



FILED

04-20-11
04:59 PM

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

Application of PACIFIC GAS AND
ELECTRIC COMPANY for Approval of
Modifications to its SmartMeter™ Program
and Increased Revenue Requirements to
Recover the Costs of the Modifications
(U 39 M)

Application No. 11-03-014
(filed March, 24, 2011)

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

ANN H. KIM
CHRISTOPHER J. WARNER
CHONDA J. NWAMU

Law Department
Pacific Gas and Electric Company
P.O. Box 7442
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E-Mail: CJN3@pge.com

Dated: April 20, 2011

Attorneys for
PACIFIC GAS AND ELECTRIC COMPANY

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OF THE STATE OF CALIFORNIA**

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Pacific Gas and Electric Company (PG&E) hereby provides proof of compliance with Rule 3.2(c) of the California Public Utilities Commission's Rules of Practice and Procedure (Rules). Attachment A demonstrates that PG&E met the requirement specified in Rule 3.2(c), that PG&E publish notice of this Application in newspapers of general circulation (see Attachment A). In addition, on March 31 2011, PG&E mailed the notice to state and county officials required by Rule 3.2(b) (see Attachment B).

Respectfully Submitted,

ANN H. KIM
CHRISTOPHER J. WARNER
CHONDA J. NWAMU

By: _____ /s/
NICOLE RICHARDSON
Legal Assistant to Chonda J. Nwamu

Law Department
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San Francisco, CA 94105
Telephone: (415) 973-6650
Facsimile: (415) 973-0516
E-Mail: CJN3@pge.com

Dated: April 20, 2011

Attorneys for
PACIFIC GAS AND ELECTRIC COMPANY

ATTACHMENT A

NOTIFICATION OF APPLICATION FILING OF PACIFIC GAS AND ELECTRIC
COMPANY

Proposed Modifications to the SmartMeter™ Program
(A. 11-03-014)

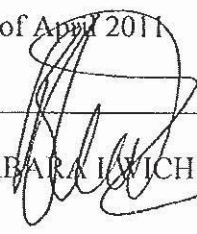
**DECLARATION OF PUBLICATION OF PACIFIC GAS AND ELECTRIC
COMPANY'S NOTICE OF APPLICATION FILING
No.11-03-014**

I, Barbara I Wichmann declare:

I am an Account Executive employed by ARTEMIA Communications, Inc., at 2001 Union Street, Suite 495, San Francisco, CA. I am responsible for working with Nicole Richardson of Pacific Gas and Electric Company (the Company) preparing the composition of the Notification of Application of Pacific Gas And Electric Company for Approval of Modifications to its SmartMeter™ Program and Increased Revenue Requirements to Recover the Costs of the Modifications (A.11-03-014), and scheduling the earliest possible publication dates with the 55 newspapers in the Company's service territory. When Nicole Richardson of the Company contacted me concerning the need to publish the notification of filing of Application 11-03-014, I drafted the publishing schedule for the 55 newspapers (attached herewith). I faxed the attached schedule, for publication dates to Ms. Richardson for approval. She notified me that the dates were acceptable, and I contacted the 55 newspapers to reserve the publication dates. I receive the proofs of publication from the 55 newspapers, within three to five weeks after publication, which I collect and then forward to Ms. Richardson.

