
**Pacific Gas and Electric Company Monthly Report On Interruptible Load and Demand Response
Programs for August 2012**

Pacific Gas and Electric Company (“PG&E”) hereby submits this report on Interruptible Load and Demand Response Programs for August 2012. This report is being served on the Energy Division Director and the service list for A.11-03-001. <http://www.pge.com/mybusiness/energysavingsrebates/demandresponse/cs/>

NOTE:

In compliance with Ordering Paragraph 24 of Decision 12-04-045, PG&E, Southern California Edison, and San Diego Gas and Electric have worked collaboratively with the Commission staff in developing a marketing report, which is included in this filing.

The first marketing report, which was included in the July ILP, included an Estimated Monthly Allocation page and a Quarterly Actual Expenditures page. Per discussion with Commission staff on September 18, 2012, PG&E is replacing these two pages with a ME&O Actual Expenditures page starting in this August ILP report. Similar to the DREBA Expenses tab, this ME&O report provides monthly actuals through August.

**Table I-1
Pacific Gas and Electric Company
Interruptible and Price Responsible Programs
Subscription Statistics - Enrolled MW
August 2012**

UTILITY NAME: Pacific Gas and Electric Company
Monthly Program Enrollment and Estimated Load Impacts

Programs	January			February			March			April			May			June			Eligible Accounts as of Jan 1, 2012
	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	
Interruptible/Reliability																			
BIP - Day Of	230	71	189	230	76	189	230	81	189	233	177	192	233	180	192	229	173	188	10,396
OBMC	28	0	0	28	0	0	28	0	0	26	0	0	26	0	0	26	0	0	N/A
SLRP	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	N/A
SmartAC - Commercial	6,343	0	2	6,326	0	2	6,283	0	2	6,239	0	2	6,140	2	2	6,043	3	2	593,312
SmartAC - Residential	157,106	0	79	156,761	0	78	155,969	0	78	154,484	0	77	152,529	46	76	151,777	61	76	3,000,000
Sub-Total Interruptible	163,707	71	270	163,345	76	269	162,510	81	269	160,982	177	271	158,928	228	270	158,075	237	266	
Price Response																			
AMP - Day Ahead	291	0	62	291	0	62	290	0	61	291	0	62	291	44	44	286	44	44	596,031
AMP - Day Of	1,501	0	152	1,504	0	153	1,468	0	149	1,457	0	148	1,426	132	151	1,430	138	151	596,031
CBP - Day Ahead	0	0	0	0	0	0	0	0	0	0	0	0	0	0	0	580	35	36	596,031
CBP - Day Of	0	0	82	0	0	82	0	0	82	0	0	82	0	84	81	394	26	81	596,031
DBP	1,037	17	57	1,028	17	56	1,028	17	56	1,028	18	56	1,025	42	56	1,020	44	56	10,396
PDP (200 kW or above)	1,701	0	32	1,657	0	31	1,645	0	31	1,653	0	31	1,648	31	31	1,646	34	31	286,311
PDP (20 - 200 kW)	3,912	0	13	4,186	0	14	4,195	0	14	4,215	0	14	4,229	8	14	4,228	9	14	0
PeakChoice - Best Effort - Day Ahead	116	0	2	112	0	2	111	0	2	111	0	2	111	0.9	2	111	1	2	110,349
PeakChoice - Best Effort - Day Of	45	0	0.4	44	0	0.4	44	0	0.4	44	0	0.4	42	0.4	0.3	42	0.5	0	110,349
PeakChoice - Committed - Day Ahead	107	0	4	105	0	4	105	0	4	105	0	4	102	3	4	102	3	4	110,349
PeakChoice - Committed - Day Of	15	0	16	15	0	16	15	0	16	15	0	16	15	12	16	14	11	15	110,349
SmartRate TM - Residential	22,014	0	5	21,934	0	5	21,928	0	5	21,845	0	5	21,751	4	5	21,470	4	5	3,000,000
Sub-Total Price Response	30,739	17	425	30,876	17	424	30,829	17	420	30,764	18	419	30,640	361	404	31,323	349	438	
Total All Programs	194,446	88	695	194,221	93	694	193,339	99	689	191,746	195	690	189,568	590	674	189,398	586	704	
Programs	July			August			September			October			November			December			Eligible Accounts as of Jan 1, 2012
	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	Service Accounts	Ex Ante Estimated MW ¹	Ex Post Estimated MW ²	
Interruptible/Reliability																			
BIP - Day Of	235	185	193	254	203	209													10,396
OBMC	26	0	0	26	0	0													N/A
SLRP	0	0	0	0	0	0													N/A
SmartAC - Commercial	5,993	4	2	5,960	3	2													593,312
SmartAC - Residential	150,698	90	75	150,513	75	75													3,000,000
Sub-Total Interruptible	156,952	280	270	156,753	282	286													
Price Response																			
AMP - Day Ahead	286	44	61	303	44	64													596,031
AMP - Day Of	1,499	142	152	1,599	142	162													596,031
CBP - Day Ahead	161	29	15	150	22	14													596,031
CBP - Day Of	341	27	27	349	28	28													596,031
DBP	1,015	44	56	1,013	42	55													10,396
PDP (200 kW or above)	1,661	34	31	1,644	33	31													
PDP (20 - 200 kW)	4,250	14	14	4,249	11	14													286,311
PeakChoice - Best Effort - Day Ahead	111	1	2	110	1	2													110,349
PeakChoice - Best Effort - Day Of	40	0.5	0.3	40	0.5	0.3													110,349
PeakChoice - Committed - Day Ahead	99	3	4	96	3	4													110,349
PeakChoice - Committed - Day Of	13	11	14	11	2	12													110,349
SmartRate TM - Residential	31,258	9	8	54,232	11	13													3,000,000
Sub-Total Price Response	40,734	359	382	63,796	340	398													
Total All Programs	197,686	638	653	220,549	621	684													

¹ Ex Ante Estimated MW - In compliance with Decision 08-04-050, the values presented herein are based on the June 1st, 2012 Load Impact Report for Demand Response. The values reported are calculated by using the monthly ex ante average load impact per customer multiplied by the number of currently enrolled service accounts for the reporting month, where the ex ante average load impact is the average hourly load impact for an event that would occur from 1 - 6 pm on the system peak day of the month.

