



**Pacific Gas and
Electric Company**

Brian K. Cherry
Vice President
Regulatory Relations

Pacific Gas and Electric Company
77 Beale St., Mail Code B10C
P.O. Box 770000
San Francisco, CA 94177

Fax: (415) 973-7226

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Paul Clanon, Executive Director
California Public Utilities Commission
505 Van Ness Avenue
San Francisco, CA 94102

Dear Paul:

Thank you for meeting with Sandy and with me about the customer solicitation process both the Marin Energy Authority ("MEA") and PG&E are following with respect to MEA's community choice aggregation program.

Like you, we feel strongly that any solicitation of customer opt-outs must be clear and must be simple. In addition, it is very important to us that customers have all of the information needed to make a decision on whether to opt-out of the program and that they have the time needed to think about the decision. As we stressed during our recent discussions with MEA, all of us – MEA, PG&E and the CPUC – must be aligned in achieving this goal.

We propose the following process in soliciting and processing opt-outs from residential customers:

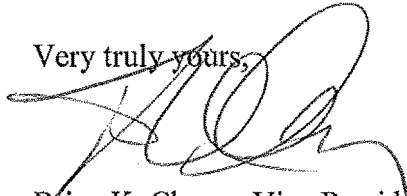
1. Outbound telemarketing calls to residential customers will be separate from and made by different persons from those effectuating the actual opt-out. If, as a result of an outbound telemarketing call, a residential customer states that he or she would like to opt-out, the residential customer will be transferred to a PG&E customer service representative. That representative would take the residential customer's information and effectuate the opt-out.
2. After a PG&E customer service representative has taken the residential customer's information and before effectuating the opt-out, the PG&E representative service representative will state to the residential customer: "Although you are opting out now, you may choose to change your mind and opt-in to the Marin Energy Authority's electricity service at any time, subject to the terms and conditions offered by the Marin Energy Authority for its program. I am now processing your opt-out request."
3. When ever a PG&E service representative visits a residential customer and solicits an opt-out from that customer, the PG&E service representative will tell the residential customer: "Although you are opting out now, you may choose to change your mind and opt-in to the Marin Energy Authority's electricity service at any time, subject to the terms and conditions offered by

the Marin Energy Authority for its program. I am going to process your opt-out request when I return to the office.

4. After a PG&E customer service representative has effectuated a residential customer's opt-out request, the residential customer will receive a written confirmation of this action. The confirmation will state in bold, prominent font: "Although you are opting out now of the Marin Energy Authority community choice aggregation program, you may choose to change your mind and opt-in to the Marin Energy Authority's electricity service at any time, subject to the terms and conditions offered by the Marin Energy Authority for its program."

We understand that this process will meet your concerns and provide for an orderly and fair approach. We are prepared to implement it immediately if you agree. Please call us if you have any questions, and we look forward to hearing from you.

Very truly yours,

A handwritten signature in black ink, appearing to read "B. Cherry", written over the phrase "Very truly yours,".

Brian K. Cherry, Vice President
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