

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



May 13, 2013

**Advice Letter 3377-G/4209-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: California Solar Initiative Thermal Program Statewide and  
Local Marketing Campaigns – Six Month Continuation Plan  
for July 1 – December 31, 2013**

Dear Mr. Cherry:

Advice Letter 3377-G/4209-E is effective May 2, 2013.

Sincerely,

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

Edward F. Randolph, Director  
Energy Division



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

Pacific Gas and Electric Company  
77 Beale St., Mail Code B10C  
P.O. Box 770000  
San Francisco, CA 94177

Fax: 415.973.7226

April 2, 2013

**Advice 3377-G/4209-E**

(Pacific Gas and Electric Company ID U 39 M)

Public Utilities Commission of the State of California

**Subject: California Solar Initiative Thermal Program Statewide and Local Marketing Campaigns -- Six Month Continuation Plan for July 1-December 31, 2013**

**Purpose**

Pacific Gas and Electric Company (PG&E) hereby submits for filing its proposed Statewide and Local marketing plans for Solar Thermal Water Heating for time period July 1, 2013 through Dec 31, 2013, in compliance with Decision (D.) 10-01-022, "*Decision Establishing The California Solar Initiative Program to Provide Solar Water Heating Incentives,*" and Energy Division staff.

**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."

OP 13.b directs the PAs to "Separately submit an Advice Letter with proposed California Solar Initiative Thermal market facilitation budgets and activities for each calendar year, which addresses the activities identified in Appendix A, no later than October 1 of the preceding year;"

In accordance with OP 6, the Statewide Market Facilitation Plan, running from July 1, 2011, to June 30, 2013, was approved by Energy Division effective

September 30, 2011. The concurrent Local Market Facilitation Plans for each of the four PAs were also approved by Energy Division effective September 30, 2011.

On September 28, 2012, Energy Division Staff approved the PA's proposal that given certain time lapses during the planning of the Statewide Campaign, the PAs will then file Plans to cover the remaining six months of 2013 by April 1, 2013. Annual local market facilitation plans from each PA would henceforth be due on October 1 of the preceding year in accordance with D.10-01-022. Due to the fact that April 1, 2013, falls on Caesar Chavez Day, which is a CPUC State holiday, PG&E is filing this plan on April 2, 2013.

### **Protests**

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, facsimile or E-mail, no later than **April 22, 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, 4<sup>th</sup> 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 (or 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, Section 7.4). The protest shall contain the following information: specification of the advice letter protested; grounds for the

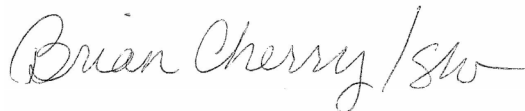
protest; supporting factual information or legal argument; name, telephone number, postal address, and (where appropriate) e-mail address of the protestant; and statement that the protest was sent to the utility no later than the day on which the protest was submitted to the reviewing Industry Division (General Order 96-B, Section 3.11).

**Effective Date**

PG&E requests that this Tier 2 advice filing become effective on regular notice, **May 2, 2013**, which is 30 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 and Service List R.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](mailto: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](mailto:Process_Office@cpuc.ca.gov). Send all electronic approvals to [PGETariffs@pge.com](mailto:PGETariffs@pge.com). Advice letter filings can also be accessed electronically at: <http://www.pge.com/tariffs>

A handwritten signature in cursive script that reads "Brian Cherry /sw".