² Ex Post Estimated MW - In compliance with Decision 08-04-050, the values presented herein are based on the June 1st, 2012 Load Impact Report for Demand Response. The values reported are calculated by using the annual ex post average load impact per customer multiplied by the number of currently enrolled service accounts for the reporting month, where the ex post load impact per customer is the average load impact per customer for those customers that may have participated in an event(s) during all actual event hours in the preceding year when or if events occurred. New programs report "n/a", as there were no prior events.

³ In the May ILP Report, the SmartRate Commercial program was eliminated from all ILP Report worksheets as the program no longer exists.

NOTE: Readers should exercise caution in interpreting or using the estimated MW values found in this report in either the ex post or ex ante columns. Ex post estimates reflect historic event(s) that have taken place during specific time periods and actual weather conditions by a mix of customers that participated on event day(s). Ex ante forecasts account for variables not included in the Ex post estimate such as normalized weather conditions, expected customer mix during events, expected time of day which events occur, expected days of the week which events occur, and other lesser effects etc. An Ex ante forecast reflects forecast impact estimates that would occur between 1 pm and 6pm during a specific DR program's operating season, based on 1-in-2 (normal) weather conditions if all DR programs were called simultaneously on the system peak day. In either case, MW estimates in this report will vary from estimates filed in the PG&E's annual April 1st Compliance Filing pursuant to Decision D.08-04-050 and reporting documents that may be supplied to other agencies e.g. CAISO, FERC, NERC, etc. MW estimates found in the Monthly ILP Report are not used by PG&E for operational reporting, resource planning, and cost effectiveness analysis or in developing regulatory filings.

NOTE 2: PDP large C&I customers have been separated from PDP small and medium business customers due to the large difference in load impacts and the large difference in the enrollments.

Pacific Gas and Electric Company
Average Ex Ante Load Impact kW / Customer
August 2012

Program Eligibility and Average Load Impacts														
Program	Average Ex Ante Load Impact kW / Customer												Eligible Accounts as of Jan 1, 2012	Eligibility Criteria (Refer to tariff for specifics)
	January	February	March	April	May	June	July	August	September	October	November	December		
BIP - Day Of	308.00	330.20	354.10	761.10	773.70	756.90	787.10	800.40	842.60	810.20	341.00	313.00	10,396	Bundled, DA and CCA non-residential customer service accounts that have at least an <u>average monthly</u> demand of 100 kW
OBMC	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Bundled, DA and CCA non-residential customer accounts with interval meters that must be able to reduce electric load such that the entire load on the PG&E circuit or dedicated substation that provides service to that customer is reduced to or below MLLs for the entire duration of each and every RO operation
SLRP	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	Bundled-service customers taking service under Schedules A-10, E-19 or E-20 & minimum <u>average monthly demand of 100 kilowatts</u> (kW). Customers must commit to minimum 15% of baseline usage, with a minimum load reduction of 100 kW.
SmartAC - Commercial	0.00	0.00	0.00	0.00	0.40	0.50	0.70	0.50	0.50	0.30	0.00	0.00	593,312	SMB customers taking service under applicable rate schedules equipped with central or packaged DX air conditioning equipment
SmartAC - Residential	N/A	N/A	N/A	N/A	0.30	0.40	0.60	0.50	0.50	0.20	N/A	N/A	3,000,000	Residential customers taking service under applicable rate schedules equipped with central or packaged DX air conditioning equipment
AMP - Day Ahead	0.00	0.00	0.00	0.00	214.20	214.20	214.20	214.20	214.20	214.20	0.00	0.00	596,031	Non-residential customers on a C&I, partial standby, or Ag rate schedules, except those who receive electric power from third parties (other than DA), billed via net metering or full standby services.
AMP - Day Of	0.00	0.00	0.00	0.00	114.60	114.60	114.60	114.60	114.60	114.60	0.00	0.00	596,031	Non-residential customers on a commercial, industrial, partial standby, or agricultural rate schedules, except those who receive electric power from third parties (other than DA), billed via net metering or full standby services.
CBP - Day Ahead	0.00	0.00	0.00	0.00	74.60	74.60	74.60	74.60	74.60	74.60	0.00	0.00	596,031	Non-residential customers on a C&I, partial standby, or Ag rate schedule, except those who receive electric power from third parties (other than DA), billed via net metering or full standby services.
CBP - Day Of	0.00	0.00	0.00	0.00	81.90	81.90	82.00	82.00	82.00	82.00	0.00	0.00	596,031	Non-residential customers on a C&I, partial standby, or Ag rate schedule, except those who receive electric power from third parties (other than DA), billed via net metering or full standby services.
DBP	16.20	16.70	16.80	17.30	41.10	42.70	43.30	41.80	42.50	42.30	16.70	14.20	10,396	Non-residential Customers > 200 kW on a demand TOU rate schedule, cannot be on rate schedule AG-R, AG-V or S. Eligible customers include PG&E Bundled, Direct Access (DA; ESP), and Community Choice Aggregation Service. Non-residential Customers' accounts < 200 kW may participate as aggregated group for service accounts with same Federal Taxpayer ID Number.
PDP (200 kW or above)	0.00	0.00	0.00	0.00	18.86	20.64	20.62	20.36	19.44	18.50	0.00	0.00	286,311	Default beginning May 1, 2010 for bundled C&I Customers > 200kW Maximum Demand; default begins February 1st, 2011 for large bundled Ag customers and default beginning November 1, 2011; bundled C&I Customers with < 200 kW Maximum Demand and 12 months on Interval Meter.
PDP (20 - 200 kW)	0.00	0.00	0.00	0.00	1.84	2.20	3.27	2.61	2.36	0.88	0.00	0.00		
PeakChoice - Best Effort - Day Ahead	0.00	0.00	0.00	0.00	8.30	9.60	9.20	9.20	9.80	9.40	0.00	0.00	110,349	Bundled-Service Customers on a demand time-of-use (TOU) rate schedule, except those who are on net metering, standby, AG-R or AG-V rate schedules. Must be able to reduce at least 10 kW.
PeakChoice - Best Effort - Day Of	0.00	0.00	0.00	0.00	10.40	12.10	12.30	11.90	11.90	11.50	0.00	0.00	110,349	Bundled-Service Customers on a demand time-of-use (TOU) rate schedule, except those who are on net metering, standby, AG-R or AG-V rate schedules. Must be able to reduce at least 10 kW.
PeakChoice - Committed - Day Ahead	0.00	0.00	0.00	0.00	26.50	31.20	32.20	31.60	30.30	29.90	0.00	0.00	110,349	Bundled-Service Customers on a demand time-of-use (TOU) rate schedule, except those who are on net metering, standby, AG-R or AG-V rate schedules. Must be able to reduce at least 10 kW.
PeakChoice - Committed - Day Of	0.00	0.00	0.00	0.00	808.50	810.00	817.10	159.20	154.90	150.10	0.00	0.00	110,349	Bundled-Service Customers on a demand time-of-use (TOU) rate schedule, except those who are on net metering, standby, AG-R or AG-V rate schedules. Must be able to reduce at least 10 kW.
SmartRate™ - Residential	N/A	N/A	N/A	N/A	0.20	0.20	0.30	0.20	0.20	0.10	0.00	0.00	3,000,000	A voluntary rate supplement to residential customers' OAS. Available to Bundled-Service customers served on a single family residential electric rate schedule. No longer available to Business Customers beginning January 2010

