

Application No.: A.15-04-
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 15, 2015



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1 The initial proposal for SDG&E’s Education and Outreach Effort included a cost estimate
2 of \$750,000 for 2013¹. This amount was authorized in D.12-12-033.² Resolution E-4611
3 subsequently directed SDG&E to provide the California Center for Sustainable Energy, now
4 Center for Sustainable Energy (“CSE”), their funding for 2013 of \$750,000 for a statewide
5 Education and Outreach effort. Resolution E-4611 concluded that 2013 customer outreach and
6 education budgets may roll over into 2014 and may be used to offset funding of the 2014-2015
7 Education and Outreach programs.³ Due to delays, the CSE Education and Outreach effort did not
8 begin until 2014.

9 Billing for the Targetbase and the Statewide Education and Outreach was handled by
10 PG&E, and SCE and SDG&E were later billed their portions the costs. In 2014 SDG&E paid its
11 share of the Targetbase effort and for the statewide effort.

12 **III. 2014 COSTS**

13 SDG&E’s proposed an Education and Outreach budget of \$175,000 per year for 2014 and
14 2015 as part of its 2014-2015 Education and Outreach Application (A.13-08-026).⁴ This proposed
15 budget of \$175,000 includes \$140,000 to be used in support of a statewide communications effort,
16 \$25,000 for SDG&E bill inserts, and \$10,000 for SDG&E emails. In addition SDG&E estimated
17 ongoing administrative costs of \$12,500.⁵

¹ Ordering Paragraph 14 of D.12-12-033 authorizes SDG&E to spend \$750,000 on customer outreach and education activities in 2013 and does not include the costs to hire the marketing and public relations firm (\$500,000) in Ordering Paragraph 13

² D. 12-12-033 authorized PG&E, SCE and SDG&E (the utilities) to spend up to \$1.7 million, \$1.4 million, and \$750,000, respectively, on customer outreach and education activities in 2013.

³ Resolution E-4611 Ordering Paragraph (OP) 5

⁴ See A.13-08-026, SDG&E Customer Outreach Plan for 2014 and 2015

⁵ Id.

1 SDG&E has not received a decision on A.13-08-026. Therefore, Pursuant to Resolution E-
2 4611 and a subsequent clarifying ruling, SDG&E has assisted CSE with the statewide effort of
3 printing and including of a bill insert in customer bills, printing associated collateral and sending
4 of the bill insert by email to electronically billing customers.⁶ These costs were tracked and
5 considered administrative expenses, and not subtracted from the initial statewide funding.⁷

6 The ongoing administrative costs reflect the direct labor costs associated with the
7 following administrative activities: (1) subsequent pricing and credit updates into the billing
8 system; (2) customer eligibility review and verification processes; (3) manual set-up and
9 maintenance required for the identified and qualifying energy-intensive trade-exposed (“EITE”)
10 customers; and (4) monitoring of check cutting activities related to Net Energy Metering
11 customers.

12 **IV. 2015 COST PROJECTIONS**

13 For 2015 Education and Outreach costs are again projected to be \$175,000 which includes
14 \$140,000 for a statewide communications, education and outreach effort if that is pursued (we are
15 awaiting a decision on the statewide effort). If there is no statewide effort, SDG&E will use the
16 funding to provide additional communications about GHG matters in the local market through
17 available means, such as digital advertising. Further, we project an additional \$47,500 in
18 administrative costs, which includes \$35,000 for bill inserts, and emails, plus \$12,500 in IT-
19 related administrative costs.

⁶ See Generally Resolution E-4611 and Administrative Law Judge’s Ruling Providing Clarification on Customer Education and Outreach Activities Pursuant to Resolution E-4611 dated November 8, 2013.

⁷ Id.

1 **V. 2016 COST PROJECTIONS**

2 For 2016, Education and Outreach costs are again projected to be \$140,000 based on a
3 statewide communications and education and outreach. We also project an additional \$47,500 in
4 administrative costs for bill inserts, emails and IT-related costs. As with respect to 2015, if there
5 is no statewide effort, SDG&E will use that funding to provide additional messaging about GHG
6 matters in the local market through available means, such as digital advertising.

7 In 2016, there is a potential to revise the Education and Outreach approach based on the
8 outcome of the effort proposed by Southern California Gas Company to use of direct, targeted
9 communications to educate consumers about GHG matters. If this effort, which is expected to
10 take place in 2015, succeeds at reaching its awareness goals, it could be a model for use by
11 SDG&E going forward.

12 This concludes my Prepared Direct Testimony.

1 **VI. QUALIFICATIONS**

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

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

9 I have been employed by SDG&E as the web and communications manager since March,
10 2010. In this position, my responsibilities include overseeing customer communications, the
11 teams working on the company's information website (www.sdge.com), and the display aspects of
12 the transactional website (myaccount.sdge.com)

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