

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**



FILED
4-21-16
04:59 PM

Application of Pacific Gas and Electric Company
for Approval of 2013-2014 Statewide Marketing,
Education and Outreach Program and Budget.
(U39M)

A.12-08-007
(Filed August 2, 2012)

And Related Matters.

A.12-08-008
A.12-08-009
A.12-08-010

**NOTICE OF EX PARTE COMMUNICATION OF
AND SOUTHERN CALIFORNIA GAS COMPANY (U904G)**

Kari Kloberdanz-Yu

SOUTHERN CALIFORNIA GAS COMPANY
601 Van Ness Avenue, Suite 2060
San Francisco, CA 94102
Telephone: (415) 346-2386
Facsimile: (415) 346-3630
KKloberdanz@semprautilities.com

April 21, 2016

**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

Application of Pacific Gas and Electric Company for Approval of 2013-2014 Statewide Marketing, Education and Outreach Program and Budget. (U39M)	A.12-08-007 (Filed August 2, 2012)
And Related Matters.	A.12-08-008 A.12-08-009 A.12-08-010

**NOTICE OF EX PARTE COMMUNICATION OF
SOUTHERN CALIFORNIA GAS COMPANY (U904G)**

In accordance with Rules 8.2, 8.3 and 8.4 of the Commission’s Rules of Practice and Procedure, Southern California Gas Company (“SoCalGas”) hereby gives notice of the following *Ex Parte* communications in the above proceeding with Joanna Gubman and Jennifer Kalafut, Energy Advisors to Commissioner Peterman.

On Monday April 18, 2016 at approximately 10:30 a.m., Ann Ayres, Director of Customer Engagement and Insights for SoCalGas, Kari Kloberdanz-Yu, Regulatory Relations Manager for SoCalGas, Dan Rendler, Director of Customer Programs and Assistance for SoCalGas, and Octavio Verduzco, Customer Communications and Marketing Manager for SoCalGas, met with Ms. Gubman and Ms. Kalafut for approximately 30 minutes. The communication was oral, Ms. Kloberdanz-Yu appeared in person at the California Public Utilities Commission located at 505 Van Ness Avenue, San Francisco, CA, with Ms. Gubman and Ms. Kalafut. Ms. Ayers, Mr. Rendler, and Mr. Verduzco joined via phone. No handouts were used.

During this communication, Ms. Kloberdanz-Yu expressed support of the proposed decision with a request for removal of the additional \$5 million for paid Flex Alert advertising. Ms. Kloberdanz-Yu explained that the \$5 million in incremental funding for paid Flex Alert advertising outlined in the Proposed Decision is unnecessary given the redundancy to elements of SoCalGas' current Energy Conservation Messaging campaign proposal. Ms. Kloberdanz-Yu also noted that the California Independent System Operator Corporation (CAISO) acknowledges in their opening comments the collaboration already occurring and recognizes that a properly structured campaign can accommodate Flex Alert advertising. Mr. Rendler discussed the coordination occurring among the various stakeholders. Ms. Ayres and Mr. Verduzco mentioned the weekly and monthly strategy meetings that will occur as part of the dynamic and transparent stakeholder driven process. Ms. Ayres also noted the use of a dashboard to measure progress. Finally, Mr. Rendler noted that work is already underway to move forward with the engagement campaign.

To request a copy of this notice, please contact:

Alexa Lucas
601 Van Ness Avenue, Suite 2060
San Francisco, CA 94102
Telephone: (415) 202-9986
Facsimile: (415) 346-3630
Email: alucas@semprautilities.com

Dated this 21st day of April 2016, at San Francisco, California.

Respectfully submitted,

By: /s/ Kari Kloberdanz
Kari Kloberdanz

Regulatory Relations Manager for
SAN DIEGO GAS & ELECTRIC COMPANY
SOUTHERN CALIFORNIA GAS COMPANY
601 Van Ness Avenue, Suite 2060

San Francisco, CA 94102-6316
Phone: (415) 346-2386
Fax: (415) 346-3630
E-Mail: KKloberdanz@SempraUtilities.com