The average ex ante load impacts per customer are based on the load impacts filing on June 1, 2012 (D.08-04-050). Estimated Average Ex Ante Load Impact kW/Customer = Average kW / Customer, under 1-in-2 weather conditions, of an event that would occur from 1 - 6 pm (or 2 - 6 pm for PDP) for April through October, and 4 - 7 pm for November through March, on the system peak day of the month.

Pacific Gas and Electric Company
Average Ex Ante Load Impact kW / Customer
August 2012

Program Eligibility and Average Load Impacts															
Program	Average Ex Post Load Impact kW / Customer												Eligible Accounts as of Jan 1, 2012	Eligibility Criteria (Refer to tariff for specifics)	
	January	February	March	April	May	June	July	August	September	October	November	December			
BIP - Day Of	822.31	822.31	822.31	822.31	822.31	822.31	822.31	822.31	822.31	822.31	822.31	822.31	822.31	10,396	Bundled, DA and CCA non-residential customer service accounts that have at least an <i>average monthly</i> demand of 100 kW
OBMC	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	Bundled, DA and CCA non-residential customer accounts with interval meters that must be able to reduce electric load such that the entire load on the PG&E circuit or dedicated substation that provides service to that customer is reduced to or below MLLs for the entire duration of each and every RO operation
SLRP	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	n/a	N/A	Bundled-service customers taking service under Schedules A-10, E-19 or E-20 & minimum <i>average monthly demand of 100 kilowatts</i> (kW). Customers must commit to minimum 15% of baseline usage, with a minimum load reduction of 100 kW.
SmartAC - Commercial	0.29	0.29	0.29	0.29	0.29	0.29	0.29	0.29	0.29	0.29	0.29	0.29	0.29	593,312	SMB customers taking service under applicable rate schedules equipped with central or packaged DX air conditioning equipment
SmartAC - Residential	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	0.50	3,000,000	Residential customers taking service under applicable rate schedules equipped with central or packaged DX air conditioning equipment
AMP - Day Ahead	211.94	211.94	211.94	211.94	211.94	211.94	211.94	211.94	211.94	211.94	211.94	211.94	211.94	596,031	Non-residential customers on a C&I, partial standby, or Ag rate schedules, except those who receive electric power from third parties (other than DA), billed via net metering or full standby services.
AMP - Day Of	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	101.51	596,031	Non-residential customers on a commercial, industrial, partial standby, or agricultural rate schedules, except those who receive electric power from third parties (other than DA), billed via net metering or full standby services.
CBP - Day Ahead	90.70	90.70	90.70	90.70	90.70	90.70	90.70	90.70	90.70	90.70	90.70	90.70	90.70	596,031	Non-residential customers on a C&I, partial standby, or Ag rate schedule, except those who receive electric power from third parties (other than DA), billed via net metering or full standby services.
CBP - Day Of	79.40	79.40	79.40	79.40	79.40	79.40	79.40	79.40	79.40	79.40	79.40	79.40	79.40	596,031	Non-residential customers on a C&I, partial standby, or Ag rate schedule, except those who receive electric power from third parties (other than DA), billed via net metering or full standby services.
DBP	54.70	54.70	54.70	54.70	54.70	54.70	54.70	54.70	54.70	54.70	54.70	54.70	54.70	10,396	Non-residential Customers > 200 kW on a demand TOU rate schedule, cannot be on rate schedule AG-R, AG-V or S. Eligible customers include PG&E Bundled, Direct Access (DA; ESP), and Community Choice Aggregation Service. Non-residential Customers' accounts < 200 kW may participate as aggregated group for service accounts with same Federal Taxpayer ID Number.
PDP (200 kW or above)	18.81	18.81	18.81	18.81	18.81	18.81	18.81	18.81	18.81	18.81	18.81	18.81	18.81	286,311	Default beginning May 1, 2010 for bundled C&I Customers > 200kW Maximum Demand; default begins February 1st, 2011 for large bundled Ag customers and default beginning November 1, 2011: bundled C&I Customers with < 200 kW Maximum Demand and 12 months on Interval Meter.
PDP (20 - 200 kW)	3.37	3.37	3.37	3.37	3.37	3.37	3.37	3.37	3.37	3.37	3.37	3.37	3.37		
PeakChoice - Best Effort - Day Ahead	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	14.00	110,349	Bundled-Service Customers on a demand time-of-use (TOU) rate schedule, except those who are on net metering, standby, AG-R or AG-V rate schedules. Must be able to reduce at least 10 kW.
PeakChoice - Best Effort - Day Of	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	8.00	110,349	Bundled-Service Customers on a demand time-of-use (TOU) rate schedule, except those who are on net metering, standby, AG-R or AG-V rate schedules. Must be able to reduce at least 10 kW.
PeakChoice - Committed - Day Ahead	37.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00	37.00	110,349	Bundled-Service Customers on a demand time-of-use (TOU) rate schedule, except those who are on net metering, standby, AG-R or AG-V rate schedules. Must be able to reduce at least 10 kW.
PeakChoice - Committed - Day Of	1047.00	1047.00	1047.00	1047.00	1047.00	1047.00	1047.00	1047.00	1047.00	1047.00	1047.00	1047.00	1047.00	110,349	Bundled-Service Customers on a demand time-of-use (TOU) rate schedule, except those who are on net metering, standby, AG-R or AG-V rate schedules. Must be able to reduce at least 10 kW.
SmartRate™ - Residential	0.24	0.24	0.24	0.24	0.24	0.24	0.24	0.24	0.24	0.24	0.24	0.24	0.24	3,000,000	A voluntary rate supplement to residential customers' OAS. Available to Bundled-Service customers served on a single family residential electric rate schedule. No longer available to Business Customers beginning January 2010

