

Application No.: A.20-04-  
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, 2020**

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1 utilities and feature the logo of the CPUC. No additional statewide education and outreach  
2 activity has taken place since that initial effort.

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

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

12 The Decision further states that a separate statewide awareness campaign is very expensive  
13 (“\$20 million per year expense would achieve a 40% to 60% awareness level”<sup>5</sup>) and that the  
14 Energy Upgrade California program should include climate credit messaging instead.<sup>6</sup> Thus,

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<sup>1</sup> D.16-06-041 at 17, Ordering Paragraph (“OP”) 1. 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.

<sup>2</sup> 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. The PFM was granted per D.19-12-002, effective December 5, 2019.

<sup>3</sup> D.16-06-041 at 17, OP 2.

<sup>4</sup> *Id.* at 17, OP 3.

<sup>5</sup> *Id.* at 8 (citing R.11-03-12 August 21, 2013 Targetbase report findings included in D.16-06-041).

<sup>6</sup> *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 A. [Application] 12-08-007 et al.”).

1 SDG&E is no longer reserving any funds for statewide media efforts to promote the Climate  
2 Credit but will solely focus on the local communication activities.

3 **III. 2021 COST PROJECTIONS**

4 For 2021, I have included in the Application the Detail of Outreach and Administrative  
5 Expense costs (Attachment G) – costs –at a higher level than the 2020 ERRRA Forecast  
6 Application. The forecast for 2021 takes into account the Commission’s December 5, 2019  
7 Decision granting SDG&E’s Petition for Modification of D.13-12-003 that shifts the California  
8 Climate Credit electric distribution from April and October to August and September in 2020 and  
9 2021.<sup>7</sup>

10 In accordance with D.16-06-041, as mentioned above, the approved Decision granting  
11 SDG&E’s Petition for Modification of D.13-12-003 requires an additional touchpoint with  
12 customers in April along with the new distribution months, August and September:

- 13 1. SDG&E must coordinate with Energy Division staff to develop new language to  
14 modify twice-annual written communications required under D.16-06-041 to  
15 include points 1-4, above, when appropriate. New communication materials must  
16 also present a timetable clearly showing the distribution months for both the  
17 electric and natural gas credits for that year. The April timing of the natural gas  
18 credit is not affected by this Decision. Anticipated communication materials  
19 include:

- 20 a. An April customer bill insert/letter/email explaining that the April electric  
21 Climate Credit will be distributed in August for 2020 and 2021; and

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<sup>7</sup> D.19-12-002 at 20, OP 1.

1           b.     August and September customer bill inserts/letters/emails providing  
2                   information about the Climate Credit as required in D.16-06-041. SDG&E  
3                   must include information about the change in timing of Climate Credit  
4                   distribution.<sup>8</sup>

5           Therefore, I have included \$59,000 for the required administrative costs as stated above.  
6     My total cost projection of the expenses to be incurred in 2021 is \$59,000. This concludes my  
7     prepared direct testimony.

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<sup>8</sup> D.19-12-002 at 10-11.

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 previously testified before the California Public Utilities Commission.