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April 18, 2013

CPUC Energy Division  
 Attention: Tariff Unit  
 505 Van Ness Avenue  
 San Francisco, CA 94102

Re: **Substitute Page for SoCalGas Advice No. 4481**

Enclosed are an original and three copies of the substitute page for Advice No. 4481, Solar Water Heating 6-month Extension Local Market Facilitation Plan and Budget in Compliance with Decision 10-01-022, filed on April 2, 2013. SoCalGas submits this substitute page to correct two typos on the last page of Attachment B (California Solar Initiative - Thermal Program Southern California Gas Company 6-month Extension Local Market Facilitation Plan and Budget) in the Budget by Category - Table 6 for two rows, as follows:

CATEGORY	BUDGET	
Statewide Continuation Contribution	<del>\$180,000</del>	\$163,200
TOTAL	<del>\$1,270,000</del>	\$1,253,200

I apologize for the inconvenience this may have caused.

Sincerely,

Ray B. Ortiz  
 Senior Tariff Administrator

Attachment

cc: All recipients of SoCalGas AL 4481

- D. L.A. County Fair
  - i. Display SWH Demonstration Unit
- E. Irvine Great Park – Solar Decathlon
- F. Additional promotional activities
- 2) Print and distribute updated rebates brochure to reflect program changes and new technologies
- 3) Expand and update content on the socialgas.com website
- 4) Provide updates to the Community Calendar section of the “Go Solar California” website
- 5) Paid Media
  - A. Use radio, TV, print, and internet to support workshops and events
  - B. Additional promotional activities
    - i. Low-income outreach for targeted purposes
    - ii. Miscellaneous outreach with partnerships and programs
- 6) Earned Media
  - A. Print and Internet
    - i. Program Expansion and New Technologies
    - ii. Eco-angle

**Timetable – Program Elements – Table 5**

2013	JULY	AUG	SEPT	OCT	NOV	DEC
<b>Outreach Elements</b>						
<i>Workshops</i>						
<i>Trade Shows</i>						
<i>Community Events</i>						
<i>Paid Media</i>						
<i>Workshop/Event Releases</i>						
<i>Earned Media</i>						
<i>Planning</i>						
<i>Development</i>						
<i>In-market/Live</i>						

**Budget by Category – Table 6**

CATEGORY	BUDGET
<b>Paid Media</b>	<b>\$ 870,000</b>
<b>Workshops, Trade Shows, Community Events</b>	<b>\$ 105,000</b>
<b>Statewide Continuation Contribution</b>	<b>\$ 163,200</b>
<b>Marketing/Outreach Labor</b>	<b>\$ 115,000</b>
<b>TOTAL</b>	<b>\$ 1,253,200</b>