The average ex post load impacts per customer are based on the load impacts filing on April 2, 2012 (D.08-04-050). Estimated Average Ex Post Load Impact kW / Customer = Average kW / Customer service account over all actual event hours for the preceding year when or if events occurred. Some programs may experience no events or few events while other programs may operate regularly depending on event triggers. For existing programs, the average ex post load impact per customer SAID remains constant across all months. The average load impact is "n/a" for programs having no prior events.

**Table I-2
Pacific Gas and Electric Company
Program Subscription Statistics
August 2012**

Detailed Breakdown of MWs To Date in TA/Auto DR/TI Programs

2012	January				February				March				April				May				June			
	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs
Price Responsive																								
AMP - Day Ahead		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
AMP - Day Of		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.2	0.2		0.0	0.2	0.2		0.0	0.2	0.2		0.0	0.2	0.2
CBP - Day Ahead		0.0	0.0	0.0		0.0	0.0	0.0		0.3	0.0	0.3		0.3	0.0	0.3		0.3	0.0	0.3		0.3	0.0	1.1
CBP - Day Of		0.0	0.0	0.0		0.0	0.0	0.0		0.3	0.0	0.3		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
DBP		0.0	0.0	0.0		0.0	0.0	0.0		4.3	0.0	4.3		5.2	0.0	5.2		5.2	0.0	5.2		5.2	0.0	5.2
PDP		0.0	0.0	0.0		0.0	0.0	0.0		2.5	0.0	2.5		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
PeakChoice - Best Effort - Day Ahead		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
PeakChoice - Best Effort - Day Of		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.1		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
PeakChoice - Committed - Day Ahead		0.0	0.3	0.3		0.0	0.3	0.3		0.0	0.3	0.4		0.0	0.3	0.3		0.0	0.3	0.3		0.0	0.3	0.3
PeakChoice - Committed - Day Of		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
SmartRate™ - Residential		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		0.0	0.3	0.3		0.0	0.3	0.3		7.4	0.6	8.0		5.5	0.6	6.1		5.5	0.6	6.1		5.5	1.4	6.9
Interruptible/Reliability																								
BIP - Day of		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
OBMC		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
SLRP		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
SmartAC™ - Commercial		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
SmartAC™ - Residential		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0		0.0	0.0	0.0
Total Technology MWs		0.0	0.3	0.3		0.0	0.3	0.3		7.4	0.6	8.0		5.5	0.6	6.1		5.5	0.6	6.1		5.5	1.4	6.9
General Program																								
TA (may also be enrolled in TI and AutoDR)	0.4				0.7					0.8					1.7					3.1				3.4
Total	0.4	0.0	0.0	0.0	0.7	0.0	0.0	0.0		0.8	0.0	0.0	0.0	0.0	1.7	0.0	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.4
Total TA MWs	0.4	N/A	N/A	N/A	0.7	N/A	N/A	N/A		0.8	N/A	N/A	N/A	0.0	N/A	N/A	N/A	N/A	N/A	3.1	N/A	N/A	N/A	3.4

2012	July				August				September				October				November				December			
	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs	TA Identified MWs	Auto DR Verified MWs	TI Verified MWs	Total Technology MWs
Price Responsive																								
AMP - Day Ahead		0.0	0.3	0.3		0.0	0.3	0.3																
AMP - Day Of		0.0	0.0	0.0		0.0	2.3	2.3																
CBP - Day Ahead		0.0	1.1	1.1		0.0	2.0	2.0																
CBP - Day Of		0.0	0.0	0.0		0.0	0.0	0.0																
DBP		0.0	0.0	0.0		0.0	0.0	0.0																
PDP		0.0	0.0	0.0		0.0	0.0	0.0																
PeakChoice - Best Effort - Day Ahead		0.0	0.0	0.0		0.0	0.0	0.0																
PeakChoice - Best Effort - Day Of		0.0	0.0	0.0		0.0	0.0	0.0																
PeakChoice - Committed - Day Ahead		0.0	0.3	0.3		0.0	0.0	0.0																
PeakChoice - Committed - Day Of		0.0	0.0	0.0		0.0	0.0	0.0																
SmartRate™ - Commercial		0.0	0.0	0.0		0.0	0.0	0.0																
SmartRate™ - Residential		0.0	0.0	0.0		0.0	0.0	0.0																
Total		0.0	0.0	1.8		0.0	4.7	4.7																
Interruptible/Reliability																								
BIP - Day of		0.0	0.0	0.0		0.0	0.0	0.0																
OBMC		0.0	0.0	0.0		0.0	0.0	0.0																
SLRP		0.0	0.0	0.0		0.0	0.0	0.0																
SmartAC™ - Commercial		0.0	0.0	0.0		0.0	0.0	0.0																
SmartAC™ - Residential		0.0	0.0	0.0		0.0	0.0	0.0																
Total		0.0	0.0	0.0		0.0	0.0	0.0																
Total Technology MWs				1.8				4.7																
General Program																								
TA (may also be enrolled in TI and AutoDR)	9.2				10.5																			
Total	9.2	0.0	0.0	0.0	10.5	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total TA MWs	9.2	N/A	N/A	N/A	10.5	N/A	N/A	N/A	0.0	N/A	N/A	N/A	0.0	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A