Vice President, Regulatory Relations

Attachment 1: California Solar Initiative – Thermal Program Statewide Marketing Campaign Six Month Continuation Plan and Local Market Facilitation Plan

cc: Service List R.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 M)**

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) #: **3377-G/4209-E**

Tier: **2**

Subject of AL: **California Solar Initiative Thermal Program Statewide and Local Marketing Campaigns -- Six Month Continuation Plan for July 1-December 31, 2013**

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:

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: **May 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  
EDTariffUnit@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

**Attachment 1**

**California Solar Initiative – Thermal Program  
Statewide Marketing Campaign  
Six Month Continuation Plan and  
Local Market Facilitation Plan**

**California Solar Initiative - Thermal Program**  
**Statewide Marketing Campaign**  
**Six Month Continuation Plan and Local Market Facilitation Plan**  
**April 2, 2013**  
**Advice Letter 3377-G/4209-E**

**Attachment 1**

**Background:** In its Guidance Memo dated November 4, 2010, Energy Division staff recommended that the four Program Administrators (PAs) of the CSI-Thermal Program, i.e., Southern California Gas Company (SoCalGas), Pacific Gas and Electric Company (PG&E), California Center for Sustainable Energy (CCSE), and Southern California Edison Company (SCE), “hire a specialized marketing and outreach firm to manage a statewide campaign building off the established Go Solar, California! campaign”. The staff also recommended that each of the PAs contribute 40% of the first two years of their marketing facilitation budgets (\$5 million) to fund statewide efforts.

In March 2011, SoCalGas, acting as Lead Party for the PAs, issued a Request for Proposals (RFP) for a statewide marketing campaign budgeted at \$4.5 million, with the other \$500,000 to be held in reserve for additional statewide efforts to be determined. After the RFP submittal and review process, SoCalGas, in consultation with the other three PAs, selected Fraser Communications as the successful bidder for the campaign in June 2011. The four PAs jointly developed a Scope of Work for the campaign designed to address the issues noted in D.10-01-022 and the Guidance Memo.

Based on the Scope of Work and input from the PAs as managed by SoCalGas, Fraser Communications developed a Statewide Market Facilitation Plan. The Plan outlines the approach that the statewide campaign will take by noting Goals, Strategies, Target Markets, Tactics by Market, Timetables by Category, and Budget by Category. The Plan is designed to achieve a consistency of messaging, materials, and outreach statewide and integrate with each PA’s local market facilitation plan.

The Statewide Market Facilitation Plan and the Local Market Facilitation Plans of each of the four PAs were the subject of a Public Workshop conducted by Energy Division staff at the CPUC building at 505 Van Ness Avenue in San Francisco, California, on Wednesday, August 3, 2011. Energy Division staff was provided with a copy of the PowerPoint Presentations prepared for the workshop on August 1, 2011, per their request. A representative of Fraser Communications presented the Statewide Plan, and a representative of each PA presented their Local Plan individually. Input and comments from Energy Division staff, stakeholders, and the public were taken at the workshop, and some modifications have been made to the Statewide Plan accordingly.

During a follow-up conference call between representatives of the Energy Division and the PAs on Thursday, August 11, 2011, it was agreed that each PA would re-file their Local Market Facilitation Plan in a Supplemental Advice Letter and SoCalGas as the Lead Party would file the Statewide Market Facilitation Plan in a new joint Advice Letter by August 31, 2011.

The Statewide Market Facilitation Plan, running from July 1, 2011, to June 30, 2013, was approved by Energy Division effective September 30, 2011. The concurrent Local Market Facilitation Plans for each of the four PAs were also approved by Energy Division effective September 30, 2011.

On September 28, 2012, Energy Division Staff approved the PA's proposal that they file extensions of their existing approved local market facilitation plans to cover the remaining six months of 2013 by April 1, 2013. Annual local market facilitation plans from each PA would henceforth be due on October 1 of the preceding year in accordance with D.10-01-022.

### **Statewide Marketing Campaign**

In April of 2012, the four Program Administrators launched the statewide marketing campaign via Fraser Communications to build awareness of solar water heating technology and the rebates available for qualifying systems through the CSI-Thermal Program for both residential and commercial customers.

