

PUBLIC UTILITIES COMMISSION

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March 11, 2010

**Advice Letter 3082-G-A/3598-E-A**

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San Francisco, CA 94177

**Subject: Green Communities Program Advice Letter Pursuant to  
D.09-09-047**

Dear Mr. Cherry:

Advice Letter 3082-G-A/3598-E-A is effective March 10, 2010.

Sincerely,

A handwritten signature in blue ink that reads "Julie A. Fitch".

Julie A. Fitch, Director  
Energy Division



February 17, 2010

**Advice 3082-G-A/3598-E-A**

(Pacific Gas and Electric Company ID U 39 M)

Public Utilities Commission of the State of California

**Subject: Green Communities Program Advice Letter Pursuant to  
D.09-09-047**

Pacific Gas and Electric Company (PG&E) hereby submits its supplemental Green Communities (GC) Program Advice Letter for its 2010-2012 Energy Efficiency (EE) Portfolio in compliance with Decision (D.) 09-09-047, Ordering Paragraph (OP) 20 and other directives of the Decision. This supplemental advice letter is being filed at the request of Energy Division and replaces in its entirety Advice 3082-G/3598-E.

**Purpose**

OP 20 of the EE Decision directed the investor-owned utilities (IOUs) to file an advice letter for all approved pilot programs within 120 days after the decision's effective date. Submitted for approval, this advice letter (AL) provides details for the Green Communities Program.

**Background**

On July 21, 2008, PG&E and the other IOUs filed their 2009-2011 EE portfolio applications. On September 18, 2008, the California Public Utilities Commission (Commission) adopted the California Long-Term Energy Efficiency Strategic Plan (Strategic Plan) in D.08-09-040. Following Energy Division (ED) review of the portfolio applications, PG&E and the other IOUs amended their applications on March 2, 2009 in compliance with the Strategic Plan and as directed through a series of Commission rulings. Per D.09-05-037 issued May 21, 2009, PG&E and the other IOUs supplemented their portfolio requests on July 2, 2009. On September 24, 2009, the Commission issued D.09-09-047 adopting three-year portfolio budgets for 2010-2012 for each IOU. The adopted budget for PG&E is \$295 million less than the budget requested in its July 2, 2009, filing.

In accordance with OP 15 of the EE Decision, PG&E filed its Compliance AL 3065-G/3562-E on November 23, 2009, which proposed, in part, detailed program budgets for the 2010-2012 EE portfolio. The total budget for Government Partnerships, including Green Communities, proposed in the Compliance AL is \$167.5 million, a \$32.0 reduction compared to PG&E's July 2, 2009, filing. On December 18, 2009, the Energy Division suspended the advice letter and stated that the suspension should not delay the implementation of programs effective January 1, 2010.

Ordering Paragraph 20 directed the IOUs to file Pilot Program ALs and specified the content required for these advice letters. The table below outlines the compliance items for this Green Communities Program Advice Letter and indicates the Advice Letter section that covers each compliance item.

<b>Cite</b>	<b>Compliance Item</b>	<b>AL Section</b>
OP 19	The following energy efficiency pilot program of [PG&E] are approved, subject to the requirements listed in ordering Paragraph 20: PG&E's ZNE Pilot Program, PG&E's Innovator Pilots, PG&E's Green Communities program...and WE&T Pilot Programs (Building Commissioning Workshop Series, Residential HVAC Seminars, Comprehensive Evaluation of Food Svc. Center, Green Pathways..)	
OP 20, Section 4.3.1	The utilities shall file an Advice Letter for each approved "Pilot Program" containing the following elements:	
	1. A specific statement of the concern, gap, or problem that the pilot seeks to address and the likelihood that the issue can be addressed cost-effectively through utility programs	<ul style="list-style-type: none"> <li>• Problem Statements</li> <li>• Program Descriptions</li> </ul>
	2. Whether and how the pilot will address a Strategic Plan goal or strategy and market transformation	The Strategic Plan
	3. Specific goals, objectives and end points for the project	Goals and Objectives
	4. New and innovative design, partnerships, concepts or measure mixes that have not yet been tested or employed	Innovation
	5. A clear budget and timeframe to complete the project and obtain results within a portfolio cycle-pilot projects should not be continuations of programs from previous portfolios	Budget

<b>Cite</b>	<b>Compliance Item</b>	<b>AL Section</b>
	6. Information on relevant baselines metrics or a plan to develop baseline information against which the project outcomes be measured	Attachment A
	7. Program performance metrics following the methodology outlines in OP11:	See OP 11
	8. Methodologies to test the cost-effectiveness of the project	Cost Effectiveness
	9. A proposed EM&V plan	EM&V Plan
	10. A concrete strategy to identify and disseminate best practices and lessons learned from the pilot to all CA utilities and to transfer those practices to resource programs, as well as a schedule and plan to expand the pilot to utility and hopefully statewide usage	Lessons Learned and Best Practices
OP 11	<p>“[IOUs] shall jointly file a “Program Performance Metrics” Advice Letter requesting approval for their proposed logic models and metrics, with sections for each statewide program (and associated sub-programs) within 120 days of the effective date of this decision. In their filing, [IOUs] shall include a completed Program Performance Indicator Worksheet for each energy efficiency statewide program and associated sub-program (see Appendix 2). In addition, the Advice Letter filing shall include for each statewide program (and associated subprograms):</p> <ul style="list-style-type: none"> <li>a. completed Program Performance Indicator Table as depicted in Appendix 2;</li> <li>b. An updated program logic model as indicated in the Program Performance Indicator Worksheet;</li> <li>c. A discussion to specifically address the extent to which each program and sub-program plan included an end game for each technology or practice that transforms building, purchasing, and use decisions to become either standard practice, or incorporated into minimum codes and standards;</li> </ul>	Attachment A Attachment B
OP 39	The proposed energy efficiency Local Government Partnership programs of [IOUs] are approved,	

Cite	Compliance Item	AL Section
	<p>subject to the following modifications:</p> <ul style="list-style-type: none"> <li>- Pacific Gas and Electric Company shall submit an advice letter demonstrating compliance of its proposed Innovator Pilot and the Green Communities program to pilot project criteria outlined in Section 4.3 of this decision;</li> </ul>	
Section 6.1.4 p.259	<p>Therefore, we approve PG&amp;E's Green Communities program on a pilot project basis only. As a pilot project, we therefore require PG&amp;E to submit via advice letter additional information on the Green Communities program as required of all pilot projects and as outlined in Section 4.3 above. The advice letter should also name the selected pilot partners, the budgets for each partner, and the specific activities that each partner in the pilot project will take in order to advance and measure progress towards pilot goals and objectives. No contracts shall be awarded prior to the approval of this advice letter. However, the LGC/ILG/ICLEI portion of PG&amp;E's Green Communities program should begin outside of the Pilot advice letter approval as this is part of a coordinated statewide assistance effort. PG&amp;E should also proceed with providing data under the Green Communities program to local governments for their energy use inventories and climate action planning, and include details of this work in the Pilot advice letter. Green Communities funds totaling more than \$3 million that are not allocated in time for the advice letter should be handled in a subsequent advice letter.</p>	

### **General Program Description**

The Green Communities (GC) program is designed to provide data, tools, and training to local government customers to enable them to better understand and manage their municipal and community-wide energy usage in order to develop and implement climate action plans. PG&E staff will work with at least seven different non-government organizations (NGOs) and government organizations to provide the GC Program services and products. Major program activities fall into the three sub-programs listed below:

- 1) Statewide Assistance for Local Governments (Statewide Program);
- 2) Climate Planning Assistance for Local Governments (Climate Program); and
- 3) Fluorescent Lamp Recycling Program (FLR Program)

A general discussion of Strategic Plan, innovation, cost effectiveness and dissemination of lessons learned is presented immediately below. This general discussion is followed by individual sub-program discussion that elaborate on the unique aspects of each sub-program.

