



ADVANCEDmeter

PUBLIC WORKSHOP

CUSTOMER OUTREACH AND CONSERVATION PLAN

OCTOBER 2010

DRAFT VERSION 10/4/10

Agenda

- 10:00-10:15 Welcome - Anne Smith
- 10:15-10:45 Advanced Meter Overview - Patti Wagner
- 10:45-11:30 Draft Communications & Outreach Plan
- 11:30-12:00 Break Out/Dialogue Sessions
- 12:00-1:00 Networking Lunch
& Information/Feedback Centers
- 1:00-1:30 Feedback Summary
- 1:30-2:00 Next Steps & Closing Comments

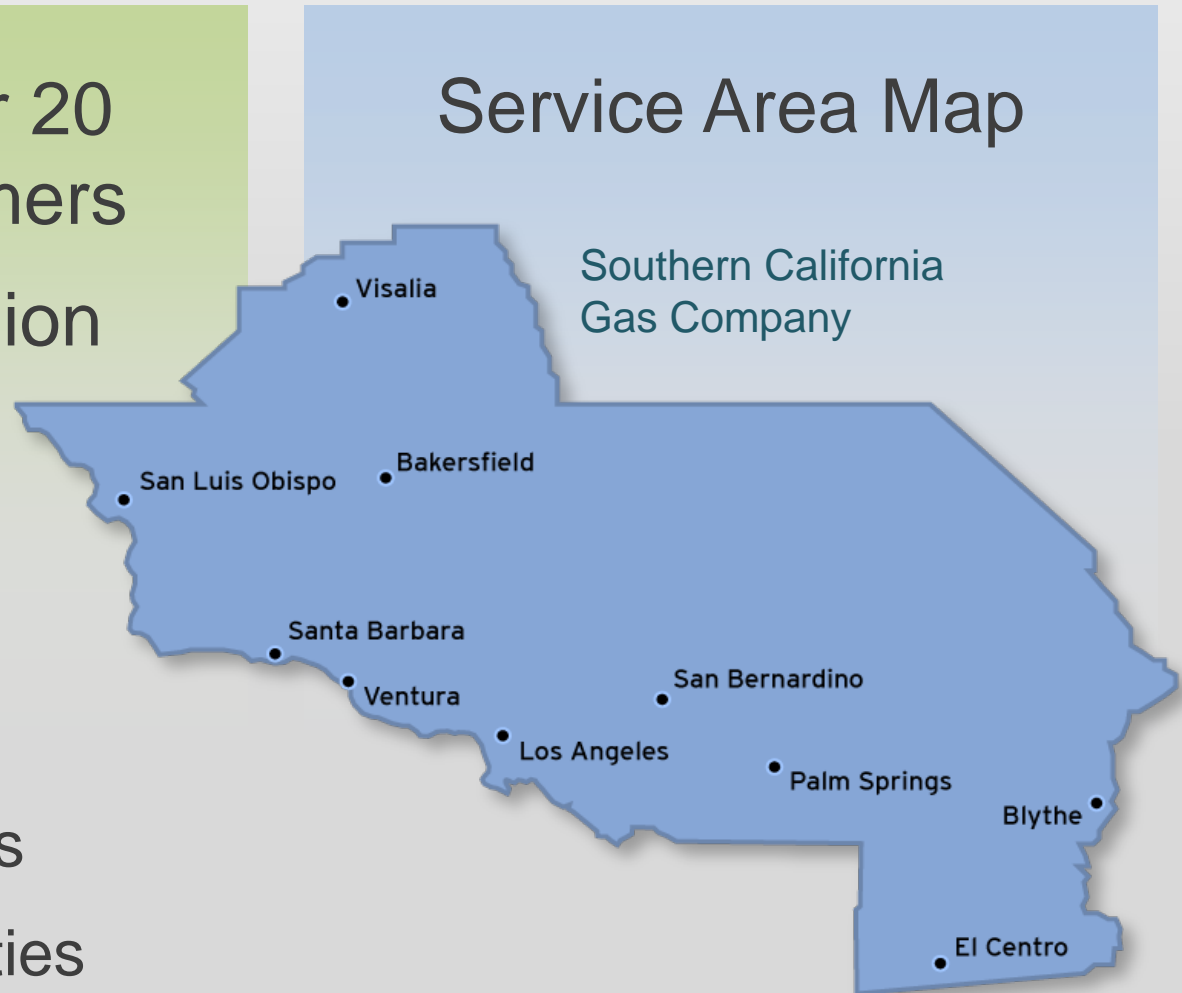
WELCOME

**ANNE SHEN SMITH
CHIEF OPERATING OFFICER
SOUTHERN CALIFORNIA GAS COMPANY**

About SoCalGas Customers

A very large, diverse group

- We serve over 20 million consumers
- Through 6 million meters
- Within 20,000 square miles:
 - 12 counties
 - 226 cities, plus
 - 250 communities



