

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



**FILED**  
11-01-11  
04:59 PM

\_\_\_\_\_)  
In the Matter of the Application of San Diego Gas & )  
Electric Company (U 902 E) for Approval of its )  
Proposals for Dynamic Pricing and Recovery of )  
Incremental Expenditures Required for )  
Implementation. )  
\_\_\_\_\_)

A.10-07-009  
(Filed July 6, 2010)

**SAN DIEGO GAS & ELECTRIC COMPANY (U 902 E)  
RULE 13.1 PROOF OF PUBLICATION OF NOTICE OF HEARINGS**

LAURA M. EARL  
101 Ash Street, San Diego, CA 92101  
Telephone: (619) 696-4287  
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Email: LEarl@SempraUtilities.com  
Counsel for  
SAN DIEGO GAS & ELECTRIC COMPANY

November 1, 2011



# ATTACHMENT

This space is for the County Clerk's Filing Stamp

# PROOF OF PUBLICATION (2010 & 2011 C.C.P.)

STATE OF CALIFORNIA  
County of San Diego

I am a citizen of the United States and a resident of the County aforesaid: I am over the age of eighteen years and not a party to or interested in the above-entitled matter. I am the principal clerk of the printer of

Proof of Publication of

## North County Times

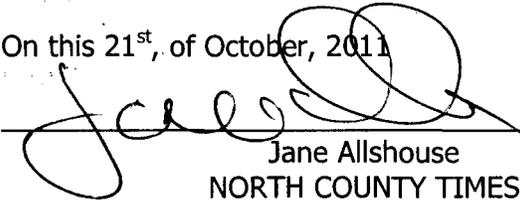
Formerly known as the Blade-Citizen and The Times-Advocate and which newspapers have been adjudicated newspapers of general circulation by the Superior Court of the County of San Diego, State of California, for the City of Oceanside and the City of Escondido, Court Decree number 171349, for the County of San Diego, that the notice of which the annexed is a printed copy (set in type not smaller than nonpariel), has been published in each regular and entire issue of said newspaper and not in any supplement thereof on the following dates, to-wit:

October 21<sup>st</sup>, 2011

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Dated at **Escondido**, California

On this 21<sup>st</sup>, of October, 2011

  
Jane Allshouse  
NORTH COUNTY TIMES  
Legal Advertising

**SAN DIEGO GAS & ELECTRIC COMPANY  
NOTIFICATION OF EVIDENTIARY HEARINGS IN ITS DYNAMIC PRICING PROCEEDING  
APPLICATION 10-07-009,  
FILED July 6, 2010  
DATE: Monday, October 31-  
November 1, 2011 -  
TIME: 10:00 A.M.**

**LOCATION: Commission Courtroom, 505 Van Ness Avenue San Francisco, CA 94102**

The California Public Utilities Commission (CPUC) will hold Evidentiary Hearings (EHs) in the San Diego Gas & Electric Company (SDG&E) Dynamic Pricing proceeding. SDG&E's request extends rate options to the Small Nonresidential and Residential customer classes, in accordance with the Commission's policy to make dynamic pricing available for all customers. SDG&E's proposed rates presented in its application constitute "dynamic" or "time-differentiated" pricing rates in that they are priced based on electric usage according to the time-of-day and the demand response of electric customers. SDG&E's application includes corresponding incremental costs reflective of the extensive and necessary undertaking to reach and educate our customers, and to develop the customer tools necessary to implement and sustain the proposed dynamic rate options.

A CPUC Administrative Law Judge (ALJ) will preside over the EHs and the assigned Commissioner may be in attendance as well. The EHs will be held at a designated CPUC hearing room in San Francisco, CA at the address noted above. In this proceeding during the EHs, formal parties of record present testimony and oral arguments addressing the issues in the proceeding as set forth in the ALJ's ruling modifying schedule dated October 18, 2011.

