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

Pacific Gas and Electric Company (“PG&E”) hereby submits this report on Interruptible Load and Demand Response Programs for July 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 for the first time in this filing.

This marketing report consists of two tabs; one that provides estimated percentages of the total marketing budget allocated to each activity (Estimated Monthly Allocations) and a second tab providing actual marketing expenditures (Quarterly Actual Expenditures). As required, PG&E is providing estimates for April, May, June and July in the “Estimated Monthly Allocations” tab. The expenditures tab will be completed quarterly beginning in September 2012, as requested by the Commission staff.

Table I-1
Pacific Gas and Electric Company
Interruptible and Price Responsible Programs
Subscription Statistics - Enrolled MW
July 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™ - 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																10,396
OBMC	26	0	0																N/A
SLRP	0	0	0																N/A
SmartAC - Commercial	5,993	4	2																593,312
SmartAC - Residential	150,698	90	75																3,000,000
Sub-Total Interruptible	156,952	280	270	0	0	0													
Price Response																			
AMP - Day Ahead	286	44	61																596,031
AMP - Day Of	1,499	142	152																596,031
CBP - Day Ahead	161	29	15																596,031
CBP - Day Of	341	27	27																596,031
DBP	1,015	44	56																10,396
PDP (200 kW or above)	1,661	34	31																
PDP (20 - 200 kW)	4,250	14	14																286,311
PeakChoice - Best Effort - Day Ahead	111	1	2																110,349
PeakChoice - Best Effort - Day Of	40	0.5	0.3																110,349
PeakChoice - Committed - Day Ahead	99	3	4																110,349
PeakChoice - Committed - Day Of	13	11	14																110,349
SmartRate™ - Residential	31,258	9	8																3,000,000
Sub-Total Price Response	40,734	359	382	0	0	0													
Total All Programs	197,686	638	653	0	0	0													

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
July 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 demand</u> 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 Post Load Impact kW / Customer
July 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
July 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																								
AMP - Day Of		0.0	0.0	0.0																								
CBP - Day Ahead		0.0	0.0	0.0																								
CBP - Day Of		0.0	0.0	0.0																								
DBP		0.0	0.0	0.0																								
PDP		0.0	0.0	0.0																								
PeakChoice - Best Effort - Day Ahead		0.0	0.0	0.0																								
PeakChoice - Best Effort - Day Of		0.0	0.0	0.0																								
PeakChoice - Committed - Day Ahead		0.0	0.3	0.3																								
PeakChoice - Committed - Day Of		0.0	0.0	0.0																								
SmartRate™ - Residential		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																								
OBMC		0.0	0.0	0.0																								
SLRP		0.0	0.0	0.0																								
SmartAC™ - Commercial		0.0	0.0	0.0																								
SmartAC™ - Residential		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		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	1.7	0.0	0.0	0.0	3.1	0.0	0.0	0.0	3.4	0.0	0.0	0.0	0.0	0.0	0.0	0.0
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	1.7	N/A	N/A	N/A	3.1	N/A	N/A	N/A	3.4	N/A	N/A	N/A	0.0	N/A	N/A	N/A

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																								
AMP - Day Of		0.0		0.0																								
CBP - Day Ahead		0.0	1.1	1.1																								
CBP - Day Of		0.0		0.0																								
DBP		0.0		0.0																								
PDP		0.0		0.0																								
PeakChoice - Best Effort - Day Ahead		0.0		0.0																								
PeakChoice - Best Effort - Day Of		0.0		0.0																								
PeakChoice - Committed - Day Ahead		0.0	0.3	0.3																								
PeakChoice - Committed - Day Of		0.0		0.0																								
SmartRate™ - Commercial		0.0		0.0																								
SmartRate™ - Residential		0.0		0.0																								
Total		0.0		1.8				0.0				0.0				0.0				0.0				0.0				0.0
Interruptible/Reliability																												
BIP - Day of		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
SLRP		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
SmartAC™ - Residential		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
Total Technology MWs				1.8				0.0				0.0				0.0				0.0				0.0				0.0
General Program																												
TA (may also be enrolled in TI and AutoDR)	573.0																											
Total	573.0	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	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Total TA MWs	573.0	N/A	N/A	N/A	0.0	N/A	N/A	N/A	0.0	N/A	N/A	N/A	0.0	N/A	N/A	N/A	0.0	N/A	N/A	N/A	0.0	N/A	N/A	N/A	0.0	N/A	N/A	N/A

NOTE:
1) The TI Verified MWs reported in June did not reflect the added MW for January for PeakChoice DA 0.339 MW.
2) The TI Verified MWs reported in June for CBP Day-Of is revised to exclude the MW added in error due to formula error. CBP Day-Ahead is revised to include the MW in June.

