



PUBLIC UTILITIES COMMISSION
STATE OF CALIFORNIA

MARYBEL BATJER
PRESIDENT

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September 4, 2020

Mr. Robert Kenney
Pacific Gas & Electric
robert.kenney@pge.com

Ms. Carla Peterman
Southern California Edison
Carla.Peterman@sce.com

Mr. Dan Skopec
San Diego Gas & Electric Company
DSkopec@sdge.com

Dear Mr. Kenney, Ms. Peterman, and Mr. Skopec:

Yesterday, the California Independent System Operation (CAISO) issued a Flex Alert for Saturday, September 5 through Monday, September 7. The California Public Utilities Commission (CPUC) is monitoring the weather conditions going into the weekend and early next week. Temperatures are forecasted to be 10 to 20 degrees above normal and there may be a risk of entering a Stage 3 emergency that would trigger rotating outages. We are closely coordinating with the CAISO, the Governor's Office of Emergency Services (Cal OES), the California Energy Commission (CEC) and others to ensure that we maintain focus on the public's safety and emphasize the importance of energy conservation to reduce the strain on electric supply that can lead to rotating power outages during Stage 3 emergencies.

With the high temperatures forecasted for this weekend, and the added challenges of the ongoing COVID-19 pandemic, we must do everything we can to support CAISO's effort to ensure the reliable operation of the CAISO-controlled grid while avoiding the need for Stage 3 power interruptions. The importance of voluntary energy conservation has never been greater. Your efforts to publicize and encourage conservation to your customers will be critical in this effort.

To that end, the CPUC strongly encourages you to closely evaluate your energy conservation messaging and advertising across all channels and to make immediate adjustments to maximize its reach and effectiveness going into the weekend and through early next week. This includes augmenting your outreach through social media channels and minimizing non-conservation messaging where possible. The ability to communicate this message in real time is important. We also encourage you to track the effectiveness of your messaging to gain important "lessons learned" for the future.

The State of California is doing its part to reduce demand and publicize energy conservation tips and messaging in the same effort. We saw energy conservation make a substantial difference during the August heat wave and Flex Alerts and there is every reason to believe your expanded efforts can make an important impact this weekend and next week.

Sincerely,

A handwritten signature in blue ink that reads "Marybel Batjer". The signature is fluid and cursive, with a large initial "M" and "B".

Marybel Batjer, President
California Public Utilities Commission