

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

Order Instituting Rulemaking to Examine the
Commission's Post-2008 Energy Efficiency
Policies, Programs, Evaluation, Measurement,
and Verification, and Related Issues.

Rulemaking 09-11-014
(Filed November 20, 2009)

**REPLY COMMENTS OF PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)
TO ASSIGNED COMMISSIONER'S RULING ON DRAFT STRATEGIC
LIGHTING PLAN**

LISE H. JORDAN
MICHAEL R. KLOTZ

Law Department
Pacific Gas and Electric Company
P.O. Box 7442
77 Beale Street, MSB30A
San Francisco, CA 94120
Telephone: (415) 973-7565
Facsimile: (415) 973-0516
E-Mail: m1ke@pge.com

Attorneys for
PACIFIC GAS AND ELECTRIC COMPANY

July 23, 2010

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

Order Instituting Rulemaking to Examine the Commission's Post-2008 Energy Efficiency Policies, Programs, Evaluation, Measurement, and Verification, and Related Issues.

Rulemaking 09-11-014
(Filed November 20, 2009)

**REPLY COMMENTS OF PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)
TO ASSIGNED COMMISSIONER'S RULING ON DRAFT STRATEGIC
LIGHTING PLAN**

In accordance with the June 25, 2010 *Assigned Commissioner's Ruling on Draft Strategic Lighting Plan* (ACR) Pacific Gas and Electric Company (PG&E) submits the following reply comments.

I. INTRODUCTION

PG&E appreciates the opportunity to submit these reply comments to the draft lighting chapter, prepared by Energy Division to update the California Long-Term Energy Efficiency Strategic Plan (Strategic Plan).

II. TURN'S CALL FOR A PHASE-OUT OF COMPACT FLUORESCENT LIGHTING (CFL) PROGRAMS IS PREMATURE

a. THE STRATEGIC PLAN DOES NOT CALL FOR AN END TO UPSTREAM LIGHTING PROGRAMS

TURN calls for a phase-out of CFL "subsidies" is based on an erroneous assumption that this is the Strategic Plan's "vision."¹ While the draft lighting chapter notes the utilities' programs have primarily focused on "widget swap-out strategies (such as replacing incandescent lamps with

¹ *Comments of The Utility Reform Network to Assigned Commissioner's Ruling on Draft Strategic Lighting Plan*, July 16, 2010, p. 3.

CFLs)” and states that “[f]uture efforts in lighting should focus on systems-based opportunities,”² the Strategic Plan does not endorse ending upstream lighting programs that have, to date, focused on buying down the cost of CFLs.

TURN’s call to move away from CFLs is not based on market research. In fact, NRDC calls for MORE CFL work (i.e., market education about specific types, advances in dimmability, etc.³). TURN acknowledges that CFL programs have yielded the majority of lighting savings to date, which illustrates the success of these IOUs’ efforts in this area. IOUs should continue this successful program and work to make other lighting endeavors have the same effect on energy savings accomplishments.

b. PG&E AGREES WITH SOUTHERN CALIFORNIA EDISON (SCE) THAT “THERE WILL BE AREAS WHERE WIDGET-BASED STRATEGIES MAKE SENSE.”⁴

The lighting market has not yet been transformed. The focus of the Draft Lighting Chapter addresses what steps stakeholders should take to move in that direction. Where widget-based strategies such as CFL rebates continue to make sense and provide cost-effective energy savings, they should continue to be pursued.

c. UPSTREAM LIGHTING REBATES ARE CRUCIAL TO MEETING ENERGY EFFICIENCY GOALS, WHICH IN TURN IS CRUCIAL TO MEETING CALIFORNIA’S AB 32 GREENHOUSE GAS GOALS

PG&E notes the following:

- Lighting comprises approximately one-fourth of California’s electricity.⁵
- Long term, residential lighting has the most potential by far for electric

² Assigned Commissioner’s Ruling on Draft Strategic Lighting Plan in R.09-11-014, June 25, 2010, Attachment 1 (Draft Lighting chapter), p. 6.

³ *Comments of the Natural Resources Defense Council (NRDC) on the Assigned Commissioner’s Ruling on the Draft Strategic Lighting Plan*, July 15, 2010, p. 2-5.

⁴ *Southern California Edison Company’s (U 338-3) Comments on Draft Strategic Lighting Plan*, July 16, 2010, p. 2.

⁵ Assigned Commissioner’s Ruling on Draft Strategic Lighting Plan in R.09-11-014, June 25, 2010, Attachment 1 (Draft Lighting chapter), p. 2.

energy efficiency.⁶ The draft lighting chapter acknowledges that residential lighting has “substantial potential for energy savings.”⁷

- Electricity currently contributes 23% of California’s greenhouse gases.⁸

A targeted residential lighting strategy will be critical to California’s ability to meet its greenhouse gas reduction targets under 2006 Assembly Bill 32.

d. THE COMMISSION SHOULD NOT PHASE OUT INDIVIDUAL MEASURES AT THIS TIME.