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

2012-2014 Program Expenditures

Cost Item	January	February	March	April	May	June	July	August	September	October	November	December	Year-to Date 2012 Expenditures	Program-to-Date Total Expenditures 2012-2014	3-Year Funding	Percent Funding
Category 1: Reliability Programs																
Base Interruptible Program (BIP)	\$6,300	\$9,489	\$11,676	\$8,932	\$31,788	\$8,008	\$7,281						\$83,473	\$83,473	\$666,349	12.5%
Optional Bidding Mandatory Curtailment / Scheduled Load Reduction (OBMC / SLRP)	\$1,372	\$2,057	\$3,755	\$1,452	\$1,828	\$1,216	\$1,033						\$12,713	\$12,713	\$413,532	3.1%
Budget Category 1 Total	\$7,672	\$11,546	\$15,431	\$10,384	\$33,616	\$9,224	\$8,314	\$0	\$0	\$0	\$0	\$0	\$96,186	\$96,186	\$1,079,881	8.9%
Category 2: Price-Responsive Programs																
Demand Bidding Program (DBP)	\$12,525	\$19,283	\$23,796	\$17,946	\$70,456	\$17,427	\$16,627						\$178,060	\$178,060	\$3,216,000	5.5%
Capacity Bidding Program (CBP)	\$24,554	\$31,199	\$29,580	\$29,176	\$58,937	\$91,639	\$24,102						\$289,186	\$289,186	\$11,563,485	2.5%
Peak Choice ⁽¹⁾	\$30,447	\$41,324	\$40,158	\$39,366	\$46,659	\$35,376	\$33,075						\$266,405	\$266,405	\$1,750,000	15.2%
Smart AC	\$102,695	\$120,377	(\$94,090)	\$426,508	\$143,394	\$206,634	\$127,741						\$1,033,259	\$1,033,259	\$19,353,335	5.3%
Budget Category 2 Total	\$170,221	\$212,183	(\$555)	\$512,995	\$319,446	\$351,076	\$201,544	\$0	\$0	\$0	\$0	\$0	\$1,766,910	\$1,766,910	\$35,882,820	4.9%
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						\$259,076	\$259,076	\$1,187,700	21.8%
Budget Category 3 Total	\$24,376	\$30,777	\$29,340	\$28,805	\$50,888	\$81,757	\$13,133	\$0	\$0	\$0	\$0	\$0	\$259,076	\$259,076	\$1,187,700	21.8%
Category 4: Emerging & Enabling Programs																
Auto DR	\$43,310	\$54,004	\$50,868	\$50,024	\$64,742	\$87,001	\$67,524						\$417,475	\$417,475	\$26,297,459	1.6%
DR Emerging Technology	\$18,905	\$22,445	\$22,538	\$19,681	\$25,395	\$19,473	\$25,222						\$153,659	\$153,659	\$3,749,238	4.1%
Budget Category 4 Total	\$62,215	\$76,450	\$73,407	\$69,705	\$90,137	\$106,474	\$92,747	\$0	\$0	\$0	\$0	\$0	\$571,134	\$571,134	\$30,046,697	1.9%
Category 5: Pilots																
IRR Phase 2	\$13,354	\$15,482	\$15,218	\$14,159	\$17,859	\$12,012	\$10,302						\$98,386	\$98,386	\$2,458,336	4.0%
T&D DR	\$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	\$3,000,000	0.0%
Budget Category 5 Total	\$13,354	\$15,482	\$15,218	\$14,159	\$17,859	\$12,012	\$10,302	\$0	\$0	\$0	\$0	\$0	\$98,386	\$98,386	\$7,916,672	1.2%
Category 6: Evaluation, Measurement and Verification ⁽⁴⁾																
DRMEC	\$0	\$0	\$0	\$0	\$0	\$10,802	\$103,289						\$114,092	\$114,092	\$14,520,981	0.8%
DR Research Studies	\$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	\$0	\$0	\$0	\$0	\$0	\$114,092	\$114,092	\$15,720,981	0.7%
Category 7: Marketing, Education and Outreach																