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Glad to be of Service



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Objective & Goals

Objective

- Gather comments about the communications and outreach plan
 - Incorporate as much feedback as possible
 - Submit a formalized plan to the California Public Utilities Commission

Goals of our Plan

- Ongoing dialogue
- Positive customer experience
- Educate customers
- Reduce energy waste - conserve natural gas

What to Expect Today

1

- Presentations

2

- Dialogue sessions – share your feedback and insights

3

- Networking lunch
- Information & feedback centers

4

- Feedback summary
- Next steps & closing comments

ADVANCED METER

PROJECT OVERVIEW

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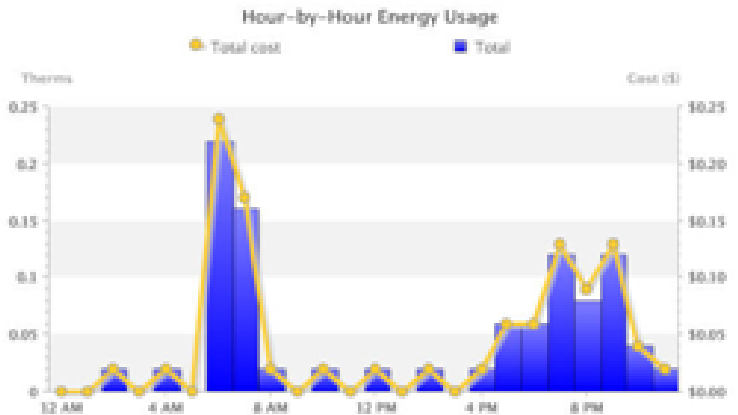
Information: Present - Future



Monthly Bill

When does my home use energy?

102 MAIN ST



Meter: Gas - 8332145010

Hourly Information

Technology Progress

Enables future
smart
technologies

Improves
operational
efficiencies

Proven technology
throughout the world

What is the Advanced Meter Project?

- SoCalGas will upgrade existing natural gas meters with a wireless communication device – the Advanced Meter
- Automatically reads and transmits hourly gas usage information on a “next day” basis
- Provides more frequent and detailed natural gas use information to help customers better control costs and manage gas use

