

PUBLIC UTILITIES COMMISSION  
505 Van Ness Avenue  
San Francisco CA 94102-3298



**Pacific Gas & Electric Company**  
**ELC (Corp ID 39)**  
**Status of Advice Letter 5609E**  
**As of September 29, 2020**

Subject: Updated Program Budget Estimates and 2019-2021 Marketing Education and Outreach (ME&O) Plans for the Disadvantaged Communities Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) Programs

Division Assigned: Energy

Date Filed: 08-02-2019

Date to Calendar: 08-07-2019

Authorizing Documents: E-4999

<b>Disposition:</b>	<b>Accepted</b>
<b>Effective Date:</b>	<b>09-29-2020</b>

Resolution Required: No

Resolution Number: None

Commission Meeting Date: None

CPUC Contact Information:

[edtariffunit@cpuc.ca.gov](mailto:edtariffunit@cpuc.ca.gov)

AL Certificate Contact Information:

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**PUBLIC UTILITIES COMMISSION**  
505 Van Ness Avenue  
San Francisco CA 94102-3298



To: Energy Company Filing Advice Letter

From: Energy Division PAL Coordinator

Subject: Your Advice Letter Filing

The Energy Division of the California Public Utilities Commission has processed your recent Advice Letter (AL) filing and is returning an AL status certificate for your records.

The AL status certificate indicates:

- Advice Letter Number
- Name of Filer
- CPUC Corporate ID number of Filer
- Subject of Filing
- Date Filed
- Disposition of Filing (Accepted, Rejected, Withdrawn, etc.)
- Effective Date of Filing
- Other Miscellaneous Information (e.g., Resolution, if applicable, etc.)

The Energy Division has made no changes to your copy of the Advice Letter Filing; please review your Advice Letter Filing with the information contained in the AL status certificate, and update your Advice Letter and tariff records accordingly.

All inquiries to the California Public Utilities Commission on the status of your Advice Letter Filing will be answered by Energy Division staff based on the information contained in the Energy Division's PAL database from which the AL status certificate is generated. If you have any questions on this matter please contact the:

Energy Division's Tariff Unit by e-mail to  
**[edtariffunit@cpuc.ca.gov](mailto:edtariffunit@cpuc.ca.gov)**



**Erik Jacobson**  
Director  
Regulatory Relations

Pacific Gas and Electric Company  
77 Beale St., Mail Code B13U  
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San Francisco, CA 94177

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August 2, 2019

**Advice 5609-E**

(Pacific Gas and Electric Company ID U 39 E)

Public Utilities Commission of the State of California

**Subject: Updated program budget estimates and 2019-2021 Marketing Education and Outreach (ME&O) Plans for the Disadvantaged Communities Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) Programs**

**Purpose**

Pursuant to Ordering Paragraphs (OPs) 5 and 6 of Resolution E-4999, Pacific Gas and Electric Company (PG&E) submits this Tier 2 advice letter to submit updated program budget estimates and the 2019-2021 Marketing Education and Outreach (ME&O) plans for the Disadvantaged Communities Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) Programs.

**Background**

On June 3, 2019, the California Public Utilities Commission (Commission or CPUC) issued Resolution E-4999, which approved with modification, Tariffs to Implement the Disadvantaged Communities Green Tariff and Community Solar Green Tariff Programs. OP 5 requires PG&E to submit a Tier 2 Advice Letter to provide updated program budget estimates for the Disadvantaged Communities Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) Programs. OP 5 states:

These program budgets must cover programmatic costs for 2019 and 2020 and must reflect all changes required to be made to each utility's program implementation plans in this Resolution. The revised budgets must include funding for the independent evaluator for 2019-2020 as specified in this Resolution (\$176,000 each for PG&E and SCE and \$48,000 for SDG&E). In addition, the revised budgets must reflect any greenhouse gas (GHG) revenue approved to be set aside by each utility for DAC-GT and CSGT in its 2019 Energy Resource Recovery Account (ERRA) Forecast Decision. Since each utility's revised program budgets will not have been submitted prior to when it must submit its 2020 ERRA Forecast filing, each utility should set aside the 2019-2020 program funding requested in its implementation AL, adjusted by the 2019 GHG allowance revenue approved for that utility's DAC-GT and CSGT

programs. PG&E, SCE, and SDG&E must submit a revision to their ERRRA forecast filings no later than the November Update once updated 2019-2020 program budget amounts are approved by the Energy Division.