**Table I-3
Pacific Gas and Electric Company
Demand Response Programs and Activities
2012-2014 Incremental Cost Funding
August 2012**

2012-2014 Program Expenditures

Cost Item	2012												Year-to-Date 2012 Expenditures	Program-to-Date Total Expenditures 2012-2014	3-Year Funding	Percent Funding	
	January	February	March	April	May	June	July	August	September	October	November	December					
Category 1: Reliability Programs																	
Base Interruptible Program (BIP)	\$6,300	\$9,489	\$11,676	\$8,932	\$31,788	\$8,008	\$7,281	\$8,007						\$91,479	\$91,479	\$666,349	13.7%
Optional Bidding Mandatory Curtailment / Scheduled Load Reduction (OBMC / SLRP)	\$1,372	\$2,057	\$3,755	\$1,452	\$1,828	\$1,216	\$1,033	\$1,158						\$13,870	\$13,870	\$413,532	3.4%
Budget Category 1 Total	\$7,672	\$11,546	\$15,431	\$10,384	\$33,616	\$9,224	\$8,314	\$9,164	\$0	\$0	\$0	\$0	\$0	\$105,350	\$105,350	\$1,079,881	9.8%
Category 2: Price-Responsive Programs																	
Demand Bidding Program (DBP)	\$12,525	\$19,283	\$23,796	\$17,946	\$70,456	\$17,427	\$16,627	\$18,963						\$197,023	\$197,023	\$3,216,000	6.1%
Capacity Bidding Program (CBP)	\$24,554	\$31,199	\$29,580	\$29,176	\$58,937	\$91,639	\$24,102	\$96,069						\$385,255	\$385,255	\$11,563,485	3.3%
Peak Choice ⁽¹⁾	\$30,447	\$41,324	\$40,158	\$39,366	\$46,659	\$35,376	\$33,075	\$149,675						\$416,080	\$416,080	\$1,750,000	23.8%
Smart AC	\$102,695	\$120,377	(\$94,090)	\$426,508	\$143,394	\$206,634	\$127,741	\$501,297						\$1,534,555	\$1,534,555	\$19,353,335	7.9%
Budget Category 2 Total	\$170,221	\$212,183	(\$555)	\$512,995	\$319,446	\$351,076	\$201,544	\$766,003	\$0	\$0	\$0	\$0	\$0	\$2,532,913	\$2,532,913	\$35,882,820	7.1%
Category 3: DR Provider/Aggregator Managed Programs																	
Aggregator Managed Portfolio (AMP)	\$24,376	\$30,777	\$29,340	\$28,805	\$50,888	\$81,757	\$13,133	\$85,226						\$344,303	\$344,303	\$1,187,700	29.0%
Budget Category 3 Total	\$24,376	\$30,777	\$29,340	\$28,805	\$50,888	\$81,757	\$13,133	\$85,226	\$0	\$0	\$0	\$0	\$0	\$344,303	\$344,303	\$1,187,700	29.0%
Category 4: Emerging & Enabling Programs																	
Auto DR	\$43,310	\$54,004	\$50,868	\$50,024	\$64,742	\$87,001	\$67,524	\$274,766						\$692,241	\$692,241	\$26,297,459	2.6%
DR Emerging Technology	\$18,905	\$22,445	\$22,538	\$19,681	\$25,395	\$19,473	\$25,222	\$16,946						\$170,606	\$170,606	\$3,749,238	4.6%
Budget Category 4 Total	\$62,215	\$76,450	\$73,407	\$69,705	\$90,137	\$106,474	\$92,747	\$291,713	\$0	\$0	\$0	\$0	\$0	\$862,846	\$862,846	\$30,046,697	2.9%
Category 5: Pilots																	
IRR Phase 2	\$13,354	\$15,482	\$15,218	\$14,159	\$17,859	\$12,012	\$10,302	\$11,380						\$109,766	\$109,766	\$2,458,336	4.5%
T&D DR	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$2,458,336	0.0%
Plug-in Hybrid EV/EV (incl. HAN-EV)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$3,000,000	0.0%
Budget Category 5 Total	\$13,354	\$15,482	\$15,218	\$14,159	\$17,859	\$12,012	\$10,302	\$11,380	\$0	\$0	\$0	\$0	\$0	\$109,766	\$109,766	\$7,916,672	1.4%
Category 6: Evaluation, Measurement and Verification																	
DRMEC	\$0	\$0	\$0	\$0	\$0	\$10,802	\$103,289	\$95,320						\$209,411	\$209,411	\$14,520,981	1.4%
DR Research Studies	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$1,200,000	0.0%
Budget Category 6 Total	\$0	\$0	\$0	\$0	\$0	\$10,802	\$103,289	\$95,320	\$0	\$0	\$0	\$0	\$0	\$209,411	\$209,411	\$15,720,981	1.3%
