

January 22, 2010

Ms. Julie Fitch  
Director of the Energy Division  
California Public Utilities Commission  
Room 4004  
505 Van Ness Avenue  
San Francisco, California 94102

**RE: PG&E's 2010 California Solar Initiative Interim Marketing and Outreach Plan**

**SUBJECT**

In compliance with Appendix A of Decision 07-05-047 (Decision) and the December 22, 2009 Guidelines for California Solar Initiative (CSI) 2010 Marketing and Outreach (M&O) Plans (Guidelines), Pacific Gas and Electric Company (PG&E) hereby requests Energy Division approval of its 2010 Interim M&O Plan (Plan) for the CSI program in its service territory.

PG&E's proposed Plan requests the \$500,000 annual budget set forth in the Decision, as well as the 20% budget increase allowed by the Decision. PG&E also includes a request to carry over unspent approved project funds into 2010. In submitting these requests, PG&E sets forth a detailed justification as to why these marketing expenses are necessary.

Additionally in this Plan, in accordance with the Guidelines, PG&E includes the following items:

- An update on 2009 M&O activities;
- A request for 2010 M&O funds for both the General Market CSI program as well as the Multifamily Affordable Solar Housing (MASH) program, and;
- Recommendations for strategic CSI M&O activities that are outside the scope of the interim plans.

In putting together the priority items for 2010, particular focus was placed on the key goal of the CSI program, i.e., to create a sustainable solar industry. To do this, PG&E is suggesting working towards the following sub-goals with M&O resources:

- Creating a sustainable solar industry and an educated base of consumers;
- "Crossing the chasm" from early solar adopters and enthusiasts to mainstream solar customers, and;
- Integrating solar with energy efficiency and other demand-side management programs (IDSM), thus underscoring a "*path* to solar," and supporting the existing Statewide

Marketing, Education and Outreach efforts currently underway in the Energy Efficiency, Low Income Energy Efficiency, and Demand Response proceedings.

### **BACKGROUND**

On May 24, 2007, the California Public Utilities Commission issued the Decision, which established a process for approval of CSI Interim M&O Plans. The Decision stated that the interim process will remain in place until the Energy Division provides more complete guidance to the CSI Program Administrators (PAs) regarding CSI M&O activities after preliminary, or Phase I issues were resolved. It also states that PAs shall update their Interim M&O Plan by sending a follow-up letter to the Director of the Energy Division six months after the date of their initial letter, and every six months thereafter, until the Final M&O Plan is adopted.

In compliance with that direction, PG&E submits this 2010 Interim M&O Plan. This submission is also in accordance with the direction included in the December 22, 2009 Guidelines sent by the Energy Division.

### **UPDATE ON 2009 ACTIVITIES**

The table below summarizes PG&E's experience with 2009 M&O activities. Overall, PG&E continued to excel and was resourceful in leveraging resources for the greatest benefit. Specifically, 2009 was a banner year for education in that PG&E trained almost 5,000 customers in just this year alone. Additionally, PG&E supported industry allies who share the goals of the CSI program, thereby facilitating progress towards the goals, and among other projects, worked on strategic marketing pieces that outline the program and encourage integration whenever feasible.

<b>ACTIVITY</b>	<b>COMMENTS/2009 PROJECT EXPERIENCE</b>
Training and Education Program	Training and education continued to be a high priority item for PG&E. In response to customer demand, content expanded and class frequency increased in 2009. Going forward, PG&E plans to offer even more web-based classes that provide flexible viewing by customers.
Sponsorships, Conferences and Events	Strategic sponsorships and partnerships with industry allies have proven to be a cost-effective way to facilitate positive industry growth. Therefore, PG&E hopes to continue these sponsorships in 2010.
PG&E Forums	Cross-collaborative industry forums on permitting specifically were well received, fostering key relationships to facilitate industry progress.

