

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



March 1, 2017

Advice Letter 5074-G

Ronald van der Leeden
Director, Regulatory Affairs
Southern California Gas
555 W. Fifth Street, GT14D6
Los Angeles, CA 90013-1011

**SUBJECT: SoCalGas' Statewide Marketing, Education, and Outreach 2017-2019
Budgets**

Dear Mr. van der Leeden:

Advice Letter 5074-G is effective as of December 28, 2016.

Sincerely,

A handwritten signature in black ink that reads "Edward Randolph".

Edward Randolph
Director, Energy Division



Ronald van der Leeden
Director
Regulatory Affairs

555 W. Fifth Street, GT14D6
Los Angeles, CA 90013-1011
Tel: 213.244.2009
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December 28, 2016

Advice No. 5074
(U 904 G)

Public Utilities Commission of the State of California

**Subject: Southern California Gas Company's Statewide Marketing, Education,
and Outreach 2017- 2019 Budgets**

Purpose

Southern California Gas Company (SoCalGas) hereby submits for approval by the California Public Utilities Commission (Commission) its Statewide Marketing, Education, and Outreach (SW ME&O) budget for the period of October 1, 2016 through September 30, 2019 required in compliance with Decision (D.) 16-09-020, Ordering Paragraph (OP) 7.

Background

In D.16-09-020, the Commission adopted and ratified the results of the Request for Proposal process used to select the implementer of the 2017-2019 SW ME&O program. OP 7 of D.16-09-020 directs each Investor-Owned Utility (IOU) to file a Tier 1 Advice Letter specifying the dollar amount of its SW ME&O budget for the period October 1, 2016, through September 30, 2017, and annually thereafter for the twelve-month periods ending September 30, 2018 and September 30, 2019, after Pacific Gas and Electric Company (PG&E), on behalf of all the IOUs, submits the final executed contract with the new SW ME&O program implementer in a Tier 1 advice filing.

On October 17, 2016, in Advice Letter 3770-G/4949-E, PG&E submitted to the Commission the final executed contract and budget for the new SW ME&O implementer. The contract executed with DDB San Francisco, a division of DDB Worldwide Communications Group, Inc., is effective October 1, 2016, through September 30, 2019.

SoCalGas SW ME&O Budget

As shown in Table 1, SoCalGas' SW ME&O budget of \$1.738 million for October 1, 2016 through September 30, 2017 is 8.14% of the total IOU SW ME&O budget. This is consistent with the Commission's direction in D.16-09-020 that the IOUs must continue to fund the annual SW ME&O budget program according to the following percentages: 46.74% for PG&E, 32.68% for Southern California Edison Company, 12.43% for San Diego Gas and Electric Company, and 8.14% for SoCalGas.

Additional funds to be added to the budget, based on percentages directed by the Commission in OP 5 of D.16-09-020, are \$2,127,404.20 (3%) for IOU administrative expenses and \$2,727,441.28 (4%) for the Evaluation Measurement & Verification (EM&V) budget.

The total SW ME&O budget from October 1, 2016 through September 30, 2019 is \$73,040,877. Based on this total, SoCalGas' October – September annual budget, including administrative expenses, is shown in Table 1 below.

Table 1: SoCalGas Total Budget for SW ME&O Budget per D.16-09-020

	Oct 2016 – Sept 2017	Oct 2017 – Sept 2018	Oct 2018 – Sept 2019	Total
SoCalGas (8.14%)	\$1,738,275	\$2,104,539	\$2,104,539	\$5,947,353

According to D.16-09-020, Conclusion of Law 5, the cost recovery proposals authorized in D.13-12-038 will remain in effect for the 2017-2019 program cycle.

Protests

Anyone may protest this Advice Letter to the Commission. The protest must state the grounds upon which it is based, including such items as financial and service impact, and should be submitted expeditiously. The protest must be made in writing and received within 20 days of the date of this Advice Letter, which is January 17, 2017. There is no restriction on who may file a protest. The address for mailing or delivering a protest to the Commission is:

CPUC Energy Division
Attn: Tariff Unit
505 Van Ness Avenue
San Francisco, CA 94102

Copies of the protest should also be sent via e-mail to the Energy Division Tariff Unit (EDTariffUnit@cpuc.ca.gov). A copy of the protest should also be sent via both e-mail

and facsimile to the address shown below on the same date it is mailed or delivered to the Commission.

Attn: Ray B. Ortiz
Tariff Manager - GT14D6
555 West Fifth Street
Los Angeles, CA 90013-1011
Facsimile No. (213) 244-4957
E-mail: ROrtiz@semprautilities.com

Effective Date

SoCalGas believes this Advice Letter is subject to Energy Division disposition and should be classified as Tier 1 (effective pending disposition) pursuant to General Order (GO) 96-B. This filing is in compliance with OP 7 of D.16-09-020. Therefore, SoCalGas respectfully requests that this Advice Letter become effective for service on December 28, 2016, which is the date filed.

Notice

A copy of this Advice Letter is being sent SoCalGas' GO 96-B service list and the Commission's service list in A.12-08-007. Address change requests to the GO 96-B should be directed by electronic mail to tariffs@socalgas.com or call 213-244-3387. For changes to all other service lists, please contact the Commission's Process Office at 415-703-2021 or by electronic mail at Process_Office@cpuc.ca.gov.

Ronald van der Leeden
Director – Regulatory Affairs

Attachments

CALIFORNIA PUBLIC UTILITIES COMMISSION

ADVICE LETTER FILING SUMMARY ENERGY UTILITY

MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No. **SOUTHERN CALIFORNIA GAS COMPANY (U 904G)**

Utility type:

ELC

GAS

PLC

HEAT

WATER

Contact Person: Ray B. Ortiz

Phone #: (213) 244-3837

E-mail: ROrtiz@semprautilities.com

EXPLANATION OF UTILITY TYPE

ELC = Electric

GAS = Gas

PLC = Pipeline

HEAT = Heat

WATER = Water

(Date Filed/ Received Stamp by CPUC)

Advice Letter (AL) #: 5074

Subject of AL: Southern California Gas Company's Statewide Marketing, Education, and Outreach

2017-2019 Budgets

Keywords (choose from CPUC listing): Energy Efficiency

AL filing type: Monthly Quarterly Annual One-Time Other

If AL filed in compliance with a Commission order, indicate relevant Decision/Resolution #:

D. 16-09-020

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL No

Summarize differences between the AL and the prior withdrawn or rejected AL¹: N/A

Does AL request confidential treatment? If so, provide explanation: No

Resolution Required? Yes No

Tier Designation: 1 2 3

Requested effective date: 12/28/16

No. of tariff sheets: 0

Estimated system annual revenue effect (%): N/A

Estimated system average rate effect (%): N/A

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected: N/A

Service affected and changes proposed¹: N/A

Pending advice letters that revise the same tariff sheets: N/A

Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this filing, unless otherwise authorized by the Commission, and shall be sent to:

CPUC, Energy Division

Attention: Tariff Unit

505 Van Ness Avenue,

San Francisco, CA 94102

EDTariffUnit@cpuc.ca.gov

Southern California Gas Company

Attention: Ray B. Ortiz

555 West 5th Street, GT14D6

Los Angeles, CA 90013-1011

ROrtiz@semprautilities.com

Tariffs@socalgas.com

¹ Discuss in AL if more space is needed.