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

Pacific Gas and Electric Company (“PG&E”) hereby submits this report on Interruptible Load and Demand Response Programs for October 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 replaced these two pages with a ME&O Actual Expenditures page starting in the August ILP report. Similar to the DREBA Expenses tab, this ME&O report provides monthly actuals through September.

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

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

| Programs | 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 | |
| Interruptible/Reliability | | | | | | | | | | | | | | | | |
| BIP - Day Of | 230 | 76 | 189 | 230 | 81 | 189 | 233 | 177 | 192 | 233 | 180 | 192 | 229 | 173 | 188 | 10,396 |
| OBMC | 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 | N/A |
| SmartAC - Commercial | 6,326 | 0 | 2 | 6,283 | 0 | 2 | 6,239 | 0 | 2 | 6,140 | 2 | 2 | 6,043 | 3 | 2 | 593,312 |
| SmartAC - Residential | 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 | 163,345 | 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 | 290 | 0 | 61 | 291 | 0 | 62 | 291 | 44 | 44 | 286 | 44 | 44 | 596,031 |
| AMP - Day Of | 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 | 580 | 35 | 36 | 596,031 |
| CBP - Day Of | 0 | 0 | 82 | 0 | 0 | 82 | 0 | 0 | 82 | 0 | 84 | 81 | 394 | 26 | 81 | 596,031 |
| DBP | 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) | 1,657 | 0 | 31 | 1,645 | 0 | 31 | 1,653 | 0 | 31 | 1,648 | 31 | 31 | 1,646 | 34 | 31 | 286,311 |
| PDP (<200 kW) | 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 | 112 | 0 | 2 | 111 | 0 | 2 | 111 | 0 | 2 | 111 | 0.9 | 2 | 111 | 1 | 2 | 110,349 |
| PeakChoice - Best Effort - Day Of | 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 | 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 | 12 | 16 | 14 | 11 | 15 | 110,349 |
| SmartRate TM - Residential | 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 | 30,876 | 17 | 424 | 30,829 | 17 | 420 | 30,764 | 18 | 419 | 30,640 | 361 | 404 | 31,323 | 349 | 438 | |
| Total All Programs | 194,221 | 93 | 694 | 193,339 | 99 | 689 | 191,746 | 195 | 690 | 189,568 | 590 | 674 | 189,398 | 586 | 704 | |

| Programs | 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 | |
| Interruptible/Reliability | | | | | | | | | | | | | | | | |
| BIP - Day of | 254 | 203 | 209 | 256 | 216 | 211 | 256 | 207 | 211 | | | | | | | 10,396 |
| OBMC | 26 | 0 | 0 | 26 | 0 | 0 | 26 | 0 | 0 | | | | | | | N/A |
| SLRP | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | | | | | | | N/A |
| SmartAC - Commercial | 5,960 | 3 | 2 | 5,941 | 3 | 2 | 5,916 | 2 | 2 | | | | | | | 593,312 |
| SmartAC - Residential | 150,513 | 75 | 75 | 150,917 | 75 | 75 | 151,348 | 30 | 76 | | | | | | | 3,000,000 |
| Sub-Total Interruptible | 156,753 | 282 | 286 | 157,140 | 294 | 288 | 157,546 | 239 | 288 | | | | | | | |
| Price Response | | | | | | | | | | | | | | | | |
| AMP - Day Ahead | 303 | 44 | 64 | 349 | 44 | 74 | 381 | 44 | 81 | | | | | | | 596,031 |
| AMP - Day Of | 1,599 | 142 | 162 | 1,599 | 142 | 162 | 1,588 | 136 | 161 | | | | | | | 596,031 |
| CBP - Day Ahead | 150 | 22 | 14 | 127 | 16 | 12 | 12 | 1 | 1 | | | | | | | 596,031 |
| CBP - Day Of | 349 | 28 | 28 | 378 | 29 | 30 | 268 | 12 | 21 | | | | | | | 596,031 |
| DBP | 1,013 | 42 | 55 | 1,013 | 43 | 55 | 1,010 | 43 | 55 | | | | | | | 10,396 |
| PDP (200 kW or above) | 1,644 | 33 | 31 | 1,639 | 32 | 31 | 1,637 | 30 | 31 | | | | | | | 286,311 |
| PDP (<200 kW) | 4,249 | 11 | 14 | 4,263 | 10 | 14 | 4,277 | 4 | 14 | | | | | | | 0 |