Market research, technology reviews, and pilot installations of systems-based approaches are necessary to help stakeholders develop a greater and deeper understanding of how technologies could work in conjunction with one another. The CPUC, along with stakeholders, needs to understand the incremental costs and benefits of additional installations in a systems-based approach. And if the Commission chooses to move away from the current individual measure approach, the current cost-effectiveness metric will require recalibration. The Commission should evaluate each of these factors before considering phasing out CFL rebates and other individual-measure-specific strategies.

III. TURN CALLS FOR MORE GOALS AND MILESTONES IN THE LIGHTING MARKET TRANSFORMATION PROGRAM.

PG&E’s Portfolio Plans are designed to implement the Strategic Plan. A tenet of the Strategic Plan is market transformation. The Strategic Plan already provides the road map to market transformation; additional road maps are not needed. Additional goals and milestones within the Strategic Plan would be duplicative and could result in loss of focus and direction.

IV. NRDC CALLS FOR MORE SPECIFIC EDUCATION AND AWARENESS CAMPAIGNS

PG&E appreciates NRDC’s suggestions, but reiterates education and awareness campaigns

⁶ PG&E 2009-2011 Energy Efficiency Portfolio Supplemental Testimony, Figure 3-2

⁷ Assigned Commissioner’s Ruling on Draft Strategic Lighting Plan in R.09-11-014, June 25, 2010, Attachment 1 (Draft Lighting chapter), p. 2.

⁸ California AB 32 Scoping Plan, December 2008, p. 11,

CERTIFICATE OF SERVICE BY ELECTRONIC MAIL

I, the undersigned, state that I am a citizen of the United States and am employed in the City and County of San Francisco; that I am over the age of eighteen (18) years and not a party to the within cause; and that my business address is 77 Beale Street, San Francisco, California 94105.

I am readily familiar with the business practice of Pacific Gas and Electric Company for collection and processing of correspondence for mailing with the United States Postal Service. In the ordinary course of business, correspondence is deposited with the United States Postal Service the same day it is submitted for mailing.

On July 23, 2010, I served a true copy of:

**REPLY COMMENTS OF PACIFIC GAS AND ELECTRIC COMPANY (U 39 M)
TO ASSIGNED COMMISSIONER'S RULING ON DRAFT STRATEGIC
LIGHTING PLAN**

By Electronic Mail – serving the enclosed via e-mail transmission to each of the parties listed on the official service list for **R.09-11-014** with an email address.

By U.S. Mail – by placing the enclosed for collection and mailing, in the course of ordinary business practice, with other correspondence of Pacific Gas and Electric Company, enclosed in a sealed envelope, with postage fully prepaid, addressed to those parties listed on the official service list for **R.09-11-014** without an e-mail address.

I certify and declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed in San Francisco, California on July 23, 2010.

/s/
ANNABEL STRIPLIN

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

CASE COORDINATION
PACIFIC GAS AND ELECTRIC COMPANY
77 BEALE ST., PO BOX 770000 MC B9A
SAN FRANCISCO CA 94177
Email: RegRelCPUCcases@pge.com
Status: INFORMATION

ROGER GOLDSTEIN
PACIFIC GAS AND ELECTRIC COMPANY
PO BOX 7442
245 MARKET ST, B9A
SAN FRANCISCO CA 94120
Email: rfg2@pge.com
Status: INFORMATION

SANDY LAWRIE ENERGY PROCEEDINGS
PACIFIC GAS AND ELECTRIC COMPANY
PO BOX 7442, MC B9A
SAN FRANCISCO CA 94120
Email: slda@pge.com
Status: INFORMATION

JONATHAN D. PENDLETON ATTORNEY
PACIFIC GAS AND ELECTRIC COMPANY
77 BEALE ST, B30A
SAN FRANCISCO CA 94105
Email: j1pc@pge.com
Status: INFORMATION

LAUREN ROHDE
PACIFIC GAS AND ELECTRIC COMPANY
77 BEALE ST, MC B9A
SAN FRANCISCO CA 94105
Email: LDRi@pge.com
Status: INFORMATION

Simon Baker
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: seb@cpuc.ca.gov
Status: STATE-SERVICE

Jordana Cammarata
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: jnc@cpuc.ca.gov
Status: STATE-SERVICE

JENNY GLUZGOLD
PACIFIC GAS & ELECTRIC CO.
77 BEALE ST, B9A
SAN FRANCISCO CA 94105
Email: yxg4@pge.com
Status: INFORMATION

