

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



June 7, 2013

Advice Letter 3382-G/4218-E

Brian K. Cherry
Vice President, Regulation and Rates
Pacific Gas and Electric Company
77 Beale Street, Mail Code B10C
P.O. Box 770000
San Francisco, CA 94177

SUBJECT: Establish the Gas Preliminary Statement Part DA and the Electric Preliminary Statement Part GE, Statewide Marketing, Education, and Outreach Balancing Account in Compliance with D.13-04-021

Dear Mr. Cherry:

Advice Letter 3382-G/4218-E is effective as of May 1, 2013.

Sincerely,

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

Edward F. Randolph, Director
Energy Division



Brian K. Cherry
Vice President
Regulatory Relations

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

Fax: 415.973.7226

May 1, 2013

Advice 3382-G/4218-E

(Pacific Gas and Electric Company ID U 39 M)

Public Utilities Commission of the State of California

Subject: Establish the Gas Preliminary Statement Part DA, Statewide Marketing, Education and Outreach Balancing Account and the Electric Preliminary Statement Part GE, Statewide Marketing, Education and Outreach Balancing Account in Compliance with Decision 13-04-021

Purpose

In accordance with Ordering Paragraph 6 of Decision (D.) 13-04-021, Pacific Gas and Electric Company (PG&E) submits for approval its proposed preliminary statements for its Gas and Electric Statewide Marketing, Education and Outreach Balancing Accounts (SWMEOBAs). The affected tariff sheets are listed on the enclosed Attachment 1.

Background

The California Public Utilities Commission (CPUC or Commission) issued D.13-04-021, *Decision on Phase I Issues: Utility Budgets for the Flex Alert Program for 2013 and 2014*, on April 19, 2013. The Decision establishes annual utility budgets for the Flex Alert program for 2013 and 2014. The Flex Alert program is an emergency alert campaign, which was created in 2001 for use during system emergencies or power shortages.

The Decision approved PG&E's cost recovery proposal for Flex Alert. Ordering Paragraphs 6 states:

Pacific Gas and Electric shall track the expenses associated with Energy Upgrade California and Flex Alert activities through a new Statewide Marketing, Education & Outreach Expenditure Balancing Account.

In accordance with Ordering Paragraph 6, PG&E submits for approval its proposed preliminary statements for its Gas and Electric SWMEOBAs. Please note that there have been minor edits made to the Preliminary Statements from the Pro-Forma

versions filed in PG&E's 2013-2014 Statewide Marketing, Education and Outreach Program and Budget Application (A.12-08-007).

Tariff Revisions

The purpose of the gas and electric SWMEOBAs is to track the difference between the actual recorded statewide marketing, education and outreach (ME&O) expenses, either administered by PG&E or other entities (e.g., a third party implementer), against the authorized Statewide Marketing, Education and Outreach funding through December 31, 2014, or as authorized by the Commission. Tracking of local marketing expenses for demand-side management activities will remain in the appropriate gas and electric expenditure balancing accounts.

PG&E shall maintain the SWMEOBAs by making the following entries:

- a. A debit entry equal to the gas/electric portion of the authorized statewide ME&O program expenses.
- b. A credit entry equal to one-twelfth of the gas/electric portion of the authorized annual statewide ME&O funding.
- c. A debit or credit entry equal to any amounts authorized by the CPUC to be recorded in this account.
- d. A debit or credit entry, as appropriate, to record the transfer of amounts to or from other accounts as approved by the CPUC.
- e. An entry equal to interest on the average balance at the beginning of the month and the balance after the above entries are made, at a rate equal to one-twelfth the interest rate on three-month Commercial Paper for the previous month, as reported in the Federal Reserve Statistical Release, H. 15, or its successor.

Protests

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, facsimile or E-mail, no later than **May 21, 2013**, which is 20 days after the date of this filing. Protests must be submitted to:

CPUC Energy Division
ED Tariff Unit
505 Van Ness Avenue, 4th Floor
San Francisco, California 94102

Facsimile: (415) 703-2200
E-mail: EDTariffUnit@cpuc.ca.gov

Copies of protests also should be mailed to the attention of the Director, Energy Division, Room 4004, at the address shown above.

