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PACIFIC GAS AND ELECTRIC COMPANY
ATTACHMENT 1
SUPPORTING DOCUMENTS TO ME&O RRQ

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX A

GENERAL RATE CASE (GRC)

2017 Authorized Budget

- Please see Exhibit (PG&E-46), p. A-3, line 77 for the 2017 General Rate Case (GRC) imputed regulatory values for Major Work Category EZ. Please note the values reflected in (PG&E-46) are in the old cost model. Effective January 1, 2016, the Pacific Gas and Electric Company's (PG&E) budget and recorded costs reflect PG&E's new cost allocation methodology. The new cost allocation methodology was described in PG&E's March 31, 2016, Budget Compliance Report, as well as in PG&E's 2017 GRC testimony. In brief, the new cost model uses a "labor only" labor rate which no longer includes support and overhead costs. These costs will be budgeted and recorded through separate line items for the expense programs.
- For Residential Rate Reform Memorandum Account (RRRMA), please see pp. 1-8 and 1-9, Section 3.1.5.2.2 of the Joint Settlement Agreement.

2018 Authorized Budget

- Please see Exhibit (PG&E-46), p. A-3, line 77 for the 2017 GRC imputed regulatory values for MWC EZ. Please note the values reflected in (PG&E-46) are in the old cost model. Effective January 1, 2016, the Company's budget and recorded costs reflect PG&E's new cost allocation methodology. The new cost allocation methodology was described in PG&E's March 31, 2016, Budget Compliance Report, as well as in PG&E's 2017 GRC testimony. In brief, the new cost model uses a "labor only" labor rate which no longer includes support and overhead costs. These costs will be budgeted and recorded through separate line items for the expense programs.
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2019 Authorized Budget

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- For RRRMA, please see pp. 1-8 and 1-9, Section 3.1.5.2.2 of the Joint Settlement Agreement.

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

Application of Pacific Gas and Electric Company
for Authority, Among Other Things, to Increase
Rates and Charges for Electric and Gas Service
Effective on January 1, 2017. (U39M)

Application 15-09-001
(Filed September 1, 2015)

**JOINT MOTION OF
OFFICE OF RATEPAYER ADVOCATES,
THE UTILITY REFORM NETWORK,
ALLIANCE FOR NUCLEAR RESPONSIBILITY,
CENTER FOR ACCESSIBLE TECHNOLOGY,
COALITION OF CALIFORNIA UTILITY EMPLOYEES,
COLLABORATIVE APPROACHES TO UTILITY SAFETY ENFORCEMENT,
CONSUMER FEDERATION OF CALIFORNIA,
ENVIRONMENTAL DEFENSE FUND,
MARIN CLEAN ENERGY,
MERCED IRRIGATION DISTRICT,
MODESTO IRRIGATION DISTRICT,
NATIONAL DIVERSITY COALITION,
SMALL BUSINESS UTILITY ADVOCATES,
SOUTH SAN JOAQUIN IRRIGATION DISTRICT, AND
PACIFIC GAS AND ELECTRIC COMPANY
FOR ADOPTION OF SETTLEMENT AGREEMENT**

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Dated: August 3, 2016

ADDITIONAL COUNSEL LISTED ON NEXT PAGES

- \$3.8 million for contact centers (MWC DK);
- \$0.8 million for customer retention (MWC FK);
- \$1.0 million for metering (MWC AR); and
- \$3.2 million for billing, revenue and credit (MWC IS).

3.1.5.1.2 Capital

The test year revenue requirement increase set forth above reduces PG&E's forecast for Customer Care capital expenditures by \$1.3 million for information technology (MWC 2F).

3.1.5.2 Residential Rates Reform Memorandum Account (RRRMA)

PG&E shall maintain and continue to use the RRRMA as follows:

3.1.5.2.1 2015-2016 Costs

PG&E may seek recovery in rates of 2015- 2016 costs booked to the RRRMA through a Tier 2 advice filing filed after the Commission's issuance of a final decision in the 2017 GRC. Prior to filing the advice filing, PG&E shall share a draft of the advice filing, and an accounting of the costs to be recovered, with ORA and TURN. ORA and TURN shall have 90 days to provide comments to PG&E. PG&E shall take ORA's and TURN's comments into account in its submission of the advice filing. To the extent PG&E does not adopt ORA's and TURN's recommendations, PG&E shall explain the basis for not adopting such recommendations.

3.1.5.2.2 2017 and Beyond Costs

In conjunction with the removal from this GRC of PG&E's forecasted activities for pricing products (MWC EZ), billing, revenue and credit (MWC IS), and information technology (MWC 2F), PG&E shall be authorized to track and record costs incurred in 2017 and beyond for residential rate reform implementation including default time-of-use through its RRRMA. PG&E shall be authorized to recover its recorded costs annually through PG&E's Annual Electric True-up (AET) advice letter filing up to a cumulative total of \$57.9 million for the 2017 -2019 period (the equivalent of PG&E's 2017 forecast of \$19.3 million for each year). In the event that the Commission adopts a 4-year GRC cycle, PG&E shall be authorized to recover an additional \$19.3 million in 2020 through the AET for such activities. ORA may audit the RRRMA. PG&E may seek recovery via Tier 3 advice filing of additional costs incurred that

exceed the amounts specified in this section. In such a filing, the incremental costs in excess of the above amounts will be subject to reasonableness review by the Commission and subject to disallowance.

3.1.5.3 Shareholder Funding for Customer Retention

Spending for customer retention activities (i.e., those historically booked to MWC FK and forecast at \$800 thousand for 2017 by its Customer Care organization) shall be recorded below-the-line during the term of PG&E's 2017 GRC, and PG&E shall revise its below-the-line accounting standard accordingly. PG&E shall notify Merced ID, Modesto ID, and SSJID of such revision and provide a copy of the revised standard within 30 days of the revision being made.

3.1.5.4 Economic Development Rate

The agreed-upon \$1.2 million reduction for PG&E's Economic Development Program takes into account and accommodates Merced and Modesto IDs' recommendation that PG&E should not receive ratepayer funding for the Economic Development Rate at this time because the Rate is subject to review and approval in Phase 2 of this GRC under the terms required by D.13-10-019. Nothing in this section shall limit, condition, or otherwise affect Settling Parties' Phase 2 proposals regarding the Economic Development Rate.

3.1.5.5 Customer Service and Outreach

In order to better inform the underserved minority community about upcoming changes in rate design, developments in solar energy, and other Commission activities, PG&E shall undertake the following activities:

3.1.5.5.1 Rate Change/High Impact Education and Outreach

Of the \$1.7 million per year in its 2017 GRC forecast for Rate Change/High Impact/Super User Energy Charge education and outreach, PG&E shall target the following for education and outreach activities targeting communities of color and underserved communities in order to relate information on rate options, opportunities to save money on energy, and developments in solar energy: 33 percent of the amount recorded into the RRRMA over the term of the GRC for these activities (not to exceed a total of \$1.7 million from 2017-2019 GRC or not to exceed \$2.3 million from 2017-2020 if the Commission approves a third post-test year).

Application: 15-09-001
(U 39 M)
Exhibit No.: (PG&E-46)
Date: October 31, 2016
Witness(es): Nielson D. Jones

PACIFIC GAS AND ELECTRIC COMPANY

2017 GENERAL RATE CASE

**LATE FILED EXHIBIT ON CALCULATION OF IMPUTED REGULATORY
VALUES FOR THE POST TEST-YEARS**

EXHIBIT (PG&E-46)



Pacific Gas and Electric Company
2017 GRC Imputed Regulatory Values
Business Unit Operations and Maintenance Expense by Major Work Category
(Thousands of Nominal Dollars)

Line	Ex	Ch	MWC	MWC Description	PG&E 2017	2017 Settlement	2018 Imputed	2019 Imputed
					Forecast	(JCE)	Values	Values
					(A)	(B)	(C)	(D)
41	5	3	BR	Operate DCPD Plant	108,310	108,310	115,778	121,283
42	5	3	BS	Maintain DCPD Plant Assets	155,625	155,625	166,640	174,674
43	5	3	BT	Nuclear Generation Fees	18,142	18,142	19,517	20,494
44	5	3	BV	Maintain DCPD Plant Configurtn	51,963	51,963	55,615	58,285
45	5	3	CR	Mnge Waste Disp & Transp	105	105	113	119
46	5	3	EO	Provide Nuclear Support	214	214	230	241
47	5	3	IG	Manage Var Bal Acct Processes	13,584	9,414	10,116	10,618
48	5	4	AB	Misc Expense	3,004	3,004	3,228	3,392
49	5	4	AK	Manage Environmental Oper	1,505	1,505	1,620	1,703
50	5	4	AX	Maint Resv,Dams&Waterways	32,179	32,054	34,432	36,178
51	5	4	AY	Habitat and Species Protection	203	203	218	229
52	5	4	EP	Manage Property & Bldgs	2,071	2,071	2,226	2,339
53	5	4	ES	Implement Environment Projects	111	111	119	125
54	5	4	IG	Manage Var Bal Acct Processes	3,949	3,949	4,239	4,452
55	5	4	KG	Operate Hydro Generation	54,782	54,782	58,654	61,519
56	5	4	KH	Maint Hydro Generating Equip	36,045	35,970	38,506	40,384
57	5	4	KI	Maintain Hyd Sctr, Rds&Infst	14,803	14,503	15,588	16,383
58	5	4	KJ	License Compliance Hydro Gen	38,418	38,418	41,407	43,586
59	5	5	AK	Manage Environmental Oper	3,266	3,266	3,518	3,697
60	5	5	KK	Operate Fossil Generation	17,054	17,054	18,270	19,157
61	5	5	KL	Maint Fossil Generating Equip	34,891	34,891	37,625	39,562
62	5	5	KM	Maint Fossil Bldg,Grnd,Infrast	2,805	2,805	3,026	3,183
63	5	5	KQ	Operate Alternative Gen	802	802	865	910
64	5	5	KR	Maint AltGen Generating Equip	3,569	3,569	3,831	4,021
65	5	5	KS	Maint AltGen Bldg,Grnd,Infrast	670	670	723	761
66	5	6	AB	Misc Expense	2,784	2,784	2,977	3,119
67	5	6	BI	Maint Buildings	170	170	183	193
68	5	6	CT	Acq & Manage Elect Supply	53,702	53,702	57,296	59,976
69	5	6	CV	Acq & Manage Gas Supply	4,343	4,343	4,094	3,985
70	5	7	JV	Maintain IT Apps & Infra	7,403	7,403	7,970	8,378
71	5			Sub-total Energy Supply	743,878	739,208	790,901	828,827
Customer Care (Exhibit 6)								
72	6	2	EL	Develop New Revenue	13,502	13,502	14,628	15,530
73	6	2	EZ	Manage Var Cust Care Processes	8,438	6,596	6,840	7,064
74	6	2	FK	Retain & Grow Customers	2,123	900	929	956
75	6	2	GM	Manage Energy Efficiency-NonBA	2,990	2,990	3,085	3,177
76	6	2	IV	Provide Account Services	29,262	25,262	25,345	25,680
77	6	3	EZ	Manage Var Cust Care Processes	27,656	12,956	13,763	14,396
78	6	3	GM	Manage Energy Efficiency-NonBA	4,702	4,702	4,357	4,187
79	6	4	DK	Manage Customer Inquiries	102,317	98,500	98,792	100,075
80	6	5	DK	Manage Customer Inquiries	11,851	11,851	11,886	12,040
81	6	5	EZ	Manage Var Cust Care Processes	826	826	825	834
82	6	5	IU	Collect Revenue	21,077	21,077	21,102	21,348
83	6	6	FK	Retain & Grow Customers	807	(0)	(0)	(0)
84	6	7	AR	Read & Investigate Meters	24,208	23,208	23,281	23,587
85	6	7	DD	Provide Field Service	2,547	2,547	2,689	2,807
86	6	7	EY	Change/Maint Used Elec Meter	22,101	22,101	23,347	24,376
87	6	7	HY	Change/Maint Used Gas Meters	14,966	14,966	14,017	13,580
88	6	7	IG	Manage Var Bal Acct Processes	7,147	7,147	7,119	7,172
89	6	8	AR	Read & Investigate Meters	3,352	3,352	3,363	3,407
90	6	8	EZ	Manage Var Cust Care Processes	3,544	3,544	3,541	3,575
91	6	8	IG	Manage Var Bal Acct Processes	305	305	304	306
92	6	8	IS	Bill Customers	72,236	69,036	69,150	69,960
93	6	8	IT	Manage Credit	22,491	22,491	22,519	22,780
94	6	8	IU	Collect Revenue	16,870	16,870	16,892	17,107
95	6	9	EZ	Manage Var Cust Care Processes	8,509	8,509	8,500	8,583
96	6	9	IG	Manage Var Bal Acct Processes	36	36	36	36

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX B

ENERGY EFFICIENCY (EE)

2017 Authorized Budget

- AL 3753-G-A/4901-E-A, filed on September 22, 2016, shows pending funding for Pacific Gas and Electric Company's (PG&E) 2017 Energy Efficiency (EE) Portfolio Compliance Advice Letter, including Appendix B.1: PG&E Budget Placemat Table, Total Marketing & Outreach for Total PG&E EE Portfolio of \$25,321,783 (including Bay Area Regional Energy Network and Marin Clean Energy).