Targeted Direct Mail	PG&E is requesting to carry over the majority of these funds, as resource constraints did not allow for execution in 2009. (See page 10.)
Updated Fact Sheets – collaborative item	The suite of CSI fact sheets were updated in 2009. A tactical lesson learned to apply for future projects included working on design and creative copy concurrently. The PAs found it to be a challenge to develop content without seeing the design template, and vice versa. The two are best developed in tandem, as one document.
Updating Solar Guide	This effort was not undertaken. The existing Solar Guide continued to be useful since revisions anticipated due to changes in energy efficiency programs turned out to be minimal. PG&E continued to prioritize the promotion of energy efficiency through other marketing channels.
Participation in IDSM Collateral	PG&E is near completion of a collateral piece that demonstrates the financial value of energy efficiency prior to installing a solar system. Once completed and approved, PG&E will share any experiential lessons learned. PG&E will also use this collateral as part of a larger M&O strategy which promotes specific energy efficiency projects before installing solar – the strategy will include, among other items, marketing, such as this collateral piece and direct mail campaigns, as well as internal trainings for PG&E representatives to communicate the value directly to our customers.
2010 Calendar – collaborative item	The collaborative calendar was well executed (led by Southern California Edison) and was a popular item at the 2009 Solar Power International (SPI) conference. A potential lesson learned from this project includes ordering less collateral in PG&E's service territory. As we move towards more web-based marketing, there is less interest in hard copy collateral pieces.
Integrated Tutorial on Solar	As the integrated tutorial was pushed back to be a 2010 marketing item, PG&E is requesting 2010 funds for this, as well as for other online education modules and tutorials. (See page 9.)
Digitized Consumer Guide – collaborative item	Similar to our experience with the Solar Guide, the minimal energy efficiency program changes did not merit spending more funds on updating our existing collateral pieces, including the Consumer Guide.
Integrated Web Site Maintenance	As the Web grows in use as a marketing channel, PG&E's expenses associated with maintenance and improvement of our Web site also grow. As such, PG&E is requesting \$20,000 for this in 2010. (See page 8.)
Participation in Newsletters	Participation in the monthly CSI Newsletter continued throughout 2009 (Note, moving forward, it will be known as the

	Go Solar, California! Newsletter, due to its expanded scope of programs and subject matter, including a heightened focus on energy efficiency and integration with the other Statewide Marketing, Education and Outreach efforts.)
Consumer Bid Protection Form	The Consumer Bid Protection form (Now known as the Consumer Bid Comparison form) is near completion and will be made available for statewide use, should there be the interest, upon completion.
Solar Mapping Tool	PG&E is requesting to carry over these funds. (See page 10.)
Surveys	While the collaborative statewide survey did not get developed, PG&E surveyed customers twice in 2009 and identified action items in response to customer feedback. That feedback has been shared with the PAs and the Energy Division.

**PROPOSED 2010 MARKETING AND OUTREACH PLAN**

The below table consists of a snapshot of PG&E's planned 2010 activities. Each one is described in more detail, below the table.

ACTIVITY	BUDGET FORECAST
<b>Training and Education</b>	
Live and online classes	\$100,000
Curriculum development support	NA
<b>Outreach</b>	
Alliances and Partnerships	\$50,000
Solar Industry Forums	\$25,000
Mainstream Sponsorships and Industry Conferences (Utilizing Solar Stage and CSI booth)	\$35,000
<b>Program Outreach Materials and Web Site Work</b>	
Financial Analysis Guide	\$10,000
Solar Guide 101	\$10,000
Integrated Direct Mail	\$200,000
Web Site – PG&E	\$20,000
Web Site – Go Solar, California	\$5,000
Go Solar, California! Newsletter	NA
Banner Ads	\$105,000
<b>Tools and Tutorials</b>	
Education and Operations-based modules:	\$40,000

PowerClerk, Interconnection, Solar Billing, etc	
<b>Other</b>	
Google Search	NA
<b>TOTAL</b>	<b>\$600,000</b>

\*Table 1

## **TRAINING AND EDUCATION**

### **LIVE AND ONLINE CLASSES**

Much of the interim M&O educational classes have consisted of CSI operations content, i.e., education targeted at established solar contractors to ensure a basic understanding of the program, the application process, etc. While this was essential in the first couple years of the program and still remains a priority, CSI education goals need to expand from this foundation in order to drive down program administrative costs, create an educated base of consumers and keep up with industry changes, such as more self-installers entering the marketplace.

