STATE OF CALIFORNIA ARNOLD SCHWARZENEGGER, *Governor*

PUBLIC UTILITIES COMMISSION
505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298

Robert Botkin, Manager
California Solar Initiative Program
Southern California Edison
6042A Irwindale Ave.
Irwindale, CA 91702

February 21, 2008

Dear Mr. Botkin,

The Energy Division approves SCE's Revised 2008 California Solar Initiative Interim Marketing and Outreach (M&O) plan and annual budget of $500,000, re-submitted pursuant to Decision (D.) 07-05-047 on February 6, 2008.

The Energy Division recommends that SCE consider including PV system maintenance information in its messaging to CSI users in the PowerClerk database, pursuant to the CEC's *Guidelines for California's Solar Electric Incentive Programs Pursuant to Senate Bill 1.*; Staff suggests that SCE can find an appropriate time and delivery for this type of messaging, such as residential solar workshops or installer trainings, but it is not necessary to use this messaging in all M&O activities..

Pursuant to D. 07-05-047, M&O expenses are to be separated from other administrative expenses and submitted semiannually. To assist the PAs in developing a common methodology for M&O expense reporting, Staff will develop and discuss a suggested reporting format in a future data request.

In accordance with D. 07-05-047, please submit an update to PG&E's Interim Marketing and Outreach Plan by June 3, 2008. This update could include a summary of completed activities and performance tracking reports. As with past M&O materials, please refer to the attachment to this letter for important information regarding approval procedure for marketing materials.

Please see the attached directions for submitting M&O materials for Energy Division review and approval.

Sincerely,

for SHG

Sean Gallagher
Director, Energy Division

Enc. Appendix A: CSI Approval Procedure for Interim Marketing and Outreach Materials