2018 Authorized Budget

- On October 24, 2014, the California Public Utilities Commission (Commission) issued D.14-10-046: Decision Establishing Energy Efficiency Savings Goals and Approving 2015 Energy Efficiency Programs and Budgets. This decision approved PG&E's total EE portfolio budget of \$430.1 million per year for the Rolling Portfolio period, 2018-2025. The budget covers all sectors of PG&E's EE Portfolio including: Residential; Commercial; Agricultural; Industrial; Codes & Standards; Emerging Technologies; Workforce, Education & Training; Finance; On-Bill Finance Loan Pool; and Public.
- Each year, PG&E files an Annual Budget Advice Letter requesting authority to spend on certain activities within the overall authorized \$430.1 million. PG&E does not yet have a forecast for EE Marketing, Education, and Outreach (ME&O) specifically for 2018 or 2019, however, it is already authorized to spend up to \$430.1 million on EE activities for those years, which includes ME&O.

2019 Authorized Budget

- On October 24, 2014, the Commission issued D.14-10-046: Decision Establishing Energy Efficiency Savings Goals and Approving 2015 Energy Efficiency Programs and Budgets. This decision approved PG&E's total EE portfolio budget of \$430.1 million per year for the Rolling Portfolio period, 2018-2025. The budget covers all sectors of PG&E's EE Portfolio including: Residential; Commercial; Agricultural; Industrial; Codes & Standards; Emerging Technologies; Workforce, Education & Training; Finance; On-Bill Finance Loan Pool; and Public.
- Each year, PG&E files an Annual Budget Advice Letter requesting authority to spend on certain activities within the overall authorized \$430.1 million. PG&E does not yet have a forecast for EE ME&O specifically for 2018 or 2019, however, it is already authorized to spend up to \$430.1 million on EE activities for those years, which includes ME&O.

September 22, 2016

Advice 3753-G-A/4901-E-A

(Pacific Gas and Electric Company ID U 39 M)

Public Utilities Commission of the State of California

Subject: Supplemental: PG&E's 2017 Energy Efficiency Annual Budget Advice Letter in Compliance With Decision 15-10-028, Ordering Paragraph 4

I. Purpose

On September 1, 2016, Pacific Gas and Electric Company (PG&E) submitted its 2017 energy efficiency portfolio budget (2017 EE Budget) by Tier 2 advice letter (AL) in compliance with the *Decision Re Energy Efficiency Goals for 2016 and Beyond and Energy Efficiency Rolling Portfolio Mechanics*, the "Rolling Portfolio" or "RP" Decision, (D.15-10-028)¹ and guidance from the California Public Utilities Commission (CPUC or Commission) Energy Division staff (Staff).

PG&E hereby submits this supplemental advice letter to update and replace certain portions of the material that was filed on September 1, 2016. The 2017 budget, goals, cost-effectiveness and cost recovery sections of this document, Sections III.A-D, remain consistent with the material filed on September 1, 2016 and are not being replaced. Unspent funds, 2016 program funding and minor changes to 2017 savings numbers are being replaced by this supplemental advice letter. A more detailed description of changes to the originally-filed material is documented in Attachment 6.

This supplemental advice letter does not propose any change to PG&E's energy efficiency (EE) budget total of \$430.1 million, which is unchanged from 2015. This filing would not increase any current rate or charge, cause the withdrawal of service, or conflict with any rate schedule or rule.

PG&E requests that the Commission approve its 2017 EE budget, effective as of January 1, 2017, and authorize PG&E to collect the approved amount in its electric and gas rates, as allocated herein. These funds will be recorded in PG&E's EE balancing accounts and will be used to implement PG&E's approved EE programs.

¹ Decision (D.) 15-10-028, Ordering Paragraph (OP) 4.

Appendix B.1 – Budget by Budget Category
Supplemental Filed 09/21/16

New/Existing Program #	Main Program Name / Sub-Program Name	Total Administrative Cost				Total Marketing & Outreach				Total Direct Implementation (Nonincentives or Rebates)				Direct Implementation (Incentives & Rebates)				Total Direct Implementation				Total			
		2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Authorized Budget (after all fundshifting using average for 2013-15)	2015 Budget (before fundshifting)	2015 Budget Spent	
PGE2100	Residential Energy Efficiency Programs Total	\$ 5,277,047	\$ 6,651,852	\$ 5,277,047	\$ 5,954,176	\$ 5,265,702	\$ 11,071,744	\$ 5,265,702	\$ 5,441,302	\$ 18,046,578	\$ 19,231,521	\$ 18,046,578	\$ 17,291,795	\$ 33,205,053	\$ 48,029,885	\$ 33,205,053	\$ 34,613,228	\$ 51,251,630	\$ 67,261,206	\$ 51,251,630	\$ 51,905,023	\$ 65,761,139	\$ 61,794,379	\$ 83,984,802	
PGE21001	Residential Energy Advisor	\$ 112,201	\$ 901,675	\$ 112,201	\$ 1,158,496	\$ 1,498,529	\$ 4,243,642	\$ 1,498,529	\$ 2,187,849	\$ 893,937	\$ 4,634,746	\$ 893,937	\$ 4,266,897	\$ 11,026,625	\$ 13,855,507	\$ 11,026,625	\$ 9,440,038	\$ 11,920,562	\$ 18,490,253	\$ 11,920,562	\$ 13,715,935	\$ 16,890,950	\$ 13,531,293	\$ 23,635,670	
PGE21002	Plug Load and Appliances	\$ 2,482,135	\$ 2,188,099	\$ 2,482,135	\$ 1,940,269	\$ 2,242,780	\$ 3,302,591	\$ 2,242,780	\$ 1,553,029	\$ 7,031,973	\$ 4,785,151	\$ 7,031,973	\$ 3,966,978	\$ 7,233,850	\$ 8,582,916	\$ 7,233,850	\$ 5,047,660	\$ 14,265,823	\$ 13,368,067	\$ 14,265,823	\$ 9,014,638	\$ 19,308,562	\$ 18,990,738	\$ 18,858,757	
PGE21003	Multifamily Energy Efficiency Rebates Program	\$ 549,068	\$ 207,021	\$ 549,068	\$ 151,936	\$ 145,213	\$ 166,812	\$ 145,213	\$ 122,261	\$ 782,679	\$ 471,888	\$ 782,679	\$ 219,807	\$ 362,547	\$ 676,860	\$ 362,547	\$ 225,318	\$ 1,145,225	\$ 1,145,225	\$ 1,145,225	\$ 445,126	\$ 753,931	\$ 1,439,507	\$ 1,522,581	
PGE21004	Energy Upgrade California	\$ 976,742	\$ 1,215,123	\$ 976,742	\$ 1,154,304	\$ 630,443	\$ 2,220,442	\$ 630,443	\$ 747,563	\$ 4,854,575	\$ 5,543,129	\$ 4,854,575	\$ 4,723,506	\$ 7,537,049	\$ 11,989,257	\$ 7,537,049	\$ 7,983,479	\$ 12,391,624	\$ 17,532,386	\$ 12,391,624	\$ 12,708,985	\$ 14,771,356	\$ 13,998,809	\$ 20,967,951	
PGE21005	Residential New Construction	\$ 305,630	\$ 375,249	\$ 305,630	\$ 318,129	\$ 242,227	\$ 315,536	\$ 242,227	\$ 296,055	\$ 1,501,805	\$ 1,741,275	\$ 1,501,805	\$ 1,474,603	\$ 1,908,637	\$ 3,398,482	\$ 1,908,637	\$ 3,909,294	\$ 3,410,442	\$ 5,139,757	\$ 3,410,442	\$ 5,383,897	\$ 4,672,909	\$ 3,958,299	\$ 5,830,541	
PGE21006	Residential HVAC	\$ 851,270	\$ 764,684	\$ 851,270	\$ 744,892	\$ 506,510	\$ 822,722	\$ 506,510	\$ 463,707	\$ 2,981,609	\$ 2,055,332	\$ 2,981,609	\$ 2,372,328	\$ 5,136,345	\$ 9,526,663	\$ 5,136,345	\$ 5,998,439	\$ 8,117,954	\$ 11,581,995	\$ 8,117,954	\$ 8,370,767	\$ 9,373,431	\$ 9,475,734	\$ 13,169,401	
PGE21007	Pay for Performance Pilot	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -
PGE2101	Commercial Programs Total	\$ 7,392,910	\$ 10,414,531	\$ 7,392,910	\$ 7,848,847	\$ 5,338,929	\$ 9,157,619	\$ 5,338,929	\$ 6,309,687	\$ 27,630,811	\$ 28,342,425	\$ 27,630,811	\$ 23,448,992	\$ 38,678,707	\$ 36,882,803	\$ 38,678,707	\$ 34,847,985	\$ 66,309,088	\$ 65,225,227	\$ 66,309,088	\$ 58,296,977	\$ 83,061,594	\$ 79,040,928	\$ 84,797,377	
