

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



Pacific Gas & Electric Company
ELC (Corp ID 39)
Status of Advice Letter 6795E
As of January 25, 2023

Subject: Green Tariff (GT) & Enhanced Community Renewables (ECR) 2022 Marketing Plan
Marketing Implementation Advice Letter

Division Assigned: Energy

Date Filed: 12-21-2022

Date to Calendar: 12-30-2022

Authorizing Documents: D1501051

Disposition:	Accepted
Effective Date:	01-20-2023

Resolution Required: No

Resolution Number: None

Commission Meeting Date: None

CPUC Contact Information:

edtariffunit@cpuc.ca.gov

AL Certificate Contact Information:

Stuart Rubio

(415) 973-4587

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- Disposition of Filing (Accepted, Rejected, Withdrawn, etc.)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

December 21, 2022

Advice 6795-E

(Pacific Gas and Electric Company ID U 39 E)

Public Utilities Commission of the State of California

Subject: Green Tariff (GT) & Enhanced Community Renewables (ECR) 2022 Marketing Plan Marketing Implementation Advice Letter

PG&E referenced the guidance and requirements provided in the Green Tariff Shared Renewables (GTSR) Decision¹ when developing the marketing implementation advice letter. PG&E developed the 2023 marketing outreach plan to promote PG&E's Solar Choice (Green Tariff) and Regional Renewable Choice (Enhanced Community Renewables) programs.

The marketing plan includes:

- A. Background
- B. Marketing Objectives
- C. Target Markets
- D. Outreach Channels and Tactics
- E. Estimated Budget
- F. Customer Tools and Information Availability

2022 Green Tariff ("Solar Choice") Marketing Plan**A. Background**

Historically, PG&E files an ME&O plan annually in accordance with the program's requirements that includes an acquisition component. As of Spring 2021, the program had more enrollments than available supply coming from dedicated resources. A petition for modification was approved via D.21-12-036 and permits PG&E to use interim resources for the current enrollment but not for future enrollments. Furthermore, the Decision prohibited PG&E from enrolling new customers in the program until additional dedicated resources come online. PG&E plans to procure these resources but until that is completed there is no need for acquisition marketing. As a result, the below 2023 marketing plan continues to solely focus on communication to existing enrolled customers. Since no marketing was conducted in 2022, we have removed the metrics section as there is nothing

¹ D.15-01-051. Page 138

new to report since the 2022 marketing advice letter was filed recapping 2021 metrics.

B. Marketing Objectives

Provide program updates to help keep customers on the program while meeting regulatory compliance requirements.

C. Target Market

Existing Enrolled Solar Choice customers that include residential renters, homeowners and non-residential businesses.

D. Outreach Channels and Tactics

PG&E plans to issue one retention newsletter in 2023 sharing relevant project updates and topics of interest.

E. GT and ECR Estimated Budget

2023 expected outreach expenditures.

2023 Estimated Budget		
Tactics	2023	Customer Segment
Retention		
Direct to Consumer Outreach (email/print newsletter)	\$15,000	Residential/ Non-Residential
Additional Costs		
Labor & Overhead	\$ 5,000	N/A
Total Marketing Budget	\$20,000	

G. Customer Tools and Information Available

PG&E provides customers a variety of tools and information to assist in understanding the PG&E Solar Choice and Enhanced Community Renewables program options.

Tools and information available on the PG&E website and sent to customers post-enrollment:

- The Green-e Product Content Label provides customers with information regarding the renewable resource type (solar) in their Green-e Energy certified product, as well as information about the location of the generation.

- The Green-e Terms and Conditions assists customers in understanding the details of the pricing and any terms associated with their participation in PG&E Solar Choice or ECR program.

Tools and information available on the PG&E website:

- An Interactive Resource Map shows customers the location, size, developer and other information regarding PG&E Solar Choice resources.
- An ECR Developer list shows customers a list of developers with active ECR projects, if any.

2023 Enhanced Community Renewables (“Regional Renewable Choice”) Marketing Plan

The enhanced community renewables option will be marketed by both PG&E (as described below) and third-party developers, as well as by others interested in selling power to PG&E through ECR. Additionally, PG&E will work towards facilitating customer and developer interaction to help program adoption.

PG&E Outreach

PG&E’s plans to incorporate ECR outreach into the following channels:

- PG&E’s website will inform customers of the ECR option and direct them to a listing of active projects.
- PG&E will provide customer disclosures, post these on its website as well as send it to customers within 60 days of enrollment (i.e. when the customer will begin to receive a bill credit from the utility) and re-submit annually at re-enrollment. The customer disclosures will include a brief description of the program, cancellation process, pricing information, and default electricity mix.

Third Party Materials Review

Decision 15-01-051 requires PG&E to review all developer marketing materials before they are used to market to customers. All developer marketing materials must comply with the following:

- Green-e Energy Developer and Generator Requirements²
- The California Public Utility Commission's Community Choice Aggregation Code of Conduct³, which includes marketing and outreach requirements relative to Community Choice Aggregation.
- Must be truthful, accurate and not false or misleading.

² <https://www.green-e.org/docs/energy/ecr/ECR%20Developer%20Requirements.pdf>

³ Decision 12-12-036. Decision Adopting A Code Of Conduct And Enforcement Mechanisms Related to Utility Interactions with Community Choice Aggregators, Pursuant to Senate Bill 790. December 20, 2012.