To do this, PG&E will continue to bring our classes throughout the service territory -- utilizing our well-known training centers, and leveraging a variety of delivery methods including those live and online.

Additionally, PG&E proposes to expand our curriculum to include, among other topics, Solar System-life Maintenance Considerations and Lifecycle Cost; Path to Solar classes, continued Train the Trainer-type classes, expanded Permitting, Interconnection, Financing and Photovoltaic Performance support, etc.

### **CURRICULUM DEVELOPMENT SUPPORT**

As solar expands in popularity and market barriers are reduced, the need for qualified industry workers expands. While PG&E currently has several curriculum tracks appropriate to help train new workers, PG&E also has the resources and relationships necessary to build off of this curriculum and develop new content that meets the burgeoning needs of the industry, community colleges, etc. PG&E proposes spending M&O time towards the development of this content, in conjunction with other industry partners.

## **OUTREACH**

### **ALLIANCES AND PARTNERSHIPS**

PG&E has had a good deal of success in the past working closely with industry partners who share the CSI program's goals of creating a sustainable industry. Over time we've seen great work being accomplished by non-profit, municipal and other industry partners that directly align with our goals of education, barrier reduction, resonating with mainstream customers, etc.

These partners include, but are not limited to, 501c3, 501c4 and 501c6 entities as well as city stakeholders such as the "Solar America" cities. Together, with the PAs, this partnership provides a credibly catalyst for solar adoption.

As such, PG&E proposes expanding upon our current industry partner work. As the industry grow, so too does the need to have appropriate resources and an aligned group of stakeholders supporting shared needs and goals.

### **SOLAR INDUSTRY FORUMS**

As a trusted energy advisor to our customers, customers look to PG&E for information and advice on how to make smart energy choices. PG&E would like to leverage these relationships to bring relevant industry and energy information on a large scale, to a variety of customer segments. Examples include organizing forums that resonate with the mainstream, hosting cross-collaborative segmented workshops with industry partners that focus on energy efficiency and other Integrated Demand-side Management (IDSM) programs, etc.

Previously, PG&E held the Solar Metering and Performance Monitoring Exposition, which was the first event of its kind in North America, bringing together sellers, contractors and manufacturers of performance monitoring and reporting services for a two-day conference that attracted over 400 participants and 40 exhibitors. Additionally, PG&E held several permitting forums in 2009, attracting hundreds of relevant customers.

### **MAINSTREAM SPONSORSHIPS AND INDUSTRY CONFERENCES**

In order to "cross the chasm" and move past the early solar enthusiasts, it is critical that the CSI program have a presence outside industry-specific venues. Doing this through mainstream event sponsorships in mainstream venues is an intuitive strategy to begin resonating with this segment.

Sponsorships coupled with onsite education and demonstration only increase the value of these opportunities by demystifying the technology, simplifying the process and promoting the logical installation of IDSM programs, in conjunction with solar.

In addition to the above, as in 2009, PG&E would like to continue to have a collaborative booth presence at select industry events in 2010. These include the Solar Electric Power Association's SPI conference, West Coast Green (WCG) and InterSolar. Southern California Edison will lead the coordinated statewide presence at SPI, while PG&E will lead at both WCG and InterSolar.

### **PROGRAM OUTREACH MATERIALS AND WEB SITE WORK**

#### **FINANCIAL ANALYSIS GUIDE**

Industry growth has resulted in a myriad of financial paradigms and options for customers interested in pursuing a solar system installation. Those include, but are not limited to,

incentives and rebates such as those through the CSI program, Power Purchase Agreements, leasing arrangements and tax credits. Without a guide to help customers navigate through these options, exploring the financial viability of purchasing a system can be daunting. .

