Application No.: A.19-04-

Exhibit No.:

Witness: April Bernhardt

PREPARED DIRECT TESTIMONY OF APRIL BERNHARDT ON BEHALF OF

SAN DIEGO GAS & ELECTRIC COMPANY

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

APRIL 15, 2019



TABLE OF CONTENTS

I.	PURPOSE	1
II.	EDUCATION AND OUTREACH COSTS OVERVIEW	1
III.	2020 COST PROJECTIONS	3
IV.	QUALIFICATIONS	4

PREPARED DIRECT TESTIMONY OF APRIL BERNHARDT ON BEHALF OF SAN DIEGO GAS & ELECTRIC COMPANY

I. PURPOSE

This testimony outlines San Diego Gas & Electric Company's ("SDG&E's") projected ongoing education and outreach costs related to the crediting of greenhouse gas ("GHG") allowance revenues on customers' bills in the year 2020, as part of the Energy Resource Recovery Account ("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, April 14, 2017 and April 13, 2018.

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 known as 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 California Public Utilities

Commission ("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.

In 2016, the Commission issued Decision ("D.") 16-06-041, providing continued direction for the utilities to focus on the following activities:

- 1. twice annually notify Climate Credit recipients¹ via on-bill communications when a credit has been provided, and distribute the CPUC letter via email or bill insert;²
- 2. ensure that call center and customer service staff members are provided with sufficient information to answer questions, and direct customers to a statewide webpage for more information about the credit;³ and
- 3. notify the Energy Division Director if there are any barriers in executing these activities.⁴

The decision further states that a separate statewide awareness campaign is very expensive ("\$20 million per year expense would achieve a 40% to 60% awareness level"⁵) and that the Energy Upgrade California program should include climate credit messaging instead.⁶ Thus, SDG&E is no longer reserving any funds for statewide media efforts to promote the Climate Credit but will solely focus on the local communication activities.

1

2

3

4

5

6

7

8

9

10

11

12

13

14

¹ See Ordering Paragraph ("OP") 1 at 17. SDG&E electric only customers receive the electric bill Climate Credit while SDG&E gas only customer receive the gas Climate Credit. If an SDG&E customer has both gas and electric service, they receive both Climate Credits.

² On March 29, 2019, SDG&E filed a Petition for Modification ("PFM") of D.13-12-003 requesting to change the months in which the semi-annual Climate Credit is distributed – from April and October to August and September. SDG&E does not anticipate any impact to its forecast request for education and outreach costs if the PFM is granted. *See* Rulemaking ("R.") 11-03-012, Petition for Modification of D.13-12-003 of San Diego Gas & Electric Company (March 29, 2019).

³ D.16-06-041 at 17, OP 2.

⁴ *Id.* at 17, OP 3.

⁵ *Id.* at 7-8, R.11-03-12 August 21, 2013 Targetbase report findings included in D.16-06-041.

⁶ *Id.* at 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 [Application] A.12-08-007 et al.").

III. 2020 COST PROJECTIONS

For 2020, I have included in the Application the Detail of Outreach and Administrative
Expense costs (Attachment G) – costs – at a lower level than in the 2019 ERRA Forecast
Application. I have included \$47,500 for administrative costs such as bill inserts, emails and
Information Technology ("IT") related costs. My total cost projection is thus \$47,500.

This concludes my prepared direct testimony.

IV. QUALIFICATIONS

My name is April Bernhardt. I am employed by SDG&E as a marketing manager. My business address is 8306 Century Park Court, CP-62C, San Diego, California, 92111.

I graduated from San Diego State University with a degree in Liberal Arts and Science. I have more than 15 years of experience working for two Fortune 250 companies in San Diego in the areas of communications and media, and most recently marketing.

I have been employed by SDG&E as a communications manager since 2010 with increasing areas of responsibility. As the marketing manager of pricing plans, my responsibilities include collaborating with internal and external stakeholders on Marketing, Education & Outreach ("ME&O") and as the conduit of information to ensure stakeholders are informed on critical ME&O developments. Additionally, I am responsible for developing marketing strategies to increase customer satisfaction and awareness of rate changes and pricing plan options.

Prior to my current role, I served as a senior project manager in communications at SDG&E. Prior to that, I served as a senior communications manager in Media and Employee Communications at SDG&E. I previously held communication roles at Sempra Energy and Qualcomm Inc.

I have not previously testified before the California Public Utilities Commission.