More information can be found on PG&E's ECR website⁴ under the program-specific requirements for developers which links to both the Green-e guidelines in a document called "The California Enhanced Community Renewables Information for Developers and Generators" and the CCA Code of Conduct. Developers must include PG&E's disclaimer and logo usage guidelines if the PG&E logo is used on the materials.

To follow this prerequisite for participating under this Schedule, developers must submit a marketing review packet to PG&E containing all marketing materials the developer intends to use to market to any potential ECR customers. These materials must align with the requirements of either Marketing Phase One Community Interest or Marketing Phase Two Customer Enrollment as provided in the Green-e Energy Developer Requirements. Green-e also participates in the review of the marketing materials as the bulk of the requirements stem from Green-e compliance. If PG&E and Green-e, in its reasonable discretion, determine that the marketing materials do not meet the criteria, the ECR Applicant must update the materials and re-submit the documentation to PG&E. PG&E must grant final approval for Phase One Community Interest prior to offer submittal and before engaging in an initial 'community interest' phase. PG&E must also grant final approval for Phase Two Customer Enrollment prior to signing a Customer Developer Agreement (CDA) or other binding commitment with the customer. The CDA is not considered part of the ECR Applicant's marketing materials and should not be included in the marketing package sent to PG&E for review.

Protests

Anyone wishing to protest this submittal may do so by letter sent electronically via E-mail, no later than January 10, 2022, which is 20 days after the date of this submittal. Protests must be submitted to:

CPUC Energy Division
ED Tariff Unit
E-mail: EDTariffUnit@cpuc.ca.gov

The protest shall also be electronically sent to PG&E via E-mail at the address shown below on the same date it is electronically delivered to the Commission:

Sidney Bob Dietz II
Director, Regulatory Relations
c/o Megan Lawson
E-mail: PGETariffs@pge.com

⁴https://www.pge.com/en_US/for-our-business-partners/energy-supply/electric-rfo/wholesale-electric-power-procurement/regional-solar-choice-program.page

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 and 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

Pursuant to General Order (GO) 96-B, Rule 5.2, and OP 6 of D.15-01-051, this advice letter is submitted with a Tier 2 designation. PG&E requests that this Tier 2 advice submittal become effective on regular notice, January 20, 2023, 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 to parties shown on the attached list and the parties on the service list for A.12-01-008, 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 filings can also be accessed electronically at: <http://www.pge.com/tariffs/>.

 /S/
Sidney Bob Dietz II
Director, Regulatory Relations

cc: Service List A.12-01-008, A.12-04-020, and A.14-01-007



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 E)

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) #: 6795-E

Tier Designation: 2

Subject of AL: Green Tariff (GT) & Enhanced Community Renewables (ECR) 2022 Marketing Plan Marketing Implementation Advice Letter

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.15-01-051

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: 1/20/23

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 proposed¹: N/A

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

¹Discuss in AL if more space is needed.

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

California Public Utilities Commission
Energy Division Tariff Unit Email:
EDTariffUnit@cpuc.ca.gov

Contact Name: Sidnev Bob Dietz II. c/o Megan Lawson
Title: Director, Regulatory Relations
Utility/Entity Name: Pacific Gas and Electric Company

Telephone (xxx) xxx-xxxx: (415)973-2093
Facsimile (xxx) xxx-xxxx:
Email: PGETariffs@pge.com

Contact Name:
Title:
Utility/Entity Name:

Telephone (xxx) xxx-xxxx:
Facsimile (xxx) xxx-xxxx:
Email:

CPUC
Energy Division Tariff Unit
505 Van Ness Avenue
San Francisco, CA 94102

Clear Form

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

AT&T Albion Power Company	East Bay Community Energy Ellison Schneider & Harris LLP Engineers and Scientists of California	Pioneer Community Energy
Alta Power Group, LLC Anderson & Poole	GenOn Energy, Inc. Goodin, MacBride, Squeri, Schlotz & Ritchie Green Power Institute Hanna & Morton ICF	Public Advocates Office Redwood Coast Energy Authority Regulatory & Cogeneration Service, Inc.
Atlas ReFuel BART	iCommLaw International Power Technology Intertie	Resource Innovations SCD Energy Solutions San Diego Gas & Electric Company
Barkovich & Yap, Inc. Braun Blaising Smith Wynne, P.C. California Cotton Ginners & Growers Assn California Energy Commission	Intestate Gas Services, Inc.	SPURR San Francisco Water Power and Sewer Sempra Utilities
California Hub for Energy Efficiency Financing	Johnston, Kevin Kelly Group Ken Bohn Consulting Keyes & Fox LLP Leviton Manufacturing Co., Inc.	Sierra Telephone Company, Inc. Southern California Edison Company Southern California Gas Company Spark Energy Sun Light & Power Sunshine Design Stoel Rives LLP
California Alternative Energy and Advanced Transportation Financing Authority California Public Utilities Commission Calpine	Los Angeles County Integrated Waste Management Task Force MRW & Associates Manatt Phelps Phillips Marin Energy Authority McClintock IP McKenzie & Associates	Tecogen, Inc. TerraVerde Renewable Partners Tiger Natural Gas, Inc.
Cameron-Daniel, P.C. Casner, Steve Center for Biological Diversity	Modesto Irrigation District NLine Energy, Inc. NRG Solar	TransCanada Utility Cost Management Utility Power Solutions Water and Energy Consulting Wellhead Electric Company Western Manufactured Housing Communities Association (WMA) Yep Energy
Chevron Pipeline and Power City of Palo Alto	OnGrid Solar Pacific Gas and Electric Company Peninsula Clean Energy	
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 Dish Wireless L.L.C.		