LISE JORDAN
PACIFIC GAS & ELECTRIC COMPANY
PO BOX 7442
SAN FRANCISCO CA 94120
Email: lhj2@pge.com
Status: INFORMATION

CHONDA J. NWAMU ATTORNEY
PACIFIC GAS AND ELECTRIC COMPANY
77 BEALE ST, B9A
SAN FRANCISCO CA 94105
FOR: Pacific Gas and Electric Company
Email: cjn3@pge.com
Status: INFORMATION

SHILPA RAMAIYA
PACIFIC GAS AND ELECTRIC COMPANY
PO BOX 7442
77 BEALE ST, MAIL CODE N3A
SAN FRANCISCO CA 94120
Email: SRRd@pge.com
Status: INFORMATION

MICHAEL R. KLOTZ
PACIFIC GAS AND ELECTRIC COMPANY
77 BEALE ST, MS B30A, RM 3105B
SAN FRANCISCO CA 94120
FOR: Pacific Gas and Electric Company
Email: M1ke@pge.com
Status: PARTY

CARMEN BEST
CALIFORNIA PUBLIC UTILITIES COMMISSION
EMAIL ONLY
EMAIL ONLY CA 0
Email: CBE@cpuc.ca.gov
Status: STATE-SERVICE

Jeanne Clinton
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE RM 4008
SAN FRANCISCO CA 94102-3214
Email: cln@cpuc.ca.gov
Status: STATE-SERVICE

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

Cheryl Cox
CALIF PUBLIC UTILITIES COMMISSION
ENERGY PRICING AND CUSTOMER PROGRAMS
BRANCH
505 VAN NESS AVE RM 4209
SAN FRANCISCO CA 94102-3214
Email: cxc@cpuc.ca.gov
Status: STATE-SERVICE

Darwin Farrar
CALIF PUBLIC UTILITIES COMMISSION
DIVISION OF ADMINISTRATIVE LAW JUDGES
505 VAN NESS AVE RM 5041
SAN FRANCISCO CA 94102-3214
Email: edf@cpuc.ca.gov
Status: STATE-SERVICE

Peter Franzese
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: pcf@cpuc.ca.gov
Status: STATE-SERVICE

Katherine Hardy
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: keh@cpuc.ca.gov
Status: STATE-SERVICE

Jean A. Lamming
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: jl2@cpuc.ca.gov
Status: STATE-SERVICE

Ayat E. Osman
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: aeo@cpuc.ca.gov
Status: STATE-SERVICE

Anne W. Premo
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
770 L ST, STE 1050
SACRAMENTO CA 95814
Email: awp@cpuc.ca.gov
Status: STATE-SERVICE

Tim G. Drew
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: zap@cpuc.ca.gov
Status: STATE-SERVICE

Cathleen A. Fogel
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: cf1@cpuc.ca.gov
Status: STATE-SERVICE

Mikhail Haramati
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: mkh@cpuc.ca.gov
Status: STATE-SERVICE

Peter Lai
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
320 WEST 4TH ST STE 500
LOS ANGELES CA 90013
Email: ppl@cpuc.ca.gov
Status: STATE-SERVICE

Kim Mahoney
CALIF PUBLIC UTILITIES COMMISSION
ENERGY PRICING AND CUSTOMER PROGRAMS
BRANCH
505 VAN NESS AVE RM 4104
SAN FRANCISCO CA 94102-3214
Email: kmb@cpuc.ca.gov
Status: STATE-SERVICE

Lisa Paulo
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: lp1@cpuc.ca.gov
Status: STATE-SERVICE

Kristina Skierka
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: ks3@cpuc.ca.gov
Status: STATE-SERVICE

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

George S. Tagnipes
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: jst@cpuc.ca.gov
Status: STATE-SERVICE

MATTHEW TISDALE
CALIFORNIA PUBLIC UTILITIES COMMISSION
4104
EMAIL ONLY
EMAIL ONLY CA 0
Email: MWT@cpuc.ca.gov
Status: STATE-SERVICE

Michael Wheeler
CALIF PUBLIC UTILITIES COMMISSION
EXECUTIVE DIVISION
505 VAN NESS AVE RM 5206
SAN FRANCISCO CA 94102-3214
Email: mmw@cpuc.ca.gov
Status: STATE-SERVICE

NATARA FELLER
BLANK ROME LLP
THE CHRYSLER BUILDING
405 LEXINGTON AVE
NEW YORK NY 10174-0208
Email: nfeller@BlankRome.com
Status: INFORMATION

CHRISTOPHER A. LEWIS
BLANK ROME LLP
ONE LOGAN SQUIRE 130 NORTH 18TH ST
PHILADELPHIA PA 19103-6998
Email: Lewis@BlankRome.com
Status: INFORMATION