PG&E proposes working on a guide that provides an introduction to the financial options that currently exist, making it easier for potential customers to explore options for obtaining a solar system. Additionally, a financing guide provides a natural opportunity to present the financial case that energy efficiency is the most lucrative investment one can take prior to investing in a solar system.

### **SOLAR 101 GUIDE**

PG&E has seen the number of self-installers in the CSI program increase over time. With new additions and products to the marketplace, the likelihood is that this will only continue to increase. As a result, it is critical to reach out to these customers as soon as possible with relevant information to guide them through the solar process. Without trusted and reliable information sources, the risk of improper installations increases which will have immediate negative consequences on their system, grid reliability, etc. There is a pressing need to make trusted and comprehensive information accessible to self-installers as this Solar 101 Guide aims to do.

### **INTEGRATED DIRECT MAIL**

In support of integration efforts across the company and the State the need to “cross the chasm” from early solar enthusiasts to mainstream customers who can facilitate widespread solar adoption on the scale necessary to create a sustainable solar market, PG&E is proposing to develop an integrated direct mail campaign that leverages mainstream customers who have already pursued energy efficiency and who also demonstrate an electric load profile that may warrant a solar investment. The campaign will include language developed for the mainstream customer target, speaking to their needs and interests.

### **WEB SITE – PG&E**

Ensuring the value of solar Web pages on PG&E’s Web site are maximized and leveraged towards the goals of the program requires time and effort. With ongoing industry and program changes, it is critical to prioritize timely and appropriate Web-based information, keeping in mind our industry professional customer as well as the self-installer and mainstream customer. PG&E proposes expanding Web content in 2010 to meet the needs of these varied audiences while underscoring the financial and environmental value of pursuing energy efficiency prior to a solar installation.

PG&E’s built-in Web analytics also serve as a medium to track the level of customer interest in the program and other related components such as IDSM programs and program marketing pieces.

### **WEB SITE – GO SOLAR, CALIFORNIA!**

As customers apply for and receive their CSI incentive via PAs, there is a role for the broad statewide Go Solar, California! message to provide general awareness of solar programs, as well as PA-specific messaging in program marketing efforts.

In 2010, PG&E proposes spending a greater amount of time on the development and maintenance of the Go Solar, California! Web site. PG&E also proposes to work with the other Statewide Marketing Education and Outreach efforts to see if there is an opportunity to leverage other Statewide efforts to increase coordination and communication.

### **GO SOLAR, CALIFORNIA NEWSLETTER**

As directed by the Decision, PG&E and the other PAs coordinate monthly on an online Go Solar, California! Newsletter (previously known as the CSI Newsletter.) While direct expenses associated with this are owned by the California Center for Sustainable Energy, PG&E spends substantial labor time each month working towards a quality product. While interim funds don't allow PG&E to cover these costs, long-term marketing dollars should be provided for the indirect labor time spent by the PAs.

In its recently expanded scope, the Newsletter will focus on all issues under the Go Solar, California! umbrella and will present an integrated statewide message as well as specific messages from the individual PAs.

### **BANNER ADS**

To reach the mainstream customer segment, PG&E is proposing purchasing online banner advertisements on mainstream Web sites that promote solar, and the installation of energy efficiency prior to the solar install. PG&E's banner ads would link the user to the Go Solar, California! Web site and to PG&E's Web site while demonstrating the value of solar and energy efficiency and the ease with which customers can get started, with the help of rebates offered through the CSI program.

### **TOOLS AND TUTORIALS**

#### **EDUCATION AND OPERATIONS TUTORIALS/MODULES**

As seen with the success of the previously developed CSI Tutorial and the suite of PG&E solar webinars, online educational tools can drive down program administrative costs, contribute to a streamlined application process and quality applications and increase customers' appreciation of the financial and environmental value of solar and other IDSM programs. Educational modules which are posted online provide an effective and convenient means of training a broad and diverse audience.