In addition, OP 6 requires the Tier 2 Advice Letter to include the 2019-2021 Marketing Education and Outreach (ME&O) plan. OP 6 states:

Each IOU's ME&O plan should include separate sections on the Disadvantaged Communities Green Tariff and Community Solar Green Tariff programs and discuss specific timelines and methods for customer outreach, including coordination with community-based organizations and community sponsors.

## Details

### **DAC-GT Budget**

The DAC-GT budget is provided below in Table 1. Note that the funding for the independent evaluator, and the Green-e Energy certification fees, are included in the Program Management category of expenses.

**Table 1**  
**DAC-GT Budget for 2019-2020**

	2019	2020
<b>1 Generation costs (1)</b>	\$ -	\$ 217,546
<b>2 20% Discount</b>	\$ -	\$ 841,755
<i>Program Management</i>	\$ 269,271	\$ 99,687
<i>IT</i>	\$ 1,933,495	\$ 299,937
<i>Procurement</i>	\$ 82,038	\$ 189,667
<i>Contact Centers</i>	\$ -	\$ 75,000
<b>3 Admin Subtotal</b>	\$ 2,284,805	\$ 664,290
<b>4 Marketing &amp; Outreach</b>	\$ 151,775	\$ 288,800
<b>TOTAL</b>	\$ 2,436,580	\$ 2,012,391

The DAC-GT budget increased for 2019 from \$2.112 million to \$2.437 million and decreased slightly for 2020 from \$2.099 million to \$2.012 million. The prior budget was filed in February 2019 in Advice Letter 5362-E-A. The reasons for the change in the 2019 and 2020 budgets are discussed below.

*Generation costs:* Remained unchanged in 2019 and decreased in 2020 primarily due to a later program start than originally forecast.

*20% Discount:* Remained unchanged in 2019 and decreased in 2020 primarily due to a later program start than originally forecast, as well as a lower enrollment forecast.

*Administrative costs:* Increased in 2019 and 2020 due to increased labor rates, increased IT budget forecast, the addition of new program elements and features required in Resolution E-4999 such as Green-e Energy certification and GHG allowance retirement under the Voluntary Renewable Electricity Program of the California Air Resources Board, independent evaluator costs, and procurement of DAC-GT resources in 2019.

*Marketing and Outreach:* Decreased in 2019 and increased in 2020. Budgets have been updated to better reflect the proposed tactics and timing outlined within the ME&O plan. Budgets submitted previously were preliminary, prior to a full ME&O plan being developed.

### CSGT Budget

The CSGT Budget is provided below in Table 2. Note that the funding for the independent evaluator and the Green-e Energy certification fees are included in the Program Management category of expenses.

**Table 2**  
**CSGT Budget for 2019-2020**

	2019	2020
<b>1 Generation costs</b>	\$ -	\$ -
<b>2 20% Discount</b>	\$ -	\$ -
<i>Program Management</i>	\$ 70,100	\$ 387,283
<i>IT</i>	\$ 10,710	\$ 2,153,000
<i>Procurement</i>	\$ 139,418	\$ 282,186
<i>Contact Centers</i>	\$ -	\$ 40,000
<b>3 Admin Subtotal</b>	\$ 220,228	\$ 2,862,469
<b>4 Marketing &amp; Outreach</b>	\$ 187,075	\$ 279,400
<b>TOTAL</b>	<b>\$ 407,303</b>	<b>\$ 3,141,869</b>

The CS-GT budget increased for 2019 from \$366 thousand to \$407 thousand and decreased for 2020 from \$3.244 million to \$3.142 million. The prior budget was filed in February 2019 in Advice Letter 5362-E-A. The reasons for the change in the 2019 and 2020 budgets are discussed below.

*Generation costs and 20% Discount:* Unchanged from prior estimate as the programs are not expected to launch until 2021.

*Administrative costs:* Increased in both years due to increased labor rates, the addition of new program elements and features required in Resolution E-4999 such as Green-e

Energy certification and independent evaluator costs, and increased estimation of procurement labor.

*Marketing and Outreach:* Remained largely similar in 2019 and decreased in 2020. Budgets have been updated to better reflect the proposed tactics and timing outlined within the ME&O plan. Budgets submitted previously were preliminary, prior to a full ME&O plan being developed.

