

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



November 8, 2011

**Advice Letters 3108-G/3645-E and 3108-G-A/3645-E-A**

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: Compliance Advice Letter to Submit the California Solar Initiative Thermal Program Budget and Market Facilitation Strategic Plan and Budget for the First Two Years per D.10-01-022 and Supplemental Filing**

Dear Mr. Cherry:

Advice Letters 3108-G/3645-E and 3108-G-A/3645-E-A are effective September 30, 2011.

Sincerely,

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

Edward F. Randolph, Director  
Energy Division



Jane K. Yura  
Vice President  
Regulation and Rates

Pacific Gas and Electric Company  
77 Beale St., Mail Code B10B  
P.O. Box 770000  
San Francisco, CA 94177

Fax: 415.973.6520

April 1, 2010

**Advice 3108-G/3645-E**  
(Pacific Gas and Electric Company ID U 39 M)

Public Utilities Commission of the State of California

**Subject: Compliance Advice Letter to Submit the First Year California Solar Initiative Thermal Program Budget and Market Facilitation Strategic Plan and Budget for the First Two Years per Decision 10-01-022**

In compliance with Decision (D.) 10-01-022, *Decision Establishing the California Solar Initiative Thermal Program to Provide Solar Water Heating Incentives*, Pacific Gas and Electric Company (PG&E) hereby submits this advice filing to submit the first year California Solar Initiative (CSI) Thermal Program budget and market facilitation strategic plan and budget for the first two years of the program.

### **Background**

On January 21, 2010, the California Public Utilities Commission (Commission) approved D.10-01-022, *Decision Establishing the California Solar Initiative Thermal Program to Provide Solar Water Heating Incentives*. In Ordering Paragraph (OP) 6 of this Decision, the Commission directed PG&E and the Program Administrators (PAs), by April 1, 2010, to each file a separate advice letter, "that includes: a) a detailed estimate of its program budget for the first year of program implementation, indicating direct and indirect expenses, labor and non-labor, for incentives, administration, market facilitation, and measurement and evaluation; and b) its proposed market facilitation strategic plan and detailed budget for the first two years of program implementation."

### **PG&E's 2010 CSI Thermal Program Forecasted Budget**

The following table provided in Attachment 1 is a breakdown of PG&E's budget forecast for the first year of the CSI Thermal program. The budget is separated to outline Application Processing, Program Management and Market Facilitation forecasts for both labor and direct expenses. Attachment 1 also breaks down the costs between gas and electric portions of the program, since the budgets are funded separately.

PG&E is increasing its staff in order to accommodate the projected labor for implementing the CSI Thermal Program to ensure program success.

**PG&E's 2010 and 2011 Market Facilitation Strategic Plan and Forecasted Budget**

Attachment 2 provides PG&E's market facilitation strategy and forecasted budget for the first two years of program implementation. PG&E initially forecast for 2010 and 2011 that \$3,925,000 of the full Decision-approved market facilitation budget of \$4,965,500 will be used. The annual breakdown is seen on the table below. Of the amounts listed, 80% are earmarked for the Natural Gas Displacing Program while 20% are earmarked for the Electric Gas Displacing Program. As stated in Attachment 2, PG&E keeps the option to utilize the full market facilitation funds if it's determined necessary after Program launch.

<b>Budget Year</b>	<b>2010</b>	<b>2011</b>
<b>Electric and Gas Displacing</b>	\$1,925,000	\$2,000,000

**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 **April 21, 2010**, 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: [jnj@cpuc.ca.gov](mailto:jnj@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:

Jane K. Yura  
 Vice President, Regulation and Rates  
 Pacific Gas and Electric Company  
 77 Beale Street, Mail Code B10B  
 P.O. Box 770000  
San Francisco, California 94177

Facsimile: (415) 973-6520  
 E-mail: [PGETariffs@pge.com](mailto:PGETariffs@pge.com)

**Effective Date**

PG&E requests that this advice filing become effective on May 3, 2010, which is 32 calendar days after the date of 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. Address changes to the General Order 96-B service list and all electronic approvals should be directed to email [PGETariffs@pge.com](mailto:PGETariffs@pge.com). Advice letter filings can also be accessed electronically at: <http://www.pge.com/tariffs>.