PGE21011	Commercial Calculated Incentives	\$ 2,630,265	\$ 3,586,437	\$ 2,630,265	\$ 2,605,547	\$ 2,821,449	\$ 1,731,001	\$ 2,821,449	\$ 1,311,072	\$ 11,472,081	\$ 12,967,785	\$ 11,472,081	\$ 6,976,847	\$ 8,208,719	\$ 6,155,160	\$ 8,208,719	\$ 11,718,711	\$ 19,680,800	\$ 19,122,945	\$ 19,680,800	\$ 16,695,557	\$ 25,694,306	\$ 25,132,514	\$ 24,440,383	
PGE21025	Savings by Design (SBD)	\$ 1,312,461	\$ 1,493,141	\$ 1,312,461	\$ 925,612	\$ 173,623	\$ 697,001	\$ 173,623	\$ 144,862	\$ 5,081,025	\$ 2,813,904	\$ 5,081,025	\$ 2,287,895	\$ 3,670,010	\$ 5,529,579	\$ 3,670,010	\$ 2,786,170	\$ 8,751,035	\$ 8,343,484	\$ 8,751,035	\$ 5,074,065	\$ 10,754,344	\$ 10,237,119	\$ 10,533,625	
PGE21026	Commercial Deemed Incentives	\$ 1,604,282	\$ 2,510,802	\$ 1,604,282	\$ 2,055,540	\$ 1,782,553	\$ 4,084,353	\$ 1,782,553	\$ 3,019,401	\$ 5,619,900	\$ 3,919,358	\$ 5,619,900	\$ 3,869,537	\$ 9,916,156	\$ 13,272,419	\$ 9,916,156	\$ 12,070,336	\$ 15,536,056	\$ 17,191,777	\$ 15,536,056	\$ 15,939,874	\$ 18,922,890	\$ 18,222,890	\$ 23,786,931	
PGE21033	Commercial Continuous Energy Improvement	\$ 45,602	\$ 78,279	\$ 45,602	\$ 51,541	\$ 51,506	\$ 464,744	\$ 51,506	\$ 100,338	\$ 394,647	\$ 583,022	\$ 394,647	\$ 1,230,101	\$ -	\$ -	\$ -	\$ -	\$ 394,647	\$ 583,022	\$ 394,647	\$ 1,230,101	\$ 491,764	\$ 491,764	\$ 1,126,405	
PGE21014	Commercial Energy Advisor	\$ 523,160	\$ 783,829	\$ 523,160	\$ 502,427	\$ 164,500	\$ 1,514,304	\$ 164,500	\$ 829,466	\$ 1,517,552	\$ 2,874,442	\$ 1,517,552	\$ 3,453,190	\$ 3,774,215	\$ 934,949	\$ 3,774,215	\$ -	\$ 5,291,767	\$ 3,809,391	\$ 5,291,767	\$ 3,453,190	\$ 5,979,427	\$ 5,979,427	\$ 6,107,625	
PGE21015	Commercial HVAC	\$ 1,277,141	\$ 1,962,043	\$ 1,277,141	\$ 1,708,180	\$ 345,299	\$ 666,216	\$ 345,299	\$ 634,547	\$ 3,545,176	\$ 5,183,913	\$ 3,545,176	\$ 5,631,422	\$ 13,109,608	\$ 10,990,696	\$ 13,109,608	\$ 8,272,768	\$ 16,654,784	\$ 16,174,609	\$ 16,654,784	\$ 13,904,191	\$ 21,218,972	\$ 18,277,223	\$ 18,802,867	
PGE2103	Agricultural Programs Total	\$ 1,813,520	\$ 2,475,441	\$ 1,813,520	\$ 1,739,900	\$ 1,599,606	\$ 960,951	\$ 1,599,606	\$ 871,291	\$ 7,079,345	\$ 6,179,946	\$ 7,079,345	\$ 6,112,105	\$ 8,330,537	\$ 8,066,155	\$ 8,330,537	\$ 15,409,882	\$ 15,409,882	\$ 15,409,882	\$ 13,184,260	\$ 16,083,908	\$ 18,823,008	\$ 18,553,570		
PGE21031	Agricultural Calculated Incentives	\$ 1,045,638	\$ 1,363,484	\$ 1,045,638	\$ 908,865	\$ 684,758	\$ 765,788	\$ 684,758	\$ 585,403	\$ 4,278,893	\$ 3,941,192	\$ 4,278,893	\$ 1,928,107	\$ 4,231,087	\$ 2,244,314	\$ 4,231,087	\$ 2,206,178	\$ 8,509,979	\$ 6,185,506	\$ 8,509,979	\$ 4,134,284	\$ 9,299,224	\$ 10,240,375	\$ 8,304,778	
PGE21032	Agricultural Deemed Incentives	\$ 392,851	\$ 471,412	\$ 392,851	\$ 331,479	\$ 497,912	\$ 76,175	\$ 497,912	\$ 126,746	\$ 959,889	\$ 672,169	\$ 959,889	\$ 721,355	\$ 1,965,345	\$ 3,584,647	\$ 1,965,345	\$ 4,262,477	\$ 2,925,234	\$ 4,262,477	\$ 2,925,234	\$ 2,890,529	\$ 3,815,997	\$ 4,804,400		
PGE21033	Agricultural Continuous Energy Improvement	\$ 48,782	\$ 69,046	\$ 48,782	\$ 46,440	\$ 32,894	\$ 5,459	\$ 32,894	\$ 6,193	\$ 425,312	\$ 89,747	\$ 425,312	\$ 185,614	\$ -	\$ -	\$ -	\$ -	\$ 425,312	\$ 89,747	\$ 425,312	\$ 185,614	\$ 506,988	\$ 506,988	\$ 164,253	
PGE21034	Agricultural Energy Advisor	\$ 326,250	\$ 571,499	\$ 326,250	\$ 453,116	\$ 384,042	\$ 143,529	\$ 384,042	\$ 152,948	\$ 1,415,252	\$ 1,476,838	\$ 1,415,252	\$ 2,283,029	\$ 2,134,105	\$ 3,088,271	\$ 2,134,105	\$ 1,297,501	\$ 3,549,357	\$ 4,565,108	\$ 3,549,357	\$ 3,580,530	\$ 3,387,187	\$ 4,259,648	\$ 5,280,136	
PGE2102	Industrial Programs Total	\$ 676,837	\$ 2,294,319	\$ 676,837	\$ 973,249	\$ 595,728	\$ 1,337,764	\$ 595,728	\$ 1,178,196	\$ 2,940,356	\$ 4,545,278	\$ 2,940,356	\$ 3,888,319	\$ 7,725,859	\$ 4,393,949	\$ 7,725,859	\$ 7,414,440	\$ 10,666,215	\$ 8,939,227	\$ 10,666,215	\$ 11,302,759	\$ 7,716,859	\$ 11,938,780	\$ 12,571,310	
PGE21021	Industrial Calculated Incentives	\$ 536,097	\$ 1,748,170	\$ 536,097	\$ 486,007	\$ 527,900	\$ 626,697	\$ 527,900	\$ 589,888	\$ 2,088,533	\$ 3,654,982	\$ 2,088,533	\$ 2,168,827	\$ 5,559,755	\$ 3,480,875	\$ 5,559,755	\$ 5,967,481	\$ 7,648,288	\$ 7,145,857	\$ 7,648,288	\$ 8,136,308	\$ 5,352,977	\$ 7,812,285	\$ 9,520,724	
PGE21022	Industrial Deemed Incentives	\$ 49,825	\$ 142,350	\$ 49,825	\$ 95,867	\$ 50,733	\$ 320,969	\$ 50,733	\$ 187,456	\$ 155,154	\$ 148,225	\$ 155,154	\$ 462,615	\$ 538,604	\$ 663,487	\$ 538,604	\$ 1,446,958	\$ 693,758	\$ 811,713	\$ 693,758	\$ 1,889,573	\$ 794,316	\$ 794,316	\$ 1,275,032	
PGE21023	Industrial Continuous Energy Improvement	\$ 23,686	\$ 80,066	\$ 23,686	\$ 20,686	\$ 986	\$ 176,588	\$ 986	\$ 6,338	\$ 201,734	\$ 242,653	\$ 201,734	\$ 79,724	\$ -	\$ -	\$ -	\$ -	\$ 201,734	\$ 242,653	\$ 201,734	\$ 79,724	\$ 226,407	\$ 226,407	\$ 498,997	
PGE21024	Industrial Energy Advisor	\$ 67,229	\$ 323,712	\$ 67,229	\$ 254,894	\$ 16,109	\$ 213,841	\$ 16,109	\$ 231,985	\$ 494,935	\$ 499,418	\$ 494,935	\$ 1,053,176	\$ 1,627,500	\$ 239,587	\$ 1,627,500	\$ -	\$ 2,122,435	\$ 739,004	\$ 2,122,435	\$ 1,053,176	\$ 1,343,160	\$ 2,205,773	\$ 1,276,557	
PGE21030	Industrial Strategic Energy Management	\$ -	\$ -	\$ -	\$ 65,995	\$ -	\$ -	\$ -	\$ -	\$ 162,528	\$ -	\$ -	\$ -	\$ 143,978	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 143,978	\$ -	\$ -	\$ -
PGE2104	Lighting Programs Total	\$ 1,509,351	\$ 1,810,087	\$ 1,509,351	\$ 909,082	\$ 740,447	\$ 740,206	\$ 740,447	\$ 531,628	\$ 3,501,959	\$ 1,091,100	\$ 3,501,959	\$ 1,477,897	\$ 7,799,802	\$ 8,240,708	\$ 7,799,802	\$ 9,355,092	\$ 11,301,761	\$ 9,331,808	\$ 11,301,761	\$ 10,832,989	\$ 14,070,230	\$ 13,551,559	\$ 11,882,102	
PGE21041	Primary Lighting	\$ 982,064	\$ 1,389,590	\$ 982,064	\$ 691,966	\$ 711,830	\$ 543,756	\$ 711,830	\$ 314,007	\$ 2,515,938	\$ 554,513	\$ 2,515,938	\$ 749,989	\$ 6,978,299	\$ 8,230,623	\$ 6,978,299	\$ 9,355,092	\$ 9,944,236	\$ 8,785,136	\$ 9,494,236	\$ 10,096,081	\$ 11,706,801	\$ 11,188,130	\$ 10,718,482	
PGE21042	Lighting Innovation	\$ 397,798	\$ 334,155	\$ 397,798	\$ 147,217	\$ 28,095	\$ 189,714	\$ 28,095	\$ 209,685	\$ 445,296	\$ 379,003	\$ 445,296	\$ 431,860	\$ 821,503	\$ 1,008,5	\$ 821,503	\$ -	\$ 1,266,799	\$ 389,088	\$ 1,266,799	\$ 431,860	\$ 1,692,692	\$ 1,692,692	\$ 912,958	
PGE21043	Lighting Market Transformation	\$ 129,490	\$ 86,342	\$ 129,490	\$ 69,899	\$ 522	\$ 6,736	\$ 522	\$ 7,936	\$ 540,726	\$ 157,584	\$ 540,726	\$ 305,049	\$ -	\$ -	\$ -	\$ -	\$ 540,726	\$ 157,584	\$ 540,726	\$ 305,049	\$ 670,738	\$ 670,738	\$ 250,663	
PGE2105	Codes & Standards Programs Total	\$ 733,889	\$ 862,127	\$ 733,889	\$ 679,899	\$ -	\$ (890)	\$ -	\$ -	\$ 14,601,359	\$ 12,200,276	\$ 14,601,359	\$ 16,535,300	\$ -	\$ -	\$ -	\$ -	\$ 14,601,359	\$ 12,200,276	\$ 14,601,359	\$ 16,535,300	\$ 15,635,248	\$ 15,335,248	\$ 12,781,513	
PGE21051	Building Codes Advocacy	\$ 232,210	\$ 216,315	\$ 232,210	\$ 195,827	\$ -	\$ (890)	\$ -	\$ -	\$ 4,250,707	\$ 3,081,215	\$ 4,250,707	\$ 4,135,300	\$ -	\$ -	\$ -	\$ -	\$ 4,250,707	\$ 3,081,215	\$ 4,250,707	\$ 4,135,300	\$ 4,516,250	\$ 4,482,917	\$ 3,296,640	
PGE21052	Appliance Standards Advocacy	\$ 209,278	\$ 162,236	\$ 209,278	\$ 199,122	\$ -	\$ -	\$ -	\$ -	\$ 4,198,083	\$ 4,966,846	\$													