The elements of the campaign included:

1. Campaign Internet Landing Page
  - a. [www.WaterHeatedbytheSun.com](http://www.WaterHeatedbytheSun.com)
2. 30-second TV Commercial
  - a. NBC "Green is Universal" campaign
  - b. Broadcast TV
  - c. Cable TV
  - d. Online Contextual Video Targeting
3. Residential-themed animated Internet Banner Ads
  - a. Online Contextual Display Targeting
4. Business-themed animated Internet Banner Ads
  - a. Business Targeting Network (BBN)
5. 60-second Radio Advertisement with a Residential Theme
  - a. Broadcast Radio
6. 60-second Radio Advertisement with a Business Theme
  - a. Broadcast Radio
7. Google Ad Word Search
  - a. Google.com
8. Campaign Brochures
  - a. Understanding Solar Water Heating for Single-family Homes
  - b. Understanding Solar Water Heating for Multi-family Dwellings
  - c. Understanding Solar Water Heating for Commercial Customers
  - d. Understanding Rebates for Solar Water Heating Systems – California Solar Initiative-Thermal Program
9. Campaign Press Releases
  - a. Launch
  - b. Increased Rebate Levels



10. Pandora Internet Radio Ads
11. “Go Solar California” Newsletter
12. NPR Sponsorships
  - a. Broadcast Radio
13. Trade Print Publications
  - a. Various magazines
14. E-newsletters
15. Sunset Magazine Promotional “Breezehouse” Promotion
16. International Solar Heating and Cooling Conference Sponsorship

All the statewide materials promoted the website, [www.WaterHeatedbytheSun.com](http://www.WaterHeatedbytheSun.com). From there, visitors self-selected their water heating modality and their supplying utility and were redirected to the corresponding Program Administrator’s CSI-Thermal Program website section.

**Continuation Campaign Strategy and Plan:** The two-year statewide market facilitation plan draws to a close at the end of June, 2013. In an effort to sustain and build upon the momentum generated by the two-year statewide market facilitation plan, the four PAs jointly propose to continue to work together to manage a coordinated statewide market facilitation effort for the remainder of 2013 as a part of each of their individual local market facilitation plans. The expansion of the CSI-Thermal Program to include additional eligible technologies in the fall of 2013 will necessitate the development of some updated materials.

This continuation campaign will provide the basic infrastructure to allow the PAs to focus their local marketing efforts on targeted audiences to embellish and enhance the outreach generated by the statewide effort. It will also position the PAs to begin to plan for a more robust outreach for the expanded Program in their 2014 market facilitation plans due October 1, 2013.

SoCalGas will continue to serve as the Lead Party, operating under the terms of the co-funding agreement that currently exists between the four Program Administrators through the end of 2013. SoCalGas will process the paid media elements through its advertising agency after the expiration of the Fraser Agreement in June, 2013.

## Goals

The goals of the coordinated statewide continuation effort are to work in conjunction with the Local Market Facilitation Plans to build awareness and increase understanding of:

- 1) Solar water heating and the California Solar Initiative – Thermal Program;
  - 2) Solar water heating technology; and
  - 3) The advantages and availability of CSI-TP rebates;
- to increase the number of rebate applications statewide.

## Target Markets

- 1) Contractors and installers
- 2) Commercial enterprise operators
- 3) Industrial facilities managers

- 4) Multi-family property owners
- 5) Single-family residence homeowners

### **Strategies**

- 1) Maintain established digital statewide paid media elements
- 2) Develop new business internet banner ad and collateral materials to reflect program changes
- 3) Implement earned media outreach to publicize program changes

### **Tactics**

1. Campaign Internet Landing Page
  - a. [www.WaterHeatedbytheSun.com](http://www.WaterHeatedbytheSun.com)
2. Google Ad Word Search
  - a. Google.com
  - b. Updated search
3. Online Contextual Video Targeting
  - a. 30-second TV Commercial
4. Online Contextual Display Targeting
  - a. Residential-themed animated Internet Banner Ads
5. Business Targeting Network (BBN)
  - a. Business-themed animated Internet Banner Ads
  - b. Updated for Program Expansion
6. Program Expansion Brochure(s)
7. Program Expansion Press Release(s)