### EVIDENTIARY HEARINGS

The CPUC holds evidentiary hearings whereby the formal parties of record provide testimony and are subject to cross-examination before the CPUC's ALJ. These hearings are open to the public to attend and listen, but only those who are formal parties of record can actively participate. After considering all proposed and evidence presented during the formal hearing process, the assigned ALJ will issue a proposed decision. When the CPUC issues a final decision on A.10-07-009, it may adopt, amend or modify all or part of the ALJ's proposed decision as written. The CPUC's final decision may be different from SDG&E's proposed application filing.

You can obtain more information about the A.10-07-009 proceeding from SDG&E by writing to Todd Cahill, Regulatory Affairs Department, San Diego Gas & Electric Company, 8330 Century Park Court, San Diego, CA 92123.

### FOR MORE INFORMATION

You may also view a copy of SDG&E's application and related documents on the SDG&E Web site: <http://www.sdge.com/eh/cpuc.html> or at the office of the California Public Utilities Commission at 505 Van Ness Ave., San Francisco, CA 94102.

### CPUC PROCESS

If you wish further information on the EH process or if you would like to submit written comments to the CPUC's Public Advisor's Office at the address or e-mail shown above, please state that you are writing concerning SDG&E's A.10-07-009. Your comments will become part of the formal correspondence file for public comment in this proceeding. The Public Advisor's Office will circulate your comments to the five Commissioners, the ALJ, the CPUC's Division of Ratepayer Advocates (DRA) and to other CPUC staff assigned to this proceeding.

Mail: California Public Utilities Commission  
Public Advisor's Office  
320 West 4th St., Suite 500  
Los Angeles, CA 90013  
E-Mail: [public.advisor@cpuc.ca.gov](mailto:public.advisor@cpuc.ca.gov)  
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## DECLARATION

I am a resident of Los Angeles County, over the age of eighteen years and not a party to any or interested in the matter noticed.

The notice, of which the annexed is a printed copy appeared in the:

### THE ORANGE COUNTY REGISTER

On the following dates:

October 21

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Dated at Los Angeles, California, this

28 day of October 2011



Signature

2192708

*"The only Public Notice which is justifiable from the standpoint of true economy and the public interest, is that which reaches those who are affected by it"*



**SAN DIEGO GAS & ELECTRIC COMPANY NOTIFICATION OF EVIDENTIARY HEARINGS IN ITS DYNAMIC PRICING PROCEEDING APPLICATION 10-07-009, FILED July 6, 2010 DATE: Monday, October 31, November 1, 2011 - TIME: 10:00 A.M. LOCATION: Commission Courtroom, 505 Van Ness Avenue San Francisco, CA 94102**

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### EVIDENTIARY HEARINGS

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Mail: California Public Utilities Commission  
Public Advisor's Office  
320 West 4th St., Suite 500  
Los Angeles, CA 90013  
E-mail:  
[public.advisor.la@cpuc.ca.gov](mailto:public.advisor.la@cpuc.ca.gov)

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## DECLARATION

I am a resident of San Diego County, over the age of eighteen years and not a party to any or interested in the matter noticed.

The notice, of which the annexed is a printed copy appeared in the:

### UNION TRIBUNE

On the following dates:

**October 21, 2011**

I certify (or declare) under penalty of perjury that the foregoing is true and correct.

Dated at San Diego, California, this

26th day of October 2011

YOLANDA CORDOVA

**CNS#2192707**

*"The only Public Notice which is justifiable from the standpoint of true economy and the public interest, is that which reaches those who are affected by it"*

Rev. 05/04 Daily Journal Corporation, 915 East First Street, Los Angeles, CA 90012



**SAN DIEGO GAS & ELECTRIC COMPANY**  
**NOTIFICATION OF EVIDENTIARY HEARINGS IN ITS DYNAMIC PRICING PROCEEDING APPLICATION 10-07-009.**  
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 320 West 4th St., Suite 500  
 Los Angeles, CA 90013  
**E-Mail:** [public.adviser.la@cpuc.ca.gov](mailto:public.adviser.la@cpuc.ca.gov)  
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