

Application No: A.14-04-
Exhibit No.: _____
Date: April 15, 2014
Witness: Rick Janke

_____))
Application of San Diego Gas & Electric Company)
(U 902 E) for Approval of its Greenhouse Gas)
Forecasted Costs and Allowance Revenues for 2015)
and Reconciliation of its Allowance Revenues)
for 2013.)
_____)

Application 14-04-_____
(Filed April 15, 2014)

PREPARED DIRECT TESTIMONY OF
RICK JANKE
ON BEHALF OF
SAN DIEGO GAS & ELECTRIC COMPANY

BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

April 15, 2014

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1 bill insert and email to electronic billing customers timed to coincide with the appearance of the
2 credit on the bill. In addition SDG&E provided talking points to our call center and printed
3 supplied collateral for distribution through our local government partners.

4 **III. SDG&E’S EDUCATION AND OUTREACH PROPOSAL**

5 For 2015, SDG&E proposes that it continue to support the statewide education and
6 outreach effort through continued use of on-bill messaging, bill inserts and email to electronic
7 billing customers. SDG&E would also contribute funds to the statewide effort in accordance with
8 the original plan, which reduced the level of expenditure as the level of awareness is expected to
9 have been increased due to communications efforts in 2014.

10 **IV. OUTREACH AND EDUCATION BUDGET**

11 The budget to support the effort outlined above is a total of \$175,000 for 2015. The budget
12 breaks out to the following specifics:

13	Two bill inserts (April and October)	\$ 25,000
14	Two Emails to e-billing customers (April and October)	\$ 10,000
15	Contribution to Statewide effort	\$140,000

16 In addition, SDG&E anticipates the need to budget for on-going administrative costs.
17 SDG&E currently projects that these costs will be approximately \$12,500 for 2015. This reflects
18 the direct labor costs associated with the following administrative activities:

- 19 • Subsequent pricing and credit updates to the billing system;
- 20 • Customer eligibility review and verification processes;
- 21 • Manual set-up and maintenance required for the identified EITE customers;
- 22 and
- 23 • Monitoring of check cutting activities related to Net Energy Metering
- 24 customers.

1 This projection of \$12,500 is based upon the estimated number of labor hours required for each of
2 these tasks, multiplied by the average hourly rate of an analyst in SDG&E's Billing Department,
3 and does not include any potential administrative costs related to expanding EITE revenue return
4 to customers with less than 10,000 metric tons ("MT") of direct emissions.

5 This concludes my prepared direct testimony.

6

1 **V. QUALIFICATIONS OF RICK JANKE**

2 My name is Rick Janke. I am employed by San Diego Gas & Electric Company as the
3 Web and Communications manager. My business address is 8306 Century Park Court, CP-41F,
4 San Diego, California, 92111.

5 I have been employed by SDG&E as the Web and Communications manager since March,
6 2010. In this position, my responsibilities include overseeing customer communications, the
7 teams working on the company’s information website (www.sdge.com), and the display aspects of
8 the transactional website (myaccount.sdge.com).

9 Prior to my current role at SDG&E, I served as a Communications Manager at Sempra
10 Energy. Throughout my career, my roles have included copywriter, communications advisor,
11 advertising manager and marketing communications manager. I have worked at Murlin/Dila (an
12 advertising agency), Sharp HealthCare, SDG&E, Sempra Energy and Sempra Energy Solutions.

13 I graduated from Colorado State University in 1980 with a Bachelor of Arts degree in
14 Journalism. I have over 35 years of experience working in communications, marketing and
15 advertising in various industries. I have worked in energy related companies for over 27 years,
16 always in the communications area.

17 I have previously testified before the Commission.