### ERRA Budget Allocations

In Decision 19-02-023, the Alternate Decision Adopting PG&E's 2019 Energy Resource Recovery Account Forecast and Generation Non-Bypassable Charges Forecast and Greenhouse Gas Forecast Revenue and Reconciliation, the CPUC adopted a set-aside of \$14.449 million from greenhouse gas (GHG) revenue for funding the DAC-GT and CSGT programs.<sup>1</sup>

The \$14.449 set aside is significantly larger than the \$2.843 million requested in this 2019 budget and the \$5.154 million requested in this 2020 budget. For its 2020 ERRA Forecast filing<sup>2</sup>, as directed in Resolution E-4999 Ordering Paragraph (OP) 5, PG&E set aside the 2019-2020 program funding requested in its implementation advice letter, 5362-E-A, as shown below.

#### 2020 ERRA Forecast (A.19-06-001)

TABLE 17-1  
FORECASTED BUDGETS FOR GHG  
FUNDED CUSTOMER GENERATION PROGRAMS  
(MILLIONS OF DOLLARS)

Line No.		2019	2020
1	Total CEEE	\$56.605 <sup>(a)</sup>	\$62.81
2	SOMAH	\$37.737	\$41.87
3	DAC-SASH	\$4.37	\$4.37
4	DAC-GT	\$2.112	\$2.10
5	CS-GT	\$0.367	\$3.24
6	Additional PPP funds	-	-
7	Remaining funds	\$12.117	\$11.224

(a) See Table 17-4, \$56.6 million is 15 percent of Line 5 forecast for 2019.

As directed in OP 5, PG&E will submit a revision to the 2020 ERRA forecast filing no later than the November Update once 2019-2020 program budget amounts are approved by the Energy Division.

<sup>1</sup> D.19-02-023 p.10

<sup>2</sup> A.19-06-001

**2019 – 2021 Marketing Education and Outreach Plan**

Please find attached in Appendix A the Disadvantaged Community Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) 2019-2021 Marketing Education and Outreach Plan.

**Protests**

Anyone wishing to protest this submittal may do so by letter sent via U.S. mail, facsimile or E-mail, no later than August 22, 2019, which is 20 days after the date of this submittal. Protests must be submitted to:

CPUC Energy Division  
ED Tariff Unit  
505 Van Ness Avenue, 4<sup>th</sup> 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:

Erik Jacobson  
Director, Regulatory Relations  
c/o Megan Lawson  
Pacific Gas and Electric Company  
77 Beale Street, Mail Code B13U  
P.O. Box 770000  
San Francisco, California 94177

Facsimile: (415) 973-3582  
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 2 advice submittal become effective upon September 2, 2019 which is 30 calendar days from the submittal date.

**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 R.14-07-002 and R.12-11-005. 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 submittals can also be accessed electronically at: <http://www.pge.com/tariffs/>.

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/S/

Erik Jacobson  
Director, Regulatory Relations

Attachments

cc: Service lists for R.14-07-002 and R.12-11-005



# ADVICE LETTER 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 E)

Utility type:

- ELC       GAS       WATER  
 PLC       HEAT

Contact Person: Annie Ho

Phone #: (415) 973-8794

E-mail: PGETariffs@pge.com

E-mail Disposition Notice to: AMHP@pge.com

EXPLANATION OF UTILITY TYPE

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

(Date Submitted / Received Stamp by CPUC)

Advice Letter (AL) #: 5609-E

Tier Designation: 2

Subject of AL: Updated program budget estimates and 2019-2021 Marketing Education and Outreach (ME&O) Plans for the Disadvantaged Communities Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) Programs

Keywords (choose from CPUC listing): Compliance

AL Type:  Monthly  Quarterly  Annual  One-Time  Other:

If AL submitted in compliance with a Commission order, indicate relevant Decision/Resolution #: Resolution E-4999

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:

Confidential treatment requested?  Yes  No

If yes, specification of confidential information:

Confidential information will be made available to appropriate parties who execute a nondisclosure agreement. Name and contact information to request nondisclosure agreement/ access to confidential information:

Resolution required?  Yes  No

Requested effective date: 9/2/19

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).

Tariff schedules affected: N/A

Service affected and changes proposed<sup>1</sup>: N/A

Pending advice letters that revise the same tariff sheets: N/A

<sup>1</sup>Discuss in AL if more space is needed.

