

**SEC Municipal Advisor – IRMA Exemption Notice
(Dated July 1, 2014)**

This notice has been prepared and made available by the San Francisco Public Utilities Commission (SFPUC) in light of the Securities and Exchange Commission’s (SEC) “Municipal Advisor Rule” (pursuant to Section 975 of Title IX of the Dodd-Frank Wall Street Reform and Consumer Protection Act).

Pursuant to SEC Rule 15Ba1-1(d)(3)(vi)(B), the SFPUC will rely on the advice of its registered municipal financial advisors for each of its three enterprises on any bond issuances undertaken by such enterprise. The SFPUC’s registered municipal financial advisors are currently comprised of the following firms:

Water Enterprise

Montague DeRose and Associates

Lead Contact: Frank Perdue
(925) 256-9797
perdue@montaguederose.com

Backstrom McCarley Berry & Co.

Lead Contact: Vincent McCarley
(415) 857-6101
vmccarley@bmcbbc.com

Power Enterprise

Public Financial Management (PFM)

Lead Contact: Bob Gamble
(415) 393-7264
gambler@pfm.com

Kitahata & Co.

Lead Contact: Gary Kitahata
(415) 337-1950
gkitahata@gmail.com

Wastewater Enterprise

Public Resources Advisory Group (PRAG)

Lead Contact: Ed Soong
(310) 477-1453
esoong@pragla.com

First Southwest

Lead Contact: Joe Yew
(510) 663-3792
joseph.yew@firstsw.com

The SFPUC will rely upon the advice of each respective enterprise’s registered municipal financial advisors in reviewing any bond issuance-related proposals or any other financial proposal prepared by broker-dealers for presentation to the SFPUC. Copies of any such communications to the SFPUC are required to be provided by such broker-dealer to at least one of the registered municipal financial advisors for the subject enterprise. Any changes to this list of registered municipal financial advisors will be posted herein.