### The Strategic Plan

The Green Communities program was specifically created to advance the goals of the Strategic Plan and effect market transformation through local government actions. The GC Climate Program directly addresses several Strategic Plan goals:

- Goal 3: “Local Governments lead by example with their own facilities and energy usage practices,”
- Goal 4: “Local governments lead their communities with innovative programs for energy efficiency, sustainability, and climate change.”
- Goal 5: “Local government energy efficiency expertise becomes widespread and typical” is addressed through peer-to-peer networking designed to increase local capacity and expertise, including the Implementation Plan for Strategic Plan Goal 3-2 “Require commissioning for new buildings” and its near-term objective of “Benchmark existing buildings against ratings such as Energy Star and its Portfolio Manager.”

Specifically, the GC program builds capacity for governments to learn by doing, leverage existing greenhouse gas (GHG) emissions reduction activities, and increasing their ability to take informed action towards long-term energy savings. The program rapidly expands employee training for local governments and enables peer-to-peer learning by increasing support for statewide and regional coordination and information-sharing. Finally, the program assists local governments with developing energy action plans, building awareness of integrated demand-side management approaches, and tracking their progress. This program supports the Strategic Plan’s goal for 50% of governments to adopt energy/sustainability/ climate action plans by 2015 and 100% by 2020.

### Innovation

Both the GC Program’s design and the program tools move beyond “business as usual” to provide local government with community-scale capacity-building services. IOUs have not widely served community-scale energy management needs. Energy management is currently performed at either the individual customer or customer-segment level. The GC Climate program will enable PG&E to systematically build the tools and infrastructure needed to provide energy usage data and analysis for the planning purposes for GHG emission reduction at an

entirely new scale, the community scale. This program will address local government needs by pairing provision of resources with capacity-building opportunities, and tools for action. Finally, this program will use the Local Government Operations Protocol (LGOP), developed through an unprecedented collaboration between ICLEI-Local Governments for Sustainability (ICLEI), the California Air Resources Board (CARB), the California Climate Action Registry (CCAR) and The Climate Registry.

### Cost-Effectiveness

This program is designed to leverage opportunities to encourage participation in PG&E's integrated demand side management programs where energy savings credit would be claimed through the normal business process. As a non-resource program, this effort is not expected to prove cost-effective based on traditional cost-effectiveness protocols. However, PG&E is eager to participate in efforts to determine the cost and energy savings as well as other non-energy and/ or long-term savings benefits that may be derived from projects focused on longer-term goals, which include the goals of the Strategic Plan. PG&E looks forward to working with the Commission to address the disincentives associated with funding Strategic Plan activities in general.

### Lessons Learned and Best Practices

For potential use by other California local governments and IOUs, lessons learned and best practices from this program will be leveraged through the following strategy:

- Best practices will be continually identified by the GC Program Implementers through routine reporting, which include defining best practices, the context of its use, and an associated point of contact for more information about the best practices.
- Lessons learned from each GC Program Implementer will be identified through ongoing semi-annual program review and the program's final report.
- Best practices and lessons learned by the GC Program Implementers will be provided to the GC Statewide program implementers and the statewide best practices coordinator for dissemination through local government statewide networking conferences, online databases and facilitated workshops.
- When sharing information on these pilot activities, PG&E will use the lessons learned and best practices template that the statewide coordinator will design per D.09-09-047.

## **Statewide Program**

The GC Statewide Program is the vehicle through which PG&E will participate with Southern California Edison (SCE), Southern California Gas (SCG), San Diego Gas and Electric (SDG&E), ICLEI, the Institute for Local Government (ILG) and the Local Government Commission (LGC) to provide a coordinated statewide program of workshops, technical assistance, a recognition program, and other means to allow local governments to share best practices associated with energy management. Work performed in this program will be coordinated with the statewide local government energy efficiency best practices coordinator once that position is filled. The GC Statewide Assistance Program will provide a consistent process for all local governments to develop GHG inventories, learn about relevant energy management issues, exchange lessons learned, and track their actions. The Commission has approved this component of the GC Program and has granted permission to begin these activities outside of the advice letter approval.<sup>1</sup>

## **Climate Program**

### **Problem Statement**

Drivers such as AB 32, SB 375 and the Strategic Plan have generated climate action planning activity at the local government level. This has led to the provision of climate action tools that are not consistently applied or implemented and a growing demand for the associated energy usage data. Numerous opportunities exist to help local governments advance energy management and planning within their own operations and the communities that they represent and serve. Some local governments have been actively planning for and are working towards the State's aggressive energy efficiency goals. However, most local governments are hampered by resource constraints and a lack of institutionalized actions for energy management. Identification of key opportunities local governments can take will yield the most significant energy savings to help all local governments advance their energy efficiency goals.

As noted in the Strategic Plan, to accomplish the goal of local governments leading energy efficiency and climate action planning by example, "providing local government facility personnel with ...expert assistance and/or technical resources is needed". The GC Climate Program will respond to this need by providing the resources, tools, technical expertise, and capacity-building to overcome barriers in the market and achieve deep penetration of municipal-facility benchmarking in the Bay Area, and GHG inventory development and climate action planning by local governments throughout PG&E's service area.

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<sup>1</sup> D.09-09-047, p. 259,

### Program Description

The Climate Program will provide training and resources to local governments to help them complete GHG inventories and climate action plans. PG&E will contract with the Association of Bay Area Governments (ABAG), the Association of Monterey Bay Area Governments (AMBAG), the Great Valley Center (GVC), the Sierra Business Council (SBC), and Local Governments for Sustainability (ICLEI) to provide GHG inventory and climate action plan development assistance and resources to foster benchmarking. The program may also provide additional services, subject to funding availability and future contract negotiations. Such services may include integrated audits, coordination and alignment of emergent residential retrofit programs, or green building support.

The program will also provide energy usage data to local governments for climate planning purposes. PG&E has collaborated with ICLEI to develop standardized reports to provide local governments with data on the GHG emissions associated with their electricity and natural gas use at the municipal level and aggregated non-customer specific data at the community-wide scale.

The data products include two standard GHG reports that are currently provided to local governments in excel format that can be sorted by the recipient: 1) Standard Report #1 contains detailed electricity and natural gas usage related to a city's facilities and its associated CO<sub>2</sub> emissions; and 2) Standard Report #2 contains the aggregated electricity and natural gas usage of a city or county on a community-wide basis, and the CO<sub>2</sub> emissions (in metric tonnes) associated with that city or county's energy use, divided into Residential, Commercial and Industrial categories. There is also a category for emission reductions from enrolled ClimateSmart customers for both electricity and natural gas. Both of these standard reports are currently available upon request and will continue to be provided to local governments through the 2010-2012 program cycle.

