

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



September 30, 2008

Advice Letter 2927-G/3275-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: Close PG&E's Current Pilot Credit Card Program

Dear Mr. Cherry:

Advice Letter 2927-G/3275-E is effective September 18, 2008.

Sincerely,

A handwritten signature in black ink, appearing to read "Ken Lewis".

Kenneth Lewis, Acting Director  
Energy Division



**Brian K. Cherry**  
Vice President  
Regulatory Relations

77 Beale Street, Room 1087  
San Francisco, CA 94105

*Mailing Address*  
Mail Code B10C  
Pacific Gas and Electric Company  
P.O. Box 770000  
San Francisco, CA 94177

415.973.4977

May 29, 2008

**Advice 2927-G/3275-E**  
(Pacific Gas and Electric Company ID U39 E)

Public Utilities Commission of the State of California

**Subject: Close PG&E's Current Pilot Credit Card Program**

**Purpose**

The purpose of this filing is to request approval from the California Public Utilities Commission (Commission or CPUC) to close PG&E's current credit card pilot program, as approved by Resolution G-3390 on September 7, 2006. PG&E is currently reviewing the feasibility of a fee-based credit card offering for customers.

**Pilot Program Background**

PG&E filed Advice 2744-G/2861-E on July 14, 2006<sup>1</sup> to request authorization to implement a 12-month pilot program which would allow residential customers to pay their bills using a credit card without being charged a transaction fee and the authority to create a memorandum account to track the associated costs and savings of the program. Commission resolution G-3390, approved on September 7, 2006 approved PG&E's request with the clarification that PG&E shall recover any net costs in the memorandum account only upon Commission review and approval of these costs after the 12-month pilot program consistent with Assembly Bill 746 (AB746) codified as Public Utilities Code 755 and Civil Code 1748.1(f). AB 746 permits recovery of credit card related transaction costs from customers not using the credit card option only if the savings from this option exceed the costs of this option.

PG&E has since determined that the savings of the program do not equal or exceed the costs of the program and PG&E therefore is scheduling program

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<sup>1</sup> PG&E subsequently submitted supplemental advice 2744-G-A/2861-E-A on September 12, 2006 in accordance with Energy Division directive.

closure on or about June 28, 2008, subject to Commission approval for the following reasons:

- Customers largely transitioned from lower cost payment options to the higher cost Visa option.
- The expected number of avoided costs for shut-off for non payment (SONP) was significantly less than initially expected.
- The overall costs associated with the Visa pilot program exceeded PG&E's initial expectations.

PG&E will begin messaging to customers the closure of the credit card payment channel beginning early June to ensure customers comfortably transition to alternate payment options. PG&E will ensure that additional steps are taken to minimize adverse effects to residential customers transitioning to alternate payment channels.

San Diego Gas & Electric Company filed Advice 1873-E/1669-G on February 5, 2007 to reinstate a fee per transaction payment option for its customers. The Commission's Energy Division formally approved this advice on March 6, 2007. PG&E proposes to reinstate a fee based credit card program in the near future and will provide a separate filing to the Commission to implement such a program.

### **Tariff Changes**

As a consequence of this filing, PG&E is revising its electric and gas Rule 9, Rendering and Payment of Bills, in order to remove the credit card option in the list of acceptable payment options. PG&E also proposes to close the *Credit Card Pilot Program Memorandum Account (CCPPMA)* for both gas and electric as a result of the conclusion of the pilot program.

### **Protests**

Anyone wishing to protest this filing may do so by sending a letter by June 18, 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  
Attention: Tariff Unit, 4<sup>th</sup> Floor  
505 Van Ness Avenue  
San Francisco, California 94102  
Facsimile: (415) 703-2200  
E-mail: [mas@cpuc.ca.gov](mailto:mas@cpuc.ca.gov) and [jnj@cpuc.ca.gov](mailto:jnj@cpuc.ca.gov)

Copies should also be mailed to the attention of the Director, Energy Division, Room 4005 and Honesto Gatchalian, Energy Division, 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.

Pacific Gas and Electric Company  
Attention: Brian Cherry  
Vice President, Regulatory Relations  
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 be approved on June 28, 2008, 30 days after the date of filing. PG&E submits this as a Tier 2 filing.