Vice President, Regulation and Rates

**Attachments:**

- Attachment 1: PG&E's Budget Forecast for the First Year of the CSI Thermal Program
- Attachment 2: PG&E's Market Facilitation Strategy and Forecasted Budget for the First Two Years of Program Implementation

cc: Service List R.08-03-008

# 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: Olivia Brown

Phone #: 415.973.9312

E-mail: oxb4@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) #: 3108-G/3645-E

**Tier:** 2

Subject of AL: Compliance Advice Letter to Submit the First Year California Solar Initiative Thermal Program Budget and Market Facilitation Strategic Plan and Budget for the First Two Years per Decision 10-01-022  
 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.10-01-022

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: N/A

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: N/A

Resolution Required?  Yes  No

Requested effective date: May 3, 2010

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). N/A

Tariff schedules affected: N/A

Service affected and changes proposed: N/A

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

**Pacific Gas and Electric Company  
Attn: Jane K. Yura, Vice President, Regulation and Rates  
77 Beale Street, Mail Code B10B  
P.O. Box 770000  
San Francisco, CA 94177  
E-mail: [PGETariffs@pge.com](mailto:PGETariffs@pge.com)**

**Advice 3108-G/3645-E**

**Attachment 1:  
PG&E's Budget Forecast for the First Year  
of  
the CSI Thermal Program**

**Attachment I:  
PG&E's Budget Forecast for the First Year of  
the CSI Thermal Program**

		2010		
		Electric	Gas	Total
<b>Labor Expenses</b>				
<b>CSI Thermal Program</b>				
Application Processing Labor		\$ 164,350.00	\$ 361,000.00	\$ 525,350.00
	Application Management	\$ 134,350.00	\$ 202,000.00	\$ 336,350.00
	Inspections	\$ 30,000.00	\$ 159,000.00	\$ 189,000.00
Program Management Labor (Including M&E)		\$ 45,932.00	\$ 79,886.00	\$ 125,818.00
	Program Management	\$ 41,132.00	\$ 75,086.00	\$ 116,218.00
	M&E Support	\$ 4,800.00	\$ 4,800.00	\$ 9,600.00
Market Facilitation Labor		\$ 13,475	\$ 53,900	\$ 67,375.00
<b>Total Labor Expenses</b>		<b>\$ 223,757.00</b>	<b>\$ 494,786.00</b>	<b>\$ 718,543.00</b>
<b>Direct Expenses</b>				
<b>CSI Thermal Program</b>				
Application Processing Direct Expense		\$ 8,650.00	\$ 19,000.00	\$ 27,650.00
Program Management Direct Expense (including M&E)		\$ 112,746.50	\$ 173,396.50	\$ 286,143.00
	Program Management - All other not listed below	\$ 9,814.00	\$ 19,999.00	\$ 29,813.00
	Program Management - CSI-Thermal Database	\$ 22,732.50	\$ 68,197.50	\$ 90,930.00
	Program Management - IT Support	\$ 25,000.00	\$ 30,000.00	\$ 55,000.00
	Program Management - Measurement & Evaluation	\$ 55,200.00	\$ 55,200.00	\$ 110,400.00
Market Facilitation Direct Expense		\$ 371,525.00	\$ 1,486,100.00	\$ 1,857,625.00
<b>Total Direct Expenses</b>		<b>\$ 492,921.50</b>	<b>\$ 1,678,496.50</b>	<b>\$ 2,171,418.00</b>
<b>Incentives Paid</b>				
<b>CSI Thermal Program</b>				
Incentives		\$ 900,000.00	\$ 1,425,000.00	\$ 2,325,000.00
Subtotal CSI Thermal Program Incentives		\$ 900,000.00	\$ 1,425,000.00	\$ 2,325,000.00
<b>Other CSI Thermal Components</b>				
Low Income Incentives		N/A	\$ 300,000.00	\$ 300,000.00
Non Solar Water Heating Solar Thermal Incentives		N/A	\$ -	\$ -
Subtotal Other CSI Program Components Incentives		N/A	\$ 300,000.00	\$ 300,000.00
<b>Total Incentives Paid</b>		<b>\$ 900,000.00</b>	<b>\$ 1,725,000.00</b>	<b>\$ 2,625,000.00</b>
<b>Total Program Expenses</b>		<b>\$ 1,616,678.50</b>	<b>\$ 3,898,282.50</b>	<b>\$ 5,514,961.00</b>

The table above contains the forecasted program budget for the first year of the CSI Thermal Program. The budget is broken down into three main categories; Labor Expenses, Direct Expenses and Incentives.