Statewide Marketing ⁽¹⁾	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$3,500,000	0.0%
DR Core Marketing and Outreach ⁽²⁾	\$48,816	\$86,252	\$101,582	\$86,760	\$68,760	\$86,773	\$122,668						\$601,610	\$601,610	\$13,000,000	4.6%
SmartAC ME&O ⁽³⁾	\$6,381	\$11,921	\$10,909	\$216,934	\$460,585	\$462,101	\$164,951						\$1,333,782	\$1,333,782	\$0	6.5%
Education and Training	\$863	\$5,526	\$19,296	\$4,940	\$5,923	\$4,152	\$9,667						\$50,368	\$50,368	\$771,993	6.5%
Budget Category 7 Total	\$56,061	\$103,699	\$131,788	\$308,634	\$535,267	\$553,026	\$297,285	\$0	\$0	\$0	\$0	\$0	\$1,985,760	\$1,985,760	\$17,271,993	11.5%
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						\$1,946,320	\$1,946,320	\$14,407,887	13.5%
DR Enrollment & Support	\$47,965	\$72,083	\$125,634	\$74,269	\$118,012	\$98,135	\$99,296						\$635,393	\$635,393	\$15,787,400	4.0%
Notifications	\$3,500	(\$3,500)	\$235	\$3,738	\$1,627	(\$1,372)	\$4,750						\$8,979	\$8,979	\$7,427,715	0.1%
DR Integration Policy & Planning	\$0	\$0	\$0	\$0	\$0	\$0	\$2,334						\$2,334	\$2,334	\$3,893,342	0.1%
Budget Category 8 Total	\$126,794	\$213,122	\$1,142,860	\$213,538	\$252,141	\$251,120	\$393,452	\$0	\$0	\$0	\$0	\$0	\$2,593,026	\$2,593,026	\$41,516,344	6.2%
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						\$185,398	\$185,398	\$3,538,000	5.2%
PEAK	\$0	\$0	\$0	\$90,191	\$39,523	\$34,857	\$44,470						\$209,040	\$209,040	\$560,000	37.3%
Integrated Marketing & Outreach	\$150	\$2,322	\$1,225	\$23,443	\$61,184	\$36,675	\$55,398						\$180,397	\$180,397	\$304,500	59.2%
Integrated Education & Training	\$40	\$94	\$85	\$57	\$77	\$109	\$65						\$526	\$526	\$61,000	0.9%
Integrated Sales Training	\$50	\$118	\$108	\$72	\$98	\$137	\$82						\$664	\$664	\$76,000	0.9%
Integrated Energy Audits	\$68,709	(\$56,803)	\$6,491	\$5,292	\$7,474	\$5,812	\$5,478						\$42,453	\$42,453	\$1,264,000	3.4%
Integrated Emerging Technology	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0	\$0	\$440,000	0.0%
Budget Category 9 Total	\$92,909	(\$24,233)	\$36,123	\$144,928	\$141,444	\$102,050	\$125,259	\$0	\$0	\$0	\$0	\$0	\$618,479	\$618,479	\$6,243,500	9.9%
Category 10: Special Projects																
DR-HAN Integration (excl. HAN-EV)	\$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	\$15,000,000	0.0%
Budget Category 10 Total	\$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 ⁽⁵⁾	\$75,202	\$74,953	\$74,705	\$74,456	\$74,208	\$73,959	\$73,108						\$520,591	\$520,591	\$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	\$0	\$0	\$0	\$0	\$0	\$8,623,639	\$8,623,639	\$191,886,588	4.5%
Technical Assistance & Technology Incentives (TA&TI) Identified as of JULY 2012.	\$633,100															

⁽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.

⁽⁴⁾ The June EM&V expenditures have been updated for a categorization error.

⁽⁵⁾ The April expenditures for recovery of capital costs have been updated for a transposition error.