AUDREY CHANG
CA ENERGY EFFICIENCY INDUSTRY COUNCIL
EMAIL ONLY
EMAIL ONLY CA 0
Email: achang@efficiencycouncil.org
Status: INFORMATION

CHRIS ANN DICKERSON
CAD CONSULTING
720B CANYON OAKS DRIVE
OAKLAND CA 94605
Email: cadickerson@cadconsulting.biz
Status: INFORMATION

Zenaida G. Tapawan-Conway
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: ztc@cpuc.ca.gov
Status: STATE-SERVICE

Pamela Wellner
CALIF PUBLIC UTILITIES COMMISSION
ENERGY DIVISION
505 VAN NESS AVE AREA 4-A
SAN FRANCISCO CA 94102-3214
Email: pw1@cpuc.ca.gov
Status: STATE-SERVICE

GERALD LAHR
ASSOCIATION OF BAY AREA GOVERNMENTS
101 8TH ST, PO BOX 2050
OAKLAND CA 94607
FOR: Association of Bay Area Governments
Email: jerry@abag.ca.gov
Status: PARTY

PETER F. JAZAYERI
BLANK ROME LLP
1925 CENTURY PARK, EAST STE 1900
LOS ANGELES CA 90067
Email: Jazayeri@BlankRome.com
Status: INFORMATION

CHRISTOPHER SHARP
BLANK ROME LLP
ONE LOGA SQUARE 130 NORTH 18TH ST
PHILADELPHIA PA 19103-6998
Email: Sharp@BlankRome.com
Status: INFORMATION

STEVEN R. SCHILLER
CA ENERGY EFFICIENCY INDUSTRY COUNCIL
EMAIL ONLY
EMAIL ONLY CA 0
Email: sschiller@efficiencycouncil.org
Status: INFORMATION

MICHAEL O'KEEFE
CAL. ENERGY EFFICIENCY INDUSTRY COUNCIL
EMAIL ONLY
EMAIL ONLY CA 00000-0000
Email: mokeefe@efficiencycouncil.org
Status: INFORMATION

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

IRENE M. STILLINGS EXECUTIVE DIRECTOR
CALIF. CNTR FOR SUSTAINABLE ENERGY
8690 BALBOA AVE., STE 100
SAN DIEGO CA 92123
Email: irene.stillings@energycenter.org
Status: INFORMATION

ANDREW MCALLISTER
CALIFORNIA CENTER FOR SUSTAINABLE ENERGY
8690 BALBOA AVE, STE 100
SAN DIEGO CA 92123
FOR: California Center For Sustainable Energy
Email: andrew.mcallister@energycenter.org
Status: PARTY

SEPHRA A. NINOW
CALIFORNIA CENTER FOR SUSTAINABLE ENERGY
8690 BALBOA AVE, STE 100
SAN DIEGO CA 92123
Email: sephra.ninow@energycenter.org
Status: INFORMATION

CALIFORNIA ENERGY MARKETS
425 DIVISADERO ST., STE 303
SAN FRANCISCO CA 94117
Email: cem@newsdata.com
Status: INFORMATION

BILL JUNKER
CALIFORNIA ENERGY COMMISSION
1516 9TH ST, MS 22
SACRAMENTO CA 95819
Email: bjunker@energy.state.ca.us
Status: STATE-SERVICE

DON SCHULTZ
CALIFORNIA ENERGY COMMISSION
1516 9TH ST
SACRAMENTO CA 95819
Email: dschultz@energy.state.ca.us
Status: STATE-SERVICE

SARA STECK MYERS ATTORNEY
122 28TH AVE.
SAN FRANCISCO CA 94121
FOR: Center for Energy Efficiency and Renewable
Technologies
Email: ssmyers@att.net
Status: PARTY

ROBERT L. KNIGHT
CAL. BLDG. PERFORMANCE CONTRATORS ASSN.
1000 BROADWAY, STE 410
OAKLAND CA 94607
FOR: California Building Performance Contractors
Association
Email: rknight@bki.com
Status: PARTY

JENNIFER GREEN
CALIFORNIA CENTER FOR SUSTAINABLE ENERGY
8690 BALBOA AVE
SAN DIEGO CA 92123
Email: jennifer.green@energycenter.org
Status: INFORMATION

ASHLEY WATKINS
CALIFORNIA CENTER FOR SUSTAINABLE ENERGY
8690 BALBOA AVE. STE 100
SAN DIEGO CA 92123
Email: ashley.watkins@energycenter.org
Status: INFORMATION

SYLVIA BENDER
CALIFORNIA ENERGY COMMISSION
1516 9TH ST, MS20
SACRAMENTO CA 95814
Email: sbender@energy.state.ca.us
Status: STATE-SERVICE