PG&E proposes creating these training modules around the topics and issues for which PG&E receives the most inquiries including the financial analysis of solar and energy efficiency, solar entrepreneurial and workforce opportunities, etc. Additionally, PG&E proposes developing



online tutorials on operations issues such as a detailed walkthrough of the CSI application, PG&E interconnection and solar billing processes.

PG&E will implement success-tracking methodologies with the development of these tools, such as analytics, so that their value can be demonstrated to the Energy Division over time.

## **OTHER**

### **GOOGLE DOODLE**

PG&E proposes submitting a solar "Google Doodle" to the Google team consisting of a solar panel or other solar visual during Solar or Energy Awareness Month. The Doodle refers to the modified Google logo featured on the search page from time to time, which directs the user to a search based on the Doodle. PG&E proposes submitting either the actual Doodle *design* or the Doodle *idea* to their team for potential posting. As reflected in Table 1, PG&E is not earmarking any funds for this as Google doesn't charge for any Doodle submissions.

## **REQUEST TO CARRY OVER FUNDS**

### **DIRECT MAIL**

To optimize PG&E's 2009 direct mail effort, PG&E originally planned to send out the campaign during October's Energy Awareness Month. However, due to internal transitions and resource challenges, October was not feasible. In addition, the holidays would not have been optimal timing. As a result, PG&E is requesting to carry over \$200,000 of the approved 2009 direct mail funds for a first quarter, 2010 mailing.

The in-development campaign targets environmentally-minded customers who have electricity load profiles to merit a solar system investment and who reside in ripe solar areas of PG&E's service territory.

### **SOLAR ANALYSIS TOOL**

In previous marketing and outreach plan submissions, PG&E requested \$100,000 to develop a solar analysis tool to assist customers in identifying their solar viability (in previous plans, this was known as the Solar Mapping Tool). The tool will be a smart and simple way for PG&E customers to determine their rooftops' solar generating potential and their estimated payback.

As relayed previously to the Energy Division, the development of this tool has been delayed due to resource constraints in PG&E's Information Technology department. As a result, PG&E is requesting to carry over the unspent approved funds totaling \$90,000.

## **REQUEST FOR MULTIFAMILY AFFORDABLE SOLAR HOUSING PROGRAM FUNDS**

In accordance with the Decision and the January 4, 2010 Supplemental Guidelines, PG&E is including a request for 2010 M&O activities for the MASH program within this Plan.

As PG&E's Track 1 MASH incentive track is fully subscribed, PG&E is shifting focus entirely to the following:

- Track 2 incentives, specifically, to increasing the likelihood of receiving quality and substantive Track 2 applications;
- Actualizing on MASH program goals including improving energy utilization and overall quality of affordable housing through application of solar and energy efficiency technologies; decreasing electricity use and costs without increasing monthly household expenses for affordable housing building occupants; and increasing awareness and appreciation of the benefits of solar among affordable housing occupants and developers.

The below table consists of a snapshot of PG&E's 2010 planned activities. Each one is described in more detail, below the table.

<b>ACTIVITY</b>	<b>BUDGET FORECAST</b>
Workshops and Education	\$35,000
Public Forums	\$25,000
Track 2 Collateral	\$10,000
Benefits of Solar and Energy Efficiency Fact Sheet	\$10,000
Virtual Net Metering Fact Sheet	\$10,000
Housing California Conference	\$10,000
<b>TOTAL</b>	<b>\$100,000</b>

### **WORKSHOPS**

To execute on the above goals, PG&E is proposing utilizing some 2010 funds for outreach and education -- focusing on workshops throughout PG&E's service territory that target the multifamily property owner as well as the end-user. Both solar, through MASH incentives, as well as energy efficiency and other low income programs and services such as the California Alternative Rates for Energy and Family Electric Rate Assistance Relief Assistance programs will be promoted in a bundled fashion through this outreach channel.

