



Regional Renewable Choice: Program-Specific Requirements for Developers

Additional Information for Marketing Materials, Community Interest, and Green-e.

Marketing Materials

The California Public Utility Commission's final [GTSR Decision](#) (15-01-051) states that PG&E must review all developer marketing materials before they are used to market to customers.

All developer marketing materials must comply with the following:

- [Green-e Energy Developer Requirements](#)
- The California Public Utility Commission's Community Choice Aggregation [Code of Conduct](#), which includes marketing and outreach requirements relative to Community Choice Aggregation.
- Must be truthful, accurate and not false or misleading.

Developers must include a disclaimer statement provided by PG&E on all marketing materials. Developers must also obtain permission from PG&E in order to use the logo for any purpose. Contact solarchoicemarketing@pge.com for the PG&E Disclaimer Statement and Logo Usage Guidelines.

Developers must submit a complete marketing review packet containing the following:

- All marketing materials the Developer intends to use to market to customers. These materials must align with the requirements of either Marketing Phase One: Community Interest or Marketing Phase Two: Customer Enrollment as provided in the Green-e Energy Developer Requirements.
- [Marketing Compliance Attestation \(PDF, 210 KB\)](#)
- A summary of all claims and factual statements made in marketing materials.

After reviewing and completing the marketing material requirements, a developer can submit their marketing review packet by email to solarchoicemarketing@pge.com.

A complete marketing review packet includes:

- All marketing materials the developer intends to use to market to customers prior to seeking additional marketing review. This must include a customer-facing web page (in development).
- A summary of all claims and factual statements made in marketing materials.



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PG&E will respond within 30 days and identify any deficiencies or provide approval. If the marketing review packet is approved, please keep a record of the approval notice. Once approved, the developer may commence direct marketing to customers to obtain community interest.

It is important to note that any customer-facing marketing materials created after the initial marketing review and approval must also be submitted and approved prior to use. The ongoing submission of marketing materials will follow the same process outlined above.

Community Interest

A complete community interest packet must include the following forms with all completed fields:

1. Summary Form

- [Commitment to Enroll \(XLSX, 21 KB\)](#)
- [Expression of Interest \(XLSX, 20 KB\)](#)

2. Supporting Documentation—scanned, signed documents or proof of online equivalent

- [Commitment to Enroll \(PDF, 188 KB\)](#)
- [Expression of Interest \(PDF, 297 KB\)](#)

Projects must meet the requisite Demonstration of Community Interest prior to the Construction Start Date. The completed community interest packet can be submitted to solarchoicemarketing@pge.com. See Attachment 4 of the PPA Rider (Appendix XV to the PPA) for details.

Note: Developers may not market to customers, even for the purpose of obtaining community interest until marketing materials have been approved.



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Green-e Energy

For information on Green-e Energy developer requirements under Senate Bill 43, please visit [Green-e Energy's California Enhanced Community Renewables Information for Developers and Generators](#).

Summary of the Green-e Energy developer requirements:

- Creation of a webpage that provides certain assurances, connection to a live person to answer questions and links to the utility providing the connection and to Green-e Energy. Detailed requirements can be found starting on page 1 of [Green-e Energy's developer requirements](#).
- Developing and sending a welcome packet to customers within 60 days of a signed Customer-Developer Agreement. Detailed requirements can be found starting on page 11 of Green-e Energy's developer requirements.
- Submittal of a [tracking system attestation](#) and host attestations (if applicable). Detailed requirements can be found on page 13 of Green-e Energy's developer requirements.

Note: Many of the Green-e Energy requirements must be met prior to marketing to customers.