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

In San Francisco California, this 19th day of April 2011



BARBARA I WICHMANN

ARTÉMIA

Pacific Gas & Electric Company (Confidential)
Submitted on 03/24/2011

Smartmeter Customer Choice

PGL 00-38NR
RUN DATES: 4/4-4/8
SIZE: 3 COL X 9"
TOTAL MEDIA BUY:\$72,213.09

Newspaper	Run Dates	# of insertions	Ad Size	Est. Cost
Amador Ledger	4/4-4/8	1	3 Col X 9"	\$368.23
Appeal Democrat	4/4-4/8	1	3 Col X 9"	\$1,190.65
Argus	4/4-4/8	1	3 Col X 9"	\$1,515.44
Auburn Journal	4/4-4/8	1	3 Col X 9"	\$911.25
Bakersfield Californian	4/4-4/8	1	3 Col X 9"	\$1,360.08
Calaveras Enterprise/Prospect	4/4-4/8	1	3 Col X 9"	\$318.94
Californian (Salinas)	4/4-4/8	1	3 Col X 9"	\$1,208.32
Chico Enterprise Record	4/4-4/8	1	3 Col X 9"	\$692.31
Colusa Sun-Herald	4/4-4/8	1	3 Col X 9"	\$282.49
Contra Costa Times (Walnut Creek) & West County Times	4/4-4/8	1	3 Col X 9"	\$1,082.56
Daily Independent (Ridgecrest)	4/4-4/8	1	3 Col X 9"	\$421.73
Daily News (Red Bluff)	4/4-4/8	1	3 Col X 9"	\$692.31
Daily Republic (Fairfield)	4/4-4/8	1	3 Col X 9"	\$527.99
Davis Enterprise	4/4-4/8	1	3 Col X 9"	\$656.10
Fresno Bee	4/4-4/8	1	3 Col X 9"	\$3,323.84
Gilroy Dispatch	4/4-4/8	1	3 Col X 9"	\$364.50
Grass Valley Union	4/4-4/8	1	3 Col X 9"	\$891.57
Hanford Sentinel	4/4-4/8	1	3 Col X 9"	\$975.94
Hayward Daily Review	4/4-4/8	1	3 Col X 9"	\$1,515.44
Hollister Free Lance	4/4-4/8	1	3 Col X 9"	\$364.50
Independent Journal (Marin)	4/4-4/8	1	3 Col X 9"	\$1,515.44
Lodi News-Sentinel	4/4-4/8	1	3 Col X 9"	\$713.53
Lompoc Record	4/4-4/8	1	3 Col X 9"	\$926.19
Madera Tribune	4/4-4/8	1	3 Col X 9"	\$364.50
Merced Sun Star	4/4-4/8	1	3 Col X 9"	\$969.75
Modesto Bee	4/4-4/8	1	3 Col X 9"	\$1,281.22
Monterey County Herald	4/4-4/8	1	3 Col X 9"	\$1,418.07
Napa Valley Register	4/4-4/8	1	3 Col X 9"	\$771.46
Oakland Tribune	4/4-4/8	1	3 Col X 9"	\$1,515.44
Paradise Post	4/4-4/8	1	3 Col X 9"	\$692.31
Porterville Recorder	4/4-4/8	1	3 Col X 9"	\$605.88
Press Democrat (Santa Rosa)	4/4-4/8	1	3 Col X 9"	\$1,880.95
Record Searchlight (Redding)	4/4-4/8	1	3 Col X 9"	\$1,320.10
Reporter (Vacaville)	4/4-4/8	1	3 Col X 9"	\$1,515.44
Sacramento Bee	4/4-4/8	1	3 Col X 9"	\$2,335.72
San Francisco Chronicle	4/4-4/8	1	3 Col X 9"	\$18,432.60
San Jose Mercury News	4/4-4/8	1	3 Col X 9"	\$1,515.44
San Mateo Times	4/4-4/8	1	3 Col X 9"	\$1,515.44
Santa Cruz Sentinel	4/4-4/8	1	3 Col X 9"	\$1,161.52
Santa Maria Times	4/4-4/8	1	3 Col X 9"	\$1,531.63
Siskiyou Daily News (Yreka)	4/4-4/8	1	3 Col X 9"	\$364.04
Stockton Record	4/4-4/8	1	3 Col X 9"	\$1,377.90
Tahoe Daily Tribune	4/4-4/8	1	3 Col X 9"	\$849.29
Times Herald (Vallejo)	4/4-4/8	1	3 Col X 9"	\$1,070.44
Times Standard (Eureka)	4/4-4/8	1	3 Col X 9"	\$1,022.42
Tracy Press	4/4-4/8	1	3 Col X 9"	\$581.38
Tribune (SLO)	4/4-4/8	1	3 Col X 9"	\$1,135.66
Trinity Journal (Weaverville)	4/4-4/8	1	3 Col X 9"	\$302.08
Tri-Valley Herald (Pleasanton)	4/4-4/8	1	3 Col X 9"	\$1,515.44
Tulare Advance Register	4/4-4/8	1	3 Col X 9"	\$1,449.62
Ukiah Daily Journal	4/4-4/8	1	3 Col X 9"	\$437.40
Union Democrat (Sonora)	4/4-4/8	1	3 Col X 9"	\$650.63
Willows Journal	4/4-4/8	1	3 Col X 9"	\$299.70
Woodland Daily Democrat	4/4-4/8	1	3 Col X 9"	\$510.30