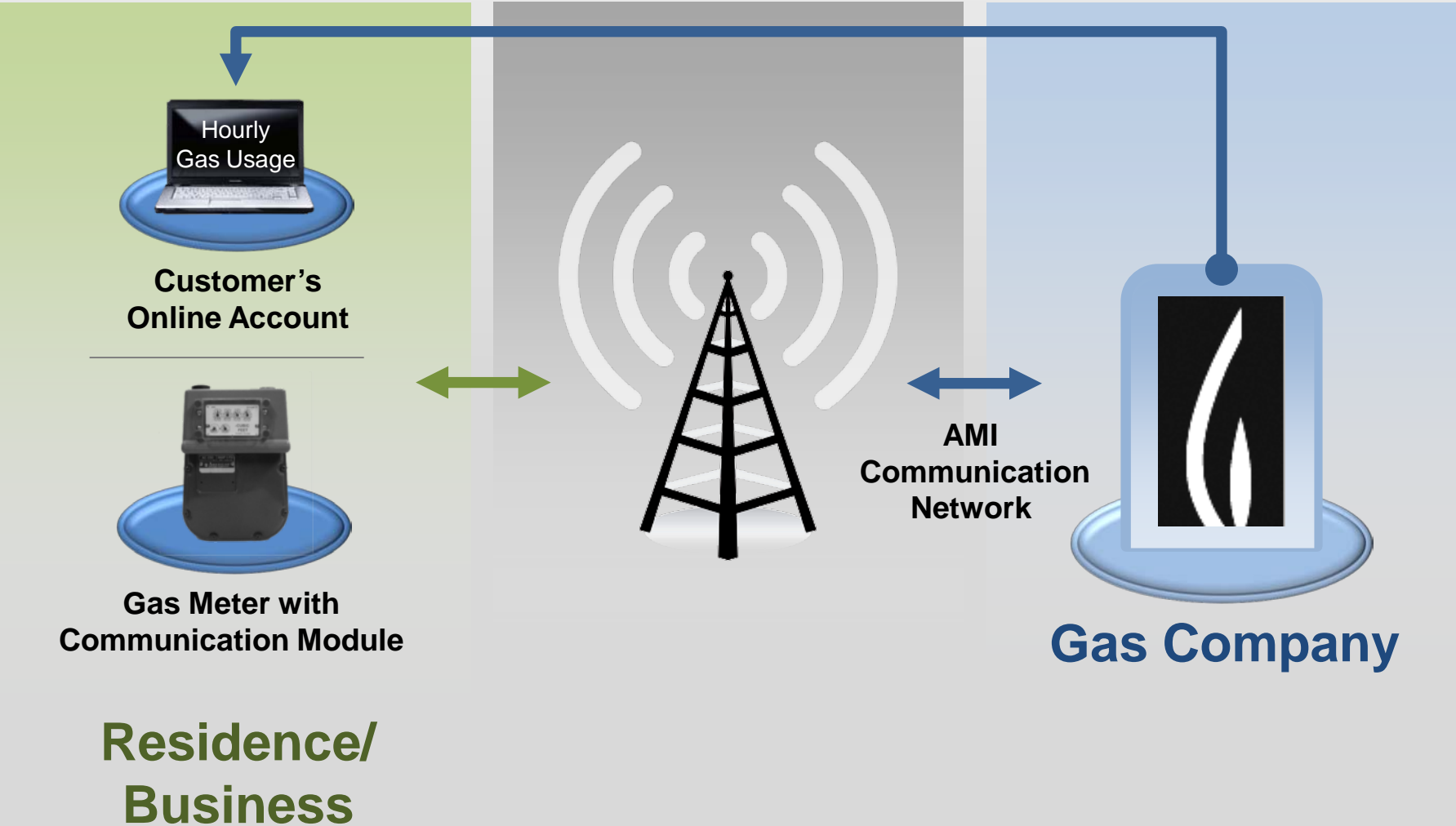


How Does it Work?



Gas usage is still recorded in the traditional way, but it's a new wireless communication device that transmits the information electronically

How is the information transmitted?



Access to the information

- Online @ socalgas.com/myaccount
- In home display

Potentially:

- Mobile apps
- Phone
- Paper
- Third party
- And more

Installation

6

Million Meters
Up to 5 years

<15

Minutes to
install

Mass installation starting in 2013

What are the Benefits?



**Get
Information**



**Save
Money**



**Help the
Environment**

CPUC Decision Highlights

SoCalGas Project Approved April, 8

Decision states SoCalGas must:

- **Host a workshop** to present a draft plan for outreach and conservation support.
 - Specify in its **outreach strategies for all segments**, including ethnic, minority, and hard-to-reach communities and small businesses
 - Discuss specific proposals for utilizing a **competitive solicitation process for the selection of Community Based Organizations (CBO's)** with a demonstrated record of success in reaching those markets
 - Must achieve at least a **1% reduction in therms through conservation efforts**
- Submit plan to Energy Division within 60 days following the workshop

QUESTIONS?

UP NEXT

Trisha Muse
Customer Experience
Manager

Lizette Verduzco
Stakeholder Outreach
Manager

THE CUSTOMER EXPERIENCE

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Guiding principles of our **Communication and Outreach Plan**

1

Create a positive
customer
experience

2

Be collaborative

3

Promote all
relevant services

4

Learn from others
& incorporate
feedback along
the way

5

Be inclusive

6

Be transparent

Built on Customer Input and Proven Practices

This plan was based on the following inputs:

Industry
Lessons
Learned

Our
Customers &
Stakeholders

Consumer
Behavior
Academic
Research

This draft plan will be modified from feedback obtained
throughout the Advanced Meter project

2010 Research Efforts

- 22 customer focus groups
 - Residential (limited-income, web savvy and non-web savvy, renters, homeowners, environmentally conscious)
 - In-language groups: Spanish, Cantonese, Mandarin, Korean and Vietnamese
 - Small & medium businesses
- Online surveys with business and residential customers
- Phone Surveys scheduled for Q4 2010

2010 Research Highlights

- About 70% of residential and business customers said having this type of detailed information **would help answer questions about their bill**
- About 65% of residential and 45% of business customers said it would **influence their use of natural gas**
- 93% of residential and 81% of business customers **prefer to access their information at socialgas.com**
- And about 75% of both groups would **prefer email alerts** (over other types of alerts)

Strategy

1

Use cost-efficient mass communications to help build overall awareness

2

Supplement with tailored outreach

Objectives

1

Increase awareness
about the project
prepare customers for
the roll-out

2

Educate customers
about the **benefits** and
how it can help them

3

Engage customers to
use the information so
they can better control
their gas costs and
reduce energy waste

