

Application No.: A.21-04-
Exhibit No.: _____
Witness: April Bernhardt

PREPARED DIRECT TESTIMONY OF
APRIL BERNHARDT
ON BEHALF OF
SAN DIEGO GAS & ELECTRIC COMPANY

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



April 15, 2021

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1 In 2016, the Commission issued Decision (“D.”) 16-06-041, providing continued direction
2 for the utilities to focus on the following activities:

- 3 1. twice annually notify Climate Credit recipients¹ via on-bill communications when a
4 credit has been provided, and distribute the CPUC letter via email or bill insert;²
- 5 2. ensure that call center and customer service staff members are provided with
6 sufficient information to answer questions, and direct customers to a statewide
7 webpage for more information about the credit;³ and
- 8 3. notify the Director of Energy Division or his designee if there are any barriers in
9 executing these activities.⁴

10 The Decision further states that a separate statewide awareness campaign is very expensive
11 (“\$20 million per year expense would achieve a 40% to 60% awareness level”⁵) and that the
12 Energy Upgrade California program should include climate credit messaging instead.⁶ Thus,
13 SDG&E is no longer reserving any funds for statewide media efforts to promote the Climate
14 Credit but will solely focus on the local communication activities.

¹ D.16-06-041 at 17, Ordering Paragraph (“OP”) 1. SDG&E electric only customers receive the electric bill Climate Credit while SDG&E gas only customer receive the gas Climate Credit. If an SDG&E customer has both gas and electric service, they receive both Climate Credits.

² On March 29, 2019, SDG&E filed a Petition for Modification (“PFM”) of D.13-12-003 requesting to change the months in which the semi-annual Climate Credit is distributed – from April and October to August and September. The PFM was granted per D.19-12-002, effective December 5, 2019.

³ D.16-06-041 at 17, OP 2.

⁴ *Id.* at 17, OP 3.

⁵ *Id.* at 8 (citing R.11-03-12 August 21, 2013 Targetbase report findings included in D.16-06-041).

⁶ *Id.* at 9 (“[m]essaging related to the climate credit has already been incorporated into the request for proposals for a statewide marketing campaign that was considered in A. [Application] 12-08-007 et al.”).

1 **III. 2022 COST PROJECTIONS**

2 For 2022, I have included in the Application the Detail of Outreach and Administrative
3 Expense costs (Attachment G) – costs –at the same level as the 2021 ERRRA Forecast Application.
4 The forecast for 2022 incorporates SDG&E’s proposal to retain the August and September
5 Climate Credit disbursement timing for 2022 and beyond, which is being considered by the
6 Commission in R.20-05-002. SDG&E is awaiting Commission approval on this proposal.

7 If SDG&E’s proposal in R.20-05-002 is approved, and in accordance with D.13-12-003,
8 SDG&E anticipates that it will maintain the three touchpoints with customers in April along with
9 the distribution months, August and September:

- 10 1. SDG&E must coordinate with Energy Division staff to develop new language to
11 modify twice-annual written communications required under D.16-06-041 to
12 include points 1-4, above, when appropriate. New communication materials must
13 also present a timetable clearly showing the distribution months for both the
14 electric and natural gas credits for that year. The April timing of the natural gas
15 credit is not affected by this Decision. Anticipated communication materials
16 include:
 - 17 a. An April customer bill insert/letter/email explaining that the April electric
18 Climate Credit will be distributed in August for 2020 and 2021; and
 - 19 b. August and September customer bill inserts/letters/emails providing
20 information about the Climate Credit as required in D.16-06-041. SDG&E
21 must include information about the change in timing of Climate Credit
22 distribution.⁷

⁷ D.19-12-002 at 10-11.

1 If SDG&E's proposal in R.20-05-002 is not approved and SDG&E is required to revert to
2 the Climate Credit distribution months of April and October, SDG&E anticipates it will resume
3 the twice a year Climate Credit recipient communication as originally directed in D.16-06-04.
4 The administrative costs are projected to be slightly less given one less touch point.

5 Therefore, I have included \$59,000 for the required administrative costs as stated above.
6 My total cost projection of the expenses to be incurred in 2022 is \$59,000. This concludes my
7 prepared direct testimony.

1 **IV. QUALIFICATIONS**

2 My name is April Bernhardt. I am employed by SDG&E as a marketing manager. My
3 business address is 8306 Century Park Court, CP-62C, San Diego, California, 92111.

4 I graduated from San Diego State University with a degree in Liberal Arts and Science. I
5 have more than 17 years of experience working for two Fortune 250 companies in San Diego in
6 the areas of communications and media, and most recently marketing.

7 I have been employed by SDG&E as a communications manager since 2010 with
8 increasing areas of responsibility. As the marketing manager of pricing plans, my responsibilities
9 include collaborating with internal and external stakeholders on Marketing, Education & Outreach
10 (“ME&O”) and as the conduit of information to ensure stakeholders are informed on critical
11 ME&O developments. Additionally, I am responsible for developing marketing strategies to
12 increase customer satisfaction and awareness of rate changes and pricing plan options.

13 Prior to my current role, I served as a senior project manager in communications at
14 SDG&E. Prior to that, I served as a senior communications manager in Media and Employee
15 Communications at SDG&E. I previously held communication roles at Sempra Energy and
16 Qualcomm Inc.

17 I have previously testified before the California Public Utilities Commission.