These reports should meet the needs of most local governments who have not yet prepared a GHG inventory. The GC Climate program will continue to provide these standard reports to local governments that have not yet received them and will provide reports for more recent years to governments that are updating their GHG inventories or monitoring their emission reduction progress. PG&E plans to add a third standard report to its program offering by mid-2010 that will augment the standard community-wide report and will contain such additional aggregated information as data by zip code and North American Industry Classification System (NAICS) code when that data can be provided without breaching customer privacy.<sup>2</sup> The percentage of cities and counties served by PG&E receiving each type of report will be tracked throughout the program cycle.

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<sup>2</sup> To protect customer privacy, PG&E will apply the 15/15 rule as defined by D.97-10-031 [lexus \*8]: "The 15/15 rule is that the NCDB [non-confidential database] information should be made up of at least 15 customers, and a

In addition to the suite of standard reports offered through the Green Communities Climate Program, PG&E will offer additional data-dependent services to local governments that are aggressively developing and implementing energy management plans to reduce their community-wide GHG emissions. The GC Climate Program will offer new data-dependent services to these local governments to develop a comprehensive strategy that the local government can implement across its institutional, residential, business and industrial sectors.

The development of a comprehensive strategy will require analysis of data at a detailed level that must be performed by PG&E staff in order to protect customer privacy and PG&E's proprietary rights. Data will be gathered that reflects energy usage within a local government's boundaries by customer segment (i.e., hospitality, grocery, etc.), by location (by zip code), and by participation in PG&E programs. PG&E staff will analyze this data and work with these highly motivated local governments to develop a strategy for using PG&E energy programs, including energy efficiency, demand response, and solar, to help meet GHG reduction targets. The result of this analysis will be presented to the local government in a report that aggregates or protects sensitive data from disclosure as appropriate.

This level of analysis will require a commitment of PG&E resources and must be matched by a commitment from the local government receiving these services. Only those local governments that have demonstrated a high level of participation in utility energy programs, have adequate resources and desire to collaborate with PG&E to develop and implement an energy management strategy, are engaged in climate protection/GHG reduction activities with the potential for energy reduction; and provide an opportunity to deliver services and energy savings to large communities or at a regional scale will be eligible to receive these services.

In addition, the local government will need to identify an individual who will serve as the lead point of contact for the local government to work with PG&E to develop a joint strategy for the community. PG&E will provide information and results of its analysis to that the community's appointed lead who can share the results with the appropriate local government stakeholders. This individual can act on behalf of the local government to collaborate with PG&E on the development of a strategic plan of action and marketing strategies that can be co-branded and co-implemented. For example, the government lead could collect community input to

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customer's load must be less than 15% of an aggregation category. If the number of customers in the data is below 15, or if a single customer's load is more than 15% of the total data, further aggregation is required." In addition, provision of this data will require the local government and/or its personnel accessing the information to sign a non disclosure agreement (NDA). The agency NDA that is currently in place with local government should satisfy this requirement for those cities and counties who have signed Government Partnership agreements with PG&E. Customer-specific information including that from privately owned buildings, cannot be provided to local governments or any other party without signed written consent from the customer authorizing release of their energy usage data.

help PG&E direct its program resources to customers who have not participated in PG&E programs and whose energy usage indicates that they are likely to benefit from the programs. The local government lead could also inform PG&E of local campaigns, goals and circumstances that should be taken into account when determining which customer types and which locations are likely to benefit from PG&E's and the local government's programs. Mutual commitment of resources by PG&E and the local government will result in a long-term partnership designed to establish and achieve realistic GHG emission reduction goals over time.

### Goals and Objectives

The overarching goal of the GC Climate Program is to engage ICLEI, ILG, LGC, ABAG, AMBAG, GVC, and SBC to provide a comprehensive strategy to drive local governments to implement energy savings action by targeting assistance at key leverage points.

The specific objectives include:

- Increasing local government staff knowledge and capabilities regarding how to develop realistic and meaningful GHG inventories, emission reduction targets, and Climate Action Plans;
- Increasing local government knowledge regarding GHG emissions management;
- Increasing local government collaboration regarding GHG emissions management; and
- Increasing local government motivation to manage GHG emissions.

Fewer than 50% of the approximately 40 counties and 240 cities within PG&E's territory have currently received certain aggregated energy usage data necessary to complete GHG inventories, set goals, and develop Climate Action Plans. This program will improve access to this information.

### *GHG Inventory Workshops*

Electricity generation from fossil fuels and natural gas as an end-use fuel results in GHG emissions. While PG&E generates some of the cleanest electric power in the nation, GHG emissions are associated with the electricity PG&E provides to its customers. When our customers reduce their demand (usage) of gas and electricity, PG&E must generate less power, can avoid building new power plants and can procure less electricity and natural gas for customer use. Therefore, reduced energy demand from our customers translates into reduced GHG emissions.

PG&E programs can also help with the reduction of GHG emissions from other local government operations such as transportation fleets. These emissions sources, and local government awareness and quantification of their emissions,

may present opportunities to explore and participate in PG&E programs that relate to clean air transportation that can help a city reduce its overall GHG emissions

Local governments are quantifying the GHG emissions associated with their operations and generated by their community through local and community-wide GHG inventories. The GC Climate program will engage ABAG, AMBAG, ICLEI, GVC, and SBC to work closely with Central Valley, Sierra, Monterey Bay Area and San Francisco Bay Area's local governments to train and assist local governments to prepare GHG inventories. These organizations were chosen based on their capacity to deliver these programs, their regional scale and their position as non-governmental organizations (NGOs) and government organizations.

ABAG, AMBAG, SBC and GVC will convene local government participants and coordinate the workshops, and ICLEI will conduct the workshops. Specifically, this program aims to:

- Implement ICLEI-led LGOP workshop series at different geographic locations throughout the Central Valley, Sierra, Monterey Bay Area, and San Francisco Bay Area regions through the next program cycle. The number and location of the workshops are subject to negotiation with ABAG, GVC, SBC and ICLEI.
- Conduct pre- and post-participation surveys of local governments to determine the pre- and post-participation levels of GHG and climate action activities.
- Coordinate collection and analysis of all participating local governments GHG emissions data for their facilities with the use of LGOP.
- Pair participating local government representatives with graduate school interns to provide additional staffing needed to conduct data collection, analysis, and inventory development.
- Based on the success of the first round of workshops and the availability of future protocols, potentially expand the program to other locations and/or include training/assistance on community-wide GHG inventories and development of climate action plans.
- Coordinate energy efficiency retrofit opportunities, as identified through the GHG inventories produced, with appropriate audit opportunities, such as those available through PG&E or the California Energy Commission.

The following is the general timeline for GHG inventory workshops, subject to final negotiations with each NGO on their scope of work that requires the NGO to coordinate with the cities and counties in each region to determine the level of interest for these workshops:

- AMBAG has already completed its LGOP workshops and will conduct community-wide protocol workshops that are expected to begin this fall. AMBAG will likely provide Climate Action Plan workshops in the spring 2011.