Audiences and Stakeholders

Residential
Customers

Hard-to-
Reach &
Special
Needs*

Business
Customers

Elected &
Safety
Officials

Regulators

Consumer
Advocates

Media

*Hard-to-reach & special needs customers: multicultural & ethnic, rural, fixed income, disabled, seniors, small business

Hard-to-Reach & Special Needs Proposed Outreach Approach

- *Be as inclusive as possible of the diverse customers we serve, by providing tailored communications and outreach*
 - Use languages, channels & messaging specific to each group
 - Leverage internal resources, as well as available community resources
 - Conduct RFP for future outreach opportunities

Potential Tactics & Channels

Hard-to-Reach & Special Needs Customers

Audience	Potential Tactics/Channels
Customers living in rural areas	Community or faith-based organizations, sponsor local events, etc
Seniors or customers with disabilities	Disabled rights and assistance groups and organizations, senior centers, etc
Customers with low/fixed income	Community or faith-based organizations, sponsor local events, targeted advertising, etc
In-language, multi-cultural, ethnic	In-language & ethnic advertising, sponsor cultural events, community organizations, etc
Small business customers	Industry associations, chambers, industry events/meetings, e-newsletters, etc

Three-phased Customer Experience Journey

1

Pre-Installation
Awareness

2010-2017

2

During Installation
**Prepare
Customers**

Between 3 to 5 years

3

Post Installation
**Educate to
Conserve**

2013 and beyond

Gather on-going input and feedback and refine plans

1

Pre-Installation: Awareness

- *Use cost-efficient communication channels to promote the overall awareness of the advanced meter project*
 - Communications tactics and channels may include: broadcast, print, online advertising, SoCalGas bill package, emails, My Account, socalgas.com, social media, employees, etc.
 - Supplement mass communications with outreach efforts

1 Pre-Installation: **Messaging Themes**

- What are advanced meters
- Why is SoCalGas installing advanced meters
- Benefits of advanced meters
- How you will be able to gain access to your information and use it to help you better control and manage your energy costs
- Installation timing/expectations
- Where to go if you have questions or want to learn more

2 During Installation: Prepare Customers

90-30
Days prior

Community events/meeting &
local governmental outreach

30-7
Days prior

Direct mail letter
and reminder

After
Installation

Door hanger,
brochure

2

Installation Messaging Themes

- Who, what, when of installation
 - Identify installers
 - What you need to do to prepare
 - Installation timing
- Set expectations regarding potential service interruptions
- Communicate quality assurance process
- Set expectations on how/when you can view your gas usage information
- Where to go if you have questions or want to learn more

Sample Customer Communications



ADVANCEDmeter

January 2, 2013
Jane Doe
123 Main Street
Anywhere, CA 90000
Dear Jane Doe,

In the coming weeks, Southern California Gas Company (SoCalGas®) or our authorized contractor, XYZ Meter Services Company, will be in your area to upgrade all residential and business natural gas meters with a new advanced meter wireless communications device. The device is installed on the existing gas meter and will automatically read and transmit your gas usage information to our customer service and billing center.

In the near future, you will have more frequent and detailed access to your natural gas usage information. You can sign up to receive alerts if your gas usage suddenly spikes, so you have an opportunity to better manage and control your energy costs.

Installation is easy:

1. Meter installation takes place Monday-Saturday, 7 a.m.-8 p.m.
2. You do not need to be present, and, in most cases, there will not be an interruption to your service. The total installation process takes about 15 minutes to complete.
3. After the installation, we'll leave a door hanger to let you know your meter upgrade has been completed. A meter reader will confirm the electronic read is accurate.

How you can help:

- Please provide safe access to your natural gas meter by clearing any obstructions and trimming any vegetation. If you have concerns such as dogs in the yard or restricted access to your meter, you can request an appointment by contacting XYZ Meter Services Company at 1-800-XXX-XXXX.
- Be sure to let other family members or tenants know about the upcoming installation so they can recognize the installer.
- Sign up to receive e-mail, text or phone alerts at socialgas.com/myaccount so we can notify you when your gas information is ready to be viewed.

Thank you for your cooperation during the installation. If you have any questions, please visit socialgas.com.

Sincerely,
James Petersilla
Director, Advanced Meter Project

Información importante acerca de su medidor de gas natural. En las próximas semanas, Southern California Gas Company, a través de nuestro instalador contratado, XYZ Meter Services Company, instalará un aparato de comunicación en el medidor existente de gas que transmitirá automáticamente información sobre su consumo de gas. El proceso tomará únicamente unos cuantos minutos. No necesita estar presente y en la mayoría de los casos, su servicio de gas no será interrumpido. No es una modernización opcional. Para más información, visite socialgas.com/ami.