| PeakChoice - Best Effort - Day Ahead | 110 | 1 | 2 | 109 | 1 | 2 | 109 | 1 | 2 | | | | | | | 110,349 |
| PeakChoice - Best Effort - Day Of | 40 | 0.5 | 0.3 | 40 | 0.5 | 0.3 | 40 | 0.5 | 0.3 | | | | | | | 110,349 |
| PeakChoice - Committed - Day Ahead | 96 | 3 | 4 | 95 | 3 | 4 | 95 | 3 | 4 | | | | | | | 110,349 |
| PeakChoice - Committed - Day Of | 11 | 2 | 12 | 10 | 2 | 10 | 10 | 2 | 10 | | | | | | | 110,349 |
| SmartRate TM - Residential | 54,232 | 11 | 13 | 65,724 | 13 | 16 | 76,840 | 8 | 18 | | | | | | | 3,000,000 |
| Sub-Total Price Response | 63,796 | 340 | 398 | 75,346 | 335 | 410 | 86,267 | 283 | 399 | | | | | | | |
| Total All Programs | 220,549 | 621 | 684 | 232,486 | 629 | 698 | 243,813 | 523 | 687 | | | | | | | |

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 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
October 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 | 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 <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 (<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
October 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 | 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 | 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 <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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 | 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 (<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 | | |
| 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 | 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 | 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 | 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 | 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 | 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 preceeding 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
October 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 | 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 | 0.0 | 0.0 | 0.2 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.2 | 0.0 | 0.2 | 0.2 | 0.2 | 0.2 |
| CBP - Day Ahead | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.3 | 0.3 |
| CBP - Day Of | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.3 | 0.3 |
| DBP | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 4.3 | 4.3 | 4.3 | 0.0 | 5.2 | 5.2 | 0.0 | 5.2 | 5.2 | 5.2 | 5.2 | 0.0 | 5.2 | 5.2 | 5.2 | 5.2 |
| PDP | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 2.5 | 2.5 | 2.5 | 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 |
| 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 | 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 | 0.0 | 0.0 | 0.1 | 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 - Committed - Day Ahead | 0.0 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.4 | 0.0 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 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 | 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 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total | 0.0 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.3 | 7.4 | 0.6 | 8.0 | 0.0 | 5.5 | 0.6 | 6.1 | 0.0 | 5.5 | 0.6 | 6.1 | 0.0 | 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 | 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 | 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 | 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 | 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 | 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 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Total Technology MWs | 0.0 | 0.3 | 0.3 | 0.3 | 0.0 | 0.3 | 0.3 | 0.3 | 7.4 | 0.6 | 8.0 | 0.0 | 5.5 | 0.6 | 6.1 | 0.0 | 5.5 | 0.6 | 6.1 | 0.0 | 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 | |
