



**ELECTRIC PRELIMINARY STATEMENT PART GE** Sheet 1  
STATEWIDE MARKETING, EDUCATION AND OUTREACH EXPENDITURE BALANCING ACCOUNT

GE. STATEWIDE MARKETING, EDUCATION AND OUTREACH BALANCING ACCOUNT – ELECTRIC (SWMEOBA-E)

- 1. PURPOSE: The purpose of the electric Statewide Marketing, Education and Outreach Balancing Account (SWMEOBA-E) is to track the difference between the actual recorded statewide ME&O expenses, either administered by PG&E or other entities (e.g., a third party implementer), as authorized by the CPUC. Tracking of local marketing expenses for demand-side management activities (Energy Efficiency, Demand Response, Distributed Generation, Energy Savings Assistance Program, etc.) will remain in the appropriate electric expenditure balancing accounts. The purpose of the SWMEOBA-E is also to track the difference between the actual recorded Flex Alert expenses and the adopted Flex Alert budget. (N)  
(N)
- 2. APPLICABILITY: The SWMEOBA-E balance shall apply to all electric customer classes, except those specifically excluded by the CPUC.
- 3. RATES: The SWMEOBA-E does not have a rate component.
- 4. REVISION DATE: The disposition of the balance in this account shall be as authorized by the CPUC.
- 5. ACCOUNTING PROCEDURE: The SWEMOBA-E consists of the following subaccounts: (N)

The Statewide Marketing, Education, and Outreach (Statewide ME&O) Subaccount: The SWMEO Subaccount is a one-way balancing account that tracks the annual adopted SWMEO budget compared to the actual expenses incurred for the program. (N)  
|  
(N)

The Flex Alert Subaccount: The Flex Alert Subaccount is a one-way balancing account that tracks the annual adopted Flex Alert budget compared to the actual expenses incurred for the program. (N)  
(N)

A. Statewide Marketing, Education, and Outreach Subaccount (N)

The following entries will be made at the end of each month, or as applicable:

- a. A debit entry equal to the electric portion of the authorized statewide ME&O program expenses.
- b. A credit entry equal to one-twelfth of the electric portion of the authorized annual statewide ME&O funding.
- c. A debit or credit entry equal to any amounts authorized by the CPUC to be recorded in this account.
- d. A debit or credit entry, as appropriate, to record the transfer of amounts to or from other accounts as approved by the CPUC.
- e. An entry equal to interest on the average balance at the beginning of the month and the balance after the above entries are made, at a rate equal to one-twelfth the interest rate on three-month Commercial Paper for the previous month, as reported in the Federal Reserve Statistical Release, H. 15, or its successor. (N)

B. Flex Alert Subaccount

The following entries will be made at the end of each month, or as applicable: (N)



**ELECTRIC PRELIMINARY STATEMENT PART GE** Sheet 2  
STATEWIDE MARKETING, EDUCATION AND OUTREACH EXPENDITURE BALANCING ACCOUNT

GE. STATEWIDE MARKETING, EDUCATION AND OUTREACH BALANCING ACCOUNT – ELECTRIC (SWMEOBA-E) (Cont'd.)

- a. A debit entry equal to the authorized Flex Alert program expenses. (N)
- b. A credit entry equal to one-twelfth of the authorized annual Flex Alert funding.
- c. A debit or credit entry equal to any amounts authorized by the CPUC to be recorded in this account.
- d. A debit or credit entry, as appropriate, to record the transfer of amounts to or from other accounts as approved by the CPUC.
- e. An entry equal to interest on the average balance at the beginning of the month and the balance after the above entries are made, at a rate equal to one-twelfth the interest rate on three-month Commercial Paper for the previous month, as reported in the Federal Reserve Statistical Release, H. 15, or its successor. (N)

(Continued)

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| <i>Advice</i>   | 6143-E-A     | <i>Issued by</i>                          | <i>Submitted</i>  | <u>April 26, 2021</u> |
| <i>Decision</i> | D. 21-03-056 | <b>Robert S. Kenney</b>                   | <i>Effective</i>  | <u>April 1, 2021</u>  |
|                 |              | <i>Vice President, Regulatory Affairs</i> | <i>Resolution</i> | <u></u>               |