

SAN DIEGO GAS & ELECTRIC COMPANY
NOTICE OF APPLICATION FILING REQUESTING
APPROVAL OF ITS 2013-2014 MARKETING, EDUCATION
AND OUTREACH PROGRAM AND BUDGET
APPLICATION NO. A. 12-08-009

On August 3, 2012, San Diego Gas & Electric Company (SDG&E®) filed a proposed application with the California Public Utilities Commission (CPUC) requesting approval of a 2013-2014 Statewide Marketing, Education and Outreach (SWME&O) Program in accordance with Decision 12-05-015. The proposed filing is designed to support statewide awareness of energy efficiency, demand response, distributed and solar generation, and other programs offered by investor-owned utilities across California. To fund its portion of the SWME&O program, SDG&E seeks approval of annual incremental energy efficiency funding in the amounts of \$2.973 million for 2013 and 2014. SDG&E also seeks approval of annual incremental demand response funding in the amounts of \$1.000 million for 2013 and 2014.

WHAT IS THE STATEWIDE MARKETING, EDUCATION AND OUTREACH PROGRAM?

The SWME&O Program will create awareness around Energy Upgrade California (EUC) as a statewide brand with the goal of increasing consumer awareness about energy management and driving residential and small business interest in programs to manage energy use. The program will include a re-launch of the existing EUC website to include education and resources about customer energy management offerings across the state.

WHAT IS THE IMPACT OF SDG&E'S REQUEST ON EXISTING RATES?

If the CPUC approves SDG&E's request, SDG&E will adjust rates to reflect authorization of the program budgets. SDG&E's electric revenue requirements will increase by \$3.676 million in 2013 and 2014, as compared to present revenues to fully fund the 2013-2014 authorized energy efficiency and demand response programs. SDG&E's gas revenue requirement will decrease by \$297 thousand in 2013 and 2014 due to sufficient unspent funds being available to fund the gas portion of SWME&O for 2013 and 2014. Thus, gas rates will decrease for 2013 and 2014, as compared to present rates.

The present and proposed electric rate impacts are shown in the tables below:

San Diego Gas & Electric®
Proposed Electric Rate Impact 2013

Customer Class (a)	2012 ¹	2013	Change	
	¢/kWh (b)	¢/kWh (c)	¢ (d)	% (e)
Residential	17.504	17.522	0.018	0.10%
Small Commercial	16.926	16.951	0.025	0.15%
Medium and Large C&I ²	13.534	13.551	0.017	0.13%
Agriculture	16.447	16.469	0.022	0.13%
Street Lighting	14.569	14.583	0.014	0.10%
System Total	15.339	15.356	0.017	0.11%

¹ Reflects current rates effective July 1, 2012 (AL-2380_E)

² C&I stands for Commercial and Industrial

San Diego Gas & Electric
Proposed Electric Rate Impact 2014

Customer Class (a)	2012 ¹	2014	Change	
	¢/kWh (b)	¢/kWh (c)	¢ (d)	% (e)
Residential	17.504	17.522	0.018	0.10%
Small Commercial	16.926	16.951	0.025	0.15%
Medium and Large C&I ²	13.534	13.551	0.017	0.13%
Agriculture	16.447	16.469	0.022	0.13%
Street Lighting	14.569	14.583	0.014	0.10%
System Total	15.339	15.356	0.017	0.11%

¹ Reflects current rates effective July 1, 2012 (AL-2380 E)

² C&I stands for Commercial and Industrial

The monthly summer electric bill for a typical residential customer living in the inland climate zone using 500 kWh will change from \$81.15 at present rates to \$81.18 in 2013 and 2014. This represents a 0.04 % increase over the two-year program period.

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The present and proposed gas Public Purpose Program Surcharge impacts are shown in the tables below:

**San Diego Gas & Electric
Proposed Gas Public Purpose Program
Surcharge Decrease 2013**

Customer Class	2012 ¢/th	2013 ¢/th	Change	
(a)	(b)	(c)	¢ (d)	% (e)
Core				
Residential	7.985	7.960	-0.025	-0.3
Commercial/Industrial	11.770	11.654	-0.116	-1.0
Natural Gas Vehicle	3.781	3.781	0.000	0.0
Noncore				
Commercial/Industrial	11.118	11.004	-0.114	-1.0

**San Diego Gas & Electric
Proposed Gas Public Purpose Program
Surcharge Decrease 2014**

Customer Class	2012 ¢/th	2014 ¢/th	Change	
(a)	(b)	(c)	¢ (d)	% (e)
Core				
Residential	7.985	7.960	-0.025	-0.3
Commercial/Industrial	11.770	11.654	-0.116	-1.0
Natural Gas Vehicle	3.781	3.781	0.000	0.0
Noncore				
Commercial/Industrial	11.118	11.004	-0.114	-1.0

The average monthly residential gas bill of 33 therms will change from \$32.98 at present rates to \$32.97 in 2013 and 2014. This represents a 0.03% decrease over the two-year program period.

FOR FURTHER INFORMATION

You may request additional information or obtain a copy of the application and related exhibits by writing to: J. Yamagata, San Diego Gas & Electric Company, 8330 Century Park Court, CP32D, San Diego, CA 92123. SDG&E's application and attachments may also be inspected at the CPUC office located at 505 Van Ness Ave., San Francisco, CA 94102. A copy of this application may be inspected at the following SDG&E business offices:

- | | | |
|--|---|--|
| 436 H St.
Chula Vista, CA 91910 | 104 N. Johnson Ave.
El Cajon, CA 92020 | 644 W. Mission Ave.
Escondido, CA 92025 |
| 2405 E. Plaza Blvd.
National City, CA 91950 | 336 Euclid Ave.
San Diego, CA 92114 | 2604 S. El Camino Real
Carlsbad, CA 92008 |
| 440 Beech St.
San Diego, CA 92101 | | |

Copies of this application are on the SDG&E website at <http://sdge.com/proceedings>.

Copies of this insert will be available for viewing and printing on the SDG&E website at <http://sdge.com/regulatory-notices>.

EVIDENTIARY HEARINGS

The CPUC may hold Evidentiary Hearings (EHs) whereby parties of record provide testimony and are subject to cross-examination before a CPUC Administrative Law Judge (ALJ). These hearings are open to the public, but only those who are formal parties of record can participate. The CPUC has its own court reporters who will record the comments of those formal parties of record participating in the EHs. The Division of Ratepayer Advocates (DRA) is an independent arm of the CPUC, created by the Legislature to represent the interests of all utility customers throughout the state to obtain the lowest possible rates for service consistent with reliable and safe service levels. DRA has a multi-disciplinary staff with expertise in economics, finance, accounting and engineering. After considering all proposals and evidence presented during the formal hearing process, the assigned ALJ will issue a proposed draft decision. When the CPUC issues a final decision on the application, it may adopt, amend or modify all or part of the ALJ's proposed decision as written. The CPUC's decision may be different than SDG&E's formal request.

CPUC PROCESS

If you wish to comment on this proposed application filing or informally protest this filing as a customer of SDG&E, you can do so by contacting the CPUC's Public Advisor's Office (PAO). You may also send an email or written comments to the Public Advisors' address, 505 Van Ness Avenue, San Francisco, CA 94102, or phone 866-849-8390 or send an email to: public.advisor.la@cpuc.ca.gov. All correspondences received will become part of the formal file in this application. Please reference Application No. A.12-08-009 when emailing or writing. All comments received by the PAO will be provided to the Commissioners for review.



A  Sempra Energy utility®