- ICLEI is expected to begin offering LGOP workshops in collaboration with the other NGOs this fall. With the exception of AMBAG, it is assumed that LGOP workshops will be followed in the spring by community-wide workshops and fall 2011 by Climate Action Plan workshops.

It is expected that demand for these workshops will grow as governments learn of their colleagues' participation in them. We anticipate that any given workshop may be offered multiple times within a region, but timing will depend on demand and capacity of ICLEI to conduct multiple workshops.<sup>3</sup>

Roughly 17 to 20 governments in the AMBAG region have completed the LGOP protocol, but we do not know how many in PG&E's larger service area have done so. One of the tasks included in the draft scope of work for each NGO is that each NGO shall conduct a pre- and post-program cycle survey of the cities and counties in their region regarding their current status on GHG activities and how these workshops influenced their knowledge about GHG planning or their GHG management actions. The pre- and post-survey will [include questions to gather feedback from program participants as to how they might be acting on, or planning to act on their new knowledge to save gas and electricity](#) and will also track progress of the city or county in completing the GHG inventories and Climate Action Plans.

### *Benchmarking Services*

As part of its GC Climate Program's regional benchmarking services, PG&E will work with the Association of Bay Area Governments (ABAG) to provide training and on-site assistance to Bay Area local governments. This service complements benchmarking resources being offered by other elements of PG&E, such as the Local Government Partnership strategic plan activities, but does not represent the breadth of benchmarking resources offered to Bay Area local government utility customers through PG&E's 2010-2012 EE portfolio. The GC Climate program will engage ABAG to work closely with Bay Area local governments to gather, analyze, enroll and produce high-quality, Energy Star<sup>TM</sup> Portfolio Manager (ESPM)-rated benchmarking reports and follow-on action plans. Specifically, the program will:

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<sup>3</sup> Note that ICLEI will also be providing training workshops through the statewide effort. The statewide training sessions will train government employees, but will not include the extra component of interns who will actually produce inventories at the end of the workshop. This service will only be provided in the PG&E service area and will be provided through the Climate Planning Assistance portion of the PG&E Green Communities program with ICLEI/ABAG/AMBAG/SBC/GVC. One of ICLEI's first deliverable under the statewide workshop effort will be delivery of a training plan for the state. For the PG&E service area, ICLEI will account for the fact that many of PG&E's local governments have already completed LGOPs and that they are also working with the other NGOs to provide the "enhanced intern" workshops. ICLEI will create a flexible program for the PG&E customers that will offer various types of training that are appropriate for the region receiving the training.

- Provide benchmarking services for Bay Area governments that request such services during 2010-2012;
- Achieve deep penetration of Bay Area buildings benchmarked by targeting local government facilities by customer segments;
- Build local government capacity and deep benchmarking participation in the Bay Area to conduct additional facilities benchmarking and recurring access into ESPM by training key local government facilities representatives on use of the tool each time a report is generated; and
- Coordinate with PG&E's core benchmarking efforts and the Government Partnerships' Strategic Plan-related benchmarking efforts to implement in-person workshops and on-site assistance for local governments in the Bay Area on benchmarking.

The targets for this service to be reached within the 2010 to 2012 program cycle are:

- Increase by 20% the number of local governments in the ABAG region that have benchmarked their municipal facilities using ESPM; the baseline is the number of local governments that have benchmarked their municipal facilities in 2009.
- Increase by 20% the number of the municipal facilities benchmarked in the Bay Area; baseline is the number of local government facilities that have been benchmarked in 2009.

Performance indicators or metrics related to the above targets:

- Percentage of local governments in the ABAG region participating in ESPM benchmarking.
- Percentage of local government facilities benchmarked with ESPM.

ESPM can be a platform for collecting local government benchmarking building data and metrics (such as weather-normalized source energy use intensity and energy cost) for a wide variety of common municipal buildings that currently are ineligible for a 1-100 ENERGY STAR rating. The statewide best practices coordinator, as approved in D.09-09-047, may collect data from the ESPM and share it among the local governments, and possibly use it as a dataset for development and evaluation of the proposed California Rating System currently under development by the California Energy Commission. The percentile difference in portfolio-wide weather-normalized energy intensity from a determined baseline year may also provide valuable information about the relative performance of local governments compared to each other.

PG&E recognizes that valuable case studies could be developed based on the end-to-end experience and results of a local government's benchmarking of their facilities, particularly actions taken towards planning and implementation of energy efficiency, and if possible, energy performance data resulting from any actions.

PG&E and ABAG may consider adding a case studies component to the PG&E's Green Communities' regional benchmarking service if sufficient budget is available in the overall Green Communities program.

## **Fluorescent Lamp Recycling Program**

### **Problem Statement**

Fluorescent lamps are one of the most cost-effective methods available to decrease energy use and associated GHG emissions. Since 2006, California residents have not been able to dispose of them in the trash. A lack of public awareness regarding the importance of proper end-of-life management and insufficient collection opportunities prevents many residents from recycling their used fluorescent lamps. In accordance with AL 3257-E/E-A's provision approved effective May 27, 2008, PG&E has recently partnered with five local governments to conduct limited fluorescent lamp recycling (FLR) marketing campaigns (San Mateo County, Santa Clara County, Santa Cruz County, Humboldt County and a limited outreach campaign in the City of Fresno). PG&E's pilots resulted in an average recovery rate of approximately 21% across the pilot areas compared to a 10% recovery rate in other parts of the state as estimated by the Department of Toxic Substance Control. While the pilots were successful in PG&E's limited geographic areas, there remains no centralized statewide public education and outreach program or collection infrastructure. Additionally, limited funding on the local level continues to constrain local governments' ability to run their own programs.

### **Program Description**

Building upon the success of PG&E's previous FLR pilots, the GC FLR Program proposes to develop a standard menu of low-cost marketing, education and outreach tools for local governments to conduct their own public outreach campaigns.<sup>4</sup> These tools will emphasize the importance of reducing energy use as well as the necessity to appropriately recycle these lamps to protect public health and the environment. The menu of options will be made available to local governments and will be easily replicated in other geographic areas in the absence of a statewide plan. Additionally, the GC FLR Program will provide program resources to assist local governments with actual implementation of fluorescent lamp collection infrastructure, such as recycling kits.

PG&E chose to work primarily with local governments for this program for a number of reasons. First, spent fluorescent lamps generated by households are

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<sup>4</sup> The Fluorescent Lamp Recycling Program will develop outreach materials that can be used to reach broader markets in California. However, due to the limited resources of the program and the high costs of broad media markets in California, this program does not anticipate using program funds to market via radio and television beyond the local level.

handled by local governments' Household Hazardous Waste (HHW) or Environmental Health Department. Local governments are already certified waste haulers and are often already supporting collection of spent fluorescent lamps and conducting public education campaigns regarding their proper disposal. By partnering with local governments, PG&E hopes to augment and strengthen existing programs, ultimately leading to increased recycling rates. Additionally, in areas where such programs do not exist, PG&E builds the capacity of local governments to begin their own campaigns and collection systems. PG&E helps to create outreach materials and collection processes that may continue to be used after PG&E resources are no longer available. Second, local governments have a wealth of experience running education campaigns in their communities and often possess cheaper access to local media markets. Third, the FLR program targets residential customers. Local governments are uniquely situated to interface with largest number of residents and effectively recruit independent local retailers, which are required to make any program truly convenient for all residents. With the limited resources available for the program, local government is best situated to implement all aspects of the program.