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

CPUC, Energy Division  
Attention: Tariff Unit  
505 Van Ness Avenue  
San Francisco, CA 94102  
Email: [EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov)

Name: Erik Jacobson, c/o Megan Lawson  
Title: Director, Regulatory Relations  
Utility Name: Pacific Gas and Electric Company  
Address: 77 Beale Street, Mail Code B13U  
City: San Francisco, CA 94177  
State: California Zip: 94177  
Telephone (xxx) xxx-xxxx: (415)973-2093  
Facsimile (xxx) xxx-xxxx: (415)973-3582  
Email: [PGETariffs@pge.com](mailto:PGETariffs@pge.com)

Name:  
Title:  
Utility Name:  
Address:  
City:  
State: District of Columbia Zip:  
Telephone (xxx) xxx-xxxx:  
Facsimile (xxx) xxx-xxxx:  
Email:

# APPENDIX A

## **Disadvantaged Community Green Tariff (DAC-GT) & Community Solar Green Tariff (CSGT) 2019-2021 Marketing Plan Marketing Education and Outreach (ME&O) Plan**

PG&E referenced the guidance and requirements provided in the Disadvantaged Community Green Tariff (DAC-GT) and Community Solar Green Tariff (CSGT) Decisions and Resolution<sup>1</sup> when developing the marketing implementation advice letter. PG&E developed the 2019-2021 marketing outreach plan to promote PG&E's Green Saver (DAC-GT) and Local Green Saver (CSGT) programs.

The marketing plan includes:

- A. Marketing Objectives
- B. Target Markets
- C. Outreach and Messaging Strategy
- D. Outreach Channels and Tactics
- E. Metrics and Evaluation Plans and Schedules
- F. Estimated Budget

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<sup>1</sup> D.18-06-027, D.18-10-007, and Resolution E-4999.

## **2019-2021 DAC-GT (“Green Saver”) Marketing Plan**

### **A. Marketing Objectives**

- Drive residential customer enrollments in PG&E’s Green Saver program.
- Promote related programs eligible to Green Saver customers (CARE/FERA/ESA) post-enrollment.

### **B. Target Market**

- Residential Disadvantaged Community<sup>2</sup> (DAC) customers who are eligible for/enrolled in either the California Alternate Rates for Energy (CARE) program or the Family Electric Rate Assistance (FERA) program.

PG&E will identify CARE/FERA eligible customers in Disadvantaged Communities (an identifiable attribute in our marketing database) using the methodology currently in use by the PG&E low income team for acquisition:

- CARE is targeted based on an established CARE propensity model that indicates likelihood of CARE eligibility. The model looks at 21+ attributes that are positive or negative indicators for CARE eligibility. For acquisition marketing purposes, we target Deciles 1-3 (most likely eligible), and Deciles 4 & 5 with specific Household Income flags.
- FERA targeting leverages similar CARE attributes adjusting for Household Income and Household Size ( $\geq 3$  people) differences.

### **C. Outreach and Messaging Strategy**

PG&E will use a test and learn approach updating messages and channels to best resonate with customers and drive program enrollment. In addition, PG&E will apply learnings from existing CARE and Solar Choice marketing to maximize acquisition success.

#### Outreach Strategy

- Integrate Green Saver acquisition messaging with existing CARE/FERA and CBO outreach, where relevant.
- Utilize tactics offering high conversion rates at a lower cost per acquisition.
- Adjust outreach strategy based on learnings throughout the year.
- Promote acquisition messages at key times of the year proven to have a higher take rate.

#### Positioning

Empowering customers to support clean energy within California AND save money through the PG&E Green Saver Program.

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<sup>2</sup> Disadvantaged Community, for purposes of this program, are defined as census tracts that are among the top 25 percent most impacted census tracts statewide, using CalEnviroScreen 3.0 scoring. In addition, the 22 additional census tracts that do not have an overall ranking, but score among the highest 5 percent of CalEnviroScreen’s Pollution Burden category, are also included.