有關您天然瓦斯表的更新資訊。在未來幾周，南加州瓦斯公司，透過我們的安裝承包商，XYZ 儀表服務公司，將為您現有的瓦斯表上，安裝一個無線傳輸的裝置。來自新傳輸裝置的資訊，安裝過程只需幾分鐘。大多數的情況下，您不必在場，您的瓦斯也不會被中斷。這不是一個非選擇性的升級。欲瞭解更多詳情，請瀏覽 socialgas.com/ami。

Thông tin quan trọng về đồng hồ gas (khi đến thời điểm) của quý vị. Trong những tuần tới, Southern California Gas Company, thông qua một nhà thầu gắn đồng hồ gas, XYZ Meter Services Company, sẽ gắn dụng cụ truyền tin hiệu không nổi dây trên đồng hồ gas hiện tại để truyền thông tin về việc sử dụng gas của quý vị. Quy trình này chỉ mất có vài phút. Quý vị không cần có mặt lúc gắn đồng hồ và trong hầu hết các trường hợp, dịch vụ cung cấp gas của quý vị sẽ không bị ngưng tạm thời. Đây không phải là việc nâng cấp tùy chọn. Để biết thêm thông tin, xin ghé thăm socialgas.com/ami.

귀하의 천연가스 계량기에 대한 중요한 정보. 앞으로 몇 주 사이에, 남가주 가스회사 (Southern California Gas Company)는 계약 설치업자인 XYZ 계량기 서비스 회사를 통해 기존의 가스 계량기에다 귀하의 가스 사용 정보를 자동적으로 알려 줄 무선 장치를 설치하려고 합니다. 이 설치 작업은 불과 몇 분 정도밖에 걸리지 않습니다. 귀하께서 작업현장에 계실 필요는 없으며 대부분은 경우, 가스 서비스도 중단되지 않습니다. 이 업그레이드는 선택 사항이 아닙니다. 더 자세한 정보를 원하시면 socialgas.com/ami를 방문하시기 바랍니다.



ADVANCEDmeter

Benefits of advanced meters

Better control your energy use and costs
With the advanced meter, you'll have more information about your gas usage, allowing you to better understand and manage your energy use and associated costs.

More privacy
Because advanced meters send information electronically to SoCalGas daily, meter readers will no longer have to enter your property each month. Although, we still require access to the meter for safety and periodic maintenance.

Find problems faster
When you view your gas information more frequently, or you sign up to receive energy alerts, you can better monitor for gas usage spikes. Sudden, unexpected increases in your gas use could be related to how you're using gas at home, or be a sign of a potential problem.

Help the environment
With the information they provide, advanced meters can help you conserve energy, which can help preserve natural resources.

Future smart homes and businesses
In the future, advanced meters may provide additional benefits, including sending you a notification when your bill reaches a certain amount and potentially controlling "smart appliances" at your home or business through the Internet.

Where can I find more information?
To learn more, visit socialgas.com or call:
English 1-800-427-2200
Español 1-800-342-4545
國語 1-800-427-1429
한국어 1-800-427-1420
中文 1-800-427-0471
हिंदी 1-800-427-0478
For other languages 1-888-427-1345
Hearing Impaired (TDD) 1-800-252-0259

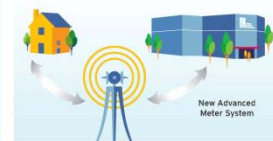
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What are advanced meters?

Southern California Gas Company (SoCalGas®) is upgrading our system by adding an advanced metering device to all residential and business natural gas meters. Advanced meters automatically read and transmit your gas usage information to our customer service and billing center.

This technology advancement can provide you with more frequent and detailed access to your natural gas usage information, which can help identify ways better control your costs and manage your energy use.



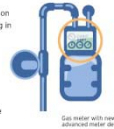
Why advanced meters?

SoCalGas and the state have aggressively championed many energy conservation efforts. Advanced meters and the information they provide can help you save energy, help you better manage your natural gas bill, and help the environment by reducing greenhouse gases.

SoCalGas will install the advanced meter device on more than six million natural gas meters starting in 2012 through up to 2017. Visit socialgas.com to view the installation schedule.

Quality assurance

After the initial installation, meter readers will continue to manually read the meter until we confirm the electronic meter read is accurate.



How do I view my gas information?

Once your advance meter has been installed and we have verified that the read is accurate, you can access your information in several ways. The easiest way is to sign up for My Account at socialgas.com. Have your latest SoCalGas bill handy.

ADVANCEDmeter

Important information inside

U.S. POSTAGE
 PERMIT NO. 1711

555 West Fifth Street
Los Angeles, CA 90013

ADVANCEDmeter

Congratulations!