The protest shall also be sent to PG&E either via E-mail or U.S. mail (and by facsimile, if possible) at the address shown below on the same date it is mailed or delivered to the Commission:

Brian K. Cherry
Vice President, Regulatory Relations
Pacific Gas and Electric Company
77 Beale Street, Mail Code B10C
P.O. Box 770000
San Francisco, California 94177

Facsimile: (415) 973-7226
E-mail: PGETariffs@pge.com

Any person (including individuals, groups, or organizations) may protest or respond to an advice letter (General Order 96-B, Section 7.4). The protest shall contain the following information: specification of the advice letter protested; grounds for the protest; supporting factual information or legal argument; name, telephone number, postal address, and (where appropriate) e-mail address of the protestant; and statement that the protest was sent to the utility no later than the day on which the protest was submitted to the reviewing Industry Division (General Order 96-B, Section 3.11).

Effective Date

PG&E requests that this Tier 1 advice filing become effective on May 1, 2013, the date of filing.

Notice

In accordance with General Order 96-B, Section IV, a copy of this advice letter is being sent electronically and via U.S. mail to parties shown on the attached list and the parties on the service list for A.12-08-007. Address changes to the General Order 96-B service list should be directed to PG&E at email address PGETariffs@pge.com. For changes to any other service list, please contact the Commission's Process Office at (415) 703-2021 or at Process_Office@cpuc.ca.gov. Send all electronic approvals to PGETariffs@pge.com. Advice letter filings can also be accessed electronically at: <http://www.pge.com/tariffs>



Vice President, Regulatory Relations

Attachments

cc: Service List A.12-08-007

CALIFORNIA PUBLIC UTILITIES COMMISSION

ADVICE LETTER FILING SUMMARY ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No. **Pacific Gas and Electric Company (ID U39 M)**

Utility type:

ELC GAS
 PLC HEAT WATER

Contact Person: **Shirley Wong**

Phone #: **(415) 972-5505**

E-mail: **slwb@pge.com and PGETariffs@pge.com**

EXPLANATION OF UTILITY TYPE

ELC = Electric GAS = Gas
PLC = Pipeline HEAT = Heat WATER = Water

(Date Filed/ Received Stamp by CPUC)

Advice Letter (AL) #: **Advice 3382-G/4218-E**

Tier: **1**

Subject of AL: **Establish the Gas Preliminary Statement Part DA, Statewide Marketing, Education and Outreach Balancing Account and the Electric Preliminary Statement Part GE, Statewide Marketing, Education and Outreach Balancing Account in Compliance with Decision 13-04-021**

Keywords (choose from CPUC listing): **Compliance, Balancing Account**

AL filing type: Monthly Quarterly Annual One-Time Other _____

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #: **D.13-04-021**

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL: **No**

Summarize differences between the AL and the prior withdrawn or rejected AL:

Is AL requesting confidential treatment? If so, what information is the utility seeking confidential treatment for: **No**

Confidential information will be made available to those who have executed a nondisclosure agreement: **N/A**

Name(s) and contact information of the person(s) who will provide the nondisclosure agreement and access to the confidential information: _____

Resolution Required? Yes No

Requested effective date: **May 1, 2013**

No. of tariff sheets: **6**

Estimated system annual revenue effect (%): **N/A**

Estimated system average rate effect (%): **N/A**

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected:

New Gas Preliminary Statement Part DA – STATEWIDE MARKETING, EDUCATION AND OUTREACH BALANCING ACCOUNT, and

New Electric Preliminary Statement Part GE – STATEWIDE MARKETING, EDUCATION AND OUTREACH BALANCING ACCOUNT

Service affected and changes proposed: **To track the difference between the actual recorded expenses against the authorized.**

Protests, dispositions, and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:

CPUC, Energy Division
ED Tariff Unit
505 Van Ness Ave., 4th Floor
San Francisco, CA 94102
EDTariffUnit@cpuc.ca.gov

Pacific Gas and Electric Company
Attn: Brian K. Cherry, Vice President, Regulatory Relations
77 Beale Street, Mail Code B10C
P.O. Box 770000
San Francisco, CA 94177
E-mail: PGETariffs@pge.com

**ATTACHMENT 1
Advice 3382-G**

**Cal P.U.C.
Sheet No.**

Title of Sheet

**Cancelling Cal
P.U.C. Sheet No.**

30434-G GAS PRELIMINARY STATEMENT PART DA
STATEWIDE MARKETING, EDUCATION AND
OUTREACH EXPENDITURE BALANCING
ACCOUNT
Sheet 1

30435-G GAS TABLE OF CONTENTS
Sheet 1

30430-G

30436-G GAS TABLE OF CONTENTS
Sheet 5

30401-G

**ATTACHMENT 1
Advice 4218-E**

**Cal P.U.C.
Sheet No.**

Title of Sheet

**Cancelling Cal
P.U.C. Sheet No.**

32643-E ELECTRIC PRELIMINARY STATEMENT PART
 GE
 STATEWIDE MARKETING, EDUCATION AND
 OUTREACH EXPENDITURE BALANCING
 ACCOUNT
 Sheet 1