- **Labor Expenses:** This category includes all forecasted labor costs required for operating, maintaining and improving the CSI Thermal Program. For Labor forecasts for the first year of the CSI Thermal Program, there are three subcategories: Application processing, Program Management and Market Facilitation.
  - **Application processing:** the labor involved in processing CSI Thermal applications and providing rebates, as well as forecasted labor costs for in house and/or third party field inspections to verify system installations.
  - **Program management:** the labor involved in program design and program facilitation. Other general program management expenses are to be included in this category, such as labor dedicated to the CSI Thermal Working Group meetings. This also includes any future Measure and Evaluation (M&E) support for the program.

- **Market Facilitation:** the labor involved in designing and implementing the Market Facilitation activities such as participation in trainings/workshops and designing collateral.
- **Direct Expenses:** This category includes all direct expenses associated with the administration of the CSI Thermal program. For Direct Expense forecasts for the first year of the CSI Thermal Program, there are also three subcategories: Application processing, Program Management and Market Facilitation.
  - **Application processing:** direct expenses to provide the tools required in processing CSI Thermal applications.
  - **Program management:** direct expenses such as contractor work involved in general program design and management.
  - **Market Facilitation:** forecasted expenses for market facilitation activities such as marketing campaigns, contractor work, and trainings.
- **Incentives:** This category includes the estimated incentive dollar amount that PG&E will issue for CSI Thermal Program in 2010.

**Advice 3108-G/3645-E**

**Attachment 2:  
PG&E's Market Facilitation Strategy and  
Forecasted Budget for the First Two Years of  
Program Implementation**

**Attachment 2:**  
**PG&E's Market Facilitation Strategy and Forecasted Budget for  
the First Two Years of Program Implementation**

**SUBJECT**

In compliance with Appendix A of Decision 10-01-022 (Decision), Pacific Gas and Electric Company (PG&E) hereby submits to the Energy Division its proposed market facilitation strategic plan and detailed budget for the first two years of program implementation for the California Solar Initiative (CSI) Thermal Program in its service territory. PG&E's proposed plan utilizes the majority of the approved budget as set forth in the Decision, and outlined in the below table. Please note, the entire budget has not been forecasted at this time as PG&E keeps the option of determining use of some of the funds upon getting farther along with the Program and the distribution of incentives. PG&E believes actual Program administration will present useful market facilitation ideas and projects not readily apparent prior to Program launch.

<b>Budget Year</b>	<b>2010</b>	<b>2011</b>
<b>Natural Gas Displacing Program</b>	\$1,950,000	\$1,950,000
<b>Electric Gas Displacing Program</b>	\$546,250	\$546,250
<b>Total</b>	<b>\$2,496,250</b>	<b>\$2,496,250</b>

In preparing this plan, PG&E referenced Appendix A of the Decision, the subsequently issued market facilitation "guidance document" and the feedback solicited at the various workshops which discussed market facilitation activities.

PG&E's activities herein aim to facilitate reaching CSI Thermal Program goals which include:

- (1) Significantly increasing the size of the Solar Water Heating (SWH) market in California by increasing the adoption rate of technologies;
- (2) Supporting reductions in the cost of SWH systems of at least 16% through a program that increases market size and encourages cost reductions through market efficiency and innovation;
- (3) Increasing consumer confidence and understanding of SWH technology and their benefits; and
- (4) Engaging in market facilitation activities to reduce market barriers to SWH adoption. Barriers identified in the Decision include a lack of public knowledge about SWH, a lack of knowledge among building officials and a shortage of experienced SWH installers.