| 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 | |

| 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 | 0.0 | 0.3 | 0.3 | 0.0 | 0.0 | 0.7 | 0.0 | 0.0 | 0.0 | 0.0 | 0.7 | 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 | 2.3 | 2.3 | 0.0 | 0.0 | 2.4 | 0.0 | 0.0 | 0.0 | 0.0 | 9.5 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| CBP - Day Ahead | 0.3 | 1.1 | 1.4 | 0.3 | 0.3 | 2.0 | 2.3 | 0.3 | 0.3 | 2.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.3 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| CBP - Day Of | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.6 | 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 |
| DBP | 5.2 | 0.0 | 5.2 | 5.2 | 0.0 | 5.2 | 5.2 | 0.0 | 5.2 | 0.0 | 5.2 | 0.0 | 5.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 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 | 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 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 | 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 | 0.0 | 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 - Committed - Day Ahead | 0.0 | 0.3 | 0.3 | 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 |
| 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 | 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 | 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 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 |
| Total | 5.5 | 1.5 | 7.2 | 5.5 | 4.7 | 10.2 | 5.5 | 5.7 | 5.5 | 5.7 | 5.5 | 10.2 | 0.0 | 0.0 | 10.2 | 0.0 | 0.0 | 0.0 | 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 | 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 | 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 | 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 | 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 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| Total Technology MWs | 5.5 | 1.5 | 7.2 | 5.5 | 4.7 | 10.2 | 5.5 | 5.7 | 5.5 | 5.7 | 5.5 | 10.2 | 0.0 | 0.0 | 10.2 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | 0.0 | |
| General Program | | | | | | | | | | | | | | | | | | | | | | | | |
| TA (may also be enrolled in TI and AutoDR) | 9.2 | | | | 9.3 | | | | 10.3 | | | | 10.5 | | | | | | | | | | | |
| Total | 9.2 | 0.0 | 0.0 | 0.0 | 9.3 | 0.0 | 0.0 | 0.0 | 10.3 | 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 | |
| Total TA MWs | 9.2 | N/A | N/A | N/A | 9.3 | N/A | N/A | N/A | 10.3 | N/A | N/A | N/A | 10.5 | 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
October 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 | \$7,193 | \$16,631 | | | | \$115,303 | \$115,303 | \$666,349 | 17.3% |
| 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 | \$1,367 | (\$342) | | | | \$14,895 | \$14,895 | \$413,532 | 3.6% |
| Budget Category 1 Total | \$7,672 | \$11,546 | \$15,431 | \$10,384 | \$33,616 | \$9,224 | \$8,314 | \$9,164 | \$8,560 | \$16,289 | \$0 | \$0 | | \$130,199 | \$130,199 | \$1,079,881 | 12.1% |
| 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 | \$15,701 | \$10,051 | | | | \$222,776 | \$222,776 | \$3,216,000 | 6.9% |
| Capacity Bidding Program (CBP) | \$24,554 | \$31,199 | \$29,580 | \$29,176 | \$58,937 | \$91,639 | \$24,102 | \$96,069 | \$32,668 | \$45,474 | | | | \$463,396 | \$463,396 | \$11,563,485 | 4.0% |
| Peak Choice ⁽¹⁾ | \$30,447 | \$41,324 | \$40,158 | \$39,366 | \$46,659 | \$35,376 | \$33,075 | \$149,675 | \$28,842 | \$31,821 | | | | \$476,742 | \$476,742 | \$1,750,000 | 27.2% |