Appendix B.1 – Budget by Budget Category
Supplemental Filed 09/21/16

New/Existing Program #	Main Program Name / Sub-Program Name	Total Administrative Cost				Total Marketing & Outreach				Total Direct Implementation (Nonincentives or Rebates)				Direct Implementation (Incentives & Rebates)				Total Direct Implementation				Total		
		2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Budget (before fundshifting)	2015 Budget Spent	2016 Authorized Budget	2017 Proposed Budget	2015 Authorized Budget (after all fundshifting using average for 2013-15)	2015 Budget (before fundshifting)	2015 Budget Spent
PGE21017	Boiler Energy Efficiency Program	\$ 325,726	\$ 295,385	\$ 325,726	\$ 196,163	\$ 79,318	\$ 194,862	\$ 79,318	\$ 143,937	\$ 1,044,540	\$ 370,478	\$ 1,044,540	\$ 362,952	\$ 636,630	\$ 55,378	\$ 636,630	\$ 131,632	\$ 1,681,170	\$ 425,856	\$ 1,681,170	\$ 494,583	\$ 2,086,213	\$ 2,086,213	\$ 916,103
PGE21018	EnergySmart Grocer	\$ 1,360,919	\$ 1,227,747	\$ 1,360,919	\$ 713,851	\$ 165,394	\$ 300,812	\$ 165,394	\$ 488,858	\$ 3,965,465	\$ 2,803,924	\$ 3,965,465	\$ 3,687,400	\$ 1,964,682	\$ 1,563,547	\$ 1,964,682	\$ 2,086,705	\$ 5,930,147	\$ 4,367,471	\$ 5,930,147	\$ 5,774,105	\$ 7,456,460	\$ 7,456,460	\$ 5,896,030
PGE21019	Enhanced Automation Initiative	\$ -	\$ (624)	\$ -	\$ -	\$ -	\$ 1,065	\$ -	\$ -	\$ -	\$ 3,380	\$ -	\$ -	\$ -	\$ 79,522	\$ -	\$ -	\$ -	\$ 82,902	\$ -	\$ -	\$ -	\$ -	\$ 83,344
PGE2103	Agricultural Third Party Programs SubTotal	\$ 1,025,098	\$ 1,929,871	\$ 1,025,098	\$ 1,078,920	\$ 381,394	\$ 500,281	\$ 381,394	\$ 1,204,112	\$ 3,824,887	\$ 4,458,871	\$ 3,824,887	\$ 5,847,616	\$ 2,995,712	\$ 4,568,048	\$ 2,995,712	\$ 7,974,728	\$ 6,820,599	\$ 9,026,920	\$ 6,820,599	\$ 13,822,344	\$ 8,227,091	\$ 8,227,091	\$ 11,457,071
PGE210310	Dairy Industry Resource Advantage Pgm	\$ 110,556	\$ 268,917	\$ 110,556	\$ -	\$ 51,306	\$ 79,138	\$ 51,306	\$ -	\$ 865,618	\$ 975,434	\$ 865,618	\$ -	\$ 453,274	\$ 975,229	\$ 453,274	\$ -	\$ 1,318,892	\$ 1,950,662	\$ 1,318,892	\$ -	\$ 1,480,754	\$ 1,480,754	\$ 2,298,717
PGE210311	Process Wastewater Treatment EM Pgm for Ag Food Processing	\$ 92,613	\$ 201,426	\$ 92,613	\$ 134,414	\$ 54,157	\$ 49,228	\$ 54,157	\$ 145,327	\$ 567,985	\$ 396,756	\$ 567,985	\$ 524,608	\$ 350,603	\$ 105,001	\$ 350,603	\$ 335,039	\$ 918,589	\$ 501,758	\$ 918,589	\$ 859,647	\$ 1,065,359	\$ 1,065,359	\$ 752,412
PGE210312	Dairy and Winery Industry Efficiency Solutions	\$ -	\$ -	\$ -	\$ 343,103	\$ -	\$ -	\$ -	\$ 225,157	\$ -	\$ -	\$ -	\$ 2,066,616	\$ -	\$ -	\$ -	\$ 1,793,840	\$ -	\$ -	\$ -	\$ 3,860,456	\$ -	\$ -	\$ -
PGE210313	Staples Low Pressure Irrigation DI	\$ -	\$ 249,673	\$ -	\$ -	\$ -	\$ 22,401	\$ -	\$ -	\$ -	\$ 245,351	\$ -	\$ -	\$ -	\$ 733,206	\$ -	\$ -	\$ -	\$ 978,557	\$ -	\$ -	\$ -	\$ -	\$ 1,250,631
PGE21035	Dairy Energy Efficiency Program	\$ 87,865	\$ 127,763	\$ 87,865	\$ -	\$ 13,970	\$ 26,349	\$ 13,970	\$ -	\$ 254,458	\$ 208,653	\$ 254,458	\$ -	\$ 116,344	\$ 104,925	\$ 116,344	\$ -	\$ 370,803	\$ 313,578	\$ 370,803	\$ -	\$ 472,638	\$ 472,638	\$ 467,690
PGE21036	Industrial Refrigeration Performance Plus	\$ 83,588	\$ 241,275	\$ 83,588	\$ 155,676	\$ 40,122	\$ 35,663	\$ 40,122	\$ 110,577	\$ 378,363	\$ 208,519	\$ 378,363	\$ 514,198	\$ 506,688	\$ 917,842	\$ 506,688	\$ 1,500,697	\$ 1,296,205	\$ 715,207	\$ 1,296,205	\$ 2,014,895	\$ 1,419,916	\$ 1,419,916	\$ 992,145
PGE21037	Light Exchange Program	\$ 353,181	\$ 193,189	\$ 353,181	\$ -	\$ 112,463	\$ 39,951	\$ 112,463	\$ -	\$ 297,760	\$ 138,524	\$ 297,760	\$ -	\$ 283,295	\$ 206,784	\$ 283,295	\$ -	\$ 581,056	\$ 345,308	\$ 581,056	\$ -	\$ 1,046,700	\$ 1,046,700	\$ 578,448
PGE21038	Wine Industry Efficiency Solutions	\$ 159,845	\$ 338,941	\$ 159,845	\$ -	\$ 63,775	\$ 101,288	\$ 63,775	\$ -	\$ 1,013,036	\$ 1,162,635	\$ 1,013,036	\$ -	\$ 440,564	\$ 491,645	\$ 440,564	\$ -	\$ 1,453,601	\$ 1,644,280	\$ 1,453,601	\$ -	\$ 1,677,221	\$ 1,677,221	\$ 2,084,609
PGE21039	Comprehensive Food Process Audit & Resource Efficiency Pgm	\$ 137,449	\$ 308,687	\$ 137,449	\$ 445,726	\$ 45,601	\$ 146,263	\$ 45,601	\$ 723,052	\$ 447,665	\$ 1,132,998	\$ 447,665	\$ 2,742,194	\$ 433,789	\$ 1,444,570	\$ 433,789	\$ 4,345,152	\$ 881,454	\$ 2,577,569	\$ 881,454	\$ 7,087,346	\$ 1,064,504	\$ 1,064,504	\$ 3,032,519
PGE2102	Industrial Third Party Programs SubTotal	\$ 2,220,841	\$ 3,490,280	\$ 2,220,841	\$ 2,952,941	\$ 735,291	\$ 628,655	\$ 735,291	\$ 1,219,936	\$ 10,027,256	\$ 11,387,170	\$ 10,027,256	\$ 13,522,857	\$ 7,916,229	\$ 8,124,010	\$ 7,916,229	\$ 12,202,629	\$ 17,943,485	\$ 19,511,181	\$ 17,943,485	\$ 25,725,486	\$ 19,687,641	\$ 20,899,617	\$ 23,630,116
PGE210210	Industrial Re-commissioning Program	\$ 160,105	\$ 209,785	\$ 160,105	\$ 196,947	\$ 90,198	\$ 77,388	\$ 90,198	\$ 122,255	\$ 820,046	\$ 667,320	\$ 820,046	\$ 616,032	\$ 302,500	\$ 380,830	\$ 302,500	\$ 750,000	\$ 1,122,547	\$ 1,048,150	\$ 1,122,547	\$ 1,366,032	\$ 1,372,850	\$ 1,372,850	\$ 1,335,323
PGE210211	Light Industrial Energy Efficiency	\$ -	\$ -	\$ -	\$ 145,099	\$ -	\$ -	\$ -	\$ 104,271	\$ -	\$ -	\$ -	\$ 417,616	\$ -	\$ -	\$ -	\$ 454,449	\$ -	\$ -	\$ -	\$ 875,066	\$ -	\$ -	\$ -
PGE210212	Compressed Air and Vacuum Optimization Program	\$ -	\$ -	\$ -	\$ 104,913	\$ -	\$ -	\$ -	\$ 79,068	\$ -	\$ -	\$ -	\$ 383,707	\$ -	\$ -	\$ -	\$ 322,000	\$ -	\$ -	\$ -	\$ 705,707	\$ -	\$ -	\$ -
PGE210213	Small Petrochemical Energy Efficiency	\$ -	\$ -	\$ -	\$ 181,563	\$ -	\$ -	\$ -	\$ 119,889	\$ -	\$ -	\$ -	\$ 500,266	\$ -	\$ -	\$ -	\$ 428,005	\$ -	\$ -	\$ -	\$ 928,270	\$ -	\$ -	\$ -
PGE21025	California Wastewater Process Optimization	\$ 111,184	\$ 141,877	\$ 111,184	\$ 167,049	\$ 63,378	\$ 30,005	\$ 63,378	\$ 54,205	\$ 570,955	\$ 316,105	\$ 570,955	\$ 451,728	\$ 250,000	\$ 107,709	\$ 250,000	\$ 216,379	\$ 820,955	\$ 423,813	\$ 820,955	\$ 668,107	\$ 995,518	\$ 995,518	\$ 595,695
PGE21026	Energy Efficiency Services for Oil Production	\$ 652,556	\$ 613,083	\$ 652,556	\$ 574,843	\$ 173,990	\$ 98,404	\$ 173,990	\$ 377,745	\$ 1,667,939	\$ 955,353	\$ 1,667,939	\$ 1,864,285	\$ 1,980,782	\$ 1,567,895	\$ 1,980,782	\$ 2,250,000	\$ 3,648,721	\$ 2,523,048	\$ 3,648,721	\$ 4,114,285	\$ 3,442,359	\$ 4,475,267	\$ 3,234,536
PGE21027	Heavy Industry Energy Efficiency Program	\$ 990,983	\$ 1,701,282	\$ 990,983	\$ 1,346,321	\$ 285,820	\$ 321,262	\$ 285,820	\$ 344,459	\$ 5,478,905	\$ 6,106,844	\$ 5,478,905	\$ 6,736,311	\$ 4,311,810	\$ 4,908,329	\$ 4,311,810	\$ 6,956,772	\$ 9,790,715	\$ 11,014,973	\$ 9,790,715	\$ 13,693,083	\$ 11,067,518	\$ 11,067,518	\$ 13,037,517
PGE21028	Industrial Compressed Air Program	\$ 164,519	\$ 206,804	\$ 164,519	\$ -	\$ 95,784	\$ 33,802	\$ 95,784	\$ -	\$ 866,240	\$ 332,796	\$ 866,240	\$ -	\$ 551,654	\$ (196,775)	\$ 551,654	\$ -	\$ 1,417,893	\$ 136,201	\$ 1,417,893	\$ -	\$ 1,678,196	\$ 1,678,196	\$ 376,427
PGE21029	Refinery Energy Efficiency Program	\$ 141,494	\$ 284,005	\$ 141,494	\$ 26,121	\$ 58,537	\$ 26,121	\$ 58,537	\$ 623,171	\$ 1,107,014	\$ 623,171	\$ 992,764	\$ 519,483	\$ 640,650	\$ 519,483	\$ -	\$ 1,142,564	\$ 1,747,663	\$ 1,142,564	\$ 992,764	\$ 631,201	\$ 1,310,269	\$ 2,090,205	
PGE21035	Lincoln WISE	\$ -	\$ 251,526	\$ -	\$ 236,206	\$ -	\$ 5,020	\$ -	\$ 18,044	\$ -	\$ 1,856,525	\$ -	\$ 1,560,148	\$ -	\$ 715,572	\$ -	\$ 825,024	\$ -	\$ 2,572,097	\$ -	\$ 2,385,172	\$ -	\$ -	\$ 2,828,643
PGE210142	Ameresco Intelligent Energy Efficiency	\$ -	\$ 82,119	\$ -	\$ -	\$ -	\$ 4,237	\$ -	\$ -	\$ -	\$ 45,415	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 45,415	\$ -	\$ -	\$ -	\$ -	\$ 131,771
PGE2107	Workforce Education & Training Third Party Programs SubTotal	\$ -	\$ 54,145	\$ -	\$ -	\$ -	\$ 4,818	\$ -	\$ -	\$ 224,195	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 224,195	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 283,158
PGE21074	Builder Energy Code Training	\$ -	\$ 10,448	\$ -	\$ -	\$ -	\$ 2	\$ -	\$ -	\$ -	\$ 1,073	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 1,073	\$ -	\$ -	\$ -	\$ -	\$ 11,523
PGE21075	Green Building Technical Support Services	\$ -	\$ 11,896	\$ -	\$ -	\$ -	\$ 3,207	\$ -	\$ -	\$ -	\$ (10,404)	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ (10,404)	\$ -	\$ -	\$ -	\$ -	\$ 4,699
PGE210134	Bridges to Energy Sector Opportunities	\$ -	\$ 31,801	\$ -	\$ -	\$ -	\$ 1,609	\$ -	\$ -	\$ -	\$ 233,525	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ -	\$ 233,525	\$ -	\$ -	\$ -	\$ -	\$ 266,936
PGE2110	Government Partnership Programs Total	\$ 12,628,378	\$ 11,945,433	\$ 12,628,378	\$ 9,235,712	\$ 5,767,586	\$ 2,698,012	\$ 5,767,586	\$ 2,155,604	\$ 26,190,458	\$ 31,617,620	\$ 26,190,458	\$ 35,378,807	\$ 27,735,492	\$ 21,963,622	\$ 27,735,492	\$ 28,515,776	\$ 53,925,950	\$ 53,581,243	\$ 53,925,950	\$ 63,894,583	\$ 72,255,247	\$ 72,321,914	\$ 68,224,688
PGE2110011	California Community Colleges	\$ 241,284	\$ 375,519	\$ 241,284	\$ 388,507	\$ 46,933	\$ 5,930	\$ 46,933	\$ 51,880	\$ 465,956	\$ 734,013	\$ 465,956	\$ 995,552	\$ 2,741,219	\$ 1,335,104	\$ 2,741,219	\$ 1,227,000	\$ 3,207,175	\$ 2,069,116	\$ 3,207,175	\$ 2,222,552	\$ 3,495,392	\$ 3,495,392	\$ 2,450,565
PGE2110012	University of California/California State University	\$ 2,045,275	\$ 2,035,351	\$ 2,045,275	\$ 1,086,985	\$ 259,812	\$ 25,376	\$ 259,812	\$ 64,136	\$ 3,794,549	\$ 2,034,768	\$ 3,794,549	\$ 5,185,232	\$ 5,701,736	\$ 1,570,561	\$ 5,701,736	\$ 3,602,700	\$ 9,496,286	\$ 3,605,329	\$ 9,496,286	\$ 5,185,932	\$ 11,734,706	\$ 11,801,373	\$ 5,666,056
PGE2110013	State of California	\$ 180,367	\$ 166,113	\$ 180,367	\$ 151,413	\$ 24,450	\$ 2,419	\$ 24,450	\$ 13,597	\$ 341,961	\$ 341,961	\$ 359,331	\$ 877,190	\$ 141,378	\$ 877,190	\$ 407,000	\$ 1,219,151	\$ 277,819	\$ 1,219,151	\$ 766,331	\$ 1,423,968	\$ 1,423,968	\$ 446,349	
PGE2110014	Department of Corrections and Rehabilitation	\$ 513,008	\$ 438,164	\$ 513,008	\$ 346,877	\$ 74,147	\$ 5,427	\$ 74,147	\$ 22,674	\$ 968,022	\$ 427,727	\$ 968,022	\$ 585,973	\$ 1,644,732	\$ (513,325)	\$ 1,644,732	\$ 1,097,000	\$ 2,612,754	\$ (85,598)	\$ 2,612,754	\$ 1,682,973	\$ 3,199,909	\$ 3,199,909	\$ 357,993
PGE2110051	Local Government Energy Action Resources (LGEAR)	\$ 1,091,771	\$ 1,193,548	\$ 1,091,771	\$ 425,789	\$ 638,839	\$ 498,267	\$ 638,839	\$ 132,411	\$ 1,995,793	\$ 4,678,523	\$ 1,995,793	\$ 2,203,347	\$ 1,774,132	\$ 4,440,502	\$ 1,774,132	\$ 5,986,568	\$ 3,769,925	\$ 9,119,024	\$ 3,769,925	\$ 8,189,915	\$ 5,500,535	\$ 5,500,535	\$ 10,810,840
PGE2110052	Strategic Energy Resources	\$ 635,659	\$ 496,535	\$ 635,659	\$ 1,170,037	\$ 444,576	\$ 271,011	\$ 444,576	\$ 466,299	\$ 1,683,767	\$ 6,741,220	\$ 1,683,767	\$ 8,271,010	\$ -	\$ -	\$ -	\$ -	\$ 1,683,767	\$ 6,					

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX C

ENERGY SAVINGS ASSISTANCE (ESA)

2017 Authorized Budget

- D.16-11-022, page 457, OP 34. This is the annualized amount of what was authorized per D.16-11-022 on November 10, 2016. The amount authorized is based on the 2012-2014 marketing and outreach budgets. The Investor-Owned Utilities (IOU) are directed to file an additional Marketing, Education, and Outreach (ME&O) plan to the California Public Utilities Commission (CPUC) and are required to file a Petition to Modify (PTM) if a larger budget is required based on the marketing plans filed.
- Program Year (PY) 2017 authorized budget for Marketing and Outreach is \$1,975,000.