### **TRACK 2 FORUMS AND COLLATERAL**

To promote and facilitate the submission of quality Track 2 applications, PG&E is proposing public forums that will walk property owners through the application process and elucidate the various components to a grant-winning application. At these forums, potential applicants would have an opportunity to brainstorm and discuss ideas with the PAs and with other

applicants. Potentially through both forums as well as supplemented through collateral, successful applicant stories can demonstrate the substance of a successful application.

#### **SOLAR AND ENERGY EFFICIENCY LOW INCOME FACT SHEET**

PG&E proposes developing a fact sheet that includes information associated with solar, energy efficiency and other low income services that focuses specifically on the MASH goal of increasing awareness and appreciation of the benefits of solar. As the value of solar is maximized when promoted in conjunction with energy efficiency and other IDSM and low income services, PG&E proposes creating a comprehensive fact sheet that includes components from the various applicable programs and services.

#### **VIRTUAL NET METERING FACT SHEET**

As the Virtual Net Metering tariff is already being implemented, PG&E is requesting funds to develop and print a fact sheet to explain the details of this tariff to applicable customers.

#### **WEB MAINTENANCE**

To ensure timely and relevant MASH content is promoted on PG&E's Web site, M&O resources need to be earmarked for the maintenance and upkeep of ensuring an updated and valuable MASH Web site.

#### **HOUSING CALIFORNIA CONFERENCE**

As was done in 2009, PG&E is looking forward to participating in the 2010 Housing California Conference, and to leading the booth presence on behalf of the PAs. As PG&E found the Conference to be a valuable platform to discuss the program to a relevant base of customers, PG&E is requesting funds to participate in the Conference again this year.

#### **NEXT STEPS WITH MARKETING AND OUTREACH**

While the above plan is part of the Decision's interim M&O stage, *entering into the 4<sup>th</sup> year of the program requires expanded funding and an expanded strategic scope*. The goal is to create a sustainable solar industry, where solar incentives, such as those under the California Solar Initiative are less necessary. To reach this goal, our focus needs to grow beyond program promotion and education and more into strategic alliances, educating mainstream customers towards crossing the chasm from early solar adopters, the promotion of a "path to solar" -- where solar systems are part of a holistic approach to energy management, and ensuring that these efforts support and are leveraged by other statewide activities. With PG&E's extensive marketing and outreach experience, customer insight, and over 100 years of working directly with the end-user, PG&E is poised to deliver on all of these goals, and the individual items beneath them, as outlined below. As such, PG&E is requesting expanded funding to begin to execute on them.

These items are intended to supplement and enhance the items described earlier in this Plan and are a high-level description of the tactics. Additional issues such as effective use of previous years' budget surplus also need to be explored.

### **EXPANDED OUTREACH**

Continuing and expanding our outreach is essential to leverage the various industry partners who share our program and industry goals. Together, we'll create a sustainable solar industry – we cannot do it through a silo approach.

### **IN-STORE ADVERTISING AND ON-DEMAND TELEVISION**

In order to “cross the chasm” and reach mainstream customers, solar advertising and promotions must have a presence in mainstream forums such as big-box and home improvement-type retail establishments, as well as through on-demand cable. PG&E has a suite of curriculum already developed which can easily be translated to an on-demand-type outreach. These forums also provide a natural opportunity to promote the utilization of energy efficiency prior to pursuing a solar installation.

### **PG&E SOLAR AMBASSADORS**

Increased attention and the current state and federal legislative climate on renewable options reinforce customers' desire to seek information and expertise from objective sources on their options.

As seen in the efforts of individual PAs, having Subject Matter Experts (SMEs) distributed in “the field,” can be an effective means of facilitating judicious energy efficiency decisions, encouraging confident adoption of energy efficiency technologies and providing “on the job” training to Account Representatives (or other customer liaisons). Similarly, field experts can also be an effective solar sales tool.