32644-E ELECTRIC TABLE OF CONTENTS
 Sheet 1

32543-E

32645-E ELECTRIC TABLE OF CONTENTS
 PRELIMINARY STATEMENT
 Sheet 18

32545-E



GAS PRELIMINARY STATEMENT PART DA
 STATEWIDE MARKETING, EDUCATION AND OUTREACH EXPENDITURE
 BALANCING ACCOUNT

Sheet 1 (N)
 (N)

DA. STATEWIDE MARKETING, EDUCATION AND OUTREACH BALANCING ACCOUNT – GAS (N)
 (SWMEOBA-G) (N)

1. **PURPOSE:** The purpose of the gas Statewide Marketing, Education and Outreach Balancing Account (SWMEOBA-G) is to track the difference between the actual recorded *statewide* ME&O expenses, either administered by PG&E or other entities (e.g., a third party implementer), against the authorized *statewide* ME&O funding through December 31, 2014, or as authorized by the CPUC. Tracking of *local* marketing expenses for demand-side management activities (Energy Efficiency, Distributed Generation, Energy Savings Assistance Program, etc.) will remain in the appropriate gas expenditure balancing accounts.
2. **APPLICABILITY:** The SWMEOBA-G balance shall apply to all customer classes, except for those specifically excluded by the CPUC and Public Utility Code Section 896.
3. **RATES:** The SWMEOBA-G does not have a rate component.
4. **REVISION DATE:** The disposition of the balance in this account shall be as authorized by the CPUC.
5. **ACCOUNTING PROCEDURE:** The following entries will be made at the end of each month, or as applicable:
 - a. A debit entry equal to the gas portion of the authorized statewide ME&O program expenses.
 - b. A credit entry equal to one-twelfth of the gas PPP surcharge portion of the authorized annual statewide ME&O funding.
 - c. A debit or credit entry equal to any amounts authorized by the CPUC to be recorded in this account.
 - d. A debit or credit entry, as appropriate, to record the transfer of amounts to or from other accounts as approved by the CPUC.
 - e. An entry equal to interest on the average balance at the beginning of the month and the balance after the above entries are made, at a rate equal to one-twelfth the interest rate on three-month Commercial Paper for the previous month, as reported in the Federal Reserve Statistical Release, H. 15, or its successor.

(N)



GAS TABLE OF CONTENTS

Sheet 1

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Sheet 5

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Part AE	Core Pipeline Demand Charge Account.....	23301-G
Part AG	Core Firm Storage Account.....	2888-G
Part AN	Hazardous Substance Mechanism.....	23281-23283, 16693-16694-G
Part AW	Self-Generation Program Memorandum Account	24767-G
Part BA	Public Purpose Program-Energy Efficiency.....	23360-23361-G
Part BB	Public Purpose Program Memorandum Account	23362-23363-G
Part BH	Public Purpose Program Surcharge-Low Income Energy Efficiency Balancing Account.....	23364-G
Part BI	Public Purpose Program Surcharge-Research, Development and Demonstration Balancing Account.....	23365, 23366-G
Part BL	Noncore Distribution Fixed Cost Account.....	28415-G
Part BP	SmartMeter Project Balancing Account-Gas.....	24123-24124-G
Part BQ	Pension Contribution Balancing Account	24853, 24224-G
Part BS	Climate Balancing Account	29772-G
Part BT	Non-Tariffed Products and Services Balancing Account.....	26710-G
Part BW	Energy Efficiency 2009 – 2011 Memorandum Account.....	28304, 27419-G
Part BX	Wildfire Expense Memorandum Account.....	27806-G
Part BY	On-Bill Financing Balancing Account (OBFA).....	28305-G
Part BZ	Gas Disconnection Memorandum Account.....	28046-G
Part CA	California Solar Initiative Thermal Program Memorandum Account.....	28670, 28060-G
Part CB	CARE/TANF Balancing Account.....	28103-G
Part CC	Sempra and Price Indexing Cases Gas Settlement Refund Memorandum Account (SPGSRMA).....	28111-G
Part CD	SmartMeter Evaluation Memorandum Account – Gas.....	28120-G
Part CE	San Bruno Independent Review Panel Memorandum Account (SBIRPMA).....	28559-G
Part CE	San Bruno Independent Review Panel Memorandum Account (SBIRPMA).....	28559-G
Part CF	Meter Reading Costs Memorandum Account.....	28599-G
Part CG	Distribution Integrity Management Expense Memorandum Account.....	28641-G
Part CI	AB32 Cost of Implementation Fee Memorandum Account – Gas.....	28673-G
Part CJ	CARE/REACH Balancing Account (CRBA).....	28776-G
Part CK	TID Almond Power Plant Balancing Account.....	28889-G
Part CL	Integrity Management Expense Balancing Account.....	28891-G
Part CM	Gas Operational Cost Balancing Account.....	30384-30385-G
Part CN	Topock Adder Projects Balancing Account.....	28893-G
Part CO	Adjustment Mechanism For Costs Determined In Other Proceedings.....	28894-28897-G
Part CP	Gas Transmission & Storage Revenue Sharing Mechanism.....	28898-28901-G
Part CQ	Gas Distribution Integrity Management Expense Balancing Account	29050-G
Part CR	Gas Meter Reading Costs Balancing Account	29058-G*
Part CS	Tax Act Memorandum Account – Gas	30271, 30272-G
Part CT	Low Income 2012 Memorandum Account (LIMA)	29350, 29351-G
Part CU	SmartMeter™ Opt-Out Memorandum Account – Gas (SOMA-G).....	29518, 29519-G
Part CV	Revised Customer Energy Statement Balancing Account - Gas (RCESBA-G).....	29617-G
Part CW	Gas Pipeline Expense and Capital Balancing Account.....	30201, 30202*-G
Part CX	Core Gas Pipeline Safety Balancing Account.....	30203, 30204-G
Part CY	NonCore Gas Pipeline Safety Balancing Account.....	30205, 30206-G
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Part DA	Statewide Marketing, Education and Outreach Expenditure Balancing Account.....	30434-G (N)