2018 Authorized Budget

- D.16-11-022, page 457, OP 34. This is the annualized amount of what was authorized per D.16-11-022 on November 10, 2016. The amount authorized is based on the 2012-2014 marketing and outreach budgets. The IOUs are directed to file an additional ME&O plan to the CPUC and are required to file a PTM if a larger budget is required based on the marketing plans filed.
- PY 2018 authorized budget for Marketing and Outreach is \$1,975,000.

2019 Authorized Budget

- D.16-11-022, page 457, OP 34. This is the annualized amount of what was authorized per D.16-11-022 on November 10, 2016. The amount authorized is based on the 2012-2014 marketing and outreach budgets. The IOUs are directed to file an additional ME&O plan to the CPUC and are required to file a PTM if a larger budget is required based on the marketing plans filed.
- PY 2019 authorized budget for Marketing and Outreach is \$1,975,000.

Decision 16-11-022 November 10, 2016

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of Southern California Edison Company (U338E) for Approval of its Energy Savings Assistance and California Alternate Rates for Energy Programs and Budgets for Program Years 2015-2017.

And Related Matters.

Application 14-11-007
(Filed November 18, 2014)

Application 14-11-009
Application 14-11-010
Application 14-11-011

**DECISION ON LARGE INVESTOR-OWNED UTILITIES' CALIFORNIA
ALTERNATE RATES FOR ENERGY (CARE) AND ENERGY SAVINGS
ASSISTANCE (ESA) PROGRAM APPLICATIONS**

with any roll-out of Toilet Efficiency Kits. This data shall be collected for all toilets in a participating household; the number of toilets assessed shall not be capped. Toilet information is to be tracked and shared with the Community Services and Development (CSD), for follow up and potential toilet replacement under the joint CSD/DWR campaign.

34. The Energy Savings Assistance Program Marketing and Outreach budgets of Pacific Gas and Electric Company, Southern California Edison Company, San Diego Gas & Electric Company, and Southern California Gas Company are adopted as follows:

	PG&E	SCE	SDG&E	SoCalGas
Authorized Annualized Budget	\$1,975,000	\$950,000	\$1,200,000	\$1,450,000

35. Pacific Gas and Electric Company’s shall host a Marketing and Outreach workshop, as described in this decision. At this workshop, the four large utilities (Pacific Gas and Electric Company, San Diego Gas & Electric Company, Southern California Edison Company, Southern California Edison Company or Investor-Owned Utilities) must provide detailed presentations (to be shared with the service list prior to the workshop) of preliminary California Alternate Rates for Energy Program and Energy Savings Assistance Program Marketing and Outreach plans.

36. Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), San Diego Gas & Electric Company (SDG&E), and Southern California Gas Company (SoCalGas) (collectively IOUs) shall work with the Commission’s Energy Division at the Marketing and Outreach (M&O) workshop to encourage and seek useful input from workshop participants. PG&E, SCE, SDG&E, and SoCalGas shall submit revised, detailed M&O plans, incorporating

Decision 16-11-022 November 10, 2016

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of Southern California Edison Company (U338E) for Approval of its Energy Savings Assistance and California Alternate Rates for Energy Programs and Budgets for Program Years 2015-2017.

And Related Matters.

Application 14-11-007
(Filed November 18, 2014)

Application 14-11-009
Application 14-11-010
Application 14-11-011

**DECISION ON LARGE INVESTOR-OWNED UTILITIES' CALIFORNIA
ALTERNATE RATES FOR ENERGY (CARE) AND ENERGY SAVINGS
ASSISTANCE (ESA) PROGRAM APPLICATIONS**

Reform Proceeding (R.12-06-013), and the Statewide Marketing Education and Outreach Proceeding (A.12-08-007).

If the proposed budgets do not exceed the amounts authorized in Table 2 below, the marketing plans may simply be submitted via distribution to this proceeding's service list. If an IOU's proposed marketing plan requires a larger budget than authorized in this Decision, the IOU must submit the plan and associated budgets via a Petition for Modification.

Until the marketing plans are developed by the IOUs, vetted by stakeholders, and considered by the Commission, large increases in M&O budgets are not justified. For this reason, we limit the IOU's low-income marketing budgets to no more than the annualized amounts that were approved for 2012 - 2014, or to 110% of the maximum annual, actual expenditures during that period, whichever is greater. The 10% adder is included to allow for inflation and unforeseen costs. Tables 2 and 3 below show the approved M&O budgets for each IOU:

Table 2. Annualized M&O Budget Requests and Authorizations

	PG&E	SCE	SDG&E	SoCalGas
Requested Budget, 2016 - 2017	\$6,813,000	\$1,900,000	\$3,964,761	\$5,159,229
Requested Budget, Annualized	\$3,406,500	\$950,000	\$1,982,381	\$2,579,615
2012 - 2014 Authorization	\$5,516,283	\$4,039,000	\$3,570,741	\$3,544,095
2012 - 2014 Authorization, Annualized	\$1,838,761	\$1,346,333	\$1,190,247	\$1,181,365
Maximum Annual Expenditures, 2012 - 2014	\$1,788,107	\$649,020	\$739,804	\$1,310,142
Maximum Annual Expenditures, plus 10%	\$1,966,918	\$713,922	\$813,784	\$1,441,156
Authorized Annualized Budget, 2017 -2020¹⁹⁶	\$1,975,000	\$950,000	\$1,200,000	\$1,450,000

¹⁹⁶ Program year 2016 has been bridged so the new authorized amounts are for 2017- 2020.

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX D

CALIFORNIA ALTERNATE RATES FOR ENERGY (CARE)

2017 Authorized Budget

- The IOUs are directed to file, in their conforming advice letter filings due April 3, 2017 (per D.16-11-022), an Marketing, Education, and Outreach (ME&O) plan (in outline format), in addition to any request for any budget adjustment from what was authorized in the Decision. Since D.16-11-022 did not provide line items budgets for either the California Alternate Rates for Energy (CARE) or Energy Savings Assistance (ESA) programs, the CARE Outreach budget is being submitted as part of this advice filing for confirmation and approval for the period 2017-2020. Ordering Paragraph (OP) 34 of D.16-11-022 approves an annualized ESA Marketing and Outreach budget of \$1,975 million for the same period.

2018 Authorized Budget

- The IOUs are directed to file, in their conforming advice letter filings due April 3, 2017 (per D.16-11-022), an ME&O plan (in outline format), in addition to any request for any budget adjustment from what was authorized in the Decision. Since D.16-11-022 did not provide line items budgets for either the CARE or ESA Programs, the CARE Outreach budget is being submitted as part of this advice filing for confirmation and approval for the period 2017-2020. OP 34 of D.16-11-022 approves an annualized ESA Marketing and Outreach budget of \$1,975 million for the same period.

2019 Authorized Budget

- The IOUs are directed to file, in their conforming advice letter filings due April 3, 2017 (per D.16-11-022), an ME&O plan (in outline format), in addition to any request for any budget adjustment from what was authorized in the Decision. Since D.16-11-022 did not provide line items budgets for either the CARE or ESA Programs, the CARE Outreach budget is being submitted as part of this advice filing for confirmation and approval for the period 2017-2020. OP 34 of D.16-11-022 approves an annualized ESA Marketing and Outreach budget of \$1,975 million for the same period.

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX E

DEMAND RESPONSE (DR)

2017 Authorized Budget

- D.16-06-029, p. 83, Finding of Fact 84, approved Pacific Gas and Electric Company's (PG&E) proposal, excluding Base Interruptible Program (BIP) marketing.
- PG&E's proposal, p. 50, Table 14, line 27 shows PG&E's total proposed Marketing, Education and Outreach (ME&O) budget of \$3,966,357.
- Program Year (PY) 2017 authorized budget for ME&O is \$3,267,254 (approval of PG&E's proposal without BIP incentive which had a request of \$699,103).

2018 Authorized Budget

- PG&E's Demand Response Programs (DRP), Pilots and Budgets for 2018-2022, Chapter 6, p. 6-6, Table 6-2, lines 25-28 show PG&E's proposed ME&O budget
- PY 2018 authorized budget for ME&O is \$2,733,000

2019 Authorized Budget

- PG&E's DRPs, Pilots and Budgets for 2018-2022, Chapter 6, p. 6-6, Table 6-2, lines 25-28 show PG&E's proposed ME&O budget.
- PY 2019 authorized budget for ME&O is \$2,796,000.

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

Order Instituting Rulemaking to Enhance the Role
of Demand Response in Meeting the State's
Resource Planning Needs and Operational
Requirements.

Rulemaking 13-09-011
(Filed September 19, 2013)

**PACIFIC GAS AND ELECTRIC COMPANY FILING
FOR ITS 2017 BRIDGE FUNDING PROPOSAL FOR
DEMAND RESPONSE PROGRAMS FOR THE 2017
TRANSITION YEAR**

SHIRLEY A. WOO
MARY A. GANDESBERY

Pacific Gas and Electric Company
77 Beale Street, B30A
San Francisco, CA 94105
Telephone: (415) 973-2248
Facsimile: (415) 973-5520
E-Mail: SAW0@pge.com

Attorneys for
PACIFIC GAS AND ELECTRIC COMPANY

February 1, 2016

**TABLE 14
PG&E'S 2017 DR BUDGET REQUEST COMPARED TO THE AVERAGE ANNUAL DR FUNDING
AUTHORIZED DURING THE 2012-2016 PERIOD**

Line No.	Program	Annualized 2015-2016 Authorized Budget** (a)	2017 Request (b)	Comparison** (b-a)
1	<i>Category 1: Reliability Programs</i>			
2	Base Interruptible Program	\$268,569	\$271,194	\$2,625
3	Optional Binding Mandatory Curtailment/ Scheduled Load Reduction (OBMC/SLRP)	\$152,152	\$42,236	\$(109,916)
4	Category 1 Total	\$420,721	\$313,430	\$(107,291)
5	<i>Category 2: Price-Responsive Programs</i>			
6	Demand Bidding Program	\$580,575	\$-	\$(580,575)
7	Capacity Bidding Program	\$2,443,877	\$8,650,580	\$6,206,703
8	AC Cycling: SmartAC	\$6,668,169	\$6,334,761	\$(333,408)
9	Category 2 Total	\$9,692,621	\$14,985,341	\$5,292,720
10	<i>Category 3: DR Provider/Aggregator Managed Programs</i>			
11	Aggregator Managed Portfolio	\$472,253	\$30,000	\$(442,253)
12	Category 3 Total	\$472,253	\$30,000	\$(472,253)
13	<i>Category 4: Emerging & Enabling Programs</i>			
14	ADR	\$8,935,370	\$3,634,941	\$(5,300,428)
15	DR Emerging Technology	\$1,404,528	\$1,404,528	\$-
16	Category 4 Total	\$10,339,898	\$5,039,469	\$(5,300,428)
17	<i>Category 5: Pilots</i>			
18	Supply Side II DR Pilot	\$2,104,617	\$2,104,617	\$-
19	Excess Supply DR Pilot	\$599,921	\$599,921	\$-
20	Category 5 Total	\$2,704,538	\$2,704,538	\$-
21	<i>Category 6: Evaluation, Measurement, and Verification</i>			
22	DRMEC	\$4,442,699	\$3,900,000	\$(542,699)
23	Category 6 Total	\$4,442,699	\$3,900,000	\$(542,699)
24	<i>Category 7: Marketing, Education, and Outreach</i>			
25	DR Core Marketing and Outreach	\$4,571,168	\$3,566,357	\$(1,004,811)
26	Education and Training	\$264,945	\$400,000	\$135,056
27	Category 7 Total	\$4,836,113	\$3,966,357	\$(869,756)
28	<i>Category 8: DR System Support Activities</i>			
29	InterAct/DR Forecasting Tool	\$4,987,045	\$6,204,538	\$1,217,493
30	DR Enrollment & Support	\$5,437,144	\$5,437,144	\$-
31	Notifications	\$2,736,872	\$4,401,306	\$1,664,434
32	DR Integration Policy & Planning	\$1,603,520	\$1,603,520	\$-
33	Category 8 Total	\$14,764,580	\$17,646,507	\$2,881,927
34	<i>Category 9: Integrated Programs and Activities (Including Technical Assistance)</i>			
35	Technology Incentives – IDSM	\$2,025,770	\$-	\$(2,025,770)
36	Integrated Energy Audits	\$1,275,231	\$-	\$(1,275,231)
37	Category 9 Total	\$3,301,001	\$-	\$(3,301,001)
38	<i>Category 10: Special Projects</i>			
39	Permanent Load Shifting	\$5,064,144	\$-	\$(5,064,144)
40	Rule 24 O&M ² for 10,000 registrations	\$-	\$700,000	\$700,000
41	DR Auction Mechanism ³	\$-	\$-	\$-
42	Category 10 Total	\$5,064,144	\$700,000	\$(4,364,144)
43	Total	\$56,038,566	\$49,285,641	\$(6,752,925)
	** Per the settlement approved in D.14-08-032 both 2015-2016 annualized Authorized budgets and proposed 2017 budgets have been adjusted for benefit burden that was funded out of the GRC before 2015.			
	2/ This is separate from the \$2.9 million authorized in D.15-03-042 for the Initial Implementation Step for Rule 24 for 10,000 SAs.			
	3/ As authorized in Resolution E-4754, DRAM is funded by unspent funds authorized for 2015-2016.			