CHRIS KAVALEC
CALIFORNIA ENERGY COMMISSION
1516 9TH ST
SACRAMENTO CA 95831
Email: ckavalec@energy.state.ca.us
Status: STATE-SERVICE

PETER CANESSA
CALIFORNIA STATE UNIVERSITY, FRESNO
1211 CHAPARRAL CIRCLE
SAN LUIS OBISPO CA 93401
Email: pcanessa@charter.net
Status: INFORMATION

CAL BROOMHEAD DEPT OF ENVIRONMENT, ENERGY
SECTION
CITY AND COUNTY OF SAN FRANCISCO
11 GROVE ST
SAN FRANCISCO CA 94102
Email: cal.broomhead@sfgov.org
Status: INFORMATION

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

DENNIS J. HERRERA
CITY AND COUNTY OF SAN FRANCISCO
CITY HALL, RM 234
SAN FRANCISCO CA 94102
Status: INFORMATION

ANN KELLY DEPT. OF THE ENVIRONMENT
CITY AND COUNTY OF SAN FRANCISCO
11 GROVE ST
SAN FRANCISCO CA 94102
Email: ann.kelly@sfgov.org
Status: INFORMATION

THERESA L. MUELLER ATTORNEY
CITY AND COUNTY OF SAN FRANCISCO
1 DR. CARLTON B. GOODLETT PLACE
SAN FRANCISCO CA 94102-4682
Email: theresa.mueller@sfgov.org
Status: INFORMATION

SHAWN THOMPSON
CITY OF IRVINE
1 CIVIC CENTER PLAZA
IRVINE CA 92646
Email: sthompson@ci.irvine.ca.us
Status: INFORMATION

SHAYNA H. HIRSHFIELD
CITY OF SAN JOSE-ENVIRONMENTAL SVCS DEP
200 EAST SANTA CLARA
SAN JOSE CA 95113
Email: Shayna.Hirshfield@sanjoseca.gov
Status: INFORMATION

MARY TUCKER
CITY OF SAN JOSE, ENVIRONMENTAL SRVC DEP
200 EAST SANTA CLARA ST., 10TH FLR.
SAN JOSE CA 95113-1905
Email: mary.tucker@sanjoseca.gov
Status: INFORMATION

SUSAN MUNVES ENERGY AND GREEN BLDG. PROG.
ADMIN.
CITY OF SANTA MONICA
1212 5TH ST, FIRST FLR
SANTA MONICA CA 90401
Email: susan.munves@smgov.net
Status: INFORMATION

JEANNE M. SOLE
CITY AND COUNTY OF SAN FRANCISCO
CITY HALL, RM 234
1 DR. CARLTON B. GOODLET PLACE
SAN FRANCISCO CA 94102-4682
FOR: Ckty and County of San Francisco
Email: jeanne.sole@sfgov.org
Status: PARTY

DON LIDDELL
DOUGLASS & LIDDELL
2928 2ND AVE
SAN DIEGO CA 92103
Email: liddell@energyattorney.com
Status: INFORMATION

Diana L. Lee
CALIF PUBLIC UTILITIES COMMISSION
LEGAL DIVISION
505 VAN NESS AVE RM 4107
SAN FRANCISCO CA 94102-3214
FOR: DRA
Email: dil@cpuc.ca.gov
Status: PARTY

ANDREW B. BROWN
ELLISON SCHNEIDER & HARRIS, L.L.P.
2600 CAPITOL AVE, STE 400
SACRAMENTO CA 95816-5905
Email: abb@eslawfirm.com
Status: INFORMATION

LYNN HAUG
ELLISON, SCHNEIDER & HARRIS L.L.P.
2600 CAPITAL AVE, STE 400
SACRAMENTO CA 95816
Email: lmh@eslawfirm.com
Status: INFORMATION

REUBEN DEUMLING
ENERGY ECONOMICS INC.
3309 SE MAIN ST
PORTLAND OR 97214
Email: 9watts@gmail.com
Status: INFORMATION

CYNTHIA MITCHELL
ENERGY ECONOMICS, INC.
530 COLGATE COURT
RENO NV 89503
Email: ckmitchell1@sbcglobal.net
Status: INFORMATION

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

MONA TIERNEY-LLOYD SENIOR MANAGER WESTERN
REG. AFFAIRS
ENERNOC, INC.
PO BOX 378
CAYUCOS CA 93430
FOR: EnerNoc, Inc.
Email: mtierney-lloyd@enernoc.com
Status: PARTY

MIKE JASKE
EMAIL ONLY
EMAIL ONLY CA 00000-0000
Email: Mjaske@energy.state.ca.us
Status: STATE-SERVICE