Your new advanced meter was successfully installed today, without interruption to your natural gas service. Advanced meters automatically read and transmit your gas usage information to our customer service and billing center. Advanced meters can also provide you with more details about how you're using gas and help you identify ways you can better control your gas costs and energy use.

When and how can I see my gas usage information?

For quality assurance, we will verify that the advanced meter is reading your gas use accurately. Sign up for My Account at socialgas.com so we can notify you when your information is available.

Once your gas information is being transmitted electronically, you'll be able to see your hourly usage on a "next-day" basis. You will be able to access your natural gas usage information in a variety of ways. One way is to sign up for My Account at socialgas.com, where you can also view and pay your bill, schedule service, request payment arrangements and more. Try it today at socialgas.com/myaccount. Simply have your most recent natural gas bill handy to register.

To learn more about SoCalGas' advanced meters, visit socialgas.com/ami.

Para español, sírvase ver el reverso

您的 advanced meter (先進瓦斯計量表) 已安裝成功。不久，您就可以經由 socialgas.com 的 My Account (我的帳戶)，來查看您的瓦斯使用資訊，或瀏覽 socialgas.com/ami 來做更多的選擇。

Đồng hồ cao cấp của quý vị đã được gắn xong. Quý vị sẽ sớm có thể xem thông tin về lượng gas sử dụng qua My Account (Trang Mục của Tôi) tại socialgas.com, hoặc ghé thăm socialgas.com/ami để có thêm lựa chọn.

귀대에 신청 고급 계량기를 성공적으로 설치했습니다. 곧, socialgas.com에서 내 계회 (My Account)로 가시면 귀하의 가스 사용 정보를 보실 수 있게 되며, 다른 선택사항을 원하시면 socialgas.com/ami를 방문하십시오.

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Post Installation: Quality Assurance



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3

Post-Installation Messages

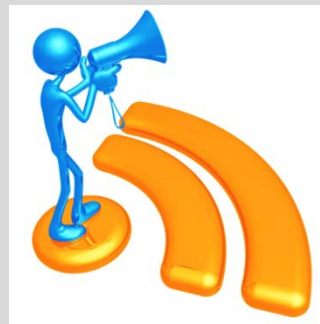
- Confirmation of installation
- Announcement: information availability
- Where to view gas usage information
- Education about how to use information to better manage and control energy costs
- Conservation messages
- Cross promote relevant program messages (i.e., energy efficiency, assistance programs, etc)

3 Post Installation Strategies to Conserve

Focused



Leveraged



Innovative



Information and Tools to Drive Conservation



Southern
California
Gas Company



A Sempra Energy utility*

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Español | More Languages

SEARCH

FAQ

My Account

Home

Bill Pay

Appointments

Savings Tools

Manage Accounts

Profile

Summary

For John Q Public,

Account number: 12810259908 (my home)

Select bill account ... ▾

Current Balance: \$118.68 [View Bill](#)

Date Due: September 30, 2010 [Pay Bill](#)

Last Payment Received: August 28, 2010 [Account Overview](#)

Payment Arrangement: \$80.00 [View Arrangement](#)
Amount due October 15, 2010 [Request Arrangement](#)

Service Appointment(s): September 30, 2010 [Check Status/Cancel](#)

I want to...

[Set-up online payments](#)

[Schedule service](#)

[Start, Stop, Move service](#)

[Find help paying my bill](#)

[Save energy](#)

[Manage my Account Profile & Notifications](#) [Preferences](#)

Messages and Alerts

[Your bill is ready to view/pay.](#)

[Your August gas usage alert.](#)



When does my home use energy?
102 MAIN ST

Usage Since Last Bill

- Usage-To-Date: 2 Therms
- Estimated Bill-To-Date: \$3
- Based on actual meter data, as of: 8/29/2010 --This is 6 days into your current billing cycle.
- Average Daily Expense: \$0.55/day

Go with convenience:

GO PAPERLESS

Say goodbye to paper bills, checks and stamps when you take advantage of The Gas Company's paperless billing.

Go Paperless now.

Information and Tools to Drive Conservation



Southern California Gas Company

A Sempra Energy utility*

Español | More Languages

SEARCH
FAQ

*Glad to be of service.**

My Account

Home
Bill Pay
Appointments
Savings Tools
Manage Accounts
Profile

Savings Tools

When does my home use energy?

102 MAIN ST



Hour-by-hour Energy Usage

Total Cost

Meter: Gas - 8332145010

[Save Money with Your Advanced Meter!](#)
Our Appliance Tips can help you find savings on your energy use.