| Smart AC ⁽⁴⁾ | \$102,695 | \$120,377 | (\$94,090) | \$426,508 | \$143,394 | \$206,634 | \$127,741 | \$501,297 | \$63,985 | \$658,602 | | | | \$2,257,142 | \$2,257,142 | \$19,353,335 | 11.7% |
| Budget Category 2 Total | \$170,221 | \$212,183 | (\$555) | \$512,995 | \$319,446 | \$351,076 | \$201,544 | \$766,003 | \$141,195 | \$745,947 | \$0 | \$0 | | \$3,420,056 | \$3,420,056 | \$35,882,820 | 9.5% |
| 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 | \$21,501 | \$43,249 | | | | \$409,052 | \$409,052 | \$1,187,700 | 34.4% |
| Budget Category 3 Total | \$24,376 | \$30,777 | \$29,340 | \$28,805 | \$50,888 | \$81,757 | \$13,133 | \$85,226 | \$21,501 | \$43,249 | \$0 | \$0 | | \$409,052 | \$409,052 | \$1,187,700 | 34.4% |
| Category 4: Emerging & Enabling Programs | | | | | | | | | | | | | | | | | |
| Auto DR | \$43,310 | \$54,004 | \$50,868 | \$50,024 | \$64,742 | \$87,001 | \$67,524 | \$274,766 | \$150,888 | \$202,885 | | | | \$1,046,014 | \$1,046,014 | \$26,297,459 | 4.0% |
| DR Emerging Technology | \$18,905 | \$22,445 | \$22,538 | \$19,681 | \$25,395 | \$19,473 | \$25,222 | \$16,946 | \$15,055 | \$12,883 | | | | \$198,544 | \$198,544 | \$3,749,238 | 5.3% |
| Budget Category 4 Total | \$62,215 | \$76,450 | \$73,407 | \$69,705 | \$90,137 | \$106,474 | \$92,747 | \$291,713 | \$165,944 | \$215,768 | \$0 | \$0 | | \$1,244,558 | \$1,244,558 | \$30,046,697 | 4.1% |
| Category 5: Pilots | | | | | | | | | | | | | | | | | |
| IRR Phase 2 ⁽⁴⁾ | \$13,354 | \$15,482 | \$15,218 | \$14,159 | \$17,859 | \$12,012 | \$10,302 | \$11,380 | \$10,145 | \$13,841 | | | | \$133,752 | \$133,752 | \$2,458,336 | 5.4% |
| T&D DR | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$2,687 | | | | \$2,687 | \$2,687 | \$2,458,336 | 0.1% |
| Plug-in Hybrid EV/EV (incl. HAN-EV) | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$1,548 | | | | \$1,548 | \$1,548 | \$3,000,000 | 0.1% |
| Budget Category 5 Total | \$13,354 | \$15,482 | \$15,218 | \$14,159 | \$17,859 | \$12,012 | \$10,302 | \$11,380 | \$10,145 | \$18,076 | \$0 | \$0 | | \$137,987 | \$137,987 | \$7,916,672 | 1.7% |
| Category 6: Evaluation, Measurement and Verification | | | | | | | | | | | | | | | | | |
| DRMEC | \$0 | \$0 | \$0 | \$0 | \$0 | \$10,802 | \$103,289 | \$95,320 | \$160,878 | \$86,032 | | | | \$456,322 | \$456,322 | \$14,520,981 | 3.1% |
| DR Research Studies | \$0 | \$0 | \$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 | \$160,878 | \$86,032 | \$0 | \$0 | | \$456,322 | \$456,322 | \$15,720,981 | 2.9% |
| Category 7: Marketing, Education and Outreach | | | | | | | | | | | | | | | | | |
| Statewide Marketing ⁽¹⁾ | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$3,275,561 | \$0 | \$0 | | | | \$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 | \$67,921 | \$66,974 | | | | \$801,316 | \$801,316 | \$13,000,000 | 6.2% |
| SmartAC ME&O ⁽³⁾ | \$6,381 | \$11,921 | \$10,909 | \$165,704 | \$511,815 | \$462,101 | \$164,951 | \$233,837 | \$114,669 | \$153,215 | | | | \$1,835,503 | \$1,835,503 | \$0 | |
| Education and Training | \$863 | \$5,526 | \$19,296 | \$4,940 | \$5,923 | \$4,152 | \$9,667 | \$2,609 | \$3,093 | \$2,899 | | | | \$58,969 | \$58,969 | \$771,993 | 7.6% |
| Budget Category 7 Total | \$56,061 | \$103,699 | \$131,788 | \$257,404 | \$586,497 | \$553,026 | \$297,285 | \$3,576,817 | \$185,683 | \$223,088 | \$0 | \$0 | | \$5,971,348 | \$5,971,348 | \$17,271,993 | 34.6% |
| 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 | \$333,726 | \$158,846 | | | | \$2,587,254 | \$2,587,254 | \$14,407,887 | 18.0% |