THOMAS P. CONLON PRESIDENT
GEOPRAXIS
PO BOX 5
SONOMA CA 95476-0005
FOR: GeoPraxis, Inc.
Email: tconlon@geopraxis.com
Status: PARTY

ERIC LEE
HARPIRIS ENERGY, LLC
25205 BARONET ROAD
CORRAL DE TIERRA CA 93908
FOR: Harpiris Energy
Email: eric@harpiris.com
Status: PARTY

JEFF HIRSCH
JAMES J. HIRSCH & ASSOCIATES
12185 PRESILLA ROAD
CAMARILLO CA 93012-9243
Email: Jeff.Hirsch@DOE2.com
Status: INFORMATION

ED VINE
LAWRENCE BERKELEY NATIONAL LABORATORY
BUILDING 90-400
BERKELEY CA 94720-8136
Email: ELVine@lbl.gov
Status: INFORMATION

G. PATRICK STONER PROGRAM DIRECTOR
LOCAL GOVERNMENT COMMISSION
EMAIL ONLY
EMAIL ONLY CA 00000-0000
Email: pstoner@lgc.org
Status: INFORMATION

JODY LONDON
JODY LONDON CONSULTING
PO BOX 3629
OAKLAND CA 94609
FOR: Local Government Sustainable Energy Coalition
Email: jody_london_consulting@earthlink.net
Status: PARTY

ELIZEBETH RASMUSSEN
MARIN ENERGY AUTHORITY
3501 CIVIC CENTER DRIVE, RM. 308
SAN RAFAEL CA 94903
FOR: Marin Energy Authority
Email: erasmussen@co.marin.ca.us
Status: PARTY

MRW & ASSOCIATES, LLC
EMAIL ONLY
EMAIL ONLY CA 0
Email: mrw@mrwassoc.com
Status: INFORMATION

DONALD GILLIGAN
NATIONAL ASSC. OF ENERGY SVC. COMPANIES
1615 M ST, NW
WASHINGTON DC 20036
FOR: National Association of Energy Services Companies
Email: dgilligan@naesco.org
Status: PARTY

LARA ETTENSON
NATURAL RESOURCES DEFENSE COUNCIL
111 SUTTER ST, 20TH FLR
SAN FRANCISCO CA 94104
FOR: Natural Resources Defense Council
Email: lettenson@nrdc.org
Status: PARTY

MAX BAUMHEFNER LEGAL FELLOW
NATURAL RESOURCES DEFENSE COUNCIL
111 SUTTER ST., 20TH FLR
SAN FRANCISCO CA 94104
Email: mbaumhefner@nrdc.org
Status: INFORMATION

NOAH LONG
NATURAL RESOURCES DEFENSE COUNCIL
111 SUTTER ST, 20TH FLR
SAN FRANCISCO CA 94104
Email: nlong@nrdc.org
Status: INFORMATION

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

PETER MILLER
NATURAL RESOURCES DEFENSE COUNCIL
111 SUTTER ST, 20TH FLR
SAN FRANCISCO CA 94104
Email: pmiller@nrdc.org
Status: INFORMATION

BRAD KATES
OPINION DYNAMICS CORPORATION
230 THIRD FLR
WALTHAM MA 2451
Email: bkates@opiniondynamics.com
Status: INFORMATION

MICHAEL SACHSE
OPOWER
1515 N. COURTHOUSE RD., STE 610
ARLINGTON VA 22201
FOR: OPower
Email: michael.sachse@opower.com
Status: PARTY

PUJA DEVERAKONDA
POSITIVE ENERGY
1911 FORT MYER DRIVE
ARLINGTON VA 22209
Email: puja@opower.com
Status: INFORMATION

ATHENA BESA
SAN DIEGO GAS & ELECTRIC COMPANY
EMAIL ONLY
EMAIL ONLY CA 0
Email: ABesa@SempraUtilities.com
Status: INFORMATION

CENTRAL FILES
SAN DIEGO GAS AND ELECTRIC COMPANY
8330 CENTURY PARK CT, CP32D, RM CP31-E
SAN DIEGO CA 92123-1530
Email: CentralFiles@SempraUtilities.com
Status: INFORMATION

SCOTT BLAISING
BRAUN BLAISING MCLAUGHLIN, P.C.
915 L ST, STE 1270
SACRAMENTO CA 95814
FOR: San Joaquin Valley Power Authority
Email: blaising@braunlegal.com
Status: PARTY

JENNIFER BARNES
NAVIGANT CONSULTING, INC.
EMAIL ONLY
EMAIL ONLY CA 00000-0000
Email: Jennifer.Barnes@Navigantconsulting.com
Status: INFORMATION

