

Break Out Sessions
Public Outreach Meeting