**Timetable – Paid Media – Table 1**

2013	JULY	AUG	SEPT	OCT	NOV	DEC
<b>Digital Elements</b>						
<i>Website</i>						
<i>Google Search</i>						
<i>Display Targeting</i>						
<i>Video Targeting</i>						
<i>Business Targeting</i>						
<i>Updated Business Ad Planning</i>						
<i>Development</i>						
<i>In-market/Live</i>						
<b>Expansion Brochures</b>						
<i>Planning</i>						
<i>Development</i>						
<i>In-market/Live</i>						
<b>Press Releases</b>						
<i>Planning</i>						
<i>Development</i>						
<i>In-market/Live</i>						

**Budget by Category – Table 2**

<b>Paid Media Costs</b>	<b>\$ 333,000.00</b>
<i>Website Hosting</i>	
<i>Google Search</i>	
<i>Display Targeting</i>	
<i>Video Targeting</i>	
<i>Business Targeting</i>	
<i>Business Banner Ad Production</i>	
<i>Press Release Distribution</i>	
<b>Agency Costs</b>	<b>\$ 67,000.00</b>
<i>Account Management</i>	
<i>Digital Services Management</i>	
<i>Brochure Development</i>	
<i>Business Banner Ad Development</i>	
<i>Press Release Development &amp; Distribution</i>	
<b>TOTAL BUDGET</b>	<b>\$ 400,000.00</b>

### Cost-sharing by Program Administrators

In order to allow the statewide continuation effort to be implemented, and because it is more cost-efficient to co-fund a statewide digital effort than individually fund separate ones, CCSE, PG&E and SoCalGas will contribute their proportionate shares of the budget using the same percentages as the two-year statewide market facilitation plan (Table 3). SCE has notified the PAs that they will not be funding the statewide continuation effort from July to December, 2013. The budget is revised to \$363,200 to exclude SCE's proportionate share of \$36,800 (Table 4).

**Overall Cost-sharing Amounts by Program Administrators – Table 3**

<b>Program Administrator</b>	<b>Proportionate Share Percentage</b>	<b>Proportionate Share Amount</b>
SCG	40.80%	\$ 163,200.00
PG&E	39.94%	\$ 159,760.00
CCSE	10.06%	\$ 40,240.00
SCE	09.20%	\$ 36,800.00
<b>TOTAL</b>	<b>100.00%</b>	<b>\$ 400,000.00</b>

**Program Administrators Contributions to Revised Budget – Table 4**

<b>Program Administrator</b>	<b>Proportionate Share Contribution Percentage</b>	<b>Proportionate Share Contribution</b>
SCG	40.80%	\$ 163,200.00
PG&E	39.94%	\$ 159,760.00
CCSE	10.06%	\$ 40,240.00
SCE	0%	\$ -
<b>TOTAL REVISED BUDGET</b>	<b>90.8%%</b>	<b>\$ 363,200.00</b>

**California Solar Initiative – Thermal Program  
Local Market Facilitation Plan  
Pacific Gas and Electric Company  
April 2, 2013  
Advice Letter 3377-G/4209-E**

**Background:** The Statewide Market Facilitation Plan, running from July 1, 2011, to June 30, 2013, was approved by Energy Division effective September 30, 2011. The concurrent Local Market Facilitation Plans for each of the PAs were also approved by the Energy Division effective September 30, 2011.

On September 28, 2012, Energy Division Staff approved the PA's proposal that they file extensions of their existing approved local market facilitation plans to cover the remaining six months of 2013 by April 1, 2013. Annual local market facilitation plans from each PA would henceforth be due on October 1 of the preceding year in accordance with D.10-01-022.

Pacific Gas and Electric Company's (PG&E) Local Market Facilitation Plan for the CSI-Thermal Program herein supports the goals, strategies, and tactics articulated in the statewide marketing plan. Leveraging the messaging, materials, and taking a complementary tactical approach is intended to enhance the visibility and impact provided by the statewide campaign at the local level in PG&E's service territory.

