

## PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE



September 13, 2019

**Advice Letter 5621-E**

Erik Jacobson  
Director, Regulatory Relations  
Pacific Gas and Electric Company  
77 Beale Street, Mail Code B10C  
P.O. Box 770000  
San Francisco, CA 94177

**SUBJECT: Proposed Change in Scope to the Home Charger Information Resource Project**

Dear Mr. Jacobson:

Advice Letter 5621-E is effective as of September 15, 2019.

Sincerely,

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

Edward Randolph  
Deputy Executive Director for Energy and Climate Policy/  
Director, Energy Division

August 16, 2019

**Advice 5621-E**

(Pacific Gas and Electric Company ID U 39 E)

Public Utilities Commission of the State of California

**Subject: Proposed change in scope to the Home Charger Information Resource Project**

**Purpose**

The purpose of the Home Charge Information Resource Project is to increase access to information and resources to educate and encourage residential customers to install Electric Vehicle chargers at home. PG&E proposes to modify the scope of this project by omitting the build out of a proprietary Installer Tool that customers would use to request bids for installation of home chargers. Instead, PG&E will focus on providing access to existing resources, presenting comprehensive information regarding home chargers and the installation process, and creating dedicated resources for customers in Disadvantaged Communities (DACs).

**Background**

Decision 18-01-024 required PG&E to “leverage existing state and non-profit resources to ensure its efforts are not duplicative.”<sup>1</sup> On April 29, 2018, PG&E submitted Advice Letter 5316-E which provided additional details on the implementation plan for the Home Charger Resources Pilot. Since filing AL 5316-E, PG&E has conducted a thorough market analysis and determined that the majority of the functions of the Home Charger Tool PG&E proposed to build can be fulfilled by external tools already in the market. These tools allow customers to request bids for home charger installation services from local contractors and in some cases also purchase the charging equipment from the same vendor. In many cases, this process has been simplified, and provides an initial estimate with minimal information provided by the customer. Given the existence of these resources, PG&E proposes to forego building out and maintaining a proprietary tool.

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<sup>1</sup> Decision 18-01-024 p.80

PG&E is concerned that as the market continues to refine existing resources, PG&E's own tool could be redundant and outdated by the time it launches.

PG&E intends to fill-in gaps of existing tools by providing additional resources, including a multi-lingual landing page aggregating existing tools, and comprehensive, unbiased information on home charging and the installation process. PG&E would also update existing webpages and collateral with detailed information on EVs, home chargers, and the home charger installation process. Key materials would be translated to Spanish and Chinese to better serve multi-lingual customers. These materials will also be used in targeted outreach efforts to customers living in DACs.

### **Metrics**

In AL 5316-E, PG&E outlined metrics to be tracked and reported on a quarterly basis.

Many of these metrics remain the same, including:

- Tracking website statistics, including the number of unique and repeat visitors to PG&E's EV website
- Tracking the number of site visits following marketing outreach efforts to identify which strategies were most successful in steering customers to the resources page
- Tracking participation in DAC customer segments and associated outreach/marketing efforts
- Evaluating the effectiveness of PG&E's resources in informing customers about the proper EV charger installation process

In addition, PGE&E will also, track customer traffic from the landing page to external resources.

Due to changes in scope, PG&E will no longer have direct access to the following metrics, but will work with external parties to collect information, if available, on:

- The number of qualified installers listed on each tool
- The number of installation jobs completed as a result of traffic directed from PG&E's landing resource page
- Information on customer classes who completed charger installations (single family, renter, DAC, etc.)

### **Budget**

The revised scope reduces total project cost while still meeting many of the original requirements.

The table below provides an illustrative example of the cost reductions from the revised scope.

		<b>Filed</b>	<b>Revised</b>	<b>Difference</b>
<b>PG&amp;E Website Update</b>	Year 1	\$20,795	\$20,795	\$0
	Year 2	\$15,000	\$12,000	(\$3,000)
<b>PG&amp;E DAC Marketing</b>	Year 1	\$30,000	\$20,000	(\$10,000)
	Year 2	\$30,000	\$25,000	(\$5,000)
<b>PG&amp;E Marketing</b>	Year 1	\$30,000	\$10,000	(\$20,000)
	Year 2	\$30,000	\$10,000	(\$20,000)
<b>PG&amp;E PM</b>	Year 1	\$62,500	\$43,750	(\$18,750)
	Year 2	\$31,250	\$43,750	\$12,500
<b>Tool Startup Costs</b>	Year 1	\$100,000	-	(\$100,000)
<b>Tool Operations</b>	Year 1	\$40,000	-	(\$40,000)
	Year 2	\$40,000	-	(\$40,000)
<b>Final Report</b>	Year 2	\$25,000	-	(\$25,000)
<b>Total</b>		\$454,540	\$185,295	(\$269,250)
<b>Total +10% contingency</b>		<b>\$500,000</b>	<b>\$203,825</b>	<b>(\$296,175)</b>

**Estimated revised budget assumes the following:**

- Website Update includes page updates and translation to Spanish and Chinese and creation of new pages.
- Marketing costs include creating and translating collateral materials, and outreach through email, paid digital media, and events

**Consultation with Program Advisory Council (PAC)**

On June 26, 2019, at the quarterly meeting of the Program Advisory Council, PG&E presented the revised scope of the Home Charger Tool. The PAC represents stakeholders from non-government agencies, government agencies, Electric Vehicle Service Providers, electric vehicle manufacturers, electric vehicle installers and other market stakeholders. The PAC members in attendance, including the California Public Advocates Office, were supportive of the proposed changes in scope and presented no opposition.

PG&E received feedback requesting that efforts be made to obtain installation metrics and customer demographic information from the providers that customers are directed to. PG&E will engage providers and request this information be shared.

### **Protests**

Anyone wishing to protest this submittal may do so by letter sent via U.S. mail, facsimile or E-mail, no later than September 5, 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 on regular notice, September 15, 2019, which is 30 calendar days after the date of submittal.

**Notice**

In accordance with General Order 96-B, Section IV, a copy of this advice letter is being sent electronically and via U.S. mail to parties shown on the attached list and the parties on the service list for A.17-01-020 et al. 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

cc: Service List A.17-01-020 et al.



# 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 U39E)

Utility type:

- ELC       GAS       WATER  
 PLC       HEAT

Contact Person: Yvonne Yang

Phone #: (415)973-2094

E-mail: PGETariffs@pge.com

E-mail Disposition Notice to: Yvonne.Yang@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) #: 5621-E

Tier Designation: 2

Subject of AL: Proposed change in scope to the Home Charger Information Resource Project

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 #: D.18-01-024

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: 9/15/19

No. of tariff sheets: 0

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:

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:

**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		