| DR Enrollment & Support | \$47,965 | \$72,083 | \$125,634 | \$74,269 | \$118,012 | \$98,135 | \$99,296 | \$233,255 | \$97,121 | \$98,574 | | | | \$1,064,344 | \$1,064,344 | \$15,787,400 | 6.7% |
| Notifications | \$3,500 | (\$3,500) | \$235 | \$3,738 | \$1,627 | (\$1,372) | \$4,750 | \$128,198 | (\$3,002) | \$44,079 | | | | \$178,254 | \$178,254 | \$7,427,715 | 2.4% |
| DR Integration Policy & Planning | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$2,334 | \$2,195 | \$7,441 | \$415 | | | | \$12,386 | \$12,386 | \$3,893,342 | 0.3% |
| Budget Category 8 Total | \$126,794 | \$213,122 | \$1,142,860 | \$213,538 | \$252,141 | \$251,120 | \$393,452 | \$512,010 | \$435,288 | \$301,914 | \$0 | \$0 | | \$3,842,237 | \$3,842,237 | \$41,516,344 | 9.3% |
| Category 9: Integrated Programs and Activities (Including Technical Assistance) ⁽¹⁾ | | | | | | | | | | | | | | | | | |
| Technology Incentives - IDSMS | \$23,960 | \$30,036 | \$28,214 | \$25,873 | \$33,087 | \$24,460 | \$19,768 | \$22,320 | \$17,324 | \$93,586 | | | | \$318,628 | \$318,628 | \$3,538,000 | 9.0% |
| PEAK | \$0 | \$0 | \$0 | \$90,191 | \$39,523 | \$34,857 | \$44,470 | \$36,044 | \$57,792 | \$46,683 | | | | \$348,560 | \$348,560 | \$960,000 | 62.2% |
| Integrated Marketing & Outreach ⁽⁶⁾ | \$150 | \$2,322 | \$1,225 | \$23,443 | \$61,184 | \$36,675 | \$55,398 | \$65,204 | \$125,071 | \$1,812 | | | | \$372,484 | \$372,484 | \$304,500 | 122.3% |
| Integrated Education & Training | \$40 | \$94 | \$85 | \$57 | \$77 | \$109 | \$65 | \$69 | \$124 | \$101 | | | | \$821 | \$821 | \$61,000 | 1.3% |
| Integrated Sales Training | \$50 | \$118 | \$108 | \$72 | \$98 | \$137 | \$82 | \$87 | \$95 | \$40 | | | | \$886 | \$886 | \$76,000 | 1.2% |
| Integrated Energy Audits | \$68,709 | (\$56,803) | \$6,491 | \$5,292 | \$7,474 | \$5,812 | \$5,478 | \$118,087 | \$437,531 | (\$210,088) | | | | \$387,983 | \$387,983 | \$1,264,000 | 30.7% |
| Integrated Emerging Technology | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$4,950 | | | | \$4,950 | \$4,950 | \$440,000 | 1.1% |
| Budget Category 9 Total | \$92,909 | (\$24,233) | \$36,123 | \$144,928 | \$141,444 | \$102,050 | \$125,259 | \$240,812 | \$637,938 | (\$62,916) | \$0 | \$0 | | \$1,434,312 | \$1,434,312 | \$6,243,500 | 23.0% |
| Category 10: Special Projects | | | | | | | | | | | | | | | | | |
| DR-HAN Integration (excl. HAN-EV) | \$0 | \$0 | \$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 | \$4,431 | \$15,860 | | | | \$20,292 | \$20,292 | \$15,000,000 | 0.1% |
| Budget Category 10 Total | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$4,431 | \$15,860 | \$0 | \$0 | | \$20,292 | \$20,292 | \$35,020,000 | 0.1% |
| Recovery of Capital Costs Authorized Prior to 2009 | \$75,202 | \$74,953 | \$74,705 | \$74,456 | \$74,208 | \$73,959 | \$73,108 | \$72,859 | \$72,611 | \$72,362 | | | | \$738,423 | \$738,423 | \$0 | N/A |
| Total Incremental Cost | \$628,802 | \$713,978 | \$1,518,316 | \$1,326,375 | \$1,566,235 | \$1,551,500 | \$1,318,434 | \$5,661,305 | \$1,844,173 | \$1,675,669 | \$0 | \$0 | | \$17,804,786 | \$17,804,786 | \$191,886,588 | 9.3% |

Technical Assistance & Technology Incentives (TA&TI) Identified as of OCTOBER 2012. \$13,725

⁽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 September expenditures for the SmartAC program and the CIIR pilot were restated due to a reclassification of costs in the amount of \$825.01.

⁽⁵⁾ The charges are over the authorized budget and are currently under investigation.

**Table I-4
Pacific Gas and Electric Company
Interruptible and Price Responsive Programs