Decision 16-06-029 June 9, 2016

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Order Instituting Rulemaking to Enhance the Role of Demand Response in Meeting the State's Resource Planning Needs and Operational Requirements.

Rulemaking 13-09-011
(Filed September 19, 2013)

**DECISION ADOPTING BRIDGE FUNDING FOR
2017 DEMAND RESPONSE PROGRAMS AND ACTIVITIES**

81. PG&E, SDG&E and SCE are capable of consolidating all demand response program activities, including incentives into a demand response application process.

82. The Commission discontinued the marketing of the Base Interruptible Program in D.12-04-045.

83. PG&E stated that it withdraws its request to resume the marketing of the BIP.

84. It is reasonable to allow PG&E to withdraw its request to resume the marketing of the BIP.

85. Adjusting the day-ahead notification time in PG&E's CBP will provide resources that receive market awards sufficient time to be dispatched.

86. PG&E agreed to day-ahead notification language requested by the Joint Demand Response Parties.

87. It is reasonable to adopt the following CBP tariff language and require PG&E to update its tariff to make this change: "notifications shall be sent as soon as reasonably possible upon receipt by PG&E, but no later than 4:00 p.m. the day prior to the dispatch.

88. The past practice of the Commission has been to focus on the TRC results in analyzing cost-effectiveness of demand response programs.

89. Inflation should not be the reason to increase incentives.

90. The CBP with an increased incentive may be more desirable to customers transitioning from the AMP program.

91. Not approving the proposed increased incentive could lead to a loss of demand response resources from former AMP customers considering enrollment in the CBP.

92. The CBP with the increased incentives is cost-effective.

Application: 17-01-XXX

(U 39 E)

Exhibit No.: _____

Date: January 17, 2017

Witness(es): Melody P. Agustin
Erin L. Boyd
Grant Brohard
Jonathan O. Burrows
Albert K. Chiu
Franklin Fuchs
William H. Gavelis
Kathryn R. Hamilton
Neda Oreizy
Dana Ostfeld
Brooke A. Reilly
Subid Wagley

PACIFIC GAS AND ELECTRIC COMPANY

2018-2022 DEMAND RESPONSE PROGRAMS, PILOTS AND BUDGETS

PREPARED TESTIMONY



**TABLE 6-2
SUMMARY OF UTILITY DEMAND RESPONSE PROGRAMS AND BUDGETS FOR 2018-2022 PROGRAM CATEGORY BY YEAR EXPENSES
(THOUSANDS OF DOLLARS)
(CONTINUED)**

Line Item	Chp.	Funding Categories	2018	2019	2020	2021	2022	2018-2022 Total
21		Category 6 - Measurement and Evaluation						
22	5	DRMEC	\$3,225	\$3,246	\$2,118	\$2,120	\$2,123	\$12,832
23		DR Research	\$0	\$0	\$0	\$0	\$0	\$0
24		Category 6 Total	\$3,225	\$3,246	\$2,118	\$2,120	\$2,123	\$12,832
25		Category 7 - Marketing, Education, and Outreach						
26	2K	DR Core Marketing & Outreach	\$2,483	\$2,538	\$2,595	\$2,652	\$2,711	\$12,980
27	2K	Education and Training	\$250	\$258	\$266	\$275	\$284	\$1,333
28		Category 7 Total	\$2,733	\$2,796	\$2,861	\$2,927	\$2,995	\$14,313
29		Category 8 - DR System Support Activities						
30	4	Support for Retail & Customer-Facing Activities	\$4,227	\$3,779	\$3,864	\$3,951	\$4,041	\$19,862
31	4	Support for Market Activities	\$3,784	\$2,317	\$2,384	\$2,453	\$2,525	\$13,464
32	4	Rule 24 O&M	\$2,438	\$2,509	\$2,581	\$2,657	\$2,734	\$12,919
33	6	DR Integration Policy & Planning	\$1,570	\$1,617	\$1,665	\$1,715	\$1,766	\$8,332
34		Category 8 Total	\$12,019	\$10,222	\$10,495	\$10,776	\$11,065	\$54,577
35		Category 9 - Integrated Programs and Activities (Incl. TATI)						
36		Technology Incentives	\$0	\$0	\$0	\$0	\$0	\$0
37		Category 9 Total	\$0	\$0	\$0	\$0	\$0	\$0
38		Category 10 - Special Projects						
39	2E	Permanent Load Shifting (PLS)	\$2,250	\$2,261	\$2,271	\$2,283	\$2,294	\$11,359
40		Category 10 Total	\$2,250	\$2,261	\$2,271	\$2,283	\$2,294	\$11,359
41		TOTAL DR Portfolio	\$71,217	\$69,402	\$68,828	\$69,285	\$69,883	\$348,615

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX F

CALIFORNIA SOLAR INITIATIVE (CSI)

2017 Authorized Budget

- AL 5006-E, *PG&E's Marketing & Outreach Recap for the California Solar Initiative (CSI) General Market – 2016 Program Year & Request for Authorization to Utilize Remaining M&O Funds for Continued Consumer Protection Outreach in 2017*, filed on January 31, 2017, p. 4, shows pending funding for 2017 General Market Marketing and Outreach budget.
- Program Year 2017 authorized budget for Marketing and Outreach is \$45,284.

2018 Authorized Budget

- Approved marketing expenses for CSI will likely be spent by the end of 2017.

2019 Authorized Budget

- Approved marketing expenses for CSI will likely be spent by the end of 2017.

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



March 22, 2017

Advice Letter 5006-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: PG&E's Marketing & Outreach Recap for the CSI
General Market – 2016 Program Year & Request for
Authorization to Utilize Remaining M&O Funds for
Continued Consumer Protection Outreach in 2017**

Dear Mr. Jacobson:

Advice Letter 5006-E is effective as of March 2, 2017.

Sincerely,

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

Edward Randolph
Director, Energy Division

- Enhance the customer experience by providing relevant educational resources and helpful tools to better set and manage the expectations of “going” solar.

II. Tactics

Consumer Protection Efforts:

Building on learnings from the 2016 digital marketing campaign, PG&E will leverage these funds to optimize media and messaging in 2017 to continue driving customers to online tools and resources to help prospective solar customers to make the best decisions for their home.

III. 2017 General Market M&O Budget

2017 General Market M&O Tactics Summary Cost

	Tactic	Budget
	Customer & Stakeholder Outreach/Education	
1	Consumer Protection Efforts	\$45,284*

*This amount is remaining from M&O activities aligned with Advice Letter 5005-E page 5 of the Proposed Modifications to California Solar Initiative (CSI) Program Handbook to Effectuate the CSI Program Closure Date in compliance with Decision (D.)16-12-055.

IV. 2017 General Market Timeline

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
CSI												
Consumer Protection Efforts												

Protests

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, facsimile or E-mail, no later than February 21, 2017, which is 21 days³ after the date of this filing. Protests must be submitted to:

³ The 20-day protest period concludes on a holiday. PG&E is hereby moving this date to the following business day.

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX G

MULTI-FAMILY AFFORDABLE SOLAR HOUSING (MASH)

2017 Authorized Budget

- AL 4967-E, *2017 Marketing and Outreach Plan for the Multi-family Affordable Solar Housing*, was approved on January 4, 2017. Section IV, on p. 4, shows the 2017 MASH Marketing and Outreach Budget.
- PY 2017 authorized budget for Marketing and Outreach is \$10,000.

2018 Authorized Budget

- Budgets are forecasted on a year-ahead basis.

2019 Authorized Budget

- Budgets are forecasted on a year-ahead basis.

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



January 4, 2017

Advice Letter 4967-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: 2017 Marketing and Outreach Plan for the Multifamily
Affordable Solar Housing Programs**

Dear Mr. Jacobson:

Advice Letter 4967-E is effective as of December 31, 2016.

Sincerely,

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

Edward Randolph
Director, Energy Division

IV. 2017 MASH M&O Budget

The table summarizes PG&E's 2017 MASH M&O tactics and the associated budgets that were described in more detail in the above section.

2017 MASH M&O Tactics Summary Cost

	<i>Tactics</i>	<i>Budget</i>
1	Web Updates	\$3,000
4	Ad-Hoc Events and Activities	\$4,000
5	Fixed Overhead and Labor	\$3,000
	Total	\$10,000

V. 2017 MASH M&O Timeline

MASH	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Web Updates												
Ad-Hoc Events and Activities					TBD							
Fixed Overhead and Labor												

Protests

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, facsimile or E-mail, no later than December 21, 2016 which is 20 days after the date of this filing. 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 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 B10C
 P.O. Box 770000
 San Francisco, California 94177

PACIFIC GAS AND ELECTRIC COMPANY
APPENDIX H
CALIFORNIA SOLAR INITIATIVE (CSI) THERMAL

2017 Authorized Budget

- AL 3765-G/4926-E, was approved on November 15, 2016. Attachment 1, p. 5 shows the 2017 marketing plan and budget for CSI Thermal.
- Program Year 2017 authorized budget for Marketing is \$700,500.

2018 Authorized Budget

- Budgets are forecasted on a year-ahead basis.

2019 Authorized Budget

- Budgets are forecasted on a year-ahead basis.

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



November 15, 2016

Advice Letter 3765-G/4926-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: California Solar Initiative – Thermal Program Market
Facilitation 2017 Plan**

Dear Mr. Jacobson:

Advice Letter 3765-G/4926-E is effective as of November 8, 2016.

Sincerely,

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

Edward Randolph
Director, Energy Division

Other

Labor/Fixed Costs/Overhead

PG&E requires funding for fixed costs such as reprinting of existing and new materials, regular web 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 2017 budget for the marketing facilitation plan detailed above. As established by Energy Division guidelines, PG&E requests the discretion to ask for additional funding to expand outreach and marketing and will seek approval to do so via the established Marketing and Outreach Approval Request Form (MOARF) process.

2017CSI Thermal Local Marketing Plan and Budget		
Tactics	Budget	Customer Segment
Digital/Paid Media	\$290,000	All
Print Advertising	\$35,000	Business/Multi-Family
Email and Direct Mail	\$80,500	All
Telephone Outreach	\$50,000	Business/Multi-Family
Newsletters and Content Marketing	\$10,000	Business
Social Media Influencers	\$15,000	All
Case Studies and Testimonials	\$20,000	Business
Stakeholder Outreach/Education	\$75,000	Business
Partnership and Trade Shows	\$10,000	Business/ Multifamily
Labor/Fixed Costs/Overhead	\$115,000	NA
Total Marketing Budget	\$700,500	

F. Timing:

Due to the program ending in 2017 PG&E's efforts will be concentrated in the first half of the year to drive participation during the 2017 calendar year. The timeline below is approximate and assumes CPUC approval of the plan by the end of 2016. Any delays in approval may cause tactics to be pushed out further in 2017.

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX I

STATEWIDE MARKETING, EDUCATION & OUTREACH

(SW ME&O)

2017 Authorized Budget

- AL 3783-G/4963-E, *SW ME&O 2017-2019 PG&E Budget*, p. 4, Table 3, shows pending Marketing, Education, and Outreach (ME&O) budget, per D.16-09-020.
- Program Year (PY) 2017 authorized budget for ME&O is \$11,380,377.

2018 Authorized Budget

- AL 3783-G/4963-E, *SW ME&O 2017-2019 PG&E Budget*, p. 4, Table 3, shows pending ME&O budget, per D.16-09-020.
- PY 2018 authorized budget for ME&O is \$11,380,377.

2019 Authorized Budget

- AL 3783-G/4963-E, *SW ME&O 2017-2019 PG&E Budget*, p. 4, Table 3, shows pending ME&O budget, per D.16-09-020.
- PY 2019 authorized budget for ME&O is \$8,535,283.

November 28, 2016

Advice 3783-G/4963-E

(Pacific Gas and Electric Company ID U 39 M)

Public Utilities Commission of the State of California

Subject: SW ME&O 2017-2019 PG&E Budget

Purpose

In Decision (D.) 16-09-020, the California Public Utilities Commission (Commission or CPUC) adopted and ratified the results of the Request for Proposal process used to select the implementer of the 2017-2019 Statewide Marketing, Education and Outreach (SW ME&O) program.