MARY SUTTER
OPINION DYNAMICS CORPORATION
2415 ROOSEVELT DRIVE
ALAMEDA CA 94501
Email: msutter@opiniondynamics.com
Status: INFORMATION

BRENDA HOPEWELL
PORTLAND ENERGY CONSERVATION, INC.
1400 SW 5TH AVE, STE 700
PORTLAND OR 97201
Email: bhopewell@peci.org
Status: INFORMATION

STEVEN D. PATRICK
SOUTHERN CALIFORNIA GAS COMPANY
555 WEST FIFTH ST, GT14G1
LOS ANGELES CA 90013-1011
FOR: San Diego Gas & Electric/SoCal Gas
Email: SDPatrick@SempraUtilities.com
Status: PARTY

JOY C. YAMAGATA
SAN DIEGO GAS & ELECTRIC/SOCALGAS
8330 CENTURY PARK COURT, CP 32 D
SAN DIEGO CA 92123-1530
Email: JYamagata@SempraUtilities.com
Status: INFORMATION

THERESA BURKE
SAN FRANCISCO PUC
1155 MARKET ST, 4TH FLR
SAN FRANCISCO CA 94103
Email: tburke@sflower.org
Status: INFORMATION

MICHAEL ROCHMAN MANAGING DIRECTOR
SCHOOL PROJECT UTILITY RATE REDUCTION
1430 WILLOW PASS ROAD, STE 240
CONCORD CA 94520
Email: service@spurr.org
Status: INFORMATION

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

PEDRO VILLEGAS
SEMPRA ENERGY UTILITIES
601 VAN NESS AVE, STE 2060
SAN FRANCISCO CA 94102
Email: PVillegas@SempraUtilities.com
Status: INFORMATION

MARILYN LYON SOUTH BAY CITIES COUNCIL OF GOVERNMENTS
SOUTH BAY ENVIRONMENTAL SERVICES CTR.
15901 HAWTHORNE BLVD., STE. 400
LAWNDALE CA 90260-2656
Email: marilyn@sbesc.com
Status: INFORMATION

JENNIFER M. TSAO SHIGEKAWA
SOUTHERN CALIFORNIA EDISON COMPANY
2244 WALNUT GROVE AVE
ROSEMEAD CA 91770
Email: Jennifer.Shigekawa@sce.com
Status: INFORMATION

RAFI HASSAN
SUSQUEHANNA FINANCIAL GROUP, LLLP
101 CALIFORNIA ST, STE 3250
SAN FRANCISCO CA 94111
Email: rafi.hassan@sig.com
Status: INFORMATION

STEPHANIE C. CHEN
THE GREENLINING INSTITUTE
EMAIL ONLY
EMAIL ONLY CA 0
Email: stephaniec@greenlining.org
Status: INFORMATION

MARYBELLE C. ANG
THE UTILITY REFORM NETWORK
115 SANSOME ST, STE. 900
SAN FRANCISCO CA 94104
Email: mang@turn.org
Status: INFORMATION

CRAIG TYLER
TYLER & ASSOCIATES
2760 SHASTA ROAD
BERKELEY CA 94708
Email: craigtyler@comcast.net
Status: INFORMATION

JACKI BACHARACH EXECUTIVE DIRECTOR
SOUTH BAY CITIES COUNCIL OF GOVERNMENTS
5033 ROCKVALLEY ROAD
RANCHO PALOS VERDES CA 90275
Email: sbccog@southbaycities.org
Status: INFORMATION

CASE ADMINISTRATION
SOUTHERN CALIFORNIA EDISON COMPANY
LAW DEPARTMENT
2244 WALNUT GROVE AVE, RM 370
ROSEMEAD CA 91770
Email: case.admin@sce.com
Status: INFORMATION

LARRY COPE
SOUTHERN CALIFORNIA EDISON COMPANY
2244 WALNUT GROVE AVE
ROSEMEAD CA 91770
FOR: Southern California Edison
Email: larry.cope@sce.com
Status: PARTY

SAMUEL S. KANG
THE GREENLINING INSTITUTE
1918 UNIVERSITY AVE, SECOND FLR
BERKELEY CA 94704
FOR: The Greenlining Institute
Email: samuelk@greenlining.org
Status: PARTY

ENRIQUE GALLARDO
THE GREENLINING INSTITUTE
1918 UNIVERSITY AVE., 2ND FLR
BERKELEY CA 94704-1051
Email: enriqueg@greenlining.org
Status: INFORMATION

ROBERT FINKELSTEIN
THE UTILITY REFORM NETWORK
115 SANSOME ST, STE 900
SAN FRANCISCO CA 94104
FOR: TURN
Email: bfinkelstein@turn.org
Status: PARTY