Category 7: Marketing, Education and Outreach																	
Statewide Marketing ⁽¹⁾	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$3,275,561						\$3,275,561	\$3,275,561	\$3,500,000	93.6%
DR Core Marketing and Outreach ⁽²⁾	\$48,816	\$86,252	\$101,582	\$86,760	\$68,760	\$86,773	\$122,668	\$64,810						\$666,421	\$666,421	\$13,000,000	5.1%
SmartAC ME&O ⁽³⁾	\$6,381	\$11,921	\$10,909	\$216,934	\$460,585	\$462,101	\$164,951	\$233,837						\$1,567,619	\$1,567,619	\$0	
Education and Training	\$863	\$5,526	\$19,296	\$4,940	\$5,923	\$4,152	\$9,667	\$2,609						\$52,977	\$52,977	\$771,993	6.9%
Budget Category 7 Total	\$56,061	\$103,699	\$131,788	\$308,634	\$535,267	\$553,026	\$297,285	\$3,576,817	\$0	\$0	\$0	\$0	\$0	\$5,562,577	\$5,562,577	\$17,271,993	32.2%
Category 8: DR System Support Activities																	
InterAct / DR Forecasting Tool	\$75,329	\$144,539	\$1,016,991	\$135,530	\$132,502	\$154,357	\$287,073	\$148,362						\$2,094,682	\$2,094,682	\$14,407,887	14.5%
DR Enrollment & Support	\$47,965	\$72,083	\$125,634	\$74,269	\$118,012	\$98,135	\$99,296	\$233,255						\$868,648	\$868,648	\$15,787,400	5.5%
Notifications	\$3,500	(\$3,500)	\$235	\$3,738	\$1,627	(\$1,372)	\$4,750	\$128,198						\$137,177	\$137,177	\$7,427,715	1.8%
DR Integration Policy & Planning	\$0	\$0	\$0	\$0	\$0	\$0	\$2,334	\$2,195						\$4,529	\$4,529	\$3,893,342	0.1%
Budget Category 8 Total	\$126,794	\$213,122	\$1,142,860	\$213,538	\$252,141	\$251,120	\$393,452	\$512,010	\$0	\$0	\$0	\$0	\$0	\$3,105,036	\$3,105,036	\$41,516,344	7.5%
Category 9: Integrated Programs and Activities (Including Technical Assistance) ⁽¹⁾																	
Technology Incentives - IDSM	\$23,960	\$30,036	\$28,214	\$25,873	\$33,087	\$24,460	\$19,768	\$22,320						\$207,719	\$207,719	\$3,538,000	5.9%
PEAK	\$0	\$0	\$0	\$90,191	\$39,523	\$34,857	\$44,470	\$35,044						\$244,085	\$244,085	\$560,000	43.6%
Integrated Marketing & Outreach	\$150	\$2,322	\$1,225	\$23,443	\$61,184	\$36,675	\$55,398	\$65,204						\$245,601	\$245,601	\$304,500	80.7%
Integrated Education & Training	\$40	\$94	\$85	\$57	\$77	\$109	\$65	\$69						\$596	\$596	\$61,000	1.0%
Integrated Sales Training	\$50	\$118	\$108	\$72	\$98	\$137	\$82	\$87						\$751	\$751	\$76,000	1.0%
Integrated Energy Audits	\$68,709	(\$56,803)	\$6,491	\$5,292	\$7,474	\$5,812	\$5,478	\$118,087						\$160,540	\$160,540	\$1,264,000	12.7%
Integrated Emerging Technology	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$440,000	0.0%
Budget Category 9 Total	\$92,900	(\$24,233)	\$36,123	\$144,928	\$141,444	\$102,050	\$125,259	\$240,812	\$0	\$0	\$0	\$0	\$0	\$859,291	\$859,291	\$6,243,500	13.8%
Category 10: Special Projects																	
DR-HAN Integration (excl. HAN-EV)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$20,020,000	0.0%
Permanent Load Shifting	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$15,000,000	0.0%
Budget Category 10 Total	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$35,020,000	0.0%
Recovery of Capital Costs Authorized Prior to 2009	\$75,202	\$74,953	\$74,705	\$74,456	\$74,208	\$73,959	\$73,108	\$72,859						\$593,450	\$593,450	\$0	N/A
Total Incremental Cost	\$628,802	\$713,978	\$1,518,316	\$1,377,605	\$1,515,005	\$1,551,500	\$1,318,434	\$5,661,305	\$0	\$0	\$0	\$0	\$0	\$14,284,943	\$14,284,943	\$191,886,588	7.4%
Technical Assistance & Technology Incentives (TA&TI) Identified as of AUGUST 2012.	\$66,429																