While previous experience has indicated that there is a need to further educate the public regarding proper end-of-life management of fluorescents lamps, existing demand for recycling created by previous outreach campaigns is outstripping the amount of resources available to pay for recycling materials and activity. The FLR program will use a portion of the funds to support recycling activities and materials including environmentally safe collection bins, safety materials, mail-in recycling kits and recycling fees. Where local government partners do not have staff and/or resources to collect lamps from residents and arrange for recycling, PG&E and local government partners can choose to either work together to facilitate retailer or other interested party participation for lamp management or to provide direct mail in recycling kits to residents.

#### PG&E's Participation in The California Take-It-Back Program

The current pilot program operates under the umbrella of the California Take-It-Back Partnership implemented by the California Department of Toxic Substances Control (DTSC) and uses the Take-It-Back name on all of the FLR pilot program materials. Take-It-Back is a voluntary collaboration of state, city and county government, businesses, non-profit agencies, and non-governmental organizations to promote and facilitate the free, local, and convenient recycling of certain hazardous wastes generated by California households.

As an example of how the Take-It-Back program works, PG&E in partnership with the Santa Clara County HHW Program, successfully recruited over 30 retail and non-profit recycling partners to assist the in the collection of used fluorescent lamps from residents. The County ran multi-lingual newspapers ads jointly developed by PG&E and the DTSC, in addition to TV, internet and radio ads developed by the County and point-of-sale ads and paper hand-outs developed by

a non-profit. With assistance from PG&E, retailers, and other partners, the HHW program stretched its funding and shifted collection costs to participating retailers.

Retailers and nonprofits can all play an integral role in the PG&E's FLR Program. With PG&E's participation setting an example through its 2009 FLR program, the Take-it-Back program has recruited local independent and chain retailers to serve as collection centers for used fluorescent lamps where residents can recycle their bulbs. Some of these retail partners include Ikea, Home Depot, Ace Hardware, Orchard Supply Hardware, and Cole's Hardware. Additionally, PG&E has partnered with the California DTSC in the development of outreach materials the recruitment of various retail partners. Some of our partners have also been able to leverage resources with grants from the Integrated Waste Management Board. Some of our non-profit partners have included various community non-profits that have served as collection points and also assisted in distribution of recycling information.<sup>5</sup>

The AB 1109 Task Force was formed by DTSC on behalf of the Legislature in March 2008 to consider and make recommendations on methods of collection, recycling, education, outreach, labeling, and designations for end of life residential fluorescent lamps. One of its recommendations was the importance of common branding of education and outreach materials so that a consistent and recognizable message reaches residents. Through the development of a menu of tools that can be easily adapted by local governments for their own communities, the Green Communities FLR program will be creating a recognizable outreach brand that can be used beyond 2012, thereby driving down the long-term development costs.

### Goals and Objectives

The GC FLR Program will engage local governments, retailers, manufacturers, non-profits and state agencies to implement fluorescent lamp recycling strategies including messages for education/outreach and support for FLR infrastructure that are consistent with the Take-it-Back program and the recommendations of the AB 1109 Task Force.

Specifically, this program aims for the following goals:

- Increase public awareness of proper end-of-life management;

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<sup>5</sup> In addition to the FLR program, PG&E's upstream lighting program has created a compact fluorescent light (CFL) magnet with an attached recycling information sheet that was given to low-income households along with CFLs as part of PG&E's Energy Partners Program. Furthermore, PG&E is working with manufacturers to include a CFL recycling web address at the base of each lamp as a recycling reminder to consumers. And lastly, we continue to work with our manufacturer partners to produce more efficient CFLs with lower levels of mercury.

- Stimulate FLR behavior among residential customers as cost-effectively as possible; and
- Increase the number of FLR program and participating stakeholders in the state's "Take-it-Back" Program.

Program objectives include the following:

- Develop menu of FLR marketing, education and outreach tools for local governments to access;
- Advertise availability of tools to local governments;
- Survey a sample of participating communities by end of 2010 to determine current status of lamp recycling awareness and behavior in program areas;
- Conduct public awareness campaigns by the end of the program cycle in program areas promoting proper end-of-life management for fluorescent lamps;
- Collect comprehensive fluorescent lamp recycling data from local government drop-off locations and all other private collection locations, such as Home Depot and OSH;
- Increase number of recycling collection locations and infrastructure in program areas;
- Stimulate FLR behavior among residential customers;
- Expand number of government participants and geographic diversity of FLR programs; and
- Determine range of costs per lamp for each program by end of program cycle.

Since the inception of the program using the approach described above, the gross number of bulbs collected has increased by 76 percent, collecting almost a quarter-million lamps in 2009.

In 2010, PG&E plans to continue to partner with four local governments from its original program in 2009 and plans to expand to up to seven locales inside PG&E's territory if there is sufficient demand and resources. New partners have not yet been identified. Based on interest expressed already by local governments, PG&E will choose a mix of geographic and urban/rural areas to obtain the greatest information possible about FLR program demands throughout the state. FLR Program milestones include the development of a menu of public outreach options for local governments by the end of 2010 and their implementation by second quarter of 2011.

For each local government who will continue to participate in the FLR program, we will negotiate a stretch goal that will increase the 2010-2012 recovery rate above their 2009 recovery rate. For new communities, we will establish a goal of collecting 20% of the residential fluorescent lamps in their waste stream. Participating Local HHW departments will continue to track the number of CFLs and fluorescent tubes collected and report them to PG&E.

Program success will be assessed based on the performance relative to the targets described above. The first step for the 2010-2012 cycle is to work with an evaluator to convene a working group of our participating local governments to evaluate their experience in the previous cycle, identify best practices, and inform program menu options and opportunities for the 2010-2012 cycle. This working group will be asked to identify strategies to best gauge the experience of citizens utilizing the program. On an annual basis, participating local governments will be requested to identify areas of the program that are working well and those that need improvement. The program may be modified in response to this feedback.

The menu of tools and the lessons learned from this FLR pilot will be collected and provided to the statewide best management practices coordinator who will report to ICLEI, ILG and LGC. These NGOs can then use their own networks to disseminate information about the tool kits using the method/channel they think is most appropriate (case studies on the web portal, webinars, session at a conference, peer-to-peer, plus their own networks of solid waste disposal contacts.)

### **Overall Program Budget**

The total Green Communities program budget is \$20,975,784. Approximately one-third of these funds will be provided to NGOs and other implementers. Approximately \$3,100,000 will be available to fund activities that SBC, GVC, ICLEI and ABAG will perform for the Climate Program. Since these contracts are still in the negotiation process, specific funds for each partner are not yet appropriate to share publicly. Another \$2,000,000 will be available for consultants to help develop software to improve the data delivery functions associated with the Climate Program. Those consultants have not yet been identified. Approximately \$1,500,000 will be available to fund activities that statewide best management coordinator will perform and that ILG, LGC and ICLEI will perform for the Statewide Program. Approximately \$800,000 will be available for partners for the FLR program. The total budget includes \$2,316,000 funding for the Statewide Program component of the GC Program. The Commission has approved this component of the GC Program and has granted permission to begin these activities outside of the advice letter approval.<sup>6</sup>

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<sup>6</sup> D.09-09-047, p. 259.