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

Year-to-Date Event Summary									
Program Category	Program	Event No.	Event Date	Type	Trigger	Load Reduction MW	Beginning	End	Program Tolerated Hours (Annual)
Category 1: Interruptible/Reliability Programs									
	Base Interruptible Program (BIP)	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
	SmartAC	N/A	N/A	N/A	N/A	N/A	N/A	N/A	N/A
Category 2: Price Responsive Programs									
	Demand Bidding Program (DBP)	1	11-Jul	Temperature	Day Ahead	42.6	12:00	20:00	8.0
	Peak Choice	1	11-Jul	Temperature	2-Day Ahead	0.0	15:00	18:00	3.0
	Peak Choice	1	11-Jul	Temperature	Day Ahead	2.0	14:00	18:00	4.0
	Peak Choice	1	11-Jul	Temperature	Day Of	1.7	14:00	18:00	4.0
	Peak Day Pricing (PDP)	1	9-Jul	Temperature	Day Ahead	35.8	12:00	18:00	6.0
	Peak Day Pricing (PDP)	2	10-Jul	Temperature	Day Ahead	26.3	12:00	18:00	6.0
	Peak Day Pricing (PDP)	3	11-Jul	Temperature	Day Ahead	27.0	12:00	18:00	6.0
	Peak Day Pricing (PDP)	4	12-Jul	Temperature	Day Ahead	20.6	12:00	18:00	6.0
	SmartRate Residential	1	9-Jul	Temperature	Day Ahead	17.0	14:00	19:00	5.0
	SmartRate Residential	2	10-Jul	Temperature	Day Ahead	20.0	14:00	19:00	5.0
	SmartRate Residential	3	11-Jul	Temperature	Day Ahead	24.2	14:00	19:00	5.0
	SmartRate Residential	4	23-Jul	Temperature	Day Ahead	17.2	14:00	19:00	5.0
Category 3: DR Aggregator Managed Programs									
	Capacity Bidding Program (CBP)	1	10-Jul	Heat Rate	Day Ahead	28.3	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	1	10-Jul	Heat Rate	Day Of	19.5	14:00	18:00	4.0
	Capacity Bidding Program (CBP)	2	11-Jul	Heat Rate	Day Ahead	24.2	14:00	18:00	4.0
	Capacity Bidding Program (CBP)	2	11-Jul	Heat Rate	Day Of	22.2	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	3	12-Jul	Heat Rate	Day Ahead	19.5	15:00	19:00	4.0
	Capacity Bidding Program (CBP)	3	12-Jul	Heat Rate	Day Of	21.5	15:00	19:00	4.0
	Aggregator Managed Portfolio (AMP)	1	11-Jul	Price	Day Ahead	44.5	14:00	18:00	4.0
	Aggregator Managed Portfolio (AMP)	1	11-Jul	Price	Day Of	112.0	15:00	19:00	4.0

**Table I-5
Pacific Gas and Electric Company
2012-2014 Demand Response Programs
Total Embedded Cost and Revenues
July 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
Aggregator Managed Portfolio (AMP)	\$0	\$0	\$0	\$0	\$0	\$1,629,243	\$2,908,035						\$4,537,278
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						\$13,450,370
Capacity Bidding Program (CBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0
Demand Bidding Program (DBP)	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0
Optional Binding Mandatory Curtailment / Scheduled Load Reduction Program (OBMC / SLRP) ¹	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0
Technology Incentive (TI)	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0
PeakChoice	\$0	\$0	\$0	\$0	\$55	\$0	\$0						\$55
Smart AC™ Ancillary Service Pilot	\$0	\$0	\$0	\$0	\$0	\$0	\$0						\$0
Smart AC	\$0	\$11,250	\$0	\$0	(\$50)	\$0	\$0						\$11,200
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	\$0	\$0	\$0	\$0	\$0	\$17,998,903
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-6
Pacific Gas and Electric Company
2012-2014 Marketing Education Outreach
Estimated Monthly Allocations, April through July 2012
July 2012