Year-to-Date Event Summary
October 2012**

| Program Category | Program | Month | Program, Event Type Event No. | Event Date | Type | Trigger | Beginning End | Program Tolled Hours (Annual) | Load Reduction MW (Max) |
|---|-----------------------------|-----------|-------------------------------------|---------------|-------------|-------------|---------------|-------------------------------------|-------------------------------|
| Category 1: Interruptible/Reliability Programs | | | | | | | | | |
| | Base Interruptible Program | AUGUST | 1 | 08/10/12 | Day Of | Test | 15:00 17:00 | 2.0 | 215.2 |
| | SmartAC | AUGUST | 1 | 08/10/12 | Day Of | Temperature | 16:00 18:00 | 2.0 | 107.9 |
| Category 2: Price Responsive Programs | | | | | | | | | |
| | Demand Bidding Program | JULY | 1 | 07/11/12 | Day Ahead | Temperature | 12:00 20:00 | 8.0 | 42.6 |
| | Demand Bidding Program | AUGUST | 2 | 08/09/12 | Day Ahead | Temperature | 12:00 20:00 | 8.0 | 35.9 |
| | Demand Bidding Program | OCTOBER | 3 | 10/01/12 | Day Ahead | Temperature | 12:00 20:00 | 8.0 | 58.8 |
| | Peak Choice | JULY | 1 | 07/11/12 | 2-Day Ahead | Temperature | 15:00 18:00 | 3.0 | 0.0 |
| | Peak Choice | JULY | 1 | 07/11/12 | Day Ahead | Temperature | 14:00 18:00 | 4.0 | 2.0 |
| | Peak Choice | JULY | 1 | 07/11/12 | Day Of | Temperature | 14:00 18:00 | 4.0 | 1.7 |
| | Peak Choice | AUGUST | 2 | 08/09/12 | 2-Day Ahead | Temperature | 13:00 18:00 | 5.0 | 0.1 |
| | Peak Choice | AUGUST | 2 | 08/09/12 | Day Ahead | Temperature | 13:00 19:00 | 6.0 | 1.0 |
| | Peak Choice | AUGUST | 2 | 08/09/12 | Day Of | Temperature | 13:00 18:00 | 5.0 | 1.2 |
| | Peak Choice | AUGUST | 3 | 08/10/12 | 2-Day Ahead | Temperature | 13:00 17:00 | 4.0 | 0.2 |
| | Peak Choice | AUGUST | 3 | 08/10/12 | Day Ahead | Temperature | 13:00 17:00 | 4.0 | 0.6 |
| | Peak Choice | AUGUST | 3 | 08/10/12 | Day Of | Temperature | 13:00 18:00 | 5.0 | 2.1 |
| | Peak Day Pricing | JULY | 1 | 07/09/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 35.8 |
| | Peak Day Pricing | JULY | 2 | 07/10/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 26.3 |
| | Peak Day Pricing | JULY | 3 | 07/11/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 27.0 |
| | Peak Day Pricing | JULY | 4 | 07/12/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 20.6 |
| | Peak Day Pricing | AUGUST | 5 | 08/02/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 35.8 |
| | Peak Day Pricing | AUGUST | 6 | 08/08/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 24.7 |
| | Peak Day Pricing | AUGUST | 7 | 08/09/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 24.8 |
| | Peak Day Pricing | AUGUST | 8 | 08/10/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 38.8 |
| | Peak Day Pricing | AUGUST | 9 | 08/13/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 23.4 |
| | Peak Day Pricing | OCTOBER | 10 | 10/01/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 27.9 |
| | Peak Day Pricing | OCTOBER | 11 | 10/02/12 | Day Ahead | Temperature | 12:00 18:00 | 6.0 | 17.5 |
| | SmartRate | JULY | 1 | 07/09/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 17.0 |
| | SmartRate | JULY | 2 | 07/10/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 20.0 |
| | SmartRate | JULY | 3 | 07/11/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 24.2 |
| | SmartRate | JULY | 4 | 07/23/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 17.2 |
| | SmartRate | SEPTEMBER | 5 | 09/04/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 19.2 |
| | SmartRate | SEPTEMBER | 6 | 09/13/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 19.0 |