This Tier 1 Advice Letter is filed in compliance with Ordering Paragraph (OP) 7 of that Decision, ordering that “After the Tier 1 Advice Letter required by Ordering Paragraph 4 is filed, Pacific Gas and Electric Company, Southern California Edison Company, San Diego Gas & Electric Company, and Southern California Gas Company shall each file Tier 1 Advice Letters specifying the dollar amounts of their respective statewide Marketing, Education, and Outreach budgets for the period October 1, 2016 through September 30, 2017, and annually thereafter for the twelve-month periods ending September 30, 2018 and September 30, 2019”. Additionally Pacific Gas and Electric Company (PG&E) is updating its SW ME&O tracking accounts to remove obsolete language from the “Purpose” sections of preliminary statements describing the accounts.

Background

The SW ME&O program is a California-wide initiative designed to promote energy management concepts, demand-side management, energy efficiency actions, and clean energy opportunities for the state’s residents and small businesses under the brand name Energy Upgrade California. A.12-07-008 was initially opened to determine budget allocations for the 2014-2015 implementation period of the SW ME&O program plan. The Commission opened Phase 2 to determine bridge funding for 2016 and Phase 3 to determine program administrator and funding post-2016. From the introduction of the SW ME&O program up through 2016, the Center for Sustainable Energy (CSE) was the program implementer. Phase 3 adopted a Request for Proposal (RFP) process to find a new SW ME&O implementer, and D.16-09-020 approved the winner of said RFP. The

Table 3: Allocation of SW ME&O Budget Among Demand-Side Management Programs²

Program	Jan 2016 – Dec 2016 ³ : CSE Contract	Oct 2016 – Dec 2016	Jan 2017 – Dec 2017	Jan 2018 – Dec 2018	Jan 2019 – Sept 2019	Total ⁴
EE Electric	\$5,548,081	\$1,434,983	\$5,739,932	\$5,739,932	\$4,304,949	\$17,219,797
EE Gas	\$1,056,781	\$273,331	\$1,093,324	\$1,093,324	\$819,993	\$3,279,973
DR Electric	\$4,285,358	\$1,108,386	\$4,433,545	\$4,433,545	\$3,325,159	\$13,300,634
ESA Electric	\$71,390	\$18,465	\$73,859	\$73,859	\$55,394	\$221,576
ESA Gas	\$38,390	\$9,929	\$39,718	\$39,718	\$29,788	\$119,153
Total	\$11,000,000	\$2,845,094	\$11,380,377	\$11,380,377	\$8,535,283	\$34,141,132

Tariff Revisions

PG&E proposes to modify Preliminary Statement Part GE, attachment 1, and Preliminary Statement Part DA, to remove obsolete language.

Proposed modification of Preliminary Statement Part GE:

1. PURPOSE: The purpose of the electric Statewide Marketing, Education and Outreach Balancing Account (SWMEOBA-E) is to track the difference between the actual recorded statewide ME&O expenses, either administered by PG&E or other entities (e.g., a third party implementer), ~~against the authorized statewide ME&O funding through December 31, 2014,~~ or as authorized by the CPUC. Tracking of local marketing expenses for demand-side management activities (Energy Efficiency, Demand Response, Distributed Generation, Energy Savings Assistance Program, etc.) will remain in the appropriate electric expenditure balancing accounts.

Proposed modification of Preliminary Statement Part DA:

1. PURPOSE: The purpose of the gas Statewide Marketing, Education and Outreach Balancing Account (SWMEOBA-G) is to track the difference between the actual recorded statewide ME&O expenses, either administered by PG&E or other entities (e.g., a third party implementer), ~~against the authorized statewide ME&O funding through December 31, 2014,~~ or as authorized by the CPUC. Tracking of local marketing expenses for demand-side management activities (Energy Efficiency, Distributed Generation, Energy Savings Assistance Program, etc.) will remain in the appropriate gas expenditure balancing accounts.

² Burden benefits and FF&U are excluded.

³ As approved by D.15-08-033, the 2016 bridge funding with CSE as implementer is authorized and not to be approved through this advice letter.

⁴ Total does not include 2016 bridge funding with CSE.

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX J

STATEWIDE MARKETING, EDUCATION & OUTREACH

(SW ME&O) – FLEX ALERT

2017 Authorized Budget

- AL 3662-G/4262-E per D.15-11-033, no authorized Flex Alert budget for 2016 (\$0).

2018 Authorized Budget

- AL 3662-G/4262-E per D.15-11-033, no authorized Flex Alert budget for 2016 (\$0).

2019 Authorized Budget

- AL 3662-G/4262-E per D.15-11-033, no authorized Flex Alert budget for 2016 (\$0).

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



January 14, 2016

Advice Letter 3662-G/4762-E

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

SUBJECT: Removal of 2016 Flex Alert Budget

Dear Mr. Jacobson:

Advice Letter 3662-G/4762-E is effective as of January 1, 2016.

Sincerely,

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

Edward Randolph
Director, Energy Division

Table 1: Allocation of PG&E's Flex Alert Budget to the Applicable Balancing Accounts

Program	Funding Source	Budget	Total Annual Revenue Requirement (includes Benefit Burden and FF&U factor)	Expense Balancing Accounts	Revenue Balancing Accounts
Statewide Marketing, Education and Outreach – Phase 1 (Flex Alert)	Energy Efficiency (EE) Electric	\$1,335,750	\$1,447,107	SWMEO-E	PEERAM
	EE Gas	\$254,500	\$272,485	SWMEO-G	PPP-EE
	Demand Response (DR) Electric	\$885,750	\$959,592	SWMEO-E	DRAM
	Energy Savings Assistance (ESA) Electric	\$15,500	\$16,792	SWMEO-E	PPPRAM
	ESA Gas	\$8,500	\$9,101	SWMEO-G	PPP-LIEE
	Total Phase 1	\$2,500,000	\$2,705,077		

In accordance with OP 1 of D.15-11-033, PG&E does not have an authorized Flex Alert budget for 2016, therefore is not including such funding in the above referenced balancing accounts or its 2016 revenue requirements.

Protests

Anyone wishing to protest this filing may do so by letter sent via U.S. mail, facsimile or E-mail, no later than January 11, 2016, which is 21 days¹ after the date of this filing. 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 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:

¹ The 20-day protest period concludes on a weekend. PG&E is hereby moving this date to the following business day.

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX K

GREEN HOUSE GAS (ELECTRIC) CA CLIMATE CREDIT

2017 Authorized Budget

- Per D.16-12-038, p. 20-22, OP 1.
- Program Year 2017 authorized budget for administrative and outreach purposes is \$11,380,377.

2018 Authorized Budget

- Per D.12-12-033 and D.14-10-033 and Res.E-4611 and Res.E-4716, PG&E presents its recorded Greenhouse Gas (GHG) administrative and outreach expenses for reasonableness review for the prior year, as well as its forecast for the following year's GHG administrative and outreach expenses in its annual Energy Resource Recovery Account (ERRA) Forecast proceeding. For example, in PG&E's 2017 ERRA Forecast proceeding, PG&E presented its 2015 recorded GHG administrative and outreach expenses, as well as its forecast for 2017 GHG administrative and outreach expenses.

2019 Authorized Budget

- Per D.12-12-033 and D.14-10-033 and Res.E-4611 and Res.E-4716, PG&E presents its recorded GHG administrative and outreach expenses for reasonableness review for the prior year, as well as its forecast for the following year's GHG administrative and outreach expenses in its annual ERRA Forecast proceeding. For example, in PG&E's 2017 ERRA Forecast proceeding, PG&E presented its 2015 recorded GHG administrative and outreach expenses, as well as its forecast for 2017 GHG administrative and outreach expenses.

Decision 16-12-038 December 15, 2016

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of Pacific Gas and Electric Company for Adoption of Electric Revenue Requirements and Rates Associated with its 2017 Energy Resource Recovery Account (ERRA) and Generation Non-Bypassable Charges Forecast and Greenhouse Gas Forecast Revenue and Reconciliation (U39E).

Application 16-06-003
(Filed June 1, 2016)

**DECISION ADOPTING PACIFIC GAS AND ELECTRIC COMPANY'S 2017
ELECTRIC PROCUREMENT COST REVENUE REQUIREMENT FORECAST**

2. PG&E's updated 2017 electric sales forecast and rate proposals associated with its electric procurement-related revenue requirements should be approved to be effective in rates January 1, 2017.

3. The Commission should adopt a process for including CCA load forecasts in future ERRA Forecast Applications for PG&E as proposed by PG&E and modified in this Decision.

4. The issue related to the disposition/retirement of the negative indifference amounts associated with pre-2009 DA customers, should be reserved for Commission resolution in phase two of this proceeding.

5. PG&E's exhibits PG&E-6 and PG&E-6C should be identified and received into the evidentiary record.

6. PG&E's request to seal the confidential version of its testimony should be granted, as detailed herein.

7. This decision should be effective immediately so that it may be reflected in rates effective January 1, 2017.

ORDER

IT IS ORDERED that:

1. Pacific Gas and Electric Company's (PG&E) requests in Application 15-06-001 are adopted as follows: 1) adopts a 2017 electric procurement cost revenue requirement forecast of \$4,482.3 million for PG&E, which consists of \$3,952.2 million for the Energy Resource Recovery Account (ERRA), \$76.7 million for the Ongoing Competition Transition Charge, \$245.9 million for the Power Charge Indifference Amount (PCIA), and \$207.5 million for the Cost Allocation Mechanism; 2) adopts a 2017 Greenhouse Gas (GHG)-related forecast of \$1.653

million for administrative and outreach expenses pertaining to implementation of GHG allowance proceeds return, \$225.7 million net forecast proceeds return amount, and PG&E's proposal to return the proceeds to customers in rates in 2017; 3) adopts a 2017 semi-annual residential California Climate Credit of \$17.40 per customer; and 4) finds 2015 recorded administrative and outreach expenses of \$1.084 million pertaining to implementation of GHG allowance proceeds return are reasonable.

2. Pacific Gas and Electric Company's (PG&E) updated 2017 electric sales forecast and rate proposals associated with its electric procurement related revenue requirements is approved to be effective in rates January 1, 2017, subject to the Annual Electric True-up process.

3. PG&E and CCAs in its territory should exchange their respective load forecast before the filing of Energy Resource Recovery Account forecast applications and the November Updates, starting with the 2018 forecast cycle. Such collaboration does not affect CCAs' ability to conduct discovery and does not modify PG&E's obligation to perform departing load forecasts from all reasonable sources.

4. The Commission reserves disposition/retirement of the negative indifference amounts associated with pre-2009 Direct Access customers, to phase two of this proceeding.

5. Pacific Gas and Electric Company's request for receipt of the public and confidential versions of its Exhibits PG&E-6 and PG&E-6C into the record is approved.

6. Pacific Gas and Electric Company's (PG&E) request to treat as confidential, its Exhibit PG&E-6C is granted. This exhibit shall remain sealed and confidential for a period of three years after the date of this order, and shall not be made

PACIFIC GAS AND ELECTRIC COMPANY
APPENDIX L
GREEN HOUSE GAS (GAS) CA CLIMATE CREDIT

2017 Authorized Budget

- AL 3791-G, Attachment 7, Table D, shows Greenhouse Gas outreach expenses.
- Program Year 2017 authorized budget for outreach purposes is \$99,000.

2018 Authorized Budget

- Estimates are filed for one year in the Annual Gas True-Up (AGT), filed in December every year.

2019 Authorized Budget

- Estimates are filed for one year in the AGT, filed in December every year.

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



March 9, 2017

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

Advice Letter 3791-G

**Subject: Annual Regulatory Gas Account Balance Update for Rates
Effective January 1, 2017**

Dear Mr. Jacobson:

Pacific Gas and Electric Company (PG&E) Advice Letter 3791-G is approved as of March 9, 2017 and is effective January 1, 2017. Pursuant to recommendations by the California State Auditor, Energy Division staff continues to conduct in-depth reviews of PG&E gas balancing accounts. Balances in all accounts authorized for recovery are subject to audit, verification and adjustment.

Advice Letter 3791-G includes the greenhouse gas compliance costs and allowance proceeds as informational forecasts and does not request to recover them in rates. These costs and proceeds are not approved and should not be incorporated into rates at this time.

Sincerely,

A handwritten signature in black ink, appearing to read "ER RANDOLPH".

Edward Randolph
Director, Energy Division

Table D: GHG Outreach and Administrative Expenses

Line	Description	2015		2016		2017	
		Forecast	Recorded	Forecast	Recorded*	Forecast	Recorded
1	Outreach Expenses						
2	Detail of Outreach Activity (\$) (See Note 1)			\$ 219,852		\$ 99,000	
3	Subtotal Outreach (\$)	\$ -	\$ -	\$ 219,852	\$ 6,406	\$ 99,000	\$ -
4	Administrative Expenses						
5	General Program Management (See Note 2)	\$ 25,000	\$ 23,461	\$ 390,000	\$ 18,058	\$ 401,000	
6	IT/Billing System Enhancements (See Note 2a)	\$41,000	\$ 33,246	\$658,000	\$203,875	\$676,000	
7	Customer Inquiry Support Cost (See Note 2b)	\$ -	\$ -	\$ 172,000		\$ 177,000	
8	Subtotal Administrative (\$)	\$ 66,000	\$ 56,708	\$ 1,220,000	\$ 221,933	\$ 1,254,000	\$ -
9	Subtotal Outreach and Administrative (\$)	\$ 66,000	\$ 56,708	\$ 1,439,852	\$ 228,339	\$ 1,353,000	\$ -
10	Interest (\$)		\$ 24		\$ 1,301		\$ -
11	Total (\$)	\$ 66,000	\$ 56,732	\$ 1,439,852	\$ 229,640	\$ 1,353,000	\$ -

* 2016 Recorded costs represent the recorded costs through November 2016. PG&E does not anticipate additional outreach and administrative costs through the end of the year due to the suspended status of the natural gas GHG program.