**Notice:**

In accordance with General Order 96-B Section IV, a copy of this advice letter are being sent electronically and via U.S. mail to parties shown on the attached list and the service list for. Address changes should be directed to Rose De La Torre (415) 973-4716. Advice letter filings can also be accessed electronically at:

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



Vice President - Regulatory Relations

cc: Service List for G-3390  
Gurbux Kahlon, Energy Division  
Maurice Monson, Energy Division

Attachments:

# 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 (ID39E)

Utility type:

ELC       GAS  
 PLC       HEAT       WATER

Contact Person: David Poster

Phone #: (415) 973- 1082

E-mail: dxpu@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) #: **2927-G/3275-E**

Subject of AL: Close PG&E's Current Pilot Credit Card Program

Keywords (choose from CPUC listing): Pilot Program, Rule 9, Credit Card

AL filing type:  Monthly  Quarterly  Annual  One-Time  Other

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution: G-3390

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: N/A

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

Resolution Required?  Yes  No

Requested Effective date: **6-28-08**

No. of tariff sheets: 6

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: Rule 9 (gas and electric)

Service affected and changes proposed: N/A

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**

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

**ATTACHMENT 1  
Advice 2927-G**

<b>Cal P.U.C. Sheet No.</b>	<b>Title of Sheet</b>	<b>Cancelling Cal P.U.C. Sheet No.</b>
27056-G	GAS RULE NO. 9 RENDERING AND PAYMENT OF BILLS Sheet 3	24231-G
27057-G	GAS TABLE OF CONTENTS Sheet 1	27023-G
27058-G	GAS TABLE OF CONTENTS Sheet 6	27020-G
Delete	CREDIT CARD PILOT PROGRAM MEMORANDUM ACCOUNT – PRELIMINARY STATEMENT PART E Sheet 1	24229-G*
Delete	CREDIT CARD PILOT PROGRAM MEMORANDUM ACCOUNT – PRELIMINARY STATEMENT PART E Sheet 2	24230-G**

**ATTACHMENT 1  
Advice 3275-E**

<b>Cal P.U.C. Sheet No.</b>	<b>Title of Sheet</b>	<b>Cancelling Cal P.U.C. Sheet No.</b>
27557-E	ELECTRIC RULE NO. 9 RENDERING AND PAYMENT OF BILLS Sheet 3	25353-E
27558-E	ELECTRIC TABLE OF CONTENTS Sheet 1	27552-E
27559-E	ELECTRIC TABLE OF CONTENTS RULES Sheet 10	27533-E
Delete	CREDIT CARD PILOT PROGRAM MEMORANDUM ACCOUNT – PRELIMINARY STATEMENT PART EG Sheet 1	25351-E*
Delete	CREDIT CARD PILOT PROGRAM MEMORANDUM ACCOUNT – PRELIMINARY STATEMENT PART EG Sheet 2	25352-E**





**GAS TABLE OF CONTENTS**

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Rules .....	27058-G	(T)
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Rule 02	Description of Service.....	23062-23066,26825-G
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Rule 15	Gas Main Extensions.....	21543,18802-18803,26826,20350-20352,26827,21544, 21545,22376,22377,22378,22379,26828,26829,18814-G
Rule 16	Gas Service Extensions.....	21546,18816,17728,17161,18817-18825,17737, 18826,18827-G
Rule 17	Meter Tests and Adjustment of Bills for Meter Error.....	14450-14452,24133,14454, 14455,14456-G
Rule 17.1	Adjustment of Bills for Billing Error.....	22936,14458-G
Rule 17.2	Adjustment of Bills for Unauthorized Use.....	22937,14460,14461-G
Rule 18	Supply to Separate Premises and Submetering of Gas.....	22790,17796,13401-G
Rule 19	Medical Baseline Quantities.....	21119,21120,21121-G
Rule 19.1	California Alternate Rates for Energy for Individual Customers and Submetered Tenants of Master-Metered Customers.....	24135, <b>26993</b> ,23522,24136-G
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Advice Letter No: 2927-G  
 Decision No.

Issued by  
**Brian K. Cherry**  
 Vice President  
 Regulatory Relations

Date Filed May 29, 2008  
 Effective \_\_\_\_\_  
 Resolution No. \_\_\_\_\_



**ELECTRIC RULE NO. 9**  
**RENDERING AND PAYMENT OF BILLS**

Sheet 3

E. BILLS DUE ON PRESENTATION

Bills for electric service are due and payable upon presentation. Payments shall be received at the address imprinted on the payment stub attached to PG&E's bill, a business office of PG&E, or by an authorized agent of PG&E. Payments shall be made using the following options:

1. Cash, check, money order, or
2. Electronic data interchange (EDI) for commercial customers or recurring automatic bank debit (Wherein the customer requests the automatic monthly withdrawal of payment for utility services from a designated checking/banking account), or
3. Debit card by phone service or an electronic funds transfer the customer initiates through a third party (A transfer or transaction fee over and above the PG&E bill amount may be charged to the customer by a third-party vendor for these services), or
4. Electronic billing as defined in Rule 1, or
5. a. By other means mutually agreeable to PG&E and the customer.

(D)  
 |  
 |  
 (D)

If a Customer makes only partial payment on a bill, the partial payment received will be allocated among the following components of the bill in proportion to the amount owed on each (utility users taxes will be treated in accordance with current utility procedures and are not subject to this section). The bill components include PG&E charges, FTA charges, CTC charges, and other energy-related charges. Customer failure to pay any of the components set forth herein will be subject to service termination as set forth in Rule 11.

(Continued)



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Sheet 1

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Sheet 10

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

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	Dynergy 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	