⁽¹⁾ Authorized funding for 2012 only.

⁽²⁾ The expenditures listed are in support of PG&E's DR programs for large commercial, industrial and agricultural customers, excluding the aggregator-managed programs. Disclosure complies with OP 24 of D.12-04-045. The 2012-14 approved budget for DR Core Marketing and Outreach includes funding for SmartAC marketing, education and outreach activities.

⁽³⁾ The budget for SmartAC marketing, education, and outreach costs are included in the 2012-14 approved budget for DR Core Marketing and Outreach; however, the expenses are separated to differentiate the ME&O efforts targeting residential and small commercial customers. SmartAC is now closed to non-residential customers.

**Table I-4
Pacific Gas and Electric Company
Interruptible and Price Responsive Programs
Event Summary
August 2012**

Year-to-Date Event Summary										
Program Category	Program	MONTH	Event No.	Event Date	Type	Trigger	Load Reduction MW	Beginning	End	Program Tolerated Hours (Annual)
Category 1: Interruptible/Reliability Programs										
	Base Interruptible Program (BIP)	AUGUST	1	Aug-12	Test	Day Of	215.2	15:00	17:00	2.0
	SmartAC	AUGUST	1	Aug-12	Temperature	Day Of	107.9	16:00	18:00	2.0
Category 2: Price Responsive Programs										
	Demand Bidding Program (DBP)	JULY	1	Jul-12	Temperature	Day Ahead	42.6	12:00	20:00	8.0
	Demand Bidding Program (DBP)	AUGUST	2	Aug-12	Temperature	Day Ahead	35.9	12:00	20:00	8.0
	Peak Choice	JULY	1	Jul-12	Temperature	2-Day Ahead	0.0	15:00	18:00	3.0
	Peak Choice	JULY	1	Jul-12	Temperature	Day Ahead	2.0	14:00	18:00	4.0
	Peak Choice	JULY	1	Jul-12	Temperature	Day Of	1.7	14:00	18:00	4.0
	Peak Choice	AUGUST	2	Aug-12	Temperature	2-Day Ahead	0.1	13:00	18:00	5.0
	Peak Choice	AUGUST	2	Aug-12	Temperature	Day Ahead	1.0	13:00	19:00	6.0
	Peak Choice	AUGUST	2	Aug-12	Temperature	Day Of	1.2	13:00	18:00	5.0
	Peak Choice	AUGUST	3	Aug-12	Temperature	2-Day Ahead	0.2	13:00	17:00	4.0
	Peak Choice	AUGUST	3	Aug-12	Temperature	Day Ahead	0.6	13:00	17:00	4.0
	Peak Choice	AUGUST	3	Aug-12	Temperature	Day Of	2.1	13:00	18:00	5.0
	Peak Day Pricing (PDP)	JULY	1	Jul-12	Temperature	Day Ahead	35.8	12:00	18:00	6.0
	Peak Day Pricing (PDP)	JULY	2	Jul-12	Temperature	Day Ahead	26.3	12:00	18:00	6.0
	Peak Day Pricing (PDP)	JULY	3	Jul-12	Temperature	Day Ahead	27.0	12:00	18:00	6.0
	Peak Day Pricing (PDP)	JULY	4	Jul-12	Temperature	Day Ahead	20.6	12:00	18:00	6.0
	Peak Day Pricing (PDP)	AUGUST	5	Aug-12	Temperature	Day Ahead	35.8	12:00	18:00	6.0
	Peak Day Pricing (PDP)	AUGUST	6	Aug-12	Temperature	Day Ahead	24.7	12:00	18:00	6.0
	Peak Day Pricing (PDP)	AUGUST	7	Aug-12	Temperature	Day Ahead	24.8	12:00	18:00	6.0
	Peak Day Pricing (PDP)	AUGUST	8	Aug-12	Temperature	Day Ahead	38.8	12:00	18:00	6.0
	Peak Day Pricing (PDP)	AUGUST	9	Aug-12	Temperature	Day Ahead	23.4	12:00	18:00	6.0
	SmartRate Residential	JULY	1	Jul-12	Temperature	Day Ahead	20.0	14:00	19:00	5.0
	SmartRate Residential	JULY	2	Jul-12	Temperature	Day Ahead	24.2	14:00	19:00	5.0
	SmartRate Residential	JULY	3	Jul-12	Temperature	Day Ahead	17.2	14:00	19:00	5.0
	SmartRate Residential	JULY	4	Jul-12	Temperature	Day Ahead	17.2	14:00	19:00	5.0
Category 3: DR Aggregator Managed Programs										
	Capacity Bidding Program (CBP)	JULY	1	Jul-12	Heat Rate	Day Ahead	28.3	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	JULY	1	Jul-12	Heat Rate	Day Of	19.5	14:00	18:00	4.0
	Capacity Bidding Program (CBP)	JULY	2	Jul-12	Heat Rate	Day Ahead	24.2	14:00	18:00	4.0
	Capacity Bidding Program (CBP)	JULY	2	Jul-12	Heat Rate	Day Of	22.2	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	JULY	3	Jul-12	Heat Rate	Day Ahead	19.5	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	JULY	3	Jul-12	Heat Rate	Day Of	21.5	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	AUGUST	4	Aug-12	Heat Rate	Day Ahead	25.7	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	AUGUST	4	Aug-12	Heat Rate	Day Of	14.3	13:00	19:00	6.0
	Capacity Bidding Program (CBP)	AUGUST	5	Aug-12	Heat Rate	Day Of	20.5	13:00	19:00	6.0
	Capacity Bidding Program (CBP)	AUGUST	5	Aug-12	Heat Rate	Day Ahead	19.3	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	AUGUST	6	Aug-12	Heat Rate	Day Of	19.4	16:00	17:00	1.0
	Aggregator Managed Portfolio (AMP)	JULY	1	Jul-12	Price	Day Ahead	44.5	14:00	18:00	4.0
	Aggregator Managed Portfolio (AMP)	JULY	1	Jul-12	Price	Day Of	112.0	15:00	19:00	4.0
	Aggregator Managed Portfolio (AMP)	AUGUST	2	Aug-12	Price	Day Of	118.6	14:00	19:00	5.0
	Aggregator Managed Portfolio (AMP)	AUGUST	2	Aug-12	Price	Day Ahead	37.5	15:00	19:00	4.0
	Aggregator Managed Portfolio (AMP)	AUGUST	3	Aug-12	Price	Day Ahead	35.0	15:00	19:00	4.0
	Aggregator Managed Portfolio (AMP)	AUGUST	3	Aug-12	Price	Day Of	118.8	14:00	19:00	5.0

**Table I-5
Pacific Gas and Electric Company
2012-2014 Demand Response Programs
Total Embedded Cost and Revenues
August 2012**

Annual Total Cost													
Cost Item	January	February	March	April	May	June	July	August	September	October	November	December	Year-to-Date Total Cost
Program Incentives													
Automatic Demand Response (AutoDR)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0				\$0
Aggregator Managed Portfolio (AMP)	\$0	\$0	\$0	\$0	\$0	\$1,629,243	\$2,908,035	\$3,665,578					\$8,202,856
Base Interruptible Program (BIP) ¹	\$2,008,319	\$1,673,328	1,799,872	\$1,946,173	\$1,949,136	\$2,076,070	\$1,997,472	\$2,062,864					\$15,513,235
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$239,315					\$239,315
Demand Bidding Program (DBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$152,802					\$152,802
Optional Binding Mandatory Curtailment / Scheduled Load Reduction Program (OBMC / SLRP) ¹	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0					\$0
Technology Incentive (TI)	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0					\$0
PeakChoice	\$0	\$0	\$0	\$0	\$55	\$0	\$0	\$84,238					\$84,293
Smart AC™ Ancillary Service Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0					\$0
Smart AC	\$0	\$11,250	\$0	\$0	(\$50)	\$0	\$0	\$15,272					\$26,472
Total Cost of Incentives	\$2,008,319	\$1,684,578	\$1,799,872	\$1,946,173	\$1,949,140	\$3,705,313	\$4,905,508	\$6,220,070	\$0	\$0	\$0	\$0	\$24,218,973
Revenues from Penalties													
	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0	\$0

¹Amounts reported are for incentives costs that are not recorded in the Demand Response Expenditures Balancing Account.