NOTES

1 Detail of Outreach Activity

Line 2: Costs associated with outreach activities in 2017 include: development and deployment of bill insert and email and master meter letter, labor for materials development as well as planning and management of outreach including coordination with the Energy Division. Reduction of over \$13k in actuals recorded for Outreach Expenses is due to incorrect charges recorded earlier in 2016 and has been correctly reversed.

2 Administrative Activities

Line 5: Costs associated with Program Management activities in 2017 include: Program management and coordination with various groups (IT, accounting, rates, regulatory, marketing) to ensure Natural Gas customers receive appropriate regulatory-approved Climate Credit on their bills. Provide input and review of regulatory filings, advice letters, applications, and data requests. Ensure compliance with all applicable regulatory requirements.

2a Line 6: Costs associated with IT/Billing System Enhancements activities in 2017 include: development and deployment of necessary updates to PG&E's customer billing system. True up for proper allocation of IT overhead was done in November.

2b Line 7: Costs associated with Customer Inquiry Support Cost activities in 2017 include: Customer support for calls received related to Natural Gas Climate Credit.

The 2017 outreach and administrative forecasts as presented assumes that the March 7, 2016 direction of the Energy Division to suspend the Natural Gas Climate Credit will be lifted.

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX M

SOLAR CHOICE (GREEN TARIFF)

2017 Authorized Budget

- AL 4936-E, *Green Tariff Shared Renewables 2017 Marketing Implementation Advice Letter (MIAL)*, was approved on November 23, 2016, Attachment A, p. 8, Proposed Budget Table, shows the budget.
- Program Year (PY) 2017 authorized budget for outreach purposes is \$1,329,300.

2018 Authorized Budget

- AL 4936-E, *Green Tariff Shared Renewables 2017 Marketing Implementation Advice Letter (MIAL)*, was approved on November 23, 2016, Attachment A, p. 8, Proposed Budget Table, shows the budget.
- PY 2017 authorized budget for outreach purposes is \$1,329,300.

2019 Authorized Budget

- No current forecast available for 2019.

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



November 23, 2016

Advice Letter 4936-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: Green Tariff Shared Renewables 2017 Marketing
Implementation Advice Letter (MIAL)**

Dear Mr. Jacobson:

Advice Letter 4936-E is effective as of November 9, 2016.

Sincerely,

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

Edward Randolph
Director, Energy Division

Proposed Budget				
Tactics	Year 2 - 2017 (2015 MIAL)	Revised Year 2 - 2017	Year 3 - 2018	Customer Segment
Residential Acquisition				
Direct to Consumer Outreach. (Direct mail, email, message integration, digital newsletter, etc.)	\$ 187,000	\$ 100,000	\$ 192,000	Residential
Targeted Education (digital marketing, social, etc.)	N/A	\$ 125,000		Residential
Events & Collateral (for events, low-income community outreach, etc.)	\$ 51,000	\$ 225,000	\$ 51,000	Residential
Non-Residential Acquisition				
Direct to Consumer Outreach (Direct Mail, Email, message integration, digital newsletter, etc.)	\$ 228,000	\$ 85,000	\$ 228,000	SMB
Targeted Education (digital marketing, social, etc.)	N/A	\$ 125,000		SMB
Events & Collateral (Events, etc.)	\$ 50,000	\$ 75,000	\$ 50,000	SMB
Customer Service Support (Toolkits & staff time for efforts)	\$ 216,000	\$ 105,000	\$ 216,000	LCI/SMB
Retention Efforts				
Mandated Retention Efforts (Welcome kits, Green e-newsletter)	\$ 121,000	\$ 75,000	\$ 116,000	All
Non-Mandated Retention Efforts	\$ 62,000	\$	\$ 62,000	All
Additional Costs (Residential & Non-Residential)				
Digital(PG&E website, tools, videos) & earned media outreach	\$ 114,300	\$ 114,300	\$ 114,300	All
Labor & overhead (includes low-income outreach staffing)	\$ 250,000	\$ 250,000	\$ 250,000	N/A
Campaign analysis	\$ 50,000	\$ 50,000	\$ 50,000	N/A
Total Marketing Budget	\$1,329,300	\$1,329,300	\$1,329,300	

H. Advisory Board

Each year during the outreach planning process, PG&E will present future marketing plans at a regularly scheduled advisory board meeting to obtain feedback that can be taken into consideration prior to finalizing the plan. This review process with the advisory board will include discussion of the outreach conducted the prior year, and outreach plans the upcoming year. PG&E presented the Year 2 plan to the advisory board on September 14, 2016, and incorporated feedback provided into the plan before submission.

I. Outreach in Community Choice Aggregator Territory

In efforts to ensure fair marketing, PG&E will not unfairly target current and potential CCA customers and will adhere to the CCA code of conduct. Outreach efforts will be conducted across the entire territory to all PG&E customers with direct targeting to the customer segments identified

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX N

CRITICAL PEAK PRICING

2017 Authorized Budget

- Beginning in 2011, included in General Rate Case (GRC).

2018 Authorized Budget

- Beginning in 2011, included in GRC.

2019 Authorized Budget

- Beginning in 2011, included in GRC.

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX O

AMI (SMARTMETER™)

2017 Authorized Budget

- Beginning in 2014, included in General Rate Case (GRC).

2018 Authorized Budget

- Beginning in 2014, included in GRC.

2019 Authorized Budget

- Beginning in 2014, included in GRC.

PACIFIC GAS AND ELECTRIC COMPANY
APPENDIX P
LOW CARBON FUEL STANDARD (LCFS)

2017 Authorized Budget

- AL 4763-G/4925-E, Attachment 1, p. 8, Table 2, shows the 2017 Natural Gas Marketing and Customer Outreach costs and p. 4, Table 1 shows the 2017 Electric Administrative Costs.
- Program Year 2017 authorized budget for outreach purposes has an electric budget of \$436,778 and a gas budget of \$13,163.

2018 Authorized Budget

- Budgets are forecasted on a year-ahead basis every September via a Tier 2 Advice Letter.

2019 Authorized Budget

- Budgets are forecasted on a year-ahead basis every September via a Tier 2 Advice Letter.

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



December 12, 2016

Advice Letter 3763-G/4925-E

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

**SUBJECT: Pacific Gas and Electric Company's 2017 Annual Low Carbon Fuel
Standard Credit and Revenue Estimate**

Dear Mr. Jacobson:

Advice Letter 3763-G/4925-E is effective as of October 30, 2016.

Sincerely,

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

Edward Randolph
Director, Energy Division

Table 1 – 2017 Electric Administrative Costs

Item	Fixed Cost	Variable Cost	Total Cost
Marketing and Customer Outreach	\$436,778	-	\$436,778
IT Systems	\$172,000	-	\$172,000
Program Management	\$165,000	-	\$165,000
Credit Sales	\$295,500	-	\$295,500
Processing Rebate Applications	\$51,380	\$865,593	\$916,973
Call Center	\$3,000	\$43,818	\$46,818
TOTALS	\$1,123,658	\$909,411	\$2,033,069

E. Revenue to be Distributed to Customers. *An estimate of the amount of revenue that will be distributed to customers in the following year*

In its Implementation Plan, PG&E described its proposed method for calculating the amount of revenue that will be distributed to customers:

PG&E will calculate in advance the rebate amount to be distributed in a given period of the program. The total Electric Revenue amount for a given period would be forecasted as approximately (a) the expected revenue available from the sale of Electric Credits in that period less (b) the expected administrative costs in that period, less (c) any contingency amount for the period. The resulting value would then be divided by the expected number of qualified applicants in that period to determine the rebate amount offered to Electric Eligible Customers. If there are revenues remaining after all rebates are paid during a period, including any unused contingency amounts, the remaining revenue amount would be carried over into the revenue pool for the subsequent period.⁷

For the purpose of this estimate, in 2017 PG&E assumes that [REDACTED]

⁷ Implementation Plan, p.14.

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



December 12, 2016

Advice Letter 3763-G/4925-E

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

**SUBJECT: Pacific Gas and Electric Company's 2017 Annual Low Carbon Fuel
Standard Credit and Revenue Estimate**

Dear Mr. Jacobson:

Advice Letter 3763-G/4925-E is effective as of October 30, 2016.

Sincerely,

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

Edward Randolph
Director, Energy Division

Table 2 – 2017 Natural Gas Administrative Costs

Item	Fixed Cost	Variable Cost	Total Cost
Marketing and Customer Outreach	\$13,163	-	\$13,163
IT Systems	\$15,000	-	\$15,000
Program Management	\$165,000	-	\$165,000
Credit Sales	\$15,553		\$15,553
TOTALS	\$208,716	-	\$208,716

E. Revenue to be Distributed to Customers. *An estimate of the amount of revenue that will be distributed to customers in the following year.*

In its Implementation Plan, PG&E described its proposed method for calculating the amount of revenue that will be distributed to customers:

To calculate the amount of revenue to be distributed to each Gas Recipient, PG&E plans to take the total amount of Gas Revenue determined to be distributed for a given Rebate Period and divide it pro rata among each Gas Recipient based on each customer’s total CNG fuel consumption during the Rebate Period.¹⁷

For the purpose of this estimate, PG&E assumes that [REDACTED]
[REDACTED]
[REDACTED] for the purpose of providing a rebate in Q1 2017. Using the current spot price of \$95 per credit, PG&E estimates [REDACTED]. PG&E estimates that [REDACTED]
[REDACTED]
[REDACTED].¹⁸

¹⁷ Implementation Plan, p.23.

¹⁸ [REDACTED]
[REDACTED]

PACIFIC GAS AND ELECTRIC COMPANY

APPENDIX Q

ELECTRIC VEHICLES PHASE I

2017 Authorized Budget

- Per D.16-12-065, OP 18, p. 87.
- Within six months of the effective date of the decision PG&E must file a Tier 1 Advice Letter with an education and outreach proposal with a budget no more than \$10 million for a 3-year period. Pacific Gas and Electric Company (PG&E) must file the Advice Letter no later than June 21, 2017.

2018 Authorized Budget

- Per D.16-12-065, OP 18, p. 87.
- Within six months of the effective date of the decision PG&E must file a Tier 1 Advice Letter with an education and outreach proposal with a budget no more than \$10 million for a 3-year period. PG&E must file the Advice Letter no later than June 21, 2017.

2019 Authorized Budget

- Per D.16-12-065, OP 18, p. 87.
- Within six months of the effective date of the decision PG&E must file a Tier 1 Advice Letter with an education and outreach proposal with a budget no more than \$10 million for a 3-year period. PG&E must file the Advice Letter no later than June 21, 2017.

Decision 16-12-065 December 15, 2016

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

In the Matter of the Application of Pacific Gas and Electric Company for Approval of its Electric Vehicle Infrastructure and Education Program (U39E).

Application 15-02-009
(Filed February 9, 2015)

**DECISION DIRECTING PACIFIC GAS AND ELECTRIC COMPANY
TO ESTABLISH AN ELECTRIC VEHICLE INFRASTRUCTURE
AND EDUCATION PROGRAM**

- The Program Advisory Council may suggest criteria by which to assess the load management plans of site hosts, but the responsibility to approve the load management plans remains with Pacific Gas and Electric Company (PG&E).
- The Program Advisory Council may request that PG&E modify its data collection parameters as it sees reasonable.
- The Program Advisory Council's role shall include consulting with PG&E on the development of site selection criteria (based on the site selection criteria developed for San Diego Gas & Electric Company in D.16-01-045).
- In the first program year, the Program Advisory Council shall meet at least quarterly and at least two of the Program Advisory Council quarterly meetings shall be in person in San Francisco, others may be by telephone and/or in alternate locations.

18. Within 6 months of the effective date of this decision Pacific Gas and Electric Company must file a Tier 1 Advice Letter that:

- Sets forth a new Education and Outreach proposal with specific cost line items and a \$10 million cap.
- Sets forth provisions for a geographic information system map to track the development of infrastructure, consistent with California Public Utilities Code § 740.2 and Decision 16-01-045.

19. Within 60 days of the effective date of this decision, Pacific Gas and Electric Company must file a Tier 1 Advice Letter that:

- Summarizes the approved program, in the same level of detail as in the Settlement Agreement, but incorporates all aspects of the program as modified and approved in the decision.

PACIFIC GAS AND ELECTRIC COMPANY

ATTACHMENT 2

PG&E MARKETING EDUCATION AND OUTREACH (ME&O)

SPEND/BUDGET 2013-2015 AND BUDGET 2016