## **STRATEGIC FOCUS OF PLAN**

In order to break the barriers to adoption identified above and facilitate marked progress towards program goals, PG&E proposes the below market facilitation activities centered around several strategic themes including but not limited to:

- Integrating SWH and photovoltaics (PV) with energy efficiency and stressing energy efficiency as the first step on a “path to solar” {i.e., whether the “solar” being pursued is SWH or PV}. This systems approach also supports the existing Statewide Marketing, Education and Outreach efforts currently underway in the Energy Efficiency, Low Income Energy Efficiency and Demand Response proceedings and is consistent with the comprehensive strategy currently demanded from the industry.
- Creating a sustainable solar industry and an educated base of consumers able to select qualified contractors and to understand the distinct value of both SWH and PV.
- Helping SWH to resonate with “mainstream” customers. While the price tag for SWH is arguably less intimidating than PV for most customers, there is the potential to see rapid SWH adoption across customer classes and segments, potentially facilitating the entire industry as a whole to “cross the chasm” from early adopters to mainstream customers.
- Simplifying the customer transaction so as to position SWH as a natural and obvious choice (i.e., for the right customers.)

While each market facilitation activity herein may not specifically state one of the strategies outlined above, they provide the foundation from which PG&E will plan and execute on each of the activities.

## **PROPOSED MARKET FACILITATION PLAN**

The below table consists of a snapshot of PG&E’s planned 2010 and 2011 activities. Each activity is described in more detail, below the table.

As previously stated, the Decision-approved budget in-full is not utilized at this time as PG&E is keeping the option of determining use of some of the funds upon getting farther along with the Program and the distribution of incentives. PG&E believes actual Program administration will present useful market facilitation ideas and projects not readily apparent prior to Program launch.

<b>ACTIVITY</b>	<b>BUDGET FORECAST</b>
<b>Training and Classes (primarily for contractors and end-users)</b>	<b>\$600,000</b>

<ul style="list-style-type: none"> <li>• Live and Simulcasted Workshops</li> <li>• Online Training Modules</li> <li>• Community College Partnerships</li> <li>• Live Demonstrations</li> <li>• Solar Champion Classes</li> </ul>	
<b>Industry Education and Support</b> <ul style="list-style-type: none"> <li>• Permitting</li> <li>• Codes and Standards</li> <li>• Performance</li> </ul>	<b>\$100,000</b>
<b>Outreach, Events and Conferences</b> <ul style="list-style-type: none"> <li>• Industry Partnerships</li> <li>• Events and Conferences</li> </ul>	<b>\$200,000</b>
<b>Web Sites</b> <ul style="list-style-type: none"> <li>• PG&amp;E Web Site</li> <li>• Go Solar, California! Web Site</li> <li>• Partners' Sites</li> </ul>	<b>\$100,000</b>
<b>Newsletter and Other Online Marketing</b> <ul style="list-style-type: none"> <li>• Go Solar, California! Newsletter</li> <li>• Online Media Campaign</li> </ul>	<b>\$250,000</b>
<b>In-store Advertising</b>	<b>\$300,000</b>
<b>Collateral and Print Marketing</b> <b>Fact Sheets:</b> <ul style="list-style-type: none"> <li>• CSI Thermal Program Fact Sheet</li> <li>• Solar Water Heating Fact Sheet</li> <li>• Performance and Solar Fraction Fact Sheets</li> <li>• Financing Solar Systems</li> <li>• Direct Mail Campaign(S)</li> <li>• Photovoltaic and Solar Water Heating Systems</li> <li>• Awareness and Consumer Protection</li> </ul>	<b>\$600,000</b>
<b>Direct Mail Campaigns</b>	
<b>Tools</b> <ul style="list-style-type: none"> <li>• Solar analysis tool</li> </ul>	<b>\$50,000</b>
<b>Public Awareness Campaign</b>	<b>\$1,500,000</b>
<b>PG&amp;E Solar Ambassadors</b>	<b>\$25,000</b>
<b>Labor</b>	<b>\$150,000</b>
<b>Integrated Activities</b>	<b>\$50,000</b>
<b>Total</b>	<b>\$3,925,000</b>

## **TRAINING AND CLASSES**

### **LIVE AND SIMULCASTED CLASSES**

PG&E's no-cost classes and workshops across the service territory have continually been a valued service provided to our customers. Often in high demand, they "sell out" within just a handful of days of posting to the class schedule. With the launch of the CSI Thermal Program, PG&E will weave more SWH classes into our schedule on a variety of topics including those on Program Requirements and Contractor Eligibility; Integration with Energy Efficiency; Solar Industry Ethics; Financing Solar Systems, and many other related and customer-requested classes.