| | SmartRate | SEPTEMBER | 7 | 09/14/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 18.1 |
| | SmartRate | OCTOBER | 8 | 10/01/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 29.4 |
| | SmartRate | OCTOBER | 9 | 10/02/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 30.3 |
| | SmartRate | OCTOBER | 10 | 10/03/12 | Day Ahead | Temperature | 14:00 19:00 | 5.0 | 21.0 |
| Category 3: DR Aggregator Managed Programs | | | | | | | | | |
| | Capacity Bidding Program | JULY | 1 | 07/10/12 | Day Ahead | Heat Rate | 15:00 19:00 | 4.0 | 28.3 |
| | Capacity Bidding Program | JULY | 1 | 07/10/12 | Day Of | Heat Rate | 14:00 18:00 | 4.0 | 20.4 |
| | Capacity Bidding Program | JULY | 2 | 07/11/12 | Day Ahead | Heat Rate | 14:00 18:00 | 4.0 | 24.2 |
| | Capacity Bidding Program | JULY | 2 | 07/11/12 | Day Of | Heat Rate | 15:00 19:00 | 4.0 | 22.2 |
| | Capacity Bidding Program | JULY | 3 | 07/12/12 | Day Ahead | Heat Rate | 15:00 19:00 | 4.0 | 19.5 |
| | Capacity Bidding Program | JULY | 3 | 07/12/12 | Day Of | Heat Rate | 15:00 19:00 | 4.0 | 21.5 |
| | Capacity Bidding Program | AUGUST | 4 | 08/09/12 | Day Ahead | Heat Rate | 15:00 19:00 | 4.0 | 25.7 |
| | Capacity Bidding Program | AUGUST | 4 | 08/09/12 | Day Of | Heat Rate | 13:00 19:00 | 6.0 | 14.3 |
| | Capacity Bidding Program | AUGUST | 5 | 08/10/12 | Day Ahead | Heat Rate | 15:00 19:00 | 4.0 | 19.3 |
| | Capacity Bidding Program | AUGUST | 5 | 08/10/12 | Day Of | Heat Rate | 13:00 19:00 | 6.0 | 20.5 |
| | Capacity Bidding Program | AUGUST | 6 | 08/13/12 | Day Of | Heat Rate | 16:00 17:00 | 1.0 | 19.4 |
| | Aggregator Managed Portfoli | JULY | 1 | 07/11/12 | Day Ahead | Price | 14:00 18:00 | 4.0 | 44.5 |
| | Aggregator Managed Portfoli | JULY | 1 | 07/11/12 | Day Of | Price | 15:00 19:00 | 4.0 | 112.0 |
| | Aggregator Managed Portfoli | AUGUST | 2 | 08/09/12 | Day Ahead | Price | 15:00 19:00 | 4.0 | 37.0 |
| | Aggregator Managed Portfoli | AUGUST | 2 | 08/09/12 | Day Of | Price | 14:00 19:00 | 5.0 | 118.6 |
| | Aggregator Managed Portfoli | AUGUST | 3 | 08/10/12 | Day Ahead | Price | 15:00 19:00 | 4.0 | 35.0 |
| | Aggregator Managed Portfoli | AUGUST | 3 | 08/10/12 | Day Of | Price | 14:00 19:00 | 5.0 | 118.8 |

**Table I-5
Pacific Gas and Electric Company
2012-2014 Demand Response Programs
Total Embedded Cost and Revenues
October 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 | \$0 | \$0 | \$0 |
| Aggregator Managed Portfolio (AMP) | \$0 | \$0 | \$0 | \$0 | \$0 | \$1,629,243 | \$2,908,035 | \$3,665,578 | \$3,002,308 | \$1,152,908 | | | \$12,358,071 |
| 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 | \$2,098,626 | \$1,928,106 | | | \$19,539,967 |
| Capacity Bidding Program (CBP) | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$239,315 | \$1,496,717 | \$365,553 | | | \$2,101,586 |
| Demand Bidding Program (DBP) | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$152,802 | \$141,526 | \$187,990 | | | \$482,318 |
| Optional Binding Mandatory Curtailment / Scheduled Load Reduction Program (OBMC / SLRP) ¹ | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | | \$0 |
| Technology Incentive (TI) | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | \$0 | | | \$0 |
| PeakChoice | \$0 | \$0 | \$0 | \$0 | \$55 | \$0 | \$0 | \$84,238 | \$27,406 | \$23,554 | | | \$135,253 |
| Smart AC | \$0 | \$11,250 | \$0 | \$0 | (\$50) | \$0 | \$0 | \$15,272 | \$114,784 | \$164,917 | | | \$306,172 |
| 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 | \$6,881,367 | \$3,823,027 | \$0 | \$0 | \$34,923,367 |
| 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