**Total Program Budget<sup>7</sup>****\$ 20,975,784**

<b>Program</b>	<b>Administration</b>	<b>Marketing &amp; Outreach</b>	<b>Implementation</b>	<b>Total</b>
Climate	\$1,850,000	\$486,000	\$15,323,784	\$17,659,784
Statewide	\$316,000	\$225,000	\$1,775,000	\$2,316,000
FLR	\$100,000	\$300,000	\$600,000	\$1,000,000
	<b>\$2,266,000</b>	<b>\$1,011,000</b>	<b>\$17,698,784</b>	<b>\$20,975,784</b>

**Metrics**

Overall program metrics are provided in Attachment A.

**Logic Model**

Overall program logic model is provided in Attachment B.

**EM&V Plan**

PG&E proposes to develop specific research scopes of work and priorities, in accordance with the directives set forth in the upcoming CPUC decision on EM&V issues and/or through collaboration between the IOUs and ED. In the Decision, the Commission deferred resolution of various EM&V issues to a subsequent decision on EM&V. (D.09-09-047, pp. 301-04 and OP 60). The Decision also deferred issues included a clarification of the respective EM&V roles and responsibilities for ED and the IOUs as well as the actual allocation of the EM&V budget. PG&E proposes further development of its EM&V plan upon Commission resolution of these pending issues in the upcoming EM&V decision.

**Effective Date**


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<sup>7</sup> The amounts by budget category updates the amounts presented in the Compliance Advice Letter Appendix C budget workbook by reducing administration and reallocating these costs to direct implementation. The total budget shown is unchanged.

PG&E is filing this supplemental advice letter to be approved **March 3, 2010**, which is **14** days from the filing date. PG&E is requesting this shortened review period due to the fact that there were no protests of Advice 3082-G/3598-E that sought to delay its implementation. Further, the supplemental information PG&E has provided here does not change the scope or intent of the program. This supplemental advice letter includes more complete information, performance indicators, and clarifies certain program information per the Energy Division's request.

### **Protests**

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, by facsimile or electronically, any of which must be received no later than **February 24, 2010** which is **7** days after the date of this filing. PG&E is requesting this shortened protest period consistent with guidance from the Energy Division. Protests should be mailed to:

CPUC Energy Division  
Tariff Files, Room 4005  
DMS Branch  
505 Van Ness Avenue  
San Francisco, California 94102

Facsimile: (415) 703-2200  
E-mail: [anj@cpuc.ca.gov](mailto:anj@cpuc.ca.gov) and [mas@cpuc.ca.gov](mailto:mas@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 also should be sent via U.S. mail (and by facsimile and electronically, if possible) to PG&E 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](mailto:PGETariffs@pge.com)

### **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. Address changes to the General Order 96-B service list and all electronic approvals should be directed to email [PGETariffs@pge.com](mailto:PGETariffs@pge.com). Advice letter filings can also be accessed electronically at: <http://www.pge.com/tariffs>.

*Brian Cherry 03*

Vice President - Regulatory Relations

Attachments:

Attachment A: Program Performance Metrics

Attachment B: Logic Diagram

cc: Service List A.08-07-021  
Jean Lamming, Energy Division

# 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: Olivia Brown

Phone #: 415.973.9312

E-mail: oxb4@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) #: 3082-G-A/3598-E-A

**Tier:** 2

Subject of AL: Green Communities Program Advice Pursuant to D.09-9-047

Keywords (choose from CPUC listing): Compliance, Energy Efficiency

AL filing type:  Monthly  Quarterly  Annual  One-Time  Other \_\_\_\_\_

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #: D.09-9-047

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: No

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: N/A

Resolution Required?  Yes  No

Requested effective date: March 3, 2010

No. of tariff sheets: N/A

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). N/A

Tariff schedules affected: N/A

Service affected and changes proposed: N/A

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**  
**Tariff Files, Room 4005**  
**DMS Branch**  
**505 Van Ness Ave., San Francisco, CA 94102**  
**jnj@cpuc.ca.gov and mas@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**

**ADVICE 3082-G-A/3598-E-A**

**Attachment A:**

**Program Performance Metrics**

## **Attachment A: Green Communities Program Performance Metrics**

### Green Communities Program

**1. Include a list of the utility and program administrator staff directly involved in deriving the program performance indicator metric. Include their title and contact information.**

Lynne Galal

- Telephone: (415) 973-0040
- E-mail: L1G7@pge.com

**2. Describe each program performance indicator being proposed for this program. Indicate in a description for each, what type of performance indicator it is (see attached above). If the program indicator is being changed from an already approved program indicator indicate why the change is necessary. Provide additional analysis that adequately justifies the need to revise the metric as an attachment to this worksheet.**

Climate Program:

Proposed metric: Percent of cities and percent of counties in service area that received energy usage data for municipal inventories.

Baseline: Percent of cities and counties in service area receiving municipal energy usage data in 2009.

Proposed metric: Percent of cities and percent of counties in service area that received energy usage data for community-wide inventories.

Baseline: Percent of cities and counties in service area receiving community-wide energy usage data in 2009.

Proposed metric: Percent of cities and percent of counties in service area that received enhanced community-wide energy usage data by zip code or NAICS.

Baseline: Percent of cities and counties in service area receiving community-wide energy usage data in 2009 (none).

Proposed metric: Percentage of local governments in the ABAG region participating in ESPM benchmarking.

Baseline: Percent of cities and counties in ABAG region participating in ESPM benchmarking in 2009.

Proposed metric: Percentage of local government facilities in ABAG region benchmarked with ESPM.

Baseline: Percent of local government facilities benchmarked with ESPM benchmarking in 2009.

FLR Program:

Proposed metric: Gross number of fluorescent light bulbs recovered in participating communities.

Baseline: Number of fluorescent light bulbs recovered in participating communities in 2009.

Proposed metric: Gross number of fluorescent light bulbs recovered in new communities.

Baseline: Number of fluorescent light bulbs recovered in participating communities in 2009 (none).

**3. For each program performance metric being proposed, indicate why you have selected them including how the metric meets the SMART convention (Specific, Measurable, Actionable, Relevant, Timely)**

- Specific: All provide a defined level of program progress
- Measurable: All results can be tracked by program staff
- Actionable: Action can be taken based on reported progress if necessary
- Relevant: They are direct measurements of program activities and results
- Timely: Results can be reported on a quarterly basis

**4. State the program mission. The program mission is the basic purpose of a program, its reason for existing, and the general means through which it will accomplish its purpose in view of overarching goals and objectives (CEESP, BBEES, CPUC EE Goals).**

The Green Communities (GC) program is designed to provide data, tools, and training to local government customers to enable them to better understand and manage their municipal and community-wide energy usage in order to develop and implement climate action plans. Major program activities fall into the three areas listed below.