(Continued)



ELECTRIC PRELIMINARY STATEMENT PART GE
 STATEWIDE MARKETING, EDUCATION AND OUTREACH EXPENDITURE
 BALANCING ACCOUNT

Sheet 1 (N)
 (N)

GE. STATEWIDE MARKETING, EDUCATION AND OUTREACH BALANCING ACCOUNT – ELECTRIC (N)
 (SWMEOBA-E)

1. **PURPOSE:** The purpose of the electric Statewide Marketing, Education and Outreach Balancing Account (SWMEOBA-E) is to track the difference between the actual recorded *statewide* ME&O expenses, either administered by PG&E or other entities (e.g., a third party implementer), against the authorized *statewide* ME&O funding through December 31, 2014, or as authorized by the CPUC. Tracking of *local* marketing expenses for demand-side management activities (Energy Efficiency, Demand Response, Distributed Generation, Energy Savings Assistance Program, etc.) will remain in the appropriate electric expenditure balancing accounts.
2. **APPLICABILITY:** The SWMEOBA-E balance shall apply to all electric customer classes, except those specifically excluded by the CPUC.
3. **RATES:** The SWMEOBA-E does not have a rate component.
4. **REVISION DATE:** The disposition of the balance in this account shall be as authorized by the CPUC.
5. **ACCOUNTING PROCEDURE:** The following entries will be made at the end of each month, or as applicable:
 - a. A debit entry equal to the electric portion of the authorized statewide ME&O program expenses.
 - b. A credit entry equal to one-twelfth of the electric portion of the authorized annual statewide ME&O funding.
 - c. A debit or credit entry equal to any amounts authorized by the CPUC to be recorded in this account.
 - d. A debit or credit entry, as appropriate, to record the transfer of amounts to or from other accounts as approved by the CPUC.
 - e. An entry equal to interest on the average balance at the beginning of the month and the balance after the above entries are made, at a rate equal to one-twelfth the interest rate on three-month Commercial Paper for the previous month, as reported in the Federal Reserve Statistical Release, H. 15, or its successor.

(N)



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Sheet 1

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(Continued)

Advice Letter No: 4218-E
 Decision No. 13-04-021

Issued by
Brian K. Cherry
 Vice President
 Regulatory Relations

Date Filed May 1, 2013
 Effective May 1, 2013
 Resolution No. _____



ELECTRIC TABLE OF CONTENTS
PRELIMINARY STATEMENT

Sheet 18

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Part GD	Smart Grid Pilot Deployment Project Balancing Account.....	32540-32542-E
Part GE	Statewide Marketing, Education and Outreach Expenditure Balancing Account.....	32643-E (N)

(Continued)

Advice Letter No: 4218-E
 Decision No. 13-04-021

Issued by
Brian K. Cherry
 Vice President
 Regulatory Relations

Date Filed May 1, 2013
 Effective May 1, 2013
 Resolution No. _____

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

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