

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



November 5, 2019

Advice Letter 4153-G

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: California Solar Initiative: 2020 Thermal Program Marketing Plan.

Dear Mr. Jacobson:

Advice Letter 4153-G is effective as of October 31, 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



Erik Jacobson
Director
Regulatory Relations

Pacific Gas and Electric Company
77 Beale St., Mail Code B13U
P.O. Box 770000
San Francisco, CA 94177

Fax: 415-973-3582

October 1, 2019

Advice 4153-G

(Pacific Gas and Electric Company ID U 39 G)

Public Utilities Commission of the State of California

Subject: California Solar Initiative: 2020 Thermal Program Marketing Plan

Purpose

In compliance with Assembly Bill 797, which revised the program approved in Decision (D.)10-01-022, Pacific Gas and Electric Company (PG&E) hereby submits and requests approval of this advice letter of its proposal for the 2020 marketing plan for California Solar Initiative (CSI) Thermal Marketing, including goals, objectives, strategies, target markets, tactics, budgets, and timing required for implementation.

Background

On January 21, 2010, the California Public Utilities Commission (Commission or CPUC) approved D.10-01-022, establishing the CSI Thermal Program to provide Solar Water Heating (SWH) incentives in compliance with the Solar Water heating and Efficiency Act of 2007. In Ordering Paragraph (OP) 13b of this Decision, the Commission directed PG&E and the Program Administrators (PAs), to “separately submit an Advice Letter with proposed California Solar Initiative Thermal market facilitation budgets and activities for each calendar year, which addresses the activities identified in Appendix A, no later than October 1 of the preceding year.” D.10-01-022 had a program sunset date as of December 31, 2017.

On October 4, 2017, Assembly Bill 797 was signed by the Governor. The new law revises the program to promote the installation of solar thermal systems, reserves 50% of the total program budget for the installation in low-income residential housing or in buildings in disadvantaged communities, reserves 10% of the total program budget for industrial applications, and expands the program to homeowners that lack access to natural gas and rely on propane or wood burning in the San Joaquin Valley communities identified by the Commission.

PG&E’s CSI marketing plan and budget for 2020 are detailed in Attachment 1 of this submittal.

Protests

Anyone wishing to protest this submittal may do so by letter sent via U.S. mail, facsimile or E-mail, no later than Monday, October 21, 2019, which is 20 calendar days after the date of this submittal. Protests must be submitted to:

CPUC Energy Division
ED Tariff Unit
505 Van Ness Avenue, 4th 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 the SGIP PAs 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 letter become effective on regular notice, October 31, 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 Rulemaking (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/>.

_____/S/

Erik Jacobson
Director, Regulatory Relations

cc: Service List R.12-11-005

Attachment:

Attachment 1: 2020 Solar Thermal Marketing Plan



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 U39G)

Utility type:

- ELC GAS WATER
 PLC HEAT

Contact Person: Kimberly Loo

Phone #: (415)973-4587

E-mail: PGETariffs@pge.com

E-mail Disposition Notice to: KELM@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) #: 4153-G

Tier Designation: 2

Subject of AL: California Solar Initiative - 2020 Thermal Program Marketing Plan

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.10-01-022

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: 10/31/19

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: 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 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

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

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

Advice 4153-G
October 1, 2019

Attachment 1

2020 Solar Thermal Marketing Plan

Attachment 1
2020 Solar Thermal Marketing Plan
October 1, 2019
Advice Letter 4153-G

Background:

On January 21, 2010, the California Public Utilities Commission (Commission) approved Decision (D.) 10-01-022, (Decision), establishing the California Solar Initiative Thermal Program (CSI Thermal) to provide Solar Water Heating (SWH) incentives in compliance with the Solar Water heating and Efficiency Act of 2007. On October 4, 2017, Assembly Bill 797 was signed by the Governor. The new law revises the program to promote the installation of solar thermal systems, reserves 50% of the total program budget for the installation in low-income residential housing or in buildings in disadvantaged communities, reserves 10% of the total program budget for industrial applications, expands the program to homeowners that lack access to natural gas and rely on propane or wood burning in the San Joaquin Valley communities identified by the Commission. PG&E requests approval of its proposal for the 2020 CSI Thermal Marketing Plan. This 2020 marketing plan will be the final marketing plan due to the program ceasing to accept applications on July 31st, 2020.