To ensure an adequate reach to customers across PG&E's large service territory, most of the classes offered will be simulcasted for convenience to our customers. Despite the online option, PG&E will offer the majority of these classes (absent our hour-long online "webinars") in our Stockton and San Francisco training centers as well as in smaller venues such as community centers and libraries.

PG&E is also looking forward to spending more time and resources with our Solar Champion classes – Champions serve as an unbiased resource for customers who are trying to determine whether solar is right for them.

### **ONLINE TRAINING MODULES**

In addition to the classes described above, PG&E proposes developing a series of online training modules, roughly 30 minutes in length, which provide a snapshot of simple and focused content on a variety of subject matter including but not limited to SWH Basics, SWH and PV, Navigating the Solar Purchase Process, SWH System-life Maintenance and an Overview of Solar Thermal Technologies.

These training modules will be posted to the PG&E and the Go Solar California! Web sites and various other Web locations to make it fairly easy for end-user customers and installers to access the content.

### **COMMUNITY COLLEGE PARTNERSHIPS**

To help enlarge the qualified pool of installers throughout the life of the CSI Thermal program, PG&E proposes leveraging our nationally recognized PowerPathway program platform to partner with community colleges on the appropriate curriculum and classes necessary to produce the skilled workers needed by the industry.

Pending Energy Division (ED) approval, PG&E plans to launch a SWH class as a pilot effort in the near future, tracking and measuring its success to inform any future class planning.

## **LIVE DEMONSTRATIONS**

Live solar demonstration projects provide an ideal platform for educating customers on SWH systems, specifications, performance and use. Considering this, PG&E would like to use funds to install a SWH system at a PG&E's training facility. The proposed system would consist of solar collectors on the roof, a storage tank on the first floor near the existing hot water heater, appropriate piping and pumping and extensive monitoring and display equipment.

The system would provide an actual example of an active commercial project, allowing PG&E to model best practices in energy efficiency and design. Additionally, all data would be freely accessible online.

## **INDUSTRY EDUCATION AND SUPPORT**

### **PERMITTING, CODES AND STANDARDS AND PERFORMANCE**

The financial rebate provided by the CSI Thermal Program is a necessary component of the solar transaction, however it's just part of a larger, more complex process of installing solar. In order to create the sustainable SWH industry for which the program aims, it's crucial to look across the solar value chain to help find opportunities to streamline the process and educate key stakeholders. Whether that's through helping to drive down costs (and making project cost data public), elucidating permitting requirements across municipalities and working on standardizing codes, standards and performance, PG&E and the other PAs are poised to help deliver on the program's and the industry's shared goals of expanding the market and reducing cost.

The industry education as described here would include events, sponsorship support, in-kind labor resources and/or design and modeling assistance.

### **OUTREACH, EVENTS and CONFERENCES**

PG&E has found strategic alliances and partnerships to be a valuable use of program funds, helping to facilitate shared goals of increased solar adoption, the installation of energy efficiency, or any of the other goals outlined previously in this Plan. These partners include, but are not limited to, 501c3, 501c4 and 501c6 entities as well as municipal partners such as the "Solar America" cities. Together, with the PAs, these partnerships create a credible catalyst for solar adoption.

As such, PG&E proposes continuing and expanding upon the relationships forged during our work with the General Market CSI Program. As we work towards increased SWH adoption and a growing industry, the need to align with a cross-section of industry stakeholders also increases.

