

Application No.: A.17-04-
Exhibit No.: _____
Witness: Rick Janke

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 14, 2017



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1 **III. 2018 COST PROJECTIONS**

2 For 2018, I have included in Appendix G to the Application: Detail of Outreach and
3 Administrative Expense costs at the same level as in 2017 —*i.e.*, \$140,000, designated for a
4 potential statewide education/outreach effort pending direction from the CPUC and \$47,500 for
5 other administrative costs such as bill inserts, emails and IT related costs. My total projection is
6 \$187,500. As in prior years, if there is no statewide effort, SDG&E will use the funding outlined
7 here to provide additional messaging about GHG allowance revenues in the local market, as
8 directed by and coordinated with the Energy Division and other utilities.

9 This concludes my Prepared Direct Testimony.

10 **IV. QUALIFICATIONS**

11 My name is Rick Janke. I am employed by San Diego Gas & Electric Company
12 (“SDG&E”) as the web and communications manager. My business address is 8306 Century Park
13 Court, CP-41F, San Diego, California, 92111.

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

18 I have been employed by SDG&E as the web and communications manager since March,
19 2010. In this position, my responsibilities include overseeing customer communications, the
20 teams working on the company’s information website (www.sdge.com), and the display aspects of
21 the transactional website (myaccount.sdge.com)

22 Prior to my current role at SDG&E, I served as a Communications Manager at Sempra
23 Energy. Throughout my career, my roles have included copywriter, communications advisor,

1 advertising manager and marketing communications manager. I previously held positions at
2 Murlin/Dila (an advertising agency), Sharp HealthCare, SDG&E, Sempra Energy and Sempra
3 Energy Solutions.