- 1) Climate Planning Assistance for Local Governments (Climate Program)
- 2) Statewide Assistance for Local Governments (Statewide Program)
- 3) Fluorescent Lamp Recycling Program (FLR Program)

**5. Describe the program performance goals (both internal and external), standards, and/or benchmarks. Program goals should support the programs' overall mission and are general statements about the results to be produced by the program. If program goals are being revised from previous program goals indicate why the change is necessary providing additional analysis to justify the change.**

CEESP Section 12 (Local Governments) – Goal 3

To accomplish the goal of local governments leading energy efficiency and climate action planning by example, “providing local government facility

personnel with ...expert assistance and/or technical resources is needed”.

**6. Describe the critical work processes, program requirements, and critical results desired (both internal and external) linked to promotion of the program mission and goals above.**

CEESP Section 12 (Local Governments) – Goal 4.3

The GC Climate Program responds to this need by providing the resources, tools, technical expertise, and capacity-building to overcome barriers in the market and achieve deep penetration of municipal-facility benchmarking, GHG inventory development, and climate action planning by local governments.

**7. Describe how the proposed program performance metrics are a measure of the critical work processes or critical results identified above.**

Since this program is designed to encourage climate planning action by governments by providing them data, tools, and training , the proposed metrics measure the success of the critical work processes above, particularly in terms of providing needed intra-agency expertise and organization.

**8. Describe what the program objectives are. Program objectives are the specific milestones and targets to be achieved to which the proposed program performance metrics seek to measure. Program objectives should be chosen that promote accomplishment of the program goals and should meet the SMART convention described above. If the program objectives are being revised from previous program objectives indicate why the change is necessary. Provide additional analysis to justify this change.**

Climate Program

The overarching goal of the GC Climate Program is to drive local governments to implement energy savings action by targeting assistance at key leverage points. Fewer than 50% of the approximately 40 counties and 240 cities within PG&E’s territory have currently received certain aggregated energy usage data necessary to complete GHG inventories, set goals, and develop Climate Action Plans. This program will improve access to this information.

The specific objectives include:

- Increasing local government staff knowledge and capabilities regarding how to develop realistic and meaningful GHG inventories, emission reduction targets, and Climate Action Plans;

- Increasing local government knowledge regarding GHG emissions management;
- Increasing local government collaboration regarding GHG emissions management;
- Increasing local government motivation to manage GHG emissions; and
- Provide necessary data to local governments to achieve these objectives.

Specific targets for the numbers of regional workshops that will be offered cannot be determined at this time. The first task in the draft scope of work for each of these regional NGOs is to prepare a plan which requires each NGO to coordinate with the cities and counties within their region to estimate how many of them are likely to participate in each series of training workshops. In accordance with D.09-09-047, contracts have not yet been awarded to these NGOs. Therefore, they have been unable to ascertain the demand.

However, another one of the tasks included in the draft scope of work for each NGO is to conduct a pre- and post-program cycle survey of the cities and counties in their region regarding their current status on GHG activities and how these workshops influenced their knowledge about GHG planning or their GHG management actions. The pre- and post-survey will also track progress of the city or county in completing the GHG inventories and Climate Action Plans. The results of these surveys will provide useful information to determine how well the first four objectives are being met.

In addition to the data collected in the surveys, PG&E can track the number of local governments who receive the following types of data:

i. municipal facility specific data (Standard Report #1): Percent of cities and percent of counties in service area that received this report for their municipal GHG inventories

- 100%

ii. aggregate community-wide data (Standard Report #2): Percent of cities and percent of counties in service area that received this report for their community-wide GHG inventories.

- 100%

iii. aggregate community-wide data provided by zip code or NAICS code: Percent of cities and percent of counties in service area that received this report for the purposes of developing a Climate Action Plan. (Note that it is expected that only a portion of cities and counties will actually complete a Climate Action Plan.)

- 30%

### Benchmarking Services:

The targets for this service to be reached within the 2010 to 2012 program cycle are:

- Increase by 20% the number of local governments in the ABAG region that have benchmarked their municipal facilities using ESPM; the baseline is the number of local governments that have benchmarked their municipal facilities in 2009
- Increase by 20% the number of the municipal facilities benchmarked in the Bay Area; baseline is the number of local government facilities that have been benchmarked in 2009.

Performance indicators or metrics related to the above targets:

- Percentage of local governments in the ABAG region participating in ESPM benchmarking.
- Percentage of local government facilities benchmarked with ESPM.

### Florescent Lamp Recycling

For each local government who will continue to participate in the FLR program, we will negotiate a stretch goal that will increase the 2010-2012 recovery rate above their 2009 recovery rate. For new communities, we will establish a goal of collecting 20% of the residential florescent lamps in their waste stream. Local Household Hazardous Waste (HHW) departments will continue to track the number of CFLs and florescent tubes collected and report them to PG&E. Program success will be assessed based on the performance relative to these targets.

Performance indicators or metrics related to the above targets:

Gross number of florescent light bulbs recovered in participating communities.

- Stretch goal will be determined for each participant. Recovery rate goal must exceed the 2009 rate.

Gross number of florescent light bulbs recovered in new communities.

- At least 20% of bulbs

**9. Describe how the metrics will be collected, what data source they will come from, and how they will be tracked and reported.**

Data will tracked offline from utility program tracking database and will be reported at least annually, and more frequently if requested by the Commission.

**10. Attach a program logic model that graphically represents what has been described in this worksheet. Logic models should depict the flow between program activities, their outputs, and subsequent short term, intermediate, and long term outcomes as well as how program elements are linked and the influence of external influences. Proposed program performance indicators should be incorporated at the appropriate locations within the logic model indicating what program activities and outcomes within the model will be measured both internal and external to the program (see example above).**

A program logic model is provided as Attachment C

**11. Include a completed Program Performance Indicator Table as an attachment to this worksheet (see example below).**

See table below.

### Green Communities Performance Indicator Table

Program Sector	Program Name	Program #	IOU Program Goals	Strategic Planning Strategy	2010-2012 Strategic Milestones	IOU Proposed Metrics
Government Partnerships	Green Communities	PGE2125	<p>Strategic Plan Section 12 (Local Governments) – Goal 4.3</p> <p>To accomplish the goal of local governments leading energy efficiency and climate action planning by example, “providing local government facility personnel with ...expert assistance and/or technical resources is needed”.</p>	<p>Strategic Section 12 (Local Governments) – Goal 4.3</p> <p>The GC Climate Program responds to this need by providing the resources, tools, technical expertise, and capacity-building to overcome barriers in the market and achieve deep penetration of municipal-facility benchmarking, GHG inventory development, and climate action planning by local governments.</p>	100%	Percent of cities and percent of counties in service area that received energy usage data for municipal inventories
					100%	Percent of cities and percent of counties in service area that received energy usage data for community-wide inventories.
					30%	Percent of cities and percent of counties in service area that received enhanced community-wide energy usage data by zip code or NAICS.
					20% increase	Percentage of local governments in the ABAG region participating in ESPM benchmarking.
					20% increase	Percentage of local government facilities in ABAG region benchmarked with ESPM.

