BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

Application of Pacific Gas and Electric Company for Approval of its 2010 Rate Design Window Proposal for 2-Part Peak Time Rebate and Recovery of Incremental Expenditures Required for Implementation.

Application 10-02-028 (Filed February 26, 2010)

(U39E)

NOTICE OF EX PARTE COMMUNICATION

Pursuant to Rule 8.3(a) of the Commission's Rules of Practice and Procedure,

Pacific Gas and Electric Company (PG&E) hereby gives notice of the following *ex parte*

communication. The communication occurred on Wednesday, August 11, 2010, at

approximately 12:30 p.m. at the offices of the California Public Utilities Commission in San

Francisco. The communication was oral. [Rule 8.3(a)]

Sidney Dietz, Director- Regulatory Relations, PG&E, initiated the communication with

Scott Murtishaw (Advisor to Commission President Michael R. Peevey). [Rule 8.3(b)]

Mr. Dietz stated that the approach of defaulting all customers to Peak-Day Pricing,

before they have experience with gentler rates such as PTR, is too harsh and will harm customer acceptance of dynamic rates. Mr. Dietz further stated that an alternate approach that is friendlier to customers would reach the same result without the expected strong resistance. [Rule 8.3(c)]

To obtain a copy of this notice, please notify Sally Cuaresma at (415) 973-5012 or via email at a2c7@pge.com.

Respectfully submitted,

<u>/s/ BRIAN K. CHERRY</u> Brian K. Cherry Vice President, Regulatory Relations Pacific Gas and Electric Company P.O. Box 770000, Mail Code B10C San Francisco, CA 94177 Phone: 415-973-4977 Fax: 415-973-7226 E-mail: BKC7@pge.com

Dated: August 16, 2010

CERTIFICATE OF SERVICE BY ELECTRONIC MAIL OR U.S. 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 Pacific Gas and Electric Company, Regulatory Relations Department B10C, 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 August 16, 2010, I caused to be served a true copy of:

NOTICE OF EX PARTE COMMUNICATION

[XX] By Electronic Mail – serving the enclosed via e-mail transmission to each of the parties listed on the official service list for A.10-02-028 with an e-mail address.

[XX] By U.S. Mail – by placing it 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 all parties of record on the service list for A.10-02-028 who do not have an email 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 on the 16th of August, 2010, San Francisco, California

/s/ SALLY CUARESMA Sally Cuaresma Regulatory Relations Pacific Gas and Electric Company P.O. Box 770000, Mail Code: B10C San Francisco, CA 94177 Phone: 415-973-5012 Fax: 415-973-7226 E-mail: a2c7@pge.com

CALIFORNIA PUBLIC UTILITIES COMMISSION Service List: A.10-02-028 – Last Changed: August 9, 2010

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