How does my home compare?

100 BAY LANE

Gas Costs 2/22/2005 to 3/22/2005

Uses Least Energy

\$125
My Home

\$287
Avg. Home

Uses Most Energy

Gas

Congratulations! Your home used less energy than most of the similar homes in your area.

How does my home use energy?

100 BAY LANE

Gas Costs 2/22/2005 to 3/22/2005



- Heating \$104
- Hot Water \$19
- Cooking \$2

Gas

Control my costs!
Heating is your highest energy expense. Click **Find ways to save** to get specific recommendations for reducing your energy costs.
[Update Profile](#)

How does my usage compare?

100 BAY LANE

Usage Comparison

Gas Use (Therms)

97

March, 2004

114

March, 2005

Gas Use Carbon Use

My Home Area Network

100 MAIN ST

Current Conditions



82°

High 91° | Low 79°

Sunrise: 5:23 AM Sunset: 7:57 PM

Thermostat
Adjust your home thermostat throughout the day without sacrificing comfort.

3

Information and Tools to Drive Conservation

My Bill **Ways to Save** Energy Profile

Get into action and save!

Savings Goal: [10%](#)


Choose a strategy, and we'll recommend the best actions for saving money and energy.

 One Choice	 Family Saver	 Weekend Warrior
One change can make all the difference. Small fixes for big results Rebates for energy-smart choices	Learn. Play. Work together. And save! Kid-tested activities that can save you energy Become a sustainable family and earn points	Creative, energy-saving ideas that you can do. Learn from local experts Join our DIY community
GET STARTED	GET STARTED	GET STARTED

My Bill **Ways to Save** Energy Profile

Created on 7/2/2010

Weekend Warrior




Change theme Savings Goal: [10%](#) 

Build Your Action Plan

Zero in on the actions that are right for you!

Customize your action plan by adding to your Energy Profile

0 of 11 actions selected. [Refine](#)

<input type="checkbox"/> Select  Lower temperature of water heater Up to \$200 Avg. yearly savings More Info	<input type="checkbox"/> Select  Install low flow shower heads Up to \$75 REBATE Avg. yearly savings More Info	<input type="checkbox"/> Select  Insulate hot water pipes Up to \$30 Avg. yearly savings More Info
--	--	---

Create Action Plan

3

Other Potential Access Options to Drive Conservation



Energy/Bill Alerts



Call-in



Paper



Mobile Applications



In-home Displays

Customer Outreach and Conservation Plan

Measures of Success

Customer and Community Experience

Measurement of awareness, participation, installation satisfaction

Conservation Measurement

Reduction of therms

Installation and Services

Installation volume
Complaint resolution
Bill alert enrollments

Reporting Example



Smart METER

**Customer Experience,
Deployment, and
Operations Update
September 3, 2010**

News from the CPUC Commission Meeting SDG&E Draws Praise from the Structure Group

The SDG&E Smart Meter Customer education and outreach program was recognized at the CPUC's September 2 meeting as the "gold standard" for U.S. utilities. Stacey Wood of the Structure Group, the consultancy that independently assessed PG&E's Advanced Metering program, responded to Commissioner Ryan's inquiry about industry best practices. "Of the utilities around the country deploying similar type infrastructures around advanced metering that have done a very good job and are at what we would consider best practices would be San Diego Gas & Electric. [With] over a million meters installed, [SDG&E has had] very low complaints. Their meter infrastructure, their customer engagement, their meter deployment has all gone very well, so we would put them at the top of the list."

Customer Experience, Interaction, & Outreach Residential Customer Interactions and General Comments

- Liaisons assisted 1 elderly/special needs customer with installation activities by meeting the installer at the home, unplugging/plugging smart meters and also resetting clocks. This extra step is greatly appreciated by customers.