PG&E is also planning to use funds to promote the CSI Thermal Program at a variety of events and conferences. These include, but are not limited to, the myriad of community and neighborhood event opportunities in PG&E's service territory as well as solar and Integrated Demand-side Management (IDSM) industry conferences. Market facilitation funds would ensure education and promotion is maximized as well as to ensure appropriate staffing levels at events.

### **WEB SITES**

Ensuring accurate, timely and comprehensive information is available via the Web requires ongoing monitoring, writing and page development. The following sites provide an intuitive platform to reach SWH customers, providing integrated solar messaging across the value chain.

*PG&E Web Site*

*Go Solar, California Web Site*

*CSI Thermal Content on Partners' Web sites*

### **NEWSLETTER AND OTHER FORMS OF ONLINE MARKETING**

#### **GO SOLAR, CALIFORNIA! NEWSLETTER**

The Go Solar, California! Newsletter is an intuitive channel to market SWH to industry representatives. While the PAs have already been incorporating SWH and CSI Thermal Program information into the Newsletter -- tracking both the pilot program and the development and draft decisions of the new incentive program -- with program launch, the PAs will naturally spend an increased amount of time ensuring the Newsletter is promoted sufficiently.

Direct expenses associated with Newsletter production are owned by the California Center for Sustainable Energy but PG&E spends substantial labor time each month ensuring each edition is comprehensive in scope.

#### **ONLINE BANNER CAMPAIGN**

PG&E's previous efforts with online banner campaigns have rendered above-average success rates. As it has proven to be an effective way to reach the end-user, PG&E is proposing purchasing SWH banner ads linking the user to the PG&E and Go Solar, California! Web sites while communicating key messages such as the importance of energy efficiency prior to a solar installation and the economic and environmental value of solar thermal technologies.

### **IN-STORE ADVERTISING**

In order to resonate with mainstream customers, information and advertising on SWH technologies must have a presence in mainstream forums such as home-improvement establishments and even hardware and retail stores where energy efficient technologies are sold. Such establishments provide a natural

opportunity to reach mainstream customers and underscore the nexus between energy efficiency and solar.

## **COLLATERAL AND PRINT MARKETING**

### **FACT SHEETS**

PG&E would like to begin work on a variety of fact sheets aimed at helping to reach PG&E's strategic goals such as educating end-users on the ease of the solar process and increasing awareness among mainstream customers.

A sample of PG&E's fact sheet ideas are below. While the first sheet is confirmed to be an all-PA project, PG&E would be happy to approach any of these as a collaborative effort.

***CSI Thermal Program Fact Sheet***

***Solar Water Heating Fact Sheet***

***Performance-related and Solar Fraction Fact Sheets***

***Financing Solar Systems***

***Demystifying Photovoltaic and Solar Water Heating Systems***

***Awareness and Consumer Protection***

***Solar as Part of an IDSM Energy Strategy***

***Solar 101 for the Contractor***

***Solar Case Studies***

### **DIRECT MAIL CAMPAIGNS**

The launch of a new solar incentive program on top of existing solar incentives presents a logical opportunity to educate customers on "solar," i.e., that there is not just one solar technology available. PG&E has found there to be a large cadre of customers who are definitively interested in pursuing PV systems however intimidated by the financial investment. With the launch of an incentive program for a technology which is decidedly less expensive, the time is ripe to promote both technologies – their differences and their similarities. As such, PG&E is proposing a direct mail campaign soon after program launch that targets the environmentally-focused cost-conscious customer.

Due to the logical choice to pursue SWH in the commercial and multifamily markets (i.e., due to their hot water demand), PG&E is proposing an additional direct mail campaign targeting and educating commercial and multifamily customers for which 60% of program funds are dedicated.

## **TOOLS**

### **SOLAR ANALYSIS TOOL**

In previous Marketing and Outreach submissions and ED meetings, PG&E has requested funds for, and discussed the development of, an online solar analysis tool. The tool is a smart and simple way for PG&E customers to determine their

solar generating potential and their estimated return-on-investment. Consistent with PG&E's strategic goals of educating customers on both solar PV and SWH, PG&E would like to make the logical choice to add SWH into the tool.