October 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 (4) | \$ 190 | \$ 2,416 | \$ 1,310 | \$ 23,500 | \$ 61,262 | \$ 36,784 | \$ 55,462 | \$ 65,273 | \$ 125,195 | \$ 1,913 | | | \$ 373,305 | | \$ 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 | |
| Demand Bidding Program | \$ 9,936 | \$ 18,356 | \$ 24,176 | \$ 18,340 | \$ 14,937 | \$ 18,185 | \$ 26,467 | \$ 13,484 | \$ 14,203 | \$ 13,975 | | | \$ 172,057 | | |
| 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 | |
| Permanent Load Shifting | \$ 4,968 | \$ 9,178 | \$ 12,088 | \$ 9,170 | \$ 7,468 | \$ 9,092 | \$ 13,233 | \$ 6,742 | \$ 7,101 | \$ 6,987 | | | \$ 86,028 | | |
| 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 | |
| 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 | \$ 13,771,993 |
| Enabling Technologies (e.g., AutoDR, TI) | \$ 14,904 | \$ 27,533 | \$ 36,264 | \$ 27,510 | \$ 22,405 | \$ 27,277 | \$ 39,700 | \$ 20,226 | \$ 21,304 | \$ 20,962 | | | \$ 258,085 | | |
| PeakChoice | \$ 19,872 | \$ 36,711 | \$ 48,351 | \$ 36,680 | \$ 29,873 | \$ 36,370 | \$ 52,934 | \$ 26,968 | \$ 28,406 | \$ 27,949 | | | \$ 344,114 | | |
| 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 | \$ 114,669 | \$ 153,215 | | | \$ 1,835,503 | | |
| 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 | \$ 88,921 | \$ 117,891 | | | \$ 1,580,036 | | |
| Labor | \$ 6,381 | \$ 7,109 | \$ 4,778 | \$ 13,467 | \$ 17,552 | \$ 7,372 | \$ 7,394 | \$ 124,169 | \$ 13,999 | \$ 16,824 | | | \$ 219,043 | | |
| Paid Media | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | | | \$ - | | |
| Other Costs | \$ - | \$ - | \$ - | \$ - | \$ 6,174 | \$ - | \$ - | \$ - | \$ 11,750 | \$ 18,500 | | | \$ 36,424 | | |
| II. TOTAL UTILITY MARKETING BY ACTIVITY | \$ 56,251 | \$ 106,114 | \$ 133,098 | \$ 280,904 | \$ 647,759 | \$ 589,810 | \$ 352,748 | \$ 366,530 | \$ 310,879 | \$ 225,001 | | | \$ 3,069,093 | | \$ 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 | \$ 215,527 | \$ 118,754 | | | \$ 1,975,045 | | |
| Labor | \$ 56,251 | \$ 100,892 | \$ 126,607 | \$ 102,309 | \$ 92,548 | \$ 86,403 | \$ 133,762 | \$ 161,411 | \$ 83,602 | \$ 87,747 | | | \$ 1,031,532 | | |
| Paid Media | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | \$ - | | | \$ - | | |
| Other Costs | \$ - | \$ - | \$ - | \$ - | \$ 6,181 | \$ 250 | \$ 5,000 | \$ 20,835 | \$ 11,750 | \$ 18,500 | | | \$ 62,516 | | |
| III. TOTAL UTILITY MARKETING BY ITEMIZED COST | \$ 56,251 | \$ 106,114 | \$ 133,098 | \$ 280,904 | \$ 647,759 | \$ 589,810 | \$ 352,748 | \$ 366,530 | \$ 310,879 | \$ 225,001 | | | \$ 3,069,093 | | |
| IV. UTILITY MARKETING BY CUSTOMER SEGMENT | | | | | | | | | | | | | | | |
| Agricultural | \$ 7,480 | \$ 14,129 | \$ 18,328 | \$ 17,280 | \$ 20,392 | \$ 19,156 | \$ 28,170 | \$ 19,904 | \$ 29,431 | \$ 10,768 | | | \$ 185,038 | | |
| Large Commercial and Industrial | \$ 42,389 | \$ 80,064 | \$ 103,860 | \$ 97,920 | \$ 115,553 | \$ 108,552 | \$ 159,627 | \$ 112,789 | \$ 166,778 | \$ 61,018 | | | \$ 1,048,551 | | |
| Small and Medium Commercial | \$ 319 | \$ 596 | \$ 545 | \$ 10,847 | \$ 23,029 | \$ 23,105 | \$ 8,248 | \$ 11,692 | \$ 5,733 | \$ 7,661 | | | \$ 91,775 | | |
| Residential | \$ 6,062 | \$ 11,325 | \$ 10,364 | \$ 206,088 | \$ 437,555 | \$ 438,996 | \$ 156,703 | \$ 222,145 | \$ 108,936 | \$ 145,554 | | | \$ 1,743,728 | | |
| IV. TOTAL UTILITY MARKETING BY CUSTOMER SEGMENT | \$ 56,251 | \$ 106,114 | \$ 133,098 | \$ 332,134 | \$ 596,529 | \$ 589,810 | \$ 352,748 | \$ 366,530 | \$ 310,879 | \$ 225,001 | | | \$ 3,069,093 | | |

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.