Grand Total **\$72,213.09**

NOTIFICATION OF APPLICATION FILING OF PACIFIC GAS AND ELECTRIC COMPANY:

Proposed Modifications to the SmartMeter™ Program (A.11-03-014)

What are the proposed modifications to the SmartMeter™ program application?

On March 24, 2011, Pacific Gas and Electric Company (PG&E) filed proposed modifications to the SmartMeter™ program in response to California Public Utility Commissioner Michael Peevey's request that PG&E provide a proposal that addresses certain customers' concerns about SmartMeter™ radio frequency (RF) communications. If approved, PG&E's modifications to the SmartMeter™ program would offer residential electric and gas customers the opportunity to choose to have PG&E turn off the radios in their electric and gas meters, thus maintaining the benefits and efficiencies of continued deployment of SmartMeter™ technology, while specifically addressing those customers' concerns about the RF signals from their meters. Participation would be voluntary and participating customers would pay an additional up-front fee, along with a monthly charge in the form of a fixed fee or a rate adder to support this customized solution.

Modifications to the SmartMeter™ Program & Costs

If approved, customers who choose to participate in the modifications to the SmartMeter™ program would pay to have PG&E turn off their SmartMeter™ radio communications. Participation is entirely voluntary for PG&E's residential electric and natural gas customers, including bundled service, direct access and community choice aggregation customers. Customers will have some choice as to how rates and fees are structured, but in general terms they would pay a one-time up-front fee, plus a monthly charge in the form of either a monthly fixed charge or a per-kWh (or per-therm, if a gas-only customer) rate adder. In addition, customers would owe an exit fee when they move from or leave the premise. The up-front fee will vary depending on whether the participant chooses to pay the fee all at once or over a two-year period. Rates will vary depending on the fee chosen and whether the participant wishes to pay via a fixed monthly charge or a volumetric (per-kWh or per-therm) rate adder. Rates are based on PG&E's unit costs to turn off the radio, manually read the meters every month, modify IT systems, provide information to customers on the program through call centers and other channels, and help reinforce the existing SmartMeter™ network to compensate for any degradation that turning off the radio causes.

PG&E will provide an illustrative allocation of the proposed rate changes **for customers who choose to participate** in this program, in a bill insert to be mailed to customers, beginning in mid-April. **Rates will not change for customers who choose not to participate in this program.**

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**.
Para más detalles llame al **1-800-660-6789**;
1-800-893-9555.

You may request a copy of the application and exhibits by writing to:
Pacific Gas and Electric Company
SmartMeter Customer Choice Application
P.O. Box 7442, San Francisco, CA 94120.

The CPUC Process

The California Public Utility Commission's (CPUC) Division of Ratepayer Advocates (DRA) and the Energy Division 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 may 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
505 Van Ness Avenue
Room 2103
San Francisco, CA 94102

If you are writing a letter to the Public Advisor's Office, please include the number of the application (A.11-03-014) 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 SmartMeter Customer choice 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, and on the CPUC's website at <http://www.cpuc.ca.gov/puc/>.

ARTEMIA Inc.

Order:

Client: PG&E

Media: WAN

Color: B/W

Size: 3" x 12"

Date: 03.30.2011

Production Staff: AH

V: 3

ATTACHMENT B

MARCH 31, 2011

NOTIFICATION OF APPLICATION FILING OF PACIFIC GAS AND
ELECTRIC COMPANY TO STATE, COUNTY AND CITY OFFICIALS
Proposed Modifications to the SmartMeter™ Program
(A. 11-03-014)

MARCH 31, 2011

TO: STATE, COUNTY AND CITY OFFICIALS

NOTIFICATION OF APPLICATION FILING OF PACIFIC GAS AND ELECTRIC COMPANY:

**Proposed Modifications to the SmartMeter™ Program
(A.11-03-014)**

What are the proposed modifications to the SmartMeter™ program application?