This plan covers the time period of July 1- December 31, 2013. Tactics have been selected based on lessons learned from prior year marketing execution and ongoing strategic conversations with the statewide PA's, Energy Division staff, industry stakeholders, and the public. Some enhancements to the PG&E plan have been made to reflect these lessons and conversations.

**PG&E's Market Facilitation Strategy and Forecasted Budget for the period  
July 1, 2013 – December 31, 2013**

**Goals:**

The goals of the Statewide and Local Market Facilitation Plan are to:

- Build awareness and increase understanding of solar water-heating technologies and the California Solar Initiative – Thermal program
- Incentivize participation by promoting CSI-Thermal rebates and other available financial incentives
- Increase the number of rebate applications within PG&E's service area

## **Target Markets:**

- Single-family residential customers
- Multi-family property owners
- Commercial/Industrial customers
- Contractors and installers

## **Strategies:**

Strategies to achieve above goals include:

- Leverage the statewide plans/creative to create a cohesive/complementary local level campaign.
- Create tools and classes for customers that drive understanding of: the distinct value of Solar Water Heating (SWH), key pre-installation steps, best practices for selecting qualified contractors.
- Capitalize on opportunities for marketing integration with other PG&E products and services, including but not limited to: Solar PV, Energy Efficiency, Demand Response, Rates Education and Events
- Continue to support and build the qualified contractor base within the PG&E service territory.

## **Tactics:**

### ***All Audiences:***

All tactics will be designed to complement and supplement – not duplicate the finalized media and tactical plan for the Statewide campaign.

- Integration with other PG&E programs and offerings
  - Local events throughout the service territory
  - Messaging integration in direct to consumer pieces
  - Maintain ongoing GoSolar Newsletter contributions
- In-person/web training
  - Offer classes for customers, contractors and internal sales teams on the SWH technologies and the CSI-Thermal program.

### ***Single Family Residential Customers:***

*Approach:*

- Direct tactics to educate customers about next steps to engage a contractor consultation.
- Drive focus and impact of limited funds by targeting:
  - High prospect customer segment / demographics
  - Key Geography with the highest potential for customer interest in Solar Water Heaters and established contractor base.

*Tactics:*

- Direct Mail/E-Mail
  - Target customers who have a propensity to install solar or have previously shown interest in solar technology but have yet to act/install. Drive leads to the enhanced online contractor locator tool.
- Tools
  - Improve contractor locator tool to allow customers an easier way to take the next step in selecting a qualified solar water heating contractor.

***Small/Medium Business (SMB) and Multi-family:***

*Approach/Tactics:*

- Increase consumer awareness, with particular emphasis among Multi-family building owners/managers
- Grow Multi-family prospects and qualified leads with high engagement events. Host in-person presentations/workshops for select verticals and multi-family building owners/operators about CSI-Thermal/SWH technology
- Continue partnership with San Francisco(SF)Department of the Environment to increase awareness of CSI Thermal in SF among SMBs and Multi-family owners.

***Large Commercial:***

- Video Testimonials/Case Studies
  - Highlight large customer success stories to show third-party validation that SWH technology/benefits are viable in the large organization
- Update business focused fact sheets explaining the benefits of SWH for the business
- Ongoing Training
  - Ensure PG&E Sales team and partners have necessary education to integrate SWH into customer energy solutions
- Industry Trade Publication Advertising
  - Highlight successful business case studies in industry trade publications to show that SWH is viable for segment specific customers and end uses
- Solar industry sponsorships to show all customer segments the value of deploying SWH to solve challenges and support environmental stewardship and sustainability.

***Contractors/Installers:***

- Training
  - Series of in-depth contractor trainings from PG&E in 1-2 locations in 2013

***MEASUREMENT/METRICS:*** PG&E will implement a set of tracking mechanisms for local tactics. This will aid understanding of initial interest, in SWH technologies, cost-effectiveness of our marketing tactics and net impact on adoption. Metrics will vary by tactic as noted, below:

- For Residential:
  - Direct Mail - number of recipients, increased web traffic, and leads.
  - E-mail - total target volume, number of contacts, open rate click through rate, web traffic, use of the online contractor locator tool .

