Application N Exhibit No.: Date: Witness:	April 15, 2014 Rick Janke	
(U 902 E) for Forecasted Co	of San Diego Gas & Electric Company Approval of its Greenhouse Gas costs and Allowance Revenues for 2015 dation of its Allowance Revenues	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

TABLE OF CONTENTS

I.	PURPOSE AND OVERVIEW	1
II.	OUTREACH AND EDUCATION OVERVIEW	1
III.	SDG&E'S EDUCATION AND OUTREACH PROPOSAL	2
	OUTREACH AND EDUCATION BUDGET	
	OUALIFICATIONS OF RICK JANKE	

PREPARED DIRECT TESTIMONY

OF RICK JANKE

ON BEHALF OF

SAN DIEGO GAS & ELECTRIC COMPANY

I. PURPOSE AND OVERVIEW

My testimony describes the overall approach and methods that San Diego Gas & Electric Company ("SDG&E") proposes to employ in 2015 to support ongoing customer awareness regarding the purpose and value of the greenhouse gas ("GHG") allowance revenues that will be credited to the bills of residential, small business and energy-intensive trade-exposed ("EITE") customers as part of California's cap-and-trade program. This testimony builds upon my previously submitted testimony in support of SDG&E's GHG Cost Forecast Application ("A.") 13-08-005, which describes the ongoing administrative and billing costs associated with this activity. On August 31, 2013, SDG&E submitted its Customer Outreach Plan for 2014 and 2015 in A.13-08-026 which is currently pending a California Public Utilities Commission ("Commission") decision.

II. OUTREACH AND EDUCATION OVERVIEW

Pursuant to Resolution E-4611, the 2013 outreach and education funds previously approved for SDG&E, Southern California Edison and Pacific Gas and Electric Company were reallocated to the California Center for Sustainable Energy ("CCSE") to fund the GHG marketing, education and outreach effort under the Energy Upgrade California umbrella. The Resolution permitted the 2013 budgets to roll over into 2014 and authorized CCSE to coordinate and administer outreach and education related to the first GHG revenue return to residential customers. In 2014, a GHG awareness advertising campaign was launched by the state and administered by CCSE. SDG&E and the other utilities provided support through information printed on the bill, a

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

III. SDG&E'S EDUCATION AND OUTREACH PROPOSAL

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

IV. OUTREACH AND EDUCATION BUDGET

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

Two bill inserts (April and October) \$ 25,000

Two Emails to e-billing customers (April and October) \$ 10,000

Contribution to Statewide effort \$140,000

In addition, SDG&E anticipates the need to budget for on-going administrative costs.

SDG&E currently projects that these costs will be approximately \$12,500 for 2015. This reflects the direct labor costs associated with the following administrative activities:

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

This projection of \$12,500 is based upon the estimated number of labor hours required for each of these tasks, multiplied by the average hourly rate of an analyst in SDG&E's Billing Department, and does not include any potential administrative costs related to expanding EITE revenue return

This concludes my prepared direct testimony.

4

5

6

to customers with less than 10,000 metric tons ("MT") of direct emissions.

V. QUALIFICATIONS OF RICK JANKE

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

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

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

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

I have previously testified before the Commission.