

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



February 27, 2020

**Advice Letter 5560-G**

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

**SUBJECT: SoCalGas Company's Statewide Marketing, Education, and Outreach 2020 Budget**

Dear Mr. van der Leeden:

Advice Letter 5560-G is effective as of December 23, 2019.

Sincerely,

A handwritten signature in cursive script that reads "Edward Randolph".

Edward Randolph  
Deputy Executive Director for Energy and Climate Policy/  
Director, Energy Division



**Ronald van der Leeden**  
Director  
Regulatory Affairs

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December 23, 2019

Advice No. 5560  
(U 904 G)

Public Utilities Commission of the State of California

**Subject: Southern California Gas Company's Statewide Marketing, Education, and Outreach 2020 Budget**

### **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 twelve-month period from January 1, 2020 to December 31, 2020, required in compliance with Decision (D.) 19-01-005, Ordering Paragraph (OP) 6.

### **Background**

In D.16-09-020, the Commission adopted and ratified the results of the Request for Proposal process and selected DDB San Francisco (DDB) as the implementer of the 2017-2019 SW ME&O program. Ordering Paragraph 7 of D.16-09-020 directed each Investor-Owned Utility (IOU) to submit a Tier 1 Advice Letter (AL) 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.

On September 10, 2017, DDB submitted a supplemental AL, DDB-1-A, to amend the Marketing, Education and Outreach Roadmap and document the revised total budget in which Evaluation, Measurement, and Verification (EM&V) expenses and IOU administration expenses were removed from DDB's budget allocation. Given these changes, the SW ME&O budget for DDB's activities from October 2016 to September

2019 was reduced from \$73,318,314 to \$68,186,032.<sup>1</sup> The Energy Division authorized use of the 4% EM&V budget allocation to conduct statewide EM&V studies, and the Commission bills the energy companies directly for their respective shares. The IOUs are authorized 3% for IOU administrative costs related to SW ME&O activities, and each energy company retains its allocated share of the administrative expenses to cover actual incurred costs.

On January 22, 2019, the Commission issued D.19-01-005 authorizing and directing the renewal of the contract with DDB as implementer of the Energy Upgrade California program, extending the contract through the end of 2021. The Commission ordered the utilities to submit Tier 1 ALs specifying the dollar amounts of their respective SW ME&O budgets for the period October 1, 2019 through December 31, 2019 and annually thereafter for the twelve-month periods ending December 31, 2020 and December 31, 2021.

On November 5, 2019, the Commission approved SoCalGas' Advice Letter 5528 authorizing the three-month SW ME&O budget for the period October 1, 2019 through December 31, 2019.

OP 5 of D.19-01-005 outlined that the IOUs should continue to fund the annual SW ME&O budget program according to the following percentages: 46.7425% for PG&E, 32.6825% for Southern California Edison Company, 12.4325% for San Diego Gas and Electric Company, and 8.1425% for SoCalGas.

### **SoCalGas SW ME&O Budget**

The total SW ME&O budget from October 1, 2019 through December 31, 2021 is \$4,477,458 and includes allocations for EM&V and IOU administrative costs. Based on this total, SoCalGas' October 2019 – December 2021 annual budgets, including administrative expenses, are shown in Table 1 below. SoCalGas' SW ME&O budget for January 1, 2020 through December 30, 2020 is nearly \$1.99 million.

**Table 1: SoCalGas Total Budget for SW ME&O Budget per D.19-01-005**

	<b>Oct 2019 – Dec 2019</b>	<b>Jan 2020 – Dec 2020</b>	<b>Jan 2021 – Dec 2021</b>	<b>Total</b>
SoCalGas (8.1425%)	\$497,496	\$1,989,981	\$1,989,981	\$4,477,458

<sup>1</sup> Pacific Gas & Electric Company's (PG&E) AL 3783-G/4963-E originally included miscalculated numbers for EM&V as \$2,727,441.28 and IOU expenses as \$2,127,404.20, and an incorrect total budget amount of \$73,040,877. The total IOU budget amount is \$73,318,314 and PG&E has corrected the errors in AL 3783-G/4963-E with AL 3890-G/5152-E.

According to D.19-01-005, Conclusion of Law 12, the cost recovery proposals authorized in D.13-12-038 will remain in effect for the 27-month program period.

### **Protests**

Anyone may protest this AL 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 AL, which is January 12, 2020. 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](mailto: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@socalgas.com](mailto:ROrtiz@socalgas.com)

### **Effective Date**

SoCalGas believes this AL is subject to Energy Division disposition and should be classified as Tier 1 (effective pending disposition) pursuant to General Order (GO) 96-B. It is in compliance with OP 6 of D.19-01-005. Therefore, SoCalGas respectfully requests that this AL become effective for service on December 23, 2019, which is the date submitted.

### **Notice**

A copy of this AL 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 service list should be directed via e-mail to [tariffs@socalgas.com](mailto:tariffs@socalgas.com) or call 213-244-2837. For changes to all other service lists, please contact the Commission's Process Office at 415-703-2021 or via e-mail at [Process\\_Office@cpuc.ca.gov](mailto:Process_Office@cpuc.ca.gov).

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Ronald van der Leeden  
Director – Regulatory Affairs

Attachments



# ADVICE LETTER SUMMARY

## ENERGY UTILITY



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

Company name/CPUC Utility No.:

Utility type:

ELC       GAS       WATER  
 PLC       HEAT

Contact Person:

Phone #:  
E-mail:  
E-mail Disposition Notice to:

EXPLANATION OF UTILITY TYPE

ELC = Electric      GAS = Gas      WATER = Water  
PLC = Pipeline      HEAT = Heat

(Date Submitted / Received Stamp by CPUC)

Advice Letter (AL) #:

Tier Designation:

Subject of AL:

Keywords (choose from CPUC listing):

AL Type:  Monthly     Quarterly     Annual     One-Time     Other:

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

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL:

Summarize differences between the AL and the prior withdrawn or rejected AL:

Confidential treatment requested?  Yes     No

If yes, specification of confidential information:

Confidential information will be made available to appropriate parties who execute a nondisclosure agreement. Name and contact information to request nondisclosure agreement/ access to confidential information:

Resolution required?  Yes     No

Requested effective date:

No. of tariff sheets:

Estimated system annual revenue effect (%):

Estimated system average rate effect (%):

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:

Service affected and changes proposed<sup>1</sup>:

Pending advice letters that revise the same tariff sheets:

<sup>1</sup>Discuss in AL if more space is needed.

**Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this submittal, 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  
Email: [EDTariffUnit@cpuc.ca.gov](mailto:EDTariffUnit@cpuc.ca.gov)

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