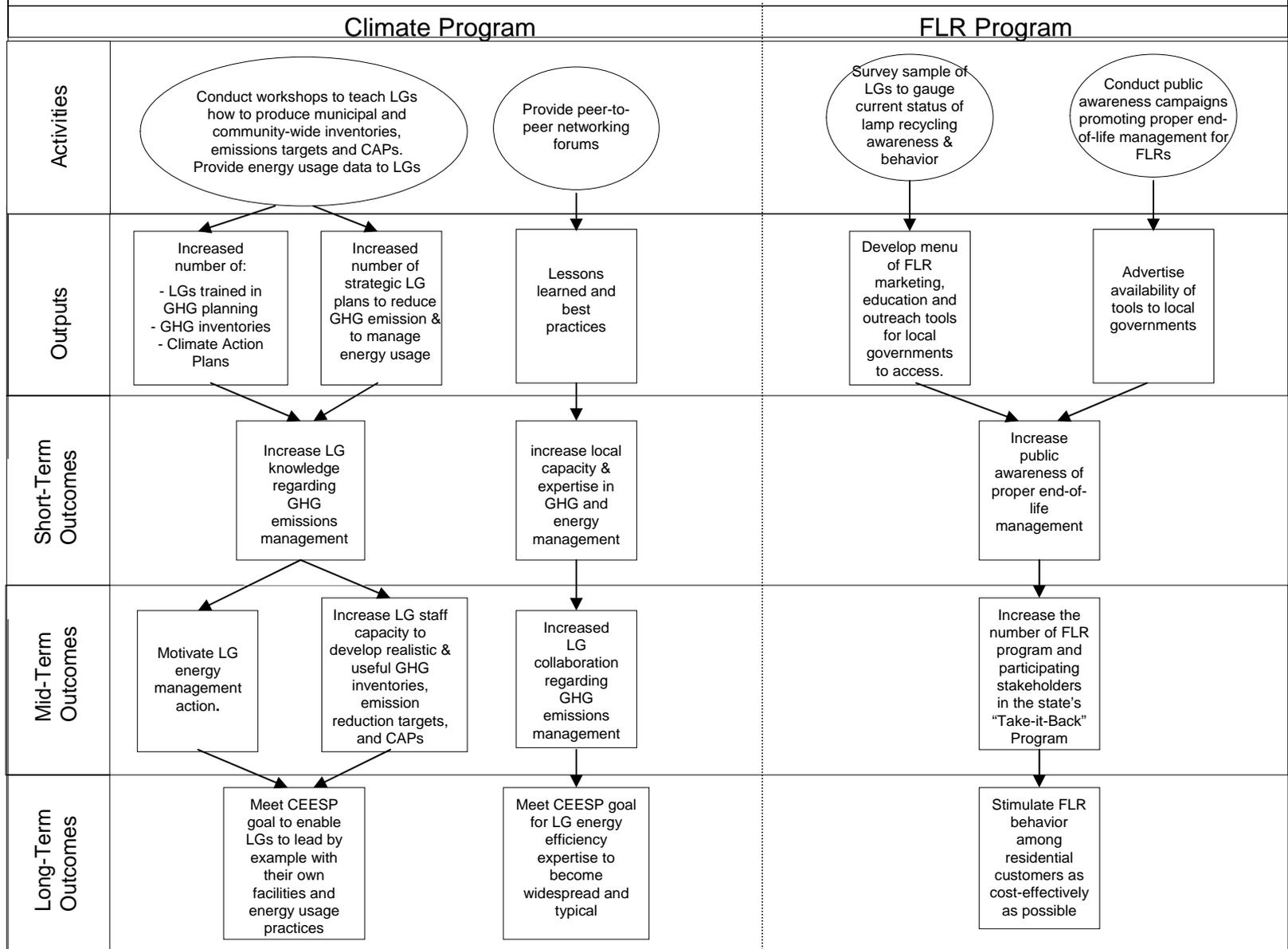
### Green Communities Performance Indicator Table

Program Sector	Program Name	Program #	IOU Program Goals	Strategic Planning Strategy	2010-2012 Strategic Milestones	IOU Proposed Metrics
					Stretch goal will be determined for each participant. Recovery rate goal must exceed the 2009 rate.	Gross number of fluorescent light bulbs recovered in participating communities.
					At least 20% of bulbs	Gross number of fluorescent light bulbs recovered in new communities.

**ADVICE 3082-G-A/3598-E-A**

**Attachment B:  
Logic Diagram**

# PY 2010 - 2012 Green Communities Logic Diagram



Key: LG: Local Government, GHG: Greenhouse Gas, FLR: Fluorescent Lamp Recycling, CAP: Climate Action Plan

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

Aglet	Day Carter Murphy	North Coast SolarResources
Alcantar & Kahl	Defense Energy Support Center	Occidental Energy Marketing, Inc.
Ameresco	Department of Water Resources	OnGrid Solar
Anderson & Poole	Department of the Army	Praxair
Arizona Public Service Company	Dept of General Services	R. W. Beck & Associates
BART	Division of Business Advisory Services	RCS, Inc.
BP Energy Company	Douglass & Liddell	Recon Research
Barkovich & Yap, Inc.	Downey & Brand	SCD Energy Solutions
Bartle Wells Associates	Duke Energy	SCE
Boston Properties	Dutcher, John	SMUD
C & H Sugar Co.	Economic Sciences Corporation	SPURR
CA Bldg Industry Association	Ellison Schneider & Harris LLP	Santa Fe Jets
CAISO	FPL Energy Project Management, Inc.	Seattle City Light
CLECA Law Office	Foster Farms	Sempra Utilities
CSC Energy Services	G. A. Krause & Assoc.	Sierra Pacific Power Company
California Cotton Ginners & Growers Assn	GLJ Publications	Silicon Valley Power
California Energy Commission	Goodin, MacBride, Squeri, Schlotz & Ritchie	Silo Energy LLC
California League of Food Processors	Green Power Institute	Southern California Edison Company
California Public Utilities Commission	Hanna & Morton	Sunshine Design
Calpine	International Power Technology	Sutherland, Asbill & Brennan
Cameron McKenna	Intestate Gas Services, Inc.	Tabors Caramanis & Associates
Casner, Steve	Los Angeles Dept of Water & Power	Tecogen, Inc.
Chamberlain, Eric	Luce, Forward, Hamilton & Scripps LLP	Tiger Natural Gas, Inc.
Chris, King	MBMC, Inc.	Tioga Energy
City of Glendale	MRW & Associates	TransCanada
City of Palo Alto	Manatt Phelps Phillips	Turlock Irrigation District
Clean Energy Fuels	McKenzie & Associates	U S Borax, Inc.
Coast Economic Consulting	Merced Irrigation District	United Cogen
Commerce Energy	Mirant	Utility Cost Management
Commercial Energy	Modesto Irrigation District	Utility Specialists
Consumer Federation of California	Morgan Stanley	Verizon
Crossborder Energy	Morrison & Foerster	Wellhead Electric Company
Davis Wright Tremaine LLP	New United Motor Mfg., Inc.	Western Manufactured Housing Communities Association (WMA)
	Norris & Wong Associates	eMeter Corporation