

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



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

- 3 1. twice annually notify Climate Credit recipients¹ via on-bill communications when a
4 credit has been provided, and distribute the CPUC letter via email or bill insert;²
- 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;³ and
- 8 3. notify the Energy Division Director if there are any barriers in executing these
9 activities.⁴

10 The decision further states that a separate statewide awareness campaign is very expensive
11 (“\$20 million per year expense would achieve a 40% to 60% awareness level”⁵) and that the
12 Energy Upgrade California program should include climate credit messaging instead.⁶ Thus,
13 SDG&E is no longer reserving any funds for statewide media efforts to promote the Climate
14 Credit but will solely focus on the local communication activities.

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.”).

1 **III. 2020 COST PROJECTIONS**

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

6 This concludes my prepared direct testimony.

1 **IV. QUALIFICATIONS**

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

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

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

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

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