- For SMB / Multi-family: Number of event attendees, intent to install survey scores, contractor inquiries, reservations, and new project installs.
- For Large Business: Number of inquiries, number of projects, size of projects (therms and/or kWh), and industry segment adoption

**TIMING:**

Local PG&E July-Dec 2013 Calendar*				Planning	Production	In-Market	
Activity		July	August	September	October	November	December
Res	Enhanced Contractor Locator Tool						
	Direct Mail, E-mail						
SMB/MF	Multi-family and SMB Events						
	Email/Association Advertising						
	SF Environment Outreach						
LC&I	Sales Collateral						
	Ongoing Training						
	Sponsorships						
	Print Publications						
	Video Testimonials/Case Studies						
Contractors	Hands-on Training						

\*Timing is estimated and based on receiving plan approval by late June. Delays in approval will result in delayed in-market.

**LOCAL BUDGET (July 1, 2013- Dec 31, 2013):**

Solar Water Heating - PG&E	
Local Budget Forecast	
Type of Spend	July - Dec 2013
RES	\$230,000.00
SMB	\$415,000.00
LC&I	\$248,000.00
2014 Planning	\$60,000.00
Training	\$35,000.00
Labor	\$100,000.00
Un-allotted Funds*	\$116,700.61
<b>Local Total</b>	<b>\$1,204,700.61</b>

Total July-Dec Budget Forecast	
Statewide	\$159,760
PG&E Local	\$1,204,701
<b>Total Spend</b>	<b>\$1,364,461</b>



\*Unallotted funds are being set aside to strengthen high performing areas of the market facilitation plans and/or explore new outreach tactics in consultation with the Energy Division.

**Previous Marketing Activities/Budgets**

As requested in the Request for Modification memo, below is an outline of the PG&E market facilitation Activities – including local and statewide.

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

1st Light Energy	Douglass & Liddell	North America Power Partners
AT&T	Downey & Brand	Occidental Energy Marketing, Inc.
Alcantar & Kahl LLP	Ellison Schneider & Harris LLP	OnGrid Solar
Anderson & Poole	G. A. Krause & Assoc.	Pacific Gas and Electric Company
BART	GenOn Energy Inc.	Praxair
Barkovich & Yap, Inc.	GenOn Energy, Inc.	Regulatory & Cogeneration Service, Inc.
Bartle Wells Associates	Goodin, MacBride, Squeri, Schlotz & Ritchie	SCD Energy Solutions
Bear Valley Electric Service	Green Power Institute	SCE
Braun Blaising McLaughlin, P.C.	Hanna & Morton	SDG&E and SoCalGas
California Cotton Ginners & Growers Assn	In House Energy	SPURR
California Energy Commission	International Power Technology	San Francisco Public Utilities Commission
California Public Utilities Commission	Intestate Gas Services, Inc.	Seattle City Light
Calpine	Kelly Group	Sempra Utilities
Casner, Steve	Lawrence Berkeley National Lab	SoCalGas
Cenergy Power	Linde	Southern California Edison Company
Center for Biological Diversity	Los Angeles Dept of Water & Power	Sun Light & Power
City of Palo Alto	MAC Lighting Consulting	Sunshine Design
City of San Jose	MRW & Associates	Tecogen, Inc.
Clean Power	Manatt Phelps Phillips	Tiger Natural Gas, Inc.
Coast Economic Consulting	Marin Energy Authority	TransCanada
Commercial Energy	McKenna Long & Aldridge LLP	Utility Cost Management
Consumer Federation of California	McKenzie & Associates	Utility Power Solutions
Crossborder Energy	Modesto Irrigation District	Utility Specialists
Davis Wright Tremaine LLP	Morgan Stanley	Verizon
Day Carter Murphy	NLine Energy, Inc.	Water and Energy Consulting
Defense Energy Support Center	NRG Solar	Wellhead Electric Company
Dept of General Services	Nexant, Inc.	Western Manufactured Housing Communities Association (WMA)