



**Brian K. Cherry**  
Vice President  
Regulatory Relations

Pacific Gas and Electric Company  
77 Beale St., Mail Code B10C  
P.O. Box 770000  
San Francisco, CA 94177

415.973.4977

Fax: 415.973.7226

June 27, 2012

Paul Clanon, Executive Director  
California Public Utilities Commission  
505 Van Ness Avenue  
San Francisco, CA 94102

**Re: Request for Extension of Time to Execute Contract with the  
California Center for Sustainable Energy under D.12-05-015**

Dear Mr. Clanon:

Pacific Gas and Electric Company (PG&E) requests the following extension:

PG&E requests an extension from July 2, 2012 until July 16, 2012 to execute a contract with the California Center for Sustainable Energy (CCSE) for 2012 as the implementer for transiting the Energy Upgrade California brand to an umbrella brand for the statewide campaign in 2013-2014.

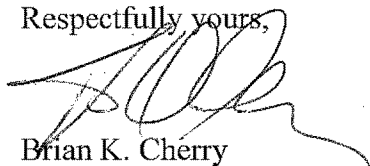
In Decision (D.) 12-05-015, the Commission determined that Energy Upgrade California should become a statewide umbrella brand that would encompass generalized energy education and awareness related to demand response, energy efficiency, dynamic rate options, enabling technologies, climate change impacts, the Energy Savings Assistance Program, distributed generation investment, smart grid upgrades, and other general impacts of energy use for individuals and the state as a whole. (D.12-05-015, page 300.)

Energy Upgrade California has been the name of one specific program (whole house retrofit). Turning Energy Upgrade California a broad statewide umbrella brand will require a major effort. In preparation, D.12-05-015 directs that in 2012, the four investor-owned utilities, PG&E, Southern California Edison Company, Southern California Gas Company and San Diego Gas and Electric Company, to focus on transforming the Energy Upgrade California brand from the name of one program to more of an umbrella brand. (*Id.*) D.12-05-015 identifies CCSE as the entity to conduct statewide implementation of the statewide marketing, education and outreach (ME&O) campaign to turn Energy Upgrade California into a statewide umbrella brand. (*Id.*, p. 304). The Commission also requires PG&E to take over coordination and contracting for the statewide ME&O campaign, and directs PG&E to enter into a contract with CCSE by July 1, 2012 to begin the transitional work, subject to the funding authorized in D.12-05-015. (*Id.*, p. 306.) (Since July 1, 2012 falls on a Sunday, the date becomes July 2, 2012.)

PG&E and CCSE have been discussing the scope of work for CCSE's activities in 2012 as well as the general terms of the contract. Negotiations are continuing, but both parties agree that several additional weeks are needed to finalize and execute an agreement. The parties also intend that the contract would cover costs for CCSE to co-facilitate the statewide ME&O workshop that was held on June 26, 2012 at the Commission's San Francisco office. PG&E has informed Energy Division of this request.

Therefore, PG&E requests that you approve an extension to July 16, 2012 to execute the contract with CCSE for services in 2012 to prepare for work to transition the Energy Upgrade California brand as directed in D.12-05-015.

Respectfully yours,



Brian K. Cherry  
VP, Regulatory Relations

cc: Siobhan Foley  
Jennifer Caron  
Simon Baker  
Edward Randolph  
Marzia Zafar  
Terrie Prosper  
All Parties on Service List R.09-11-014