

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



**Pacific Gas & Electric Company**  
**ELC (Corp ID 39)**  
**Status of Advice Letter 4490G/6332E**  
**As of October 21, 2021**

Subject: PG&E's San Joaquin Valley Disadvantaged Communities Pilot Implementation Plan  
Amendment to Language

Division Assigned: Energy

Date Filed: 09-17-2021

Date to Calendar: 09-22-2021

Authorizing Documents: D1812015

<b>Disposition:</b>	<b>Accepted</b>
<b>Effective Date:</b>	<b>09-17-2021</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:

Stuart Rubio

415-973-4587

[PGETariffs@pge.com](mailto:PGETariffs@pge.com)

**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- Disposition of Filing (Accepted, Rejected, Withdrawn, etc.)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)**

September 17, 2021

**Advice 4490-G/6332-E**

(Pacific Gas and Electric Company U 39 M)

Public Utilities Commission of the State of California

**Subject: PG&E's San Joaquin Valley Disadvantaged Communities Pilot Implementation Plan Amendment to Language****Purpose**

Pursuant to Ordering Paragraph (OP) 11 of California Public Utilities Commission (CPUC or Commission) Decision (D.) 18-12-015, issued on December 19, 2018, Pacific Gas and Electric Company (PG&E) submitted a Tier 2 Advice Letter (AL) for its Pilot Implementation Plan. PG&E is now filing a Tier 1 Advice Letter to modify language in its Pilot Implementation Plan.

**Background**

In 2015, the Commission initiated a rulemaking to identify disadvantaged communities in the San Joaquin Valley (SJV), and then to evaluate the feasibility of options to improve access to affordable energy in these communities.<sup>1</sup> To assist in addressing these goals, D.18-12-015 approved pilots in eleven (11) SJV disadvantaged communities (DACs).

D.18-12-015, OP 11, directed PG&E, Southern California Edison, and Southern California Gas Company to each file a Tier 2 advice letter within 90 days from issuance of the Decision to provide their respective SJVDAC Pilot Implementation Plans containing:

- a) Pilot project budgets and specific pilot project plans, timelines, and other pilot components as directed in this decision;
- b) A Safety and Risk Management Plan;
- c) Workforce development and workforce, education and training plans;
- d) A description of the coordination methods that will be used to leverage existing program budgets;

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<sup>1</sup> Order Instituting Rulemaking to Identify Disadvantaged Communities in the San Joaquin Valley and Provide Economically Feasible Options for Affordable Energy, R. 15-10-030, p. 2 (April 3, 2015).

- e) Appliance warranty information, including the specifics of warranties for measures to be installed;
- f) Details on the coordination of their electrification work with the Disadvantaged Communities Solar on Affordable Single-Family Homes Program;
- g) Details on the coordination of pilot implementation with the California Solar Initiative Solar Thermal Program;
- h) Details on approaches to substandard housing; and
- i) Updated pilot project objectives, research questions and metrics, in accordance with this decision.

### **Amended Pilot Implementation Language**

The language modifications are listed below and are provided as redlines in attachment 1.

**Pg. 11:** PG&E's multichannel approach may include direct mail, email, door-to-door canvassing, direct interaction at community events and churches.

**Modified language:** PG&E's multichannel approach may include direct mail, email, door-to-door canvassing, direct interaction at community events and churches, and participant referrals.

In a further effort to maximize participation in the pilot, PG&E intends to introduce a new participant referral incentive offering to engage existing pilot participants in generating additional interest amongst their neighbors and friends. At this time, the Community Energy Navigator (CEN) outreach budget for PG&E pilot communities is fully exhausted. Owing to the significant outreach efforts of the CENs to-date, it is expected that most pilot applications generated by direct CEN outreach have already been completed and transitioned to the pilot implementer for the remainder of the pilot process. However, PG&E believes a referral incentive offering can help generate additional applicants and maximize the number of pilot enrollments by incentivizing positive word-of-mouth from existing participants.

This referral incentive offering would normally be proposed as an activity performed by the CENs and paid for through the CEN outreach budget. However, because the CEN outreach budget is exhausted, PG&E intends to integrate this referral incentive offering into the *pilot implementer* processes since the pilot implementer is already engaging existing participants throughout the implementation of their pilot projects. Utilizing the pilot implementer for this offering will help minimize additional work by CENs and leverage existing touchpoints between participants and the pilot implementer. Owing to the CEN outreach budget constraint, in combination with PG&E's intent to offer the referral incentive through the pilot implementer, PG&E intends to utilize the pilot non-contingent implementation budget to pay for the referral incentive offering. Due to less than full participation amongst the pilot communities, PG&E projects that there will be sufficient unspent implementation funding remaining at the end of the pilot to cover this initiative.

**Protests**

**\*\*\*Due to the COVID-19 pandemic, PG&E is currently unable to receive protests or comments to this advice letter via U.S. mail or fax. Please submit protests or comments to this advice letter to [EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov) and [PGETariffs@pge.com](mailto:PGETariffs@pge.com)\*\*\***

Anyone wishing to protest this submittal may do so by letter sent via U.S. mail, facsimile or E-mail, no later than **October 7, 2021**, 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](mailto: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:

Sidney Bob Dietz II  
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](mailto:PGETariffs@pge.com)

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

**Effective Date**

PG&E requests that this **Tier 1** advice submittal become effective upon date of submittal, which is **September 17, 2021**.

**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.15-03-010**. 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/>.

