

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

Application of Pacific Gas and Electric Company (U 39-E) for Approval of Demand Response Programs, Pilots and Budgets for 2012-2014	Application 11-03-001 (Filed March 1, 2011)
Application of San Diego Gas and Electric Company for Approval of Demand Response Programs and Budgets for Years 2012-2014. (U 902 M)	Application No. 11-03-002 (Filed March 1, 2011)
Application of Southern California Edison Company for Approval of Demand Response Programs, Activities and Budgets for 2012-2014.  (U 338 E)	Application No. 11-03-003 (Filed March 1, 2011)

**PACIFIC GAS AND ELECTRIC COMPANY'S (U 39-E)  
PROOF OF RULE 3.2(d) COMPLIANCE**

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Dated: April 22, 2011

Attorneys for  
PACIFIC GAS AND ELECTRIC COMPANY

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**PACIFIC GAS AND ELECTRIC COMPANY'S (U 39-E)  
PROOF OF RULE 3.2(d) COMPLIANCE**

Pacific Gas and Electric Company (PG&E) hereby provides proof of compliance with Rule 3.2 (d) of the California Public Utilities Commission's Rules of Practice and Procedure. As demonstrated in Attachment A, PG&E has met the notice requirement specified in Rule 3.2 (d) by mailing a bill insert describing the rate increase associated with the above-referenced Application to affected customers. Mailing of the insert was completed on April 15, 2011.

In addition, customers who receive electronic bills, received this insert as part of their bill packages. Circulation of this bill insert in electronic bills began on March 29, 2011 and was completed on April 15, 2011.

Respectfully Submitted,  
ANN H. KIM  
MARY A. GANDESBERY

By: \_\_\_\_\_ /s/

NICOLE RICHARDSON  
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# **ATTACHMENT A**

**DECLARATION OF MAILING OF NOTICE OF APPLICATION  
FILING TO CUSTOMERS**

I, Tim M. Trujillo, an employee of Pacific Gas & Electric Company, state that I am a citizen of the United States and employed in the City of West Sacramento, County of Yolo, and State of California; that I am over the age of eighteen (18) years and not a party to the within cause; that my business address is 885 Embarcadero Drive, West Sacramento, California; and that a printed copy of the attached Notice of Application of Pacific Gas and Electric Company for Recovery of Costs of Demand Response Programs and Budgets 2012-2014 (A.11-03-001), was enclosed with customer bills during the period beginning March 17, 2011 and ending April 15, 2011.

I declare under penalty of perjury that the foregoing is true and correct.

Dated, April 15, 2011, at West Sacramento, California.

  
TIM M. TRUJILLO

**FOR FURTHER INFORMATION**

To request a copy of the application and exhibits or for more details, call PG&E at 1-800-743-5000. For TDD/TTY (speech-hearing impaired), call 1-800-652-4712.

You may request a copy of the application and exhibits by writing to:

Pacific Gas and Electric Company  
Demand Response Application  
P.O. Box 7442, San Francisco, CA 94120

**THE CPUC PROCESS**

The CPUC's Division of Ratepayer Advocates (DRA) will review this application.

The DRA is an independent arm of the CPUC, created by the Legislature to represent the interests of all utility customers throughout the state and obtain the lowest possible rate for service consistent with reliable and safe service levels.

The DRA has a multi-disciplinary staff with expertise in economics, finance, accounting and engineering. The DRA's views do not necessarily reflect those of the CPUC. Other parties of record will also participate.

The CPUC may hold evidentiary hearings where parties of record present their proposals in testimony and are subject to cross-examination before an Administrative Law Judge (ALJ). These hearings are open to the public, but only those who are parties of record may present evidence or cross-examine witnesses during evidentiary hearings. Members of the public may attend, but not participate in, these hearings.

After considering all proposals and evidence presented during the hearing process, the ALJ will issue a draft decision. When the CPUC acts on this application, it may adopt all or part of PG&E's request, amend or modify it, or deny the application. The CPUC's final decision may be different from PG&E's application.

If you would like to learn how you can participate in this proceeding or if you have comments or questions, you may contact the CPUC's Public Advisor as follows:

Public Advisor's Office 1-415-703-2074 or 1-866-849-8390 (toll free)  
505 Van Ness Avenue TTY 1-415-703-5282 or 1-866-836-7825 (toll free)  
Room 2103 E-mail to [public.advisor@cpuc.ca.gov](mailto:public.advisor@cpuc.ca.gov)  
San Francisco, CA 94102

If you are writing a letter to the Public Advisor's Office, please include the number of the application (A.11-03-001) to which you are referring. All comments will be circulated to the Commissioners, the assigned Administrative Law Judge and the Energy Division staff.

A copy of PG&E's Demand Response application and exhibits are also available for review at the California Public Utilities Commission, 505 Van Ness Avenue, San Francisco, CA 94102, Monday–Friday, 8 a.m.–noon.

♻️ Printed on recycled paper.  
🌱 Printed with soy-based ink.



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Para más detalles llame al 1-800-660-6789 詳情請致電: 1-800-893-9555

**NOTICE OF PACIFIC GAS AND ELECTRIC COMPANY'S  
APPLICATION TO RECOVER 2012-2014  
DEMAND RESPONSE PROGRAMS AND BUDGETS COSTS  
(A.11-03-001)**

The California Public Utilities Commission (CPUC), requires PG&E to file an application to authorize and fund PG&E's Demand Response Programs. Per this requirement, PG&E filed application No.11-03-001 on March 1, 2011, requesting approval of its 2012-2014 Demand Response Programs ("Application").

**What are Demand Response Programs?**

Demand response programs increase electric reliability and reduce PG&E's total power purchase costs by motivating electric customers to reduce electric usage during high-demand, or peak usage, periods and/or shift electric usage to other periods when electric demand is lower.

PG&E's Application proposes a total demand response related revenue<sup>1</sup> requirement of \$228 million<sup>2</sup>: \$76.8 million in 2012; \$73.8 million in 2013; and \$77.4 million in 2014. PG&E proposes to recover these costs in electric distribution rates from both bundled and direct access customers. The annual revenue requirement increase (as compared to 2011 revenue requirements) is approximately \$76.8 million. Bundled customers are customers who receive electric generation as well as transmission and distribution service from PG&E. Direct Access customers are customers who receive transmission and distribution service from PG&E, but who purchase electric generation service from third-party energy service providers.

**Will Electric Rates Increase if the Application is Approved?**

Yes. Approval of PG&E's proposed 2012-2014 demand response program budget will increase electric distribution rates paid by all electric bundled and direct access customers. PG&E expects any rate changes associated with its Application will be consolidated with electric rate changes in other CPUC proceedings. The eventual net change in rates is difficult to predict. Absent other electric rate changes, PG&E's budget request resulting from this Application filing would increase average **bundled electric rates approximately 0.64% percent** and would not have a significant impact on individual customers' rates.

<sup>1</sup>Revenue is a technical term used to describe the total amount of money customers pay in rates for the electric and gas service they receive.

<sup>2</sup>Budget total includes charges for franchise fees (fees that PG&E pays to cities and counties for the right to use or occupy public streets, roads and ways) and uncollectibles (billed revenues that are unpaid by other customers).