Marketing Plan

A. 2020 Goals and Objectives:

PG&E's 2020 marketing plan for CSI Thermal Program will continue the successful activities conducted over the past five years. PG&E's objectives are to increase participation in the CSI Thermal Program and ensure a positive customer experience as customers are guided through the first stages of the purchasing cycle:

1. Interest → Increase understanding of SWH and its applicability to the target audience.
2. Engagement → Encourage customers to learn more through the SWH eBook.
3. Action → Drive customers to find a contractor.

B. Strategies:

To achieve the above objectives, PG&E will:

- Provide SWH information, its key benefits and available resources (via SWH eBook) through digital paid media.
- Target the right online platforms to intercept customers where they are engaging in their everyday lives.
- Help customers easily find contractors based on geography and expertise.

C. Target Markets:

PG&E will target customers using available customer insights and 2019 prospects. The key customer segments are outlined below:

- Multi-family property owners in Low Income and Disadvantaged Communities¹ with:
 - Central water heating systems for multiple units or common areas
 - Community swimming pool
 - Buildings that have completed energy-efficient upgrades
 - CalEnviroScreen or San Joaquin counties identified by the Commission.

D. Tactics and Budget:

The tactic outlined below is intended to drive initial interest to strong consideration and engagement resulting in action. It delivers a clear and consistent message that builds on the learnings and successes of the past four years. PG&E will evaluate the ME&O efforts against participation numbers and optimize as appropriate to deliver the best results.

Interest

Digital Media

Digital media has been a proven tactic to promote SWH content with customers; it played a large part in the 2019 campaign. To date media partners have delivered over 10 million impressions, 62k clicks, 35k landing page visits, 783 contractor search button clicks, and 349 eBook download button clicks. To support interest, PG&E will continue its remarketing strategy, tracking customers who visited the website but did not convert then displaying SWH advertisements on other online sites they visit.

Other

Labor/Fixed Costs/Overhead

PG&E requires funding for fixed costs such as reprinting of existing and new materials, regular website maintenance, collateral management and fulfillment, etc. This funding will also cover labor for adequate staff to support the marketing and outreach of the CSI Thermal program.

E. Budget

Below is the 2020 budget for the marketing facilitation plan detailed above.

2019 CSI Thermal Marketing Plan Proposed Budget

¹ Per Assembly Bill 797, (a) “Disadvantaged community” means a community identified by the California Environmental Protection Agency pursuant to Section 39711 of the Health and Safety Code. “Low-income residential housing” means either of the following: (1) Residential housing financed with low-income housing tax credits, tax-exempt mortgage revenue bonds, general obligation bonds, or local, state, or federal loans or grants, and for which the rents of the occupants who are lower income households, as defined in Section 50079.5 of the Health and Safety Code, do not exceed those prescribed by deed restrictions or regulatory agreements pursuant to the terms of the financing or financial assistance. (2) A residential complex in which at least 20 percent of the total units are rented to lower income households, as defined in Section 50079.5 of the Health and Safety Code, and the housing units targeted for lower income households are already, at the time of the funding commitment pursuant to this article, subject to a deed restriction or affordability covenant with a public entity that ensures that the units will be available at an affordable housing cost meeting the requirements of Section 50052.5 of the Health and Safety Code, or at an affordable rent meeting the requirements of Section 50053 of the Health and Safety Code.

Tactics	Budget	Customer Segment
Digital/Paid Media	\$130,000	Multi-family DAC
Labor/Fixed Costs/Overhead	\$20,000	NA
Total Marketing Budget	\$150,000	

F. Timing:

With the deadline to submit applications July 31st, 2020, PG&E’s marketing efforts will occur January-May 2020. This timeline is approximate and assumes CPUC approval of the plan by the end of Q4 2019. Any delays in approval may cause tactics to be pushed out further in 2020.

G. Previous Local Marketing Activities/Budgets:

Information on previous marketing tactics and budgets are available in the CSI Semi-Annual Expense Reports that are required to be filed semi-annually with the CPUC. The Market tabs within the report detail the marketing activity expenditures.

**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		