

Application No.: A.16-04-
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, 2016



TABLE OF CONTENTS

I. PURPOSE.....1

II. EDUCATION AND OUTREACH COSTS OVERVIEW.....1

III. 2017 COST PROJECTIONS1

IV. QUALIFICATIONS2

1 **PREPARED DIRECT TESTIMONY OF**
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5 **I. PURPOSE**

6 This testimony outlines SDG&E’s projected ongoing education and outreach costs related
7 to the crediting of greenhouse gas (“GHG”) allowance revenues on customers’ bills in the year
8 2017, as part of the ERRA proceeding.

9 This testimony is based on recorded costs and projections set forth in my prior GHG
10 testimony, submitted on August 1, 2013 and September 1, 2013, April 15, 2014, and in my prior
11 ERRA testimony, submitted on April 15, 2015.

12 **II. EDUCATION AND OUTREACH COSTS OVERVIEW**

13 Beginning in 2013, Education and Outreach activity has included working with the Energy
14 Division and outside consultants to define those activities. The Education and Outreach activity
15 was administered by the Center for Sustainable Energy under the statewide marketing education
16 and outreach efforts. The utilities were tasked with implementing support communications such
17 as email, direct mail and bill inserts, and these costs were designated as administrative.

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

23 **III. 2017 COST PROJECTIONS**

24 For 2017, I have included Education and Outreach costs at the same level as in 2016 —*i.e.*,
25 \$140,000, designated for a potential statewide education/outreach effort pending direction from

1 the CPUC and \$47,500 for other administrative costs such as bill inserts, emails and IT related
2 costs. My total projection is \$187,500. As in 2015 and 2016, if there is no statewide effort,
3 SDG&E will use the funding outlined here to provide additional messaging about GHG allowance
4 revenues in the local market, as directed by and coordinated with the Energy Division and other
5 utilities

6 In 2017 there is a potential to revise the Education and Outreach approach based on the
7 outcome of the effort proposed by Southern California Gas Company to use of direct, targeted
8 communications to educate consumers about GHG. If this effort is successful at reaching its
9 awareness goals, it could be a model for use by electric utilities. Currently this effort is on hold,
10 awaiting further direction from the Energy Division.

11 This concludes my Prepared Direct Testimony.

12 **IV. QUALIFICATIONS**

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

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

20 I have been employed by SDG&E as the web and communications manager since March,
21 2010. In this position, my responsibilities include overseeing customer communications, the
22 teams working on the company’s information website (www.sdge.com), and the display aspects of
23 the transactional website (myaccount.sdge.com)

1 Prior to my current role at SDG&E, I served as a Communications Manager at Sempra
2 Energy. Throughout my career, my roles have included copywriter, communications advisor,
3 advertising manager and marketing communications manager. I previously held positions at
4 Murlin/Dila (an advertising agency), Sharp HealthCare, SDG&E, Sempra Energy and Sempra
5 Energy Solutions.