MEGAN MYERS
VASQUEZ ESTRADA & DUMONT LLP
1000 FOURTH ST, STE 700
SAN RAFAEL CA 94901
Email: mmyers@vandelaw.com
Status: INFORMATION

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

Total number of addressees: 114

CHERYL COLLART
VENTURA COUNTY REGIONAL ENERGY ALLIANCE
1000 SOUTH HILL ROAD, STE. 230
VENTURA CA 93003
Email: cheryl.collart@ventura.org
Status: INFORMATION

BARBARA GEORGE
WOMEN'S ENERGY MATTERS
PO BOX 548
FAIRFAX CA 94978-0548
FOR: Women's Energy Matters
Email: wem@igc.org
Status: PARTY

**THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA
EMAIL SERVICE LIST**

Last Updated: July 21, 2010

CPUC DOCKET NO. R0911014

9watts@gmail.com; abb@eslawfirm.com; ABesa@SempraUtilities.com; achang@efficiencycouncil.org;
aео@cpuc.ca.gov; andrew.mcallister@energycenter.org; ann.kelly@sfgov.org;
ashley.watkins@energycenter.org; awp@cpuc.ca.gov; bfinkelstein@turn.org; bhopewell@peci.org;
bjunker@energy.state.ca.us; bkates@opiniondynamics.com; blaising@braunlegal.com;
cadickerson@cadconsulting.biz; cal.broomhead@sfgov.org; case.admin@sce.com; CBE@cpuc.ca.gov;
cem@newsdata.com; CentralFiles@SempraUtilities.com; cf1@cpuc.ca.gov; cheryl.collart@ventura.org;
cjn3@pge.com; ckavalec@energy.state.ca.us; ckmittchell1@sbcglobal.net; cln@cpuc.ca.gov;
craigtyler@comcast.net; cxc@cpuc.ca.gov; dgilligan@naesco.org; dil@cpuc.ca.gov;
dschultz@energy.state.ca.us; edf@cpuc.ca.gov; ELVine@lbl.gov; enriqueg@greenlining.org;
erasmussen@co.marin.ca.us; eric@harpiris.com; irene.stillings@energycenter.org; j1pc@pge.com;
Jazayeri@BlankRome.com; jeanne.sole@sfgov.org; Jeff.Hirsch@DOE2.com;
Jennifer.Barnes@Navigantconsulting.com; jennifer.green@energycenter.org;
Jennifer.Shigekawa@sce.com; jerryl@abag.ca.gov; jl2@cpuc.ca.gov; jnc@cpuc.ca.gov;
jody_london_consulting@earthlink.net; jst@cpuc.ca.gov; JYamagata@SempraUtilities.com;
keh@cpuc.ca.gov; kmb@cpuc.ca.gov; ks3@cpuc.ca.gov; larry.cope@sce.com; LDRi@pge.com;
lettenson@nrdc.org; Lewis@BlankRome.com; lhj2@pge.com; liddell@energyattorney.com;
lmh@eslawfirm.com; lp1@cpuc.ca.gov; M1ke@pge.com; mang@turn.org; marilyn@sbesc.com;
mary.tucker@sanjoseca.gov; mbaumhefner@nrdc.org; michael.sachse@opower.com;
Mjaske@energy.state.ca.us; mkh@cpuc.ca.gov; mmw@cpuc.ca.gov; mmyers@vandelaw.com;
mokeefe@efficiencycouncil.org; mrw@mrwassoc.com; msutter@opiniondynamics.com; mtierney-
lloyd@enernoc.com; MWT@cpuc.ca.gov; nfeller@BlankRome.com; nlong@nrdc.org;
pcanessa@charter.net; pcf@cpuc.ca.gov; pmiller@nrdc.org; ppl@cpuc.ca.gov; pstoner@lgc.org;
puja@opower.com; PVillegas@SempraUtilities.com; pw1@cpuc.ca.gov; rafi.hassan@sig.com;
RegRelCPUCCases@pge.com; rfg2@pge.com; rknight@bki.com; samuelk@greenlining.org;
sbccog@southbaycities.org; sbender@energy.state.ca.us; SDPatrick@SempraUtilities.com;
seb@cpuc.ca.gov; sephra.ninow@energycenter.org; service@spurr.org; Sharp@BlankRome.com;
Shayna.Hirshfield@sanjoseca.gov; slda@pge.com; SRRd@pge.com; sschiller@efficiencycouncil.org;
ssmyers@att.net; stephaniec@greenlining.org; sthompson@ci.irvine.ca.us; susan.munves@smgov.net;
tburke@sflower.org; tconlon@geopraxis.com; theresa.mueller@sfgov.org; wem@igc.org;
yxg4@pge.com; zap@cpuc.ca.gov; ztc@cpuc.ca.gov;