In Field Liaison Customer Contacts August 1 - August 31

Contact Attempts	1,854
Successful Contacts	478

VSI Appointments

Aug 1— Sep 4

Residential Appointments	2,087
Commercial Appointments	865
TOTAL	2,952

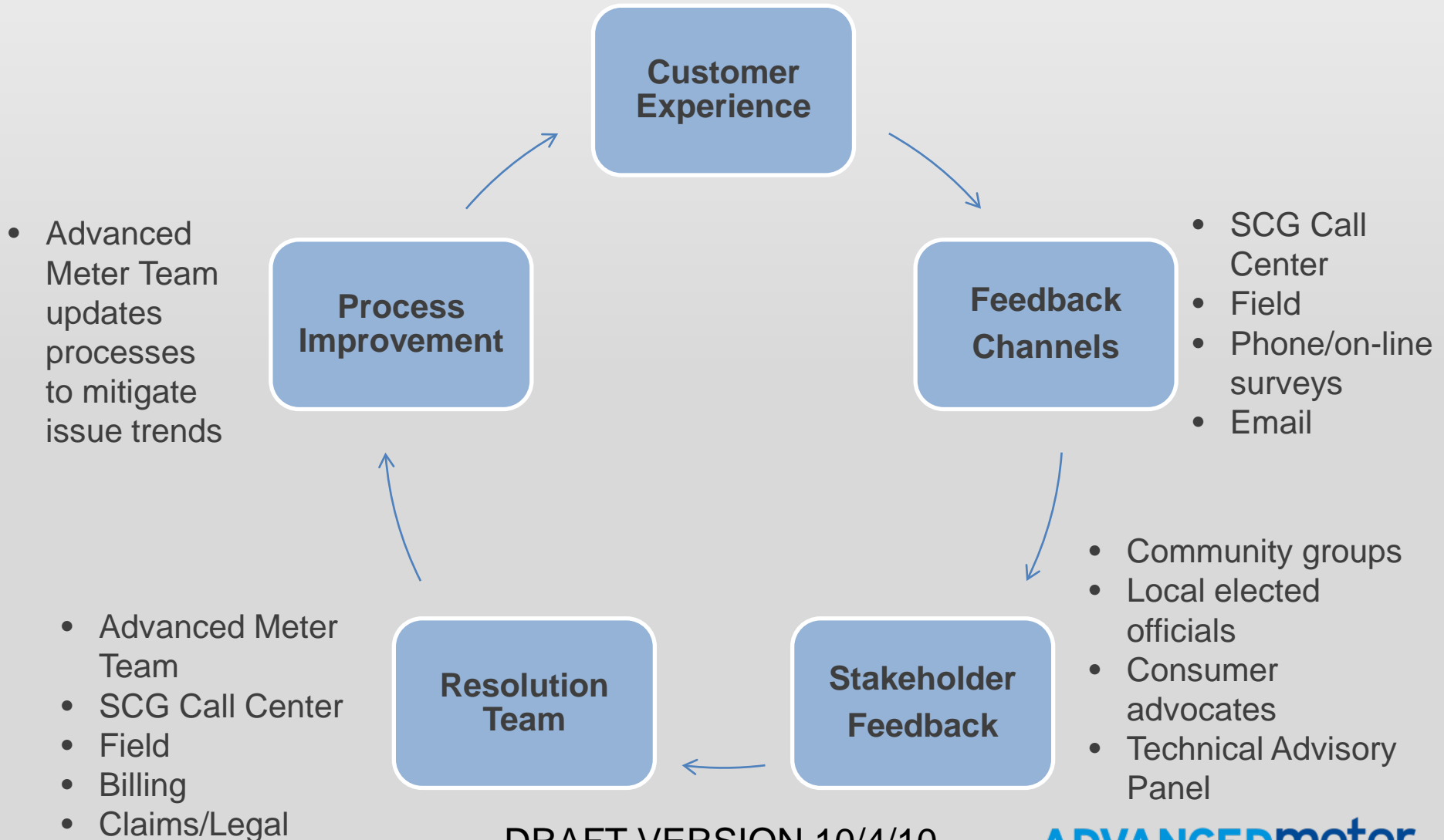
The majority of appointment requests are due to access and medical equipment issues.

Claims and Complaints

Customer complaints to date	1,968 (.15% of total 1,319,981 installa-
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Complaint Resolution

Developing the Process



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Customer Outreach and Conservation Support Plan Summary

1

Raises awareness of upcoming technology

2

Prepares customers for installation

3

Educates them on how to use the information and how it can benefit them

4

Inclusive of hard-to-reach and special needs customers

5

Promotes energy conservation

6

Solicits ongoing feedback and adjusts as necessary



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BREAK OUT SESSIONS

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LUNCH BREAK AND INFORMATION/FEEDBACK CENTERS

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Share Your Insights

➤ Key Findings

- Residential Group
- Business Group
- Outreach Group

Next Steps

- Incorporate feedback and file plan with the Commission by early December
- Snapshot of 2011 efforts
 - Begin defining installation timeline by geography
 - Working with local government officials for siting any needed infrastructure
 - Design/build network systems
 - Define metrics, measurement, tracking and reporting
 - Define detailed communications, outreach and conservation plans for specific key stakeholder audiences
 - Continue with customer research and message testing
 - Design/build of our web site and other access options to provide gas usage information
 - Conduct gap analysis for community outreach portion; conduct RFP



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THANK YOU

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