PG&E's Estimated Monthly Allocations	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 * (1)																
IOU Administrative Costs				0.0%	0.0%	0.0%	0.0%									
Statewide ME&O contract				100%	100%	100%	100%									
I. TOTAL STATEWIDE MARKETING															\$3,500,000	
II. UTILITY MARKETING BY ACTIVITY * (2) (3)																
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014																
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING																
Integrated Demand Side Marketing				8%	9%	6%	16%							8%		\$365,500
Marketing My Account/Energy and Integrated Online Audit Tools				0%	0%	0%	0%									
Critical Peak Pricing > 200 kW									N/A							
Demand Bidding Program				7%	2%	3%	8%							6%		
Real Time Pricing									N/A							
Permanent Load Shifting				3%	1%	2%	4%							3%		
Circuit Savers									N/A							
Small Commercial Technology Deployment									N/A							
Enabling Technologies (e.g., AutoDR, TI)				10%	3%	5%	11%							9%		\$13,771,993
Peak Choice				13%	5%	6%	15%							12%		
Customer Awareness, Education and Outreach									N/A							
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING																
Smart AC				59%	79%	78%	47%							62%		
Customer Research				0%	0%	0%	0%							0%		
Collateral- Development, Printing, Distribution etc. (all non-labor costs)				92%	95%	98%	96%							95%		
Labor				8%	3%	2%	4%							5%		
Paid Media				0%	0%	0%	0%							0%		
Other Costs				0%	1%	0%	0%							0%		
II. TOTAL UTILITY MARKETING BY ACTIVITY															100%	\$14,137,493
III. UTILITY MARKETING BY ITEMIZED COST																
Customer Research				8%	10%	8%	16%							9%		
Collateral- Development, Printing, Distribution etc. (all non-labor costs)				46%	82%	77%	45%							58%		
Labor				46%	7%	15%	38%							32%		
Paid Media				0%	0%	0%	0%							0%		
Other Costs				0%	1%	0%	1%							1%		
III. TOTAL UTILITY MARKETING BY ITEMIZED COST															100%	
IV. UTILITY MARKETING BY CUSTOMER SEGMENT																
Agricultural				5%	3%	3%	8%							6%		
Large Commercial and Industrial				29%	19%	18%	45%							33%		
Small and Medium Commercial				3%	4%	4%	2%							3%		
Residential				62%	73%	74%	44%							58%		
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT															100%	

Notes:

- * (1) D.12-04-045 authorized \$3.5 million for SW ME&O marketing for Flex Alerts in 2012. Funding for other SW ME&O activity in 2012 was addressed in the Energy Efficiency D.12-05-015, and is not included in this report.
- * (2) 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.
- * (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. The budget for Integrated Demand Side Marketing includes the budget authorized for 2012 only for Integrated Marketing & Outreach (\$304,500) and Integrated Education & Training (\$61,000).

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

PG&E's Quarterly 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 * (1)															
IOU Administrative Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Statewide ME&O contract	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
I. TOTAL STATEWIDE MARKETING															\$3,500,000
II. UTILITY MARKETING BY ACTIVITY * (2) (3)															
TOTAL AUTHORIZED UTILITY MARKETING BUDGET FOR 2012-2014															
PROGRAMS, RATES & ACTIVITIES WHICH DO NOT REQUIRE ITEMIZED ACCOUNTING															
Integrated Demand Side Marketing	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$365,500
Marketing My Account/Energy and Integrated Online Audit Tools	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Critical Peak Pricing > 200 kW									N/A						
Demand Bidding Program	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$0	
Real Time Pricing									N/A						
Permanent Load Shifting	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Circuit Savers									N/A						
Small Commercial Technology Deployment									N/A						
Enabling Technologies (e.g., AutoDR, TI)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$13,771,993
Peak Choice	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Customer Awareness, Education and Outreach									N/A						
PROGRAMS & RATES WHICH REQUIRE ITEMIZED ACCOUNTING															
Smart AC	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Customer Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Paid Media	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Other Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
II. TOTAL UTILITY MARKETING BY ACTIVITY															\$14,137,493
III. UTILITY MARKETING BY ITEMIZED COST															
Customer Research	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Collateral- Development, Printing, Distribution etc. (all non-labor costs)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Labor	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Paid Media	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Other Costs	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
III. TOTAL UTILITY MARKETING BY ITEMIZED COST															
IV. UTILITY MARKETING BY CUSTOMER SEGMENT															
Agricultural	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Large Commercial and Industrial	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Small and Medium Commercial	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
Residential	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	
IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT															

Notes:

* (1) D.12-04-045 authorized \$3.5 million for SW ME&O marketing for Flex Alerts in 2012. Funding for other SW ME&O activity in 2012 was addressed in the Energy Efficiency D.12-05-015, and is not included in this report.

* (2) 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.

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