### **PUBLIC AWARENESS CAMPAIGN AND MARKET RESEARCH**

Pursuant to Energy Division direction, PG&E is setting aside funds for a public awareness campaign which promotes and educates the public on SWH technologies throughout the state. At this time, PG&E is presuming that sufficient market research will be conducted prior to, and as part of, the statewide campaign. If that's not the case, PG&E would use market facilitation funds to perform market research.

### **PG&E SOLAR AMBASSADORS**

With all of the increased attention on renewable options, not surprisingly, PG&E's business customers are looking to the utility and to their account representatives specifically to educate them on energy management strategies and to answer their questions. As PG&E has seen with their community and sales reps, having PG&E Subject Matter Experts distributed in "the field," can be an effective means of doing this and of promoting solar technologies, including SWH. As a result, PG&E is earmarking market facilitation dollars for this purpose.

### **LABOR**

PG&E plans to charge PG&E staff time spent on the market facilitation of the program to the market facilitation budget, i.e., 80% to the Natural Gas budget and 20% to the Electric Gas budget.

### **INTEGRATED ACTIVITIES**

As mentioned throughout this Plan, when feasible, CSI Thermal market facilitation efforts should include integrated messages whenever possible, i.e., underscoring the importance of energy efficiency as the first step to installing solar and other IDSM programs. An allowable use of funds should include supporting integration efforts found in other ED activities such as the 2010-12 Energy Efficiency Portfolio, the 2009-11 Low Income Energy Efficiency Portfolio and the 2009-11 Demand Response Portfolio. The existing Integrated Statewide activities, energy efficiency brand and Web portal provide natural opportunities for joint promotion.

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

Aglet	Day Carter Murphy	North Coast SolarResources
Alcantar & Kahl	Defense Energy Support Center	Occidental Energy Marketing, Inc.
Ameresco	Department of Water Resources	OnGrid Solar
Anderson & Poole	Department of the Army	Praxair
Arizona Public Service Company	Dept of General Services	R. W. Beck & Associates
BART	Division of Business Advisory Services	RCS, Inc.
BP Energy Company	Douglass & Liddell	Recon Research
Barkovich & Yap, Inc.	Downey & Brand	SCD Energy Solutions
Bartle Wells Associates	Duke Energy	SCE
Bloomberg New Energy Finance	Dutcher, John	SMUD
Boston Properties	Economic Sciences Corporation	SPURR
C & H Sugar Co.	Ellison Schneider & Harris LLP	Santa Fe Jets
CA Bldg Industry Association	Foster Farms	Seattle City Light
CAISO	G. A. Krause & Assoc.	Sempra Utilities
CLECA Law Office	GLJ Publications	Sierra Pacific Power Company
	Goodin, MacBride, Squeri, Schlotz & Ritchie	Silicon Valley Power
CSC Energy Services	Green Power Institute	Silo Energy LLC
California Cotton Ginners & Growers Assn	Hanna & Morton	Southern California Edison Company
California Energy Commission	International Power Technology	Sunshine Design
California League of Food Processors	Intestate Gas Services, Inc.	Sutherland, Asbill & Brennan
California Public Utilities Commission	Los Angeles Dept of Water & Power	Tabors Caramanis & Associates
Calpine	Luce, Forward, Hamilton & Scripps LLP	Tecogen, Inc.
Cameron McKenna	MBMC, Inc.	Tiger Natural Gas, Inc.
Casner, Steve	MRW & Associates	Tioga Energy
Chris, King	Manatt Phelps Phillips	TransCanada
City of Glendale	McKenzie & Associates	Turlock Irrigation District
City of Palo Alto	Merced Irrigation District	U S Borax, Inc.
Clean Energy Fuels	Mirant	United Cogen
Coast Economic Consulting	Modesto Irrigation District	Utility Cost Management
Commerce Energy	Morgan Stanley	Utility Specialists
Commercial Energy	Morrison & Foerster	Verizon
Consumer Federation of California	NRG West	Wellhead Electric Company
Crossborder Energy	New United Motor Mfg., Inc.	Western Manufactured Housing Communities Association (WMA)
		eMeter Corporation
Davis Wright Tremaine LLP	Norris & Wong Associates	