

**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)

And Related Matters

Application 12-08-007
(Filed August 2, 2012)

Application 12-08-008
Application 12-08-009
Application 12-08-010
(Filed August 3, 2012)

**OPENING COMMENTS OF THE CALIFORNIA INDEPENDENT
SYSTEM OPERATOR CORPORATION**

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**OPENING COMMENTS OF THE CALIFORNIA INDEPENDENT
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I. Introduction

The California Independent System Operator Corporation (CAISO) hereby provides opening comments on the *Proposed Decision Deferring Funding for Consumer Messaging in the Aliso Canyon Affected Areas and Closing Proceedings* (Proposed Decision) and the *Alternate Proposed Decision Approving Flex Alerts, Moving Winter Time Messaging to A.18-11-005, and Closing this Application Proceeding* (Alternate Proposed Decision), issued in this proceeding on June 7, 2019. The CAISO appreciates this opportunity to provide these opening comments.

II. Discussion

The Alternate Proposed Decision authorizes up to \$5 million to fund the 2019 Flex Alert paid media campaign in the Los Angeles area and directs Southern California Gas Company (SoCalGas) to fund the campaign. The Proposed Decision denies additional funding for Flex Alert paid media. The CAISO recommends that the Commission approve the Alternate Proposed Decision and continue to support the paid media campaign for 2019 Flex Alerts.

Flex Alert advertising remains an important tool to encourage conservation during peak load events, especially as capacity margins grow tighter and restrictions on the natural gas system continue to be in place. Although the direct impacts of paid advertising are difficult to quantify, Flex Alerts continue to be an effective way to encourage conservation and help manage the grid. Given current conditions in Southern California, the Commission should not jeopardize

the effectiveness of the Flex Alert program by cutting funding this time. As a result, the CAISO recommends that the Commission approve the Alternate Proposed Decision.

III. Conclusion

The CAISO appreciates the opportunity to provide opening comments and recommends that the Commission approve the Alternate Proposed Decision.

Respectfully submitted,

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