/S/

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Sidney Bob Dietz II  
Director, Regulatory Relations

Attachments

cc: Service List **R.15-03-010**



# 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 (U 39 M)

Utility type:

- ELC       GAS       WATER  
 PLC       HEAT

Contact Person: Stuart Rubio

Phone #: (415) 973-4587

E-mail: PGETariffs@pge.com

E-mail Disposition Notice to: SHR8@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) #: 4490-G/6332-E

Tier Designation: 1

Subject of AL: PG&E's San Joaquin Valley Disadvantaged Communities Pilot Implementation Plan Amendment to Language

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.18-12-015

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: N/A

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: 9/17/21

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: 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: Sidney Bob Dietz II, 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:

# **Attachment 1**

## **Redlines**

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## Inspection and Survey

Upon completion of installation for the pilot and existing programs, household inspections will be performed by PG&E or its designate acting as PA to ensure all work was completed and in compliance with city, state, and federal regulations. Depending on the measures installed, local permitting agencies may also inspect the work. Additional detail on inspections is included in the section on Safety. Additionally, the CEN will be expected to schedule a post-installation follow up with the customer. A final participant survey will be utilized to help guide future program execution and reporting requirements, including customers' "willingness to pay" to inform potential co-pay requirements.<sup>11</sup> This survey may be administered by an independent consultant to ensure consistency and avoid conflicts of interest.

## Customer Inquiry and Escalation Management

PG&E will be responsible for the intake and processing of customer inquiries and escalations not handled directly by the CEN. Introductory communications sent to customers will include a phone number and e-mail address enabling the customer to contact PG&E directly. Those inquiries will go to a voicemail or inbox monitored by a dedicated PG&E representative.

Routing customer inquiries and escalations through a dedicated PG&E representative will ensure timely response to questions about the pilot and enable consolidated inquiry tracking and will help drive visibility into recurring issues and questions. Escalating issues to program leadership will enable the team to proactively address process gaps or CEN performance issues.

## Marketing, Education and Outreach

### Approach

In coordination with the CEN, who has primary responsibility for customer engagement, PG&E plans to leverage its existing acquisition marketing materials and efforts for the programs that will be offered to pilot participants, which include the ESA Program, CARE/FERA, California Solar Initiative Thermal Program (CSI-Thermal), Medical Baseline and Bill Forecast Alerts. PG&E may develop new Disadvantaged Community (DAC)-specific marketing materials for Community Solar (CS)/Green Tariff (GT) and Moderate Income Direct Install programs. These materials will be delivered in partnership with the CEN.

### Tactics and Channels

PG&E's multichannel approach may include direct mail, email, door-to-door canvassing, direct interaction at community events and churches, and participant referrals. PG&E will explore earned media opportunities with local newspapers and potentially radio to provide overall awareness of the pilots prior to launching the one-to-one tactics. Given the small target audience, PG&E may need to assess the media access and consumption habits of the pilot communities to identify the most viable channels. Additionally, social media, particularly Facebook, may also be employed to target residents who have adequate internet access.

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<sup>11</sup> D.18-12-015 p. 72.

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

AT&T  
Albion Power Company

Alta Power Group, LLC  
Anderson & Poole

Atlas ReFuel  
BART

Barkovich & Yap, Inc.  
California Cotton Ginners & Growers Assn  
California Energy Commission

California Hub for Energy Efficiency  
Financing

California Alternative Energy and  
Advanced Transportation Financing  
Authority  
California Public Utilities Commission  
Calpine

Cameron-Daniel, P.C.  
Casner, Steve  
Cenergy Power  
Center for Biological Diversity

Chevron Pipeline and Power  
City of Palo Alto

City of San Jose  
Clean Power Research  
Coast Economic Consulting  
Commercial Energy  
Crossborder Energy  
Crown Road Energy, LLC  
Davis Wright Tremaine LLP  
Day Carter Murphy

Dept of General Services  
Don Pickett & Associates, Inc.  
Douglass & Liddell

East Bay Community Energy Ellison  
Schneider & Harris LLP Energy  
Management Service  
Engineers and Scientists of California

GenOn Energy, Inc.  
Goodin, MacBride, Squeri, Schlotz &  
Ritchie

Green Power Institute  
Hanna & Morton  
ICF

IGS Energy

International Power Technology  
Intestate Gas Services, Inc.  
Kelly Group  
Ken Bohn Consulting  
Keyes & Fox LLP  
Leviton Manufacturing Co., Inc.

Los Angeles County Integrated  
Waste Management Task Force  
MRW & Associates  
Manatt Phelps Phillips  
Marin Energy Authority  
McKenzie & Associates

Modesto Irrigation District  
NLine Energy, Inc.  
NRG Solar

OnGrid Solar  
Pacific Gas and Electric Company  
Peninsula Clean Energy

Pioneer Community Energy

Public Advocates Office

Redwood Coast Energy Authority  
Regulatory & Cogeneration Service, Inc.  
SCD Energy Solutions  
San Diego Gas & Electric Company

SPURR  
San Francisco Water Power and Sewer  
Sempra Utilities

Sierra Telephone Company, Inc.  
Southern California Edison Company  
Southern California Gas Company  
Spark Energy  
Sun Light & Power  
Sunshine Design  
Tecogen, Inc.  
TerraVerde Renewable Partners  
Tiger Natural Gas, Inc.

TransCanada  
Utility Cost Management  
Utility Power Solutions  
Water and Energy Consulting Wellhead  
Electric Company  
Western Manufactured Housing  
Communities Association (WMA)  
Yep Energy