

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

Application of Pacific Gas and Electric Company for Approval of 2013 – 2014 Statewide Marketing, Education, and Outreach Program and Budget (U39M)	Application 12-08-007 (filed August 3, 2012)
And Related Matters	Application 12-08-008 Application 12-08-009 Application 12-08-010 (Filed August 3, 2012)

**PREHEARING STATEMENT OF THE CALIFORNIA INDEPENDENT  
SYSTEM OPERATOR CORPORATION**

**I. Introduction**

Pursuant to the March 6, 2015 Scoping Memo and Ruling of Assigned Commissioner and Administrative Law Judge (Scoping Memo), the California Independent System Operator Corporation (CAISO) files this prehearing conference statement to address the future of the Flex Alert program.

**II. Outline for Report on Post-2015 Flex Alert Program**

The report developed in this proceeding should address the following issues:

- Program Scope and Objectives – The Commission should determine the objectives and scope of Flex Alert program and any modifications necessary to meet those objectives. In this context, the Commission should consider the benefits and costs associated with the current paid media efforts and

whether the investment in paid media should be modified to better meet identified program objectives.

- Administrator Alternatives – The Commission should explore alternative options for program administrators, with a specific emphasis on how any alternative administrator will interact with the CAISO when a Flex Alert is called.
- Funding Alternatives – The Commission should explore all options for alternative funding of the Flex Alert program. The Commission and parties should attempt to identify funding sources that best align with the identified program objectives.

Addressing the objectives and scope of the post-2015 Flex Alert program is paramount in this proceeding. Determinations regarding the scope and objectives will have implications for program funding and the selection of a program administrator. The CAISO looks forward to discussing these issues in more detail at the April 16, 2015 prehearing conference.

### **III. Sufficiency of Factual Record and Proposed Procedural Schedule**

The CAISO believes that more information is necessary to support a final determination regarding the future of the Flex Alert program. The current record does not have adequate information to develop a recommended scope and objectives for the program going forward. The CAISO supports a workshop and comment process focused on the issues identified above. In order to facilitate a proposed decision by the end of 2015, the CAISO believes that the workshop should be held in the second quarter, with

comments to be filed thereafter, if necessary. At this time, the CAISO does not believe that an evidentiary hearing is necessary in this proceeding.

Respectfully submitted,

**By: /s/ Jordan Pinjuv**

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