

## PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



March 28, 2013

Sujata Pagedar  
Regulatory Proceedings – Energy Supply  
Pacific Gas and Electric Company  
sxpg@pge.com  
415-973-9801

**Re: Approval of Request for Proposal Scoring and Selection of a Firm Responsible for Proposing Expanded Outreach and Education Activities Related to the GHG Allowance Revenue Return for 2014 and 2015, Directed by Decision (D.) 12-12-033.**

Dear Ms. Pagedar:

On December 20, 2012, the Commission approved Decision (D.)12-12-033, which required Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), San Diego Gas and Electric Company (SDG&E), PacifiCorp and California Pacific Electric Company (CalPeco), to hire a firm that will be responsible for proposing customer education activities for 2014 and 2015 related to the return of greenhouse gas (GHG ) allowance revenue to utility customers.

Ordering Paragraph 12 of this Decision requires that the Commission's Energy Division Director approve the utilities' scope of work to select this firm, which I did in a letter dated March 11, 2013. The Decision also requires approval by the Energy Division Director before the utilities may hire a firm.

I have reviewed proposals submitted in response to the competitive solicitation, and I have reviewed the utilities' scoring of the proposals. I find that the utilities' scoring is reasonable, and I approve of the selection of TargetBase as the winner of the solicitation. I encourage PG&E to move forward with the necessary actions to hire TargetBase by April 1, 2013, as ordered in D.12-12-033.

Thank you for your team's efforts to work within aggressive time constraints. I look forward to ongoing collaboration as the consultant conducts its work.

Sincerely,

A handwritten signature in black ink, appearing to read "Edward Randolph".

Edward Randolph  
Director, Energy Division  
California Public Utilities Commission

Edward Randolph  
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Cc:

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