#### D. Outreach Channels and Tactics

PG&E will use a multi-touch, multi-wave marketing approach to reach Green Saver-eligible customers through the following direct outreach and targeted tactics:

- **Email/Direct Mail outreach:** Promote the benefits of the program to capture interest and drive enrollments cost efficiently. Capitalize on seasonal messaging to be relevant and increase program interest (i.e. Earth Day and post-year-end holidays).
- **Owned assets/message integration:** Leverage PG&E assets (relevant CARE/FERA marketing materials, pge.com website promotional spaces, newsletters, press releases etc.) to encourage enrollment.
- **Collateral:** Develop brochures/fact sheets that may be used at relevant events and CBO outreach.
- **CBO Outreach:** Tap into PG&E low income team's existing/developing CBO relationships to educate and encourage enrollment. Relationships include 42 community outreach contractors and 9 community-based organizations throughout the service territory that currently support PG&E's California Alternative Rates Energy (CARE) program. Partnering with community health outreach events, low-income home energy assistance program (LIHEAP) offices.
- **Website:** PG&E will develop dedicated pages on pge.com as well as contribute program content to a statewide site page. The CPUC will host and maintain the statewide page and the IOUs will provide updates if/when individual IOU web page links change.
- **Cross Promotion of Related Programs:**
  - Message integration: Green Saver enrolled customers not enrolled in CARE/FERA will be provided as a lead to our CARE team to incorporate into their acquisition outreach efforts.
  - Green Saver enrollment confirmation: PG&E will incorporate related Energy Savings Assistance (ESA) program messaging into the Green Saver enrollment confirmation notification to capitalize on an engaged customer touchpoint.

**E. Metrics and Evaluation Plans and Schedules**

PG&E will track and measure success using industry channel benchmarks and/or previous PG&E campaign performance metrics detailed below.

Tactics	Metrics	Timing Year 1 -2019	Year 2 -2020	Year 3 - 2021
Email	25-27% open rate 2-3% Click rate	N/A	-Mar -Apr -Jun -Oct	-Jan -Apr
Direct Mail	0.5% enrollment rate	N/A	-April	-Jan
Owned assets (pge.com advertisements, residential newsletter)	0.01-0.02% click rate (pge.com ad) 0.50% residential newsletter	N/A	-Apr -Oct	-Jan -Jun
Message Integration/CBO Outreach	Varies depending on tactic type	N/A	Ongoing starting in Jun	Ongoing
Website	-site visits -clicks to/on IOU program pages	N/A	March	Ongoing

Note: 2021 planned tactics/timing outlined above is pending budget approval. If requested budget submitted February 2020 is not approved, or a lesser budget amount is approved, tactics/timing are subject to change.

**F. Estimated Budget**

The proposed budget below includes outreach expenditures expected for 2019-2020. PG&E will monitor performance results throughout the year and optimize the plan accordingly to achieve an effective cost per acquisition.

Tactics	Year 1 - 2019	Year 2 -2020
Email/Direct Mail	\$75,000	\$150,000
Message Integration	\$10,000	\$20,000
Collateral for CBO Outreach	\$15,000	\$10,000
Owned Assets	N/A	\$10,000
P&GE Labor	\$49,400	\$98,800
Statewide Website	\$2,375	N/A
Total	\$151,775	\$288,800

Note: Adjustments to the tactics and budgets will be made throughout implementation in efforts to maximize acquisition into the program. Statewide labor is PG&E labor only to provide program content and support CPUC executing on their website. Depending upon the timing of CPUC approval of this advice letter, some funds requested for 2019 may be shifted to 2020.

PG&E labor is detailed within a separate budget spreadsheet provided as part of this filing. Vendor costs outlined above (non-PG&E labor/Statewide Website line items) are based on previous tactic costs for Solar Choice and CARE programs (related programs focused on achieving an efficient cost per acquisition.) At this time, PG&E will not be able to provide a line by line cost breakdown for proposed vendor costs. Vendor selection is not determined until after program marketing budgets are approved.

## **2019-2021 DAC-GT (“Local Green Saver”) Marketing Plan**

PG&E will support Local Green Saver program enrollment by developing educational materials and Community Based Organization (CBO) outreach targeting potential sponsors. Additionally, PG&E will set aside Marketing, Education and Outreach funds to support sponsor recruitment of customers as well as help facilitate customer and sponsor interaction via website resources to encourage program adoption.

### PG&E Sponsor Materials/CBO Support includes

- PG&E’s website will provide potential sponsors and customers with Local Green Saver program benefits and direct sponsors to resources to get started.
- Sponsor Fact sheet highlighting program eligibility, benefits and steps to becoming a sponsor.
- CBO support facilitated through PG&E relationships, as noted in the Green Saver section above, will include information on the Local Green Saver program.

