

**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 2, 2012)
And Related Matters	Application 12-08-008 Application 12-08-009 Application 12-08-010 (Filed August 3, 2012)

REPLY COMMENTS OF THE CALIFORNIA INDEPENDENT SYSTEM OPERATOR CORPORATION

Pursuant to Rule 14.3 of the Commission’s Rules of Practice and Procedure, the California Independent System Operator Corporation (CAISO) hereby files reply comments in response to the *Proposed Decision Authorizing Southern California Gas Company to Provide Up To \$11 Million For Aliso Canyon-Related Messaging* (Proposed Decision). The Proposed Decision directs Southern California Gas Company (SoCalGas) to provide additional funding for marketing, education, and outreach activities, including the CAISO’s Flex Alert program, to reduce the risk of natural gas and electricity curtailments in the Los Angeles area in 2017.

SoCalGas filed opening comments on the Proposed Decision requesting that the Commission modify Ordering Paragraph 1 to authorize SoCalGas to provide “up to \$5 million in funding to support paid advertising” for the 2017 Flex Alert campaign.¹ The CAISO has not made a specific recommendation regarding the dollar amount to be spent on the 2017 Flex Alert advertising campaign because it does not have a marketing department and is therefore not in a position to opine on the cost of an effective campaign. The CAISO’s primary concern is that the Flex Alert program remains as effective as it has been in previous years. The CAISO has no objection to SoCalGas’ proposed modification, provided that it funds the Flex Alert program to sufficiently maintain its current level of effectiveness.

¹ Opening Comments of Southern California Gas Company (U 904 G) on Proposed Decision Authorizing Southern California Gas Company to Provide up to \$11 million for Aliso Canyon-related Messaging (SoCalGas Opening Comments), p. 4 (emphasis in the original).

Respectfully submitted,

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