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CERTIFICATE OF SERVICE BY ELECTRONIC MAIL OR U.S. MAIL

I, the undersigned, state that I am a citizen of the United States and am employed in the City and County of San Francisco; that I am over the age of eighteen (18) years and not a party to the within cause; and that my business address is Pacific Gas and Electric Company, Law Department B30A, 77 Beale Street, San Francisco, California 94105.

I am readily familiar with the business practice of Pacific Gas and Electric Company for collection and processing of correspondence for mailing with the United States Postal Service. In the ordinary course of business, correspondence is deposited with the United States Postal Service the same day it is submitted for mailing.

On April 20, 2011 I served a true copy of:

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

[XX] By Electronic Mail – serving the enclosed via e-mail transmission to each of the parties listed on the official service list for **A. 11-03-014** with an e-mail address.

[XX] By U.S. Mail – by placing it for collection and mailing, in the course of ordinary business practice, with other correspondence of Pacific Gas and Electric Company, enclosed in a sealed envelope, with postage fully prepaid, addressed to all parties of record on the service lists for **A. 11-03-014** and who do not have an email address.

I certify and declare under penalty of perjury under the laws of the State of California that the foregoing is true and correct.

Executed in San Francisco, California on April 20, 2011.

/s/

MARY B. SPEARMAN

**THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA
EMAIL SERVICE LIST**

Last Updated: April 19, 2011

CPUC DOCKET NO. A1103014

andrew.weisel@macquarie.com;cem@newsdata.com;cnj3@pge.com;kpp@cpuc.ca.gov;mrw@mrwassoc.com;regrelcpucases@pge.com;tjs@cpuc.ca.gov;vannesav@ci.salinas.ca.us;;

THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA SERVICE LIST

Last Updated: April 19, 2011

CPUC DOCKET NO. A1103014

Total number of addressees: 10

CASE COORDINATION
PACIFIC GAS AND ELECTRIC COMPANY
PO BOX 770000; MC B9A
SAN FRANCISCO CA 94177
Email: regrelcpuccases@pge.com
Status: INFORMATION

CHONDA NWAMU
PACIFIC GAS AND ELECTRIC COMPANY
PO BOX 7442
SAN FRANCISCO CA 94106
FOR: Pacific Gas and Electric Company
Email: cnj3@pge.com
Status: PARTY

Timothy J. Sullivan
CALIF PUBLIC UTILITIES COMMISSION
DIVISION OF ADMINISTRATIVE LAW JUDGES
505 VAN NESS AVE RM 2106
SAN FRANCISCO CA 94102-3214
Email: tjs@cpuc.ca.gov
Status: STATE-SERVICE

VANESSA VALLARTA CITY ATTORNEY
CITY OF SALINAS
200 LINCOLN AVE
SALINAS CA 93901
Email: vannesav@ci.salinas.ca.us
Status: STATE-SERVICE

ANDREW WEISEL
MACQUARIE CAPITAL
EMAIL ONLY
EMAIL ONLY NY 0
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Status: INFORMATION

CHRISTOPHER WARNER
PACIFIC GAS AND ELECTRIC COMPANY
PO BOX 7442
SAN FRANCISCO CA 94106
Status: INFORMATION

Karen P. Paull
CALIF PUBLIC UTILITIES COMMISSION
LEGAL DIVISION
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CALIFORNIA ENERGY MARKETS
425 DIVISADERO ST. STE 303
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Status: INFORMATION

SUDI SCULL
78 PERALTA ST
SAN FRANCISCO CA 94110
Status: INFORMATION

MRW & ASSOCIATES, LLC
EMAIL ONLY
EMAIL ONLY CA 0
Email: mrw@mrwassoc.com
Status: INFORMATION