

Application No.: A.18-04-  
Exhibit No.: \_\_\_\_\_  
Witness: Roland Mollen

**PREPARED DIRECT TESTIMONY OF**  
**ROLAND MOLLEN**  
**ON BEHALF OF**  
**SAN DIEGO GAS & ELECTRIC COMPANY**

**BEFORE THE PUBLIC UTILITIES COMMISSION**  
**OF THE STATE OF CALIFORNIA**

**APRIL 13, 2018**



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**PREPARED DIRECT TESTIMONY OF**  
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**SAN DIEGO GAS & ELECTRIC COMPANY**

**I. PURPOSE**

This testimony outlines San Diego Gas & Electric Company’s (“SDG&E”) projected ongoing education and outreach costs related to the crediting of greenhouse gas (“GHG”) allowance revenues on customers’ bills in the year 2019, as part of the ERRA proceeding.

This testimony is based on recorded costs and projections set forth in SDG&E’s prior GHG testimony, submitted on August 1, 2013 and September 1, 2013, April 15, 2014, and in prior ERRA testimony, submitted on April 15, 2015, April 15, 2016 and April 14, 2017.

**II. EDUCATION AND OUTREACH COSTS OVERVIEW**

Beginning in 2013, Education and Outreach activity has included working with the Energy Division and outside consultants to define those activities. The Education and Outreach activity was administered by the Center for Sustainable Energy (“CSE”) under the statewide marketing education and outreach effort, Energy Upgrade California. The utilities were tasked with implementing support communications such as email, direct mail and bill inserts, and these costs were designated as administrative.

After a major statewide media effort in the first half of 2014, local communications have continued since, with a focus on the use of bill inserts, direct mail and email, which have been accounted for as administrative costs per direction from the CPUC. These communications have been implemented by the utilities and feature the logo of the CPUC. No additional statewide Education and Outreach activity has taken place since that initial effort.

1 In 2016, the Commission issued D.16-06-041 that provided continued direction for the  
2 utilities to focus on the following activities:

- 3 1. Twice annually notify Climate Credit recipients via on-bill communications, when  
4 a credit has been provided and distribute the CPUC letter via email or bill insert;
- 5 2. Ensure that call center and customer service staff members are provided with  
6 sufficient information to answer questions, and direct customers to a statewide  
7 webpage for more information about the credit; and
- 8 3. Notify the Energy Division director if there are any barriers in executing those  
9 activities.

10 The decision further states that a separate statewide awareness campaign is very expensive  
11 (“\$20M could achieve 40-60% awareness”) and that the Energy Upgrade California campaign  
12 should include climate credit messaging instead.<sup>1</sup> Thus, SDG&E is no longer reserving any funds  
13 for statewide media efforts to promote the Climate Credit but will solely focus on the local  
14 communication activities and associated costs as directed by the Commission.

### 15 **III. 2019 COST PROJECTIONS**

16 For 2019, I have included in Attachment G to the Application -- Detail of Outreach and  
17 Administrative Expense costs -- at a lower level than in the 2018 ERRR Forecast Application.  
18 More specifically, I have reduced the amount in the prior application by \$140,000, which was the  
19 amount previously designated for a potential statewide education/outreach effort. I have included  
20 \$47,500 for administrative costs such as bill inserts, emails and IT related costs. My total cost  
21 projection is thus \$47,500.

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<sup>1</sup> D.16.06-041, p. 9 (“[m]essaging related to the climate credit has already been incorporated into the request for proposals for a statewide marketing campaign that was considered in A.12-08-007 et al.”)

1 This concludes my prepared direct testimony.

2 **IV. QUALIFICATIONS**

3 My name is Roland Mollen. I am employed by SDG&E as the statewide marketing  
4 manager. My business address is 8306 Century Park Court, CP-62C, San Diego, California,  
5 92111.

6 I graduated from Webster University in 2006 with a Master of Business Administration. I  
7 have over 15 years of experience working in marketing and communications capacities in the  
8 energy industry both domestically and foreign. I have worked in energy-related companies for  
9 over 15 years, mainly in the marketing area.

10 I have been employed by SDG&E as the statewide marketing manager since March 2016.  
11 In this position, my responsibilities include collaborating with internal and external stakeholders  
12 on Marketing, Education & Outreach (“ME&O”) directives, serving as the ME&O subject matter  
13 expert in various proceedings that include an ME&O component, and acting as the conduit of  
14 information to ensure stakeholders are informed on critical ME&O developments.

15 Prior to my current role at SDG&E, I served as a Strategy and Policy project manager at  
16 Southern California Edison Company and prior to that, I served as Business Marketing project  
17 manager at SDG&E. Throughout my career, my roles have included communications manager,  
18 strategy and policy manager, key account manager and statewide marketing manager. I previously  
19 held positions at Southern California Edison Company, SDG&E, Commerce Energy (an energy  
20 retailer), RWE (a German energy company), and EON International (a German energy company).

21 I have not previously testified before this Commission.