



**CALIFORNIA PUBLIC UTILITIES COMMISSION (CPUC)  
EXECUTIVE DIVISION DATA REQUEST**

November 1, 2011

To: Pacific Gas and Electric Company (PG&E)

Please provide a response to each item listed below no later than November 15, 2011. Send the response via e-mail to [jc8@cpuc.ca.gov](mailto:jc8@cpuc.ca.gov) and [zaf@cpuc.ca.gov](mailto:zaf@cpuc.ca.gov).

Contact Jennifer Caron at (415) 355-5499 or [jc8@cpuc.ca.gov](mailto:jc8@cpuc.ca.gov) with any questions.

---

The Commission would like a complete inventory of the marketing activities that are carried out by each utility. The attached template is meant as a guideline, however it is expected that you will expand on the document and provide an exhaustive list of all of the marketing, awareness, outreach and education efforts that your company carries out. This request includes, program specific and non-program specific marketing including all corporate marketing activities that are paid for by rate payer dollars.

1. Marketing from all relevant proceedings should be included for the years 2009-2015, including GRCs and Rate Design Windows, even if the costs are not identified in the relevant GRC or RDWs as line items.
2. If your company has multiple marketing budgets within one proceeding, please list them. For example, there are several marketing budgets in the EE 2010-2012 Proceedings.
3. For all budgets that have been authorized, provide the authorized amount, and amount spent per year.
4. For Applications that have been filed, but are pending a Decision, include the amount requested per year.
5. All in house and external costs should be included, such as, but not limited to: research, content development and production, collateral, mailing costs, labor, all types of paid media, community outreach, events, workshops, webinars and customer recognition.

November 1, 2011 CPUC Exec data request



PG&E ME&O Budget  
Template.xls

**END**