As a result, long-term M&O funds should be used to fund SMEs who are offering solar-specific expertise and tutelage to customers. Providing a much needed onsite presence from an unbiased expert aimed at facilitating well-evaluated solar decision making will increase solar adoption with an educated base of consumers.

### **SOLAR CHAMPION KITS AND MICROSITE**

PG&E believes the “Train the Trainer” education model to be an effective way to reach out to customers through an experienced and objective “champion.” These champions serve as an unbiased resource for customers who are trying to determine whether solar is right for them. Through onsite training at workshops and maintaining an ongoing relationship and dialogue with customers, solar champions are valuable for the end-user and help to facilitate reaching CSI program goals.

However, interim budgets have not allowed PG&E to develop resources and materials for the champions necessary to expand in scope throughout the service territory. PG&E believes funds

allocated specifically for solar champion resources, as well as an online forum to share information, success stories, ask questions, etc, is essential.

### **ADDITIONAL ONLINE TUTORIALS**

As described above, online means are an effective way to educate a wide net of customers on a variety of applicable topics from the operations of rebate and interconnection applications to issues across the entire solar value chain. Training modules that vary in length are easy to update and change and are intuitive to follow for the end-user should be prioritized.

### **MARKET RESEARCH**

The PAs should utilize a portion of their funds for market research to determine how best to market the CSI to potential customers. Campaigns should prioritize building an understanding of mainstream customers' and non-residential customers' attitudes about, interest in, and perceived barriers to going solar.

To effectively "cross the chasm" to mainstream and non-residential customers, PAs must understand how best to talk to these customers. Research should include an effort to determine their current mindset, any solar exposure they've had to date and barrier identification.

### **INTEGRATION AND STATEWIDE MARKETING, EDUCATION AND OUTREACH**

Whenever possible, CSI marketing efforts must include integrated messages, i.e., the importance of energy efficiency as the first step to "going solar," as well as the role of other IDSM programs. An allowable use of funds should include supporting integration efforts found in other Energy Division activities, e.g., the 2010 - 12 Energy Efficiency Portfolio, the 2009 - 11 Low Income Energy Efficiency Portfolio and the 2009-11 Demand Response Portfolio. The existing Integrated Statewide activities, energy efficiency brand and Web portal provide natural opportunities for joint promotion to increase the awareness of solar and other IDSM programs.

### **MARKETING AND OUTREACH STAFF**

All activities supporting and executing on the marketing and outreach goals and objectives outlined in the Decision and this Plan should be expensed to the long-term M&O budget. As such, M&O full-time employees' salaries should stem from this budget.

### **COMMENTS**

Anyone wishing to comment on this filing may do so by letter sent via U.S. mail, by facsimile or electronically, any of which must be received no later than **February 11, 2010**, which is 20 days after the date of this filing. Comments should be mailed to:

Director of Energy Division  
Tariff Files, Room 4005

DMS Branch  
505 Van Ness Avenue  
San Francisco, California 94102

Facsimile: (415) 703-2200  
E-mail: [MTS@cpuc.ca.gov](mailto:MTS@cpuc.ca.gov)

The comments also should be sent via U.S. mail (and by facsimile and electronically, if possible) to PG&E at the address shown below on the same date it is mailed or delivered to the Commission:

Brian K. Cherry  
Vice President, Regulatory Relations  
Pacific Gas and Electric Company  
77 Beale Street, Mail Code B10C  
P.O. Box 770000  
San Francisco, California 94177

Facsimile: (415) 973-7226  
E-mail: [PGETariffs@pge.com](mailto:PGETariffs@pge.com)

**NOTICE**

In accordance with D.07-05-047, PG&E is providing a copy of this letter to service list R.08-03-008.

*Brian K. Cherry (sc)*

Vice President, Regulatory Relations

cc: Molly Sterkel, Energy Division  
Amy Reardon, Energy Division  
Service List R.08-03-008