

## PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



March 3, 2010

Brian K. Cherry, Vice President Regulatory Relations  
Pacific Gas and Electric Company  
77 Beale St.  
San Francisco, CA 94177

Re: **Approval for the 2010 California Solar Initiative Interim Marketing and Outreach Plan**


Dear Mr. Cherry:

This letter conditionally approves the 2010 California Solar Initiative Interim Marketing and Outreach Plan and \$600,000 budget proposal submitted by PG&E on January 22, 2010.

In accordance with D.07-05-047, CSI Program Administrators may allocate \$500,000 per annum from their administrative budgets for interim M&O activities outlined in the Decision. The Decision also allows PAs to request a 20% adder (\$100,000) for activities that advance CSI goals but are not specified in the Decision's attachment.

Please continue to seek Energy Division approval for individual M&O activities prior to incurring any expenses in accordance with the M&O approval request guidelines. Energy Division reserves the right to defer activities and expenditures, redirect M&O projects and to disallow expenses for which prior approval has not been granted.

Sincerely,

  
Julie A. Fitch  
Director, Energy Division

Cc: R.08-03-008 Service List