**Table I-7
Pacific Gas and Electric Company
2012-2014 Marketing, Education and Outreach
Actual Expenditures
August 2012**

PG&E's ME&O Actual Expenditures	2012- 2014 Funding Cycle Customer Communication, Marketing, and Outreach												Year-to Date 2012 Expenditures	2012-2014 Total Expenditures	Authorized Budget (if Applicable)	
	January	February	March	April	May	June	July	August	September	October	November	December				
I. STATEWIDE MARKETING																
IOU Administrative Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -		
Statewide ME&O contract	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 3,275,561	\$ 3,275,561	
I. TOTAL STATEWIDE MARKETING													\$ 3,275,561	\$ 3,275,561	\$ 3,500,000	
II. UTILITY MARKETING BY ACTIVITY * (1)																
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING																
Integrated Demand Side Marketing	\$ 190	\$ 2,416	\$ 1,310	\$ 23,500	\$ 61,262	\$ 36,784	\$ 55,462	\$ 65,273							\$ 246,197	\$ 365,500
Marketing My Account/Energy and Integrated Online Audit Tools	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -							\$ -	
Critical Peak Pricing > 200 kW	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Demand Bidding Program	\$ 9,936	\$ 18,356	\$ 24,176	\$ 18,340	\$ 14,937	\$ 18,185	\$ 26,467	\$ 13,484							\$ 143,880	
Real Time Pricing	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Permanent Load Shifting	\$ 4,968	\$ 9,178	\$ 12,088	\$ 9,170	\$ 7,468	\$ 9,092	\$ 13,233	\$ 6,742							\$ 71,940	
Circuit Savers	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Small Commercial Technology Deployment	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Enabling Technologies (e.g., AutoDR, TI)	\$ 14,904	\$ 27,533	\$ 36,264	\$ 27,510	\$ 22,405	\$ 27,277	\$ 39,700	\$ 20,226							\$ 215,819	
PeakChoice	\$ 19,872	\$ 36,711	\$ 48,351	\$ 36,680	\$ 29,873	\$ 36,370	\$ 52,934	\$ 26,968							\$ 287,759	
Customer Awareness, Education and Outreach	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -							\$ -	
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																
SmartAC	\$ 6,381	\$ 11,921	\$ 10,909	\$ 165,704	\$ 511,815	\$ 462,101	\$ 164,951	\$ 233,837							\$ 1,567,619	
Customer Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -							\$ -	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$ -	\$ 4,812	\$ 6,131	\$ 152,238	\$ 488,089	\$ 454,729	\$ 157,557	\$ 109,669							\$ 1,373,225	
Labor	\$ 6,381	\$ 7,109	\$ 4,778	\$ 13,467	\$ 17,552	\$ 7,372	\$ 7,394	\$ 124,169							\$ 188,220	
Paid Media	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -							\$ -	
Other Costs	\$ -	\$ -	\$ -	\$ -	\$ 6,174	\$ -	\$ -	\$ 6,174							\$ 6,174	
II. TOTAL UTILITY MARKETING BY ACTIVITY	\$ 56,251	\$ 106,114	\$ 133,098	\$ 280,904	\$ 647,759	\$ 589,810	\$ 352,748	\$ 366,530						\$ 2,533,213	\$ 14,137,493	
III. UTILITY MARKETING BY ITEMIZED COST																
Customer Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -							\$ -	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$ -	\$ 5,222	\$ 6,491	\$ 178,595	\$ 549,030	\$ 503,157	\$ 213,986	\$ 184,283							\$ 1,640,764	
Labor	\$ 56,251	\$ 100,892	\$ 126,607	\$ 102,309	\$ 92,548	\$ 86,403	\$ 133,762	\$ 161,411							\$ 860,184	
Paid Media	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -							\$ -	
Other Costs	\$ -	\$ -	\$ -	\$ -	\$ 6,181	\$ 250	\$ 5,000	\$ 20,835							\$ 32,266	
III. TOTAL UTILITY MARKETING BY ITEMIZED COST	\$ 56,251	\$ 106,114	\$ 133,098	\$ 280,904	\$ 647,759	\$ 589,810	\$ 352,748	\$ 366,530						\$ 2,533,213		
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																
Agricultural	\$ 7,480	\$ 14,129	\$ 18,328	\$ 17,280	\$ 20,392	\$ 19,156	\$ 28,170	\$ 19,904							\$ 144,839	
Large Commercial and Industrial	\$ 42,389	\$ 80,064	\$ 103,860	\$ 97,920	\$ 115,553	\$ 108,552	\$ 159,627	\$ 112,789							\$ 820,755	
Small and Medium Commercial	\$ 319	\$ 596	\$ 545	\$ 10,847	\$ 23,029	\$ 23,105	\$ 8,248	\$ 11,692							\$ 78,381	
Residential	\$ 6,062	\$ 11,325	\$ 10,364	\$ 206,088	\$ 437,555	\$ 438,996	\$ 156,703	\$ 222,145							\$ 1,489,238	
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT	\$ 56,251	\$ 106,114	\$ 133,098	\$ 332,134	\$ 596,529	\$ 589,810	\$ 352,748	\$ 366,530						\$ 2,533,213		

Notes:

* (1) Utility Marketing includes all activities to market individual utility programs or rates, demand response concepts, and customer tools, that were approved or directed by Decision 12-04-045, whether or not the marketing budget was approved as a line item in the Decision. For example, PG&E should not include marketing for TOU and PDP because funding was authorized in another proceeding. However, PG&E must document all amounts spent on marketing individual demand response programs such as Peak Choice even though a specific marketing budget was not approved for the program. This example applies to all of the utilities. The programs and activities listed in item II of the template are meant as examples, and may not be exhaustive. However, the utilities must include all programs or rates that meet this description. The totals for items II, III and IV should be equal.

* (2) The 2012 Authorized Budget for Integrated Demand Side Marketing includes the budget for Integrated Marketing & Outreach (\$304,500) and Integrated Education & Training (\$61,000).

* (3) The Total Authorized Budget for Utility Marketing includes the Integrated Demand Side Marketing budget for 2012 and the local ME&O (DR Core Marketing & Outreach and Education & Training) budget for 2012-14.