### CBO Sponsor Outreach to Customers

PG&E proposes the following approach for allocating the budgeted CBO Sponsor Outreach amount to CBOs who request funding for their outreach to potential customers. PG&E must approve sponsor outreach plans with budget for approved plans to be allocated on a first come, first served basis. To allow fair access to sponsor budget, there is a cap budget per project (details included in budget section below.)

### Third Party Materials Review

PG&E will review sponsor marketing materials before they are used to market to customers. All marketing materials must comply with the following:

- The California Public Utility Commission's Community Choice Aggregation Code of Conduct, which includes marketing and outreach requirements relative to Community Choice Aggregation.
- Must be truthful, accurate and not false or misleading.
- Be in conformance with PG&E’s brand and logo usage guidelines.

### Timing and Budget

<b>Tactics</b>	<b>Year 1 - 2019</b>	<b>Year 2 -2020</b>
CBO Sponsor Outreach*	\$150,000	\$225,000

Fact Sheet	\$10,000	\$5,000
P&GE Labor	\$24,700	\$49,400
Statewide Website	\$2,375	N/A
Total	\$187,075	\$279,400

\*Note: Available budget is capped at \$15,000 per project. Depending upon the timing of CPUC approval of this advice letter, some funds requested for 2019 may be shifted to 2020.

Cost estimates for sponsor outreach must be considered preliminary until more details about the outreach efforts of the sponsor are defined. The cost estimated above assumes small grassroots outreach for 4-5 months per sponsor for approximately 10 projects in 2019 and approximately 15 projects in 2020. PG&E labor Includes time to communicate program to CBO's encouraging sponsor interest, review sponsor/developer marketing materials and PG&E website page development.

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

AT&T	Downey & Brand	Pioneer Community Energy
Albion Power Company	East Bay Community Energy	Praxair
Alcantar & Kahl LLP	Ellison Schneider & Harris LLP	
	Energy Management Service	
Alta Power Group, LLC	Engineers and Scientists of California	Redwood Coast Energy Authority
Anderson & Poole	Evaluation + Strategy for Social Innovation	Regulatory & Cogeneration Service, Inc.
	GenOn Energy, Inc.	SCD Energy Solutions
Atlas ReFuel	Goodin, MacBride, Squeri, Schlotz & Ritchie	
BART	Green Charge Networks	SCE
	Green Power Institute	SDG&E and SoCalGas
Barkovich & Yap, Inc.	Hanna & Morton	
P.C. CalCom Solar	ICF	SPURR
California Cotton Ginners & Growers Assn	International Power Technology	San Francisco Water Power and Sewer
California Energy Commission	Intestate Gas Services, Inc.	Seattle City Light
California Public Utilities Commission	Kelly Group	Sempra Utilities
California State Association of Counties	Ken Bohn Consulting	Southern California Edison Company
Calpine	Keyes & Fox LLP	Southern California Gas Company
	Leviton Manufacturing Co., Inc. Linde	Spark Energy
Cameron-Daniel, P.C.	Los Angeles County Integrated Waste Management Task Force	Sun Light & Power
Casner, Steve	Los Angeles Dept of Water & Power	Sunshine Design
Cenergy Power	MRW & Associates	Tecogen, Inc.
Center for Biological Diversity	Manatt Phelps Phillips	TerraVerde Renewable Partners
City of Palo Alto	Marin Energy Authority	Tiger Natural Gas, Inc.
	McKenzie & Associates	
City of San Jose	Modesto Irrigation District	TransCanada
Clean Power Research	Morgan Stanley	Troutman Sanders LLP
Coast Economic Consulting	NLine Energy, Inc.	Utility Cost Management
Commercial Energy	NRG Solar	Utility Power Solutions
County of Tehama - Department of Public Works		Utility Specialists
Crossborder Energy	Office of Ratepayer Advocates	
Crown Road Energy, LLC	OnGrid Solar	Verizon
Davis Wright Tremaine LLP	Pacific Gas and Electric Company	Water and Energy Consulting Wellhead Electric Company
Day Carter Murphy	Peninsula Clean Energy	Western Manufactured Housing Communities Association (WMA)
		Yep Energy
Dept of General Services		
Don Pickett & Associates, Inc.		
Douglass & Liddell		