

Environmental Defense Fund
Application of San Diego Gas & Electric Company (U902E) for Approval of SB 350
Transportation Electrification Proposals, A. 17-01-020

EDF Data Request EDF-SDG&E-01

To:	John A. Pacheco, counsel for San Diego Gas & Electric
From:	Larissa Koehler, Environmental Defense Fund
Request Date:	July 6, 2017
Due Date:	July 20, 2017

1) In the Assigned Commissioner's Ruling issued on September 14, 2016, it states

...If proposed programs within the TE application contain an education and outreach component, the electric utility shall provide a logic model in its application why such an intervention is needed: i.e. what existing resources the utility will leverage to avoid duplication, the audience that the utility is trying to target, what types of messaging will be provided to customers, intended outcomes of education and outreach, and means to measure efficacy of the education/outreach activities.

SDG&E briefly describes its marketing, education, and outreach (ME&O plan) briefly on page 7 of its application and starting on RS-16 and RS-25 (testimony of Randy Schimka on the priority and standard review projects, respectively) in the associated testimony. However, as currently structured, SDG&E's application and associated testimony does not rise to the level of specificity contemplated by the above statement. To that end, please provide any marketing, education, and outreach plans that contain more detail.