



ALJ/BG5/abb 12/30/2025

FILED

12/30/25

BEFORE THE PUBLIC UTILITIES COMMISSION OF THE STATE OF CALIFORNIA

08:41 AM

R2509004

Order Instituting Rulemaking to
Enhance Demand Response in
California.

Rulemaking 25-09-004

**ADMINISTRATIVE LAW JUDGE'S RULING SEEKING
COMMENTS ON STAFF PROPOSAL TO
EXTEND FLEX ALERT FUNDING TO 2026**

Summary

This ruling invites comments on Attachment A to this ruling, titled "Staff Proposal: Extend Flex Alert Funding to 2026" (Staff Proposal). Comments in response to this ruling and the Staff Proposal are invited to be filed and served no later than January 20, 2026, with reply comments filed and served no later than January 30, 2026.

1. Background

A Flex Alert is an appeal for Californians to voluntarily reduce their electricity use to help maintain a stable, reliable power grid. In Rulemaking (R.) 20-11-03, the Commission adopted funding for the Flex Alerts marketing campaign as part of its effort to respond to heat-related outages in 2020. Through Decision (D.) 21-03-056 and D.21-12-015, the Commission authorized Flex Alert marketing campaign funding for the years 2021, 2022, and 2023.

Most recently, the Commission adopted Flex Alert marketing campaign funding in Application (A.) 22-05-002, et al. That proceeding adopted the three large electric investor-owned utilities' Demand Response programs.

Through D.23-12-005, the Commission authorized Flex Alert marketing campaign funding for the years 2024 and 2025.

2. Questions for Parties

Section 4 of the Staff Proposal contains a list of questions to which this ruling is seeking responses from parties. Parties are requested to respond to the questions in the order in which they appear in the Staff Proposal. Further, Parties are requested to indicate which question they are responding to in the Staff Proposal. Parties are invited to file and serve comments no later than January 20, 2026, and reply comments no later than January 30, 2026.

IT IS RULED that:

1. Attachment A to this ruling, titled “Staff Proposal: Extend Flex Alert Funding to 2026,” is hereby entered into the record of this proceeding.
2. Interested parties may file and serve comments in response to this ruling and the questions in Section 4 of the Staff Proposal in Attachment A by no later than January 20, 2026.
3. Interested parties may file and serve reply comments in response to this ruling by no later than January 30, 2026.

Dated December 30, 2025, at San Francisco, California.

/s/ BRANDON GERSTLE

Brandon Gerstle
Administrative Law Judge