-newsletter. In 2013, PG&E will begin to fund CCSE for a portion of the production and design aspect of the newsletter. PG&E will continue contributing direct support in form of content, news and process improvement ideas.

Ad-Hoc Events and Activities

As in 2012, PG&E is again proposing to set aside funding to consider opportunities on an ad-hoc basis that may arise such as new outreach needs, sponsorship opportunities or to address unanticipated issues or changes. One such need may be the expected closure of the residential portion of the CSI program in early 2013. PG&E will assess the feasibility of each opportunity in consultation with Energy Division staff to determine if it aligns with the goals and strategies outlined above and the proper level of funding.

Fixed Overhead and Labor

In order to continue to provide ongoing support and materials, PG&E requests a set aside budget for fixed costs and activities including, but not limited to, reprinting existing and new materials, regular web maintenance and updates, collateral management and fulfillment, etc. This will also include the necessary funding for

2013 Multifamily Affordable Solar Housing (MASH) Marketing and Outreach Plan

2013 MASH Goals and Strategies

The M&O Plan for the MASH program will be focused on outreach to building occupants to achieve the following objectives:

- Improving customers' understanding of the Virtual Net Energy Metering (VNEM) billing process through education.
- Help customers maximize the value of solar by providing other energy management solutions through an integrated approach.

2013 MASH M&O Tactics and Activities

Welcome to MASH Package

MASH program staff has identified a need for customers living in MASH-enrolled buildings to better understand the overall process, benefits and implications of the program. As such, PG&E would like to leverage its creation of the "Welcome to Solar" package to create a "Welcome to MASH" package. This package would include several pieces of educational collateral including:

- "Welcome to MASH" letter with information explaining how the concept of Virtual Net Energy Metering works, the benefits of solar energy, etc.
- "Integrated Demand Side Management" (IDSM) with information related to PG&E's IDSM program offerings (Energy Efficiency, Demand Response, etc.) and how they can help customers get the most from their solar installations and save on energy costs.
- "Understanding Your VNEM Bill" brochure with an explanation of the VNEM bill

Associated costs for this package include the creation of the "Welcome to MASH" letter, "Understanding Your VNEM Bill" piece and printing and postage. The creation and printing of the "Integrated Demand Side Management" piece will be a shared cost between the IDSM programs available to low-income customers.

Phone Survey

PG&E would like to allocate funds to perform an assessment of post-VNEM education to determine the customers' satisfaction with the MASH collateral. This survey will serve to influence any changes needed in the collateral to make it more understandable or effective.

Web Updates

PG&E would like to update the MASH page at pge.com to include the educational information on VNEM. Additionally, PG&E would like to use MASH outreach dollars to partially fund the creation of a webpage within pge.com that will serve as a central resource of IDSM offerings available for low-income property owners and managers.

Customer Research

PG&E has identified the need to better understand low-income customers' preference in messaging and education on programs and rates. In light of that need, PG&E is proposing to leverage the Energy Savings Assistance (ESA) Program's Household Segmentation study and funds to be used for deeper dives into the data it provided. These costs will be covered by the ESA Program as it investigates messaging and education related to IDSM and all low-income programs available to low-income customers.

Labor

PG&E would like to set aside the necessary funding for labor required to perform marketing and outreach for the MASH program. Much of the labor costs will be shared by other programs due to the integrated nature of PG&E's MASH outreach proposal.

Ad-Hoc Opportunities

PG&E is proposing setting funding aside to evaluate ad-hoc opportunities and address unanticipated issues and outreach opportunities that arise throughout the year.

Summary of 2013 MASH M&O Budget and Timeline

The table below consists of a summary of PG&E's 2012 MASH M&O tactics and the associated budgets that were described in more detail in the above section.

2013 MASH M&O Tactics Summary Cost

<u>2013 MASH Marketing and Outreach Plan and Budget</u>		
	<i>Tactics</i>	<i>Budget</i>
1	Welcome to MASH Package (design, production and distribution)	\$ 40,000
2	Phone Survey	\$ 5,000
3	Web Updates	\$ 5,000
4	Customer Research	\$ -
5	Ad-Hoc	\$ 5,000
6	Labor	\$ 10,000
	TOTAL	\$ 65,000

Proposed Activity Calendar

MASH M&O	Q1			Q2			Q3			Q4		
	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov	Dec
Local PG&E Activities												
Welcome to MASH Package				■	■	■	■	■	■	■	■	■
Phone survey						■	■	■	■	■	■	■
Customer Research		■	■	■	■	■	■	■	■	■	■	■
Web Updates				■	■	■						

Protests

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, facsimile or E-mail, no later than **February 20, 2013**, which is 20 days after the date of this filing. Protests must be submitted to:

CPUC Energy Division
ED Tariff Unit
505 Van Ness Avenue, 4th Floor
San Francisco, California 94102

Facsimile: (415) 703-2200
E-mail: EDTariffUnit@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 shall also be sent to PG&E either via E-mail or U.S. mail (and by facsimile, if possible) 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

Any person (including individuals, groups, or organizations) may protest or respond to an advice letter (General Order 96-B, Rule 7.4). The protest shall contain the following information: specification of the advice letter protested; grounds for the protest; supporting factual information or legal argument; name, telephone number, postal address, and (where appropriate) e-mail address of the protestant; and statement that the protest was sent to the utility no later than the day on which the protest was submitted to the reviewing Industry Division (General Order 96-B, Rule 3.11).

Effective Date

PG&E requests that this Tier 2 advice filing become effective on regular notice, **March 2, 2013**, which is 30 calendar days after the date of filing.

Notice

In accordance with General Order 96-B, Rule 4, 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 Rulemaking 12-11-005. Address changes to the General Order 96-B service list should be directed to PG&E at email address PGETariffs@pge.com. For changes to any other service list, please contact the Commission's Process Office at (415) 703-2021 or at Process_Office@cpuc.ca.gov. Send all electronic approvals to PGETariffs@pge.com. Advice letter filings can also be accessed electronically at: <http://www.pge.com/tariffs>

Handwritten signature of Brian Cherry in cursive script.

Vice President, Regulatory Relations

Attachments

cc: Rulemaking 12-11-005

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 E)**

Utility type:

ELC GAS
 PLC HEAT WATER

Contact Person: **Shirley Wong**

Phone #: **(415) 972-5505**

E-mail: **slwb@pge.com and PGETariffs@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) #: **4185-E**

Tier: **2**

Subject of AL: **PG&E's 2013 Marketing & Outreach Plan for the California Solar Initiative General Market and Multi-Family Affordable Solar Housing Programs**

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 #: **07-05-047 and 11-07-031**

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: **March 2, 2013**

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
ED Tariff Unit
505 Van Ness Ave., 4th Floor
San Francisco, CA 94102
EDTariff@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**

, Helen	Dept of General Services	OnGrid Solar
1st Light Energy	Douglass & Liddell	PG&E
AT&T	Downey & Brand	Praxair
Alcantar & Kahl LLP	Duke Energy	R. W. Beck & Associates
Ameresco	Economic Sciences Corporation	RCS, Inc.
Anderson & Poole	Ellison Schneider & Harris LLP	Ross, Jim
BART	Foster Farms	Rutherford, Reid
Barkovich & Yap, Inc.	G. A. Krause & Assoc.	SCD Energy Solutions
Bartle Wells Associates	GLJ Publications	SCE
Bear Valley Electric Service	GenOn Energy Inc.	SMUD
Bloomberg	GenOn Energy, Inc.	SPURR
Bloomberg New Energy Finance	Goodin, MacBride, Squeri, Schlotz & Ritchie	Salazar, Julie
Boston Properties	Green Power Institute	San Francisco Public Utilities Commission
Braun Blasing McLaughlin, P.C.	Hamlin, Corey	Seattle City Light
Brookfield Renewable Power	Hanna & Morton	Sempra Utilities
CA Bldg Industry Association	Hitachi	Shaw, Tim
CENERGY POWER	House, Lon	Sheriff, Nora
Cade, Mike	In House Energy	Sierra Pacific Power Company
California Cotton Ginners & Growers Assn	International Power Technology	Silicon Valley Power
California Energy Commission	Intestate Gas Services, Inc.	Silo Energy LLC
California League of Food Processors	Kelly, Kate	Smith, Allison
California Public Utilities Commission	Lawrence Berkeley National Lab	SoCalGas
Calpine	Los Angeles County Office of Education	Southern California Edison Company
Cardinal Cogen	Los Angeles Dept of Water & Power	Spark Energy, L.P.
Casner, Steve	MAC Lighting Consulting	Srinivasan, Seema
Castracane, Steve	MRW & Associates	Stewart, Michael
Center for Biological Diversity	Manatt Phelps Phillips	Sun Light & Power
Chris, King	Marin Energy Authority	Sunrun Inc.
City of Palo Alto	McKenna Long & Aldridge LLP	Sunshine Design
City of Palo Alto Utilities	McKenzie & Associates	Sutherland, Asbill & Brennan
City of San Jose	Merced Irrigation District	Tecogen, Inc.
City of Santa Rosa	Modesto Irrigation District	Terranova, Karen
Clean Energy Fuels	Morgan Stanley	Tiger Natural Gas, Inc.
Clean Power	Morrison & Foerster	TransCanada
Coast Economic Consulting	Morrison & Foerster LLP	Turlock Irrigation District
Commercial Energy	NLine Energy, Inc.	United Cogen
Consumer Federation of California	NRG West	Utility Cost Management
Crossborder Energy	NaturEner	Utility Specialists
Davis Wright Tremaine LLP	Norris & Wong Associates	Verizon
Day Carter Murphy	North America Power Partners	Wellhead Electric Company
Day, Michael	North Coast SolarResources	Western Manufactured Housing Communities Association (WMA)
Defense Energy Support Center	Northern California Power Association	White, David
Department of General Services	O'Brien, Ed	Wodtke, Alexis
Department of Water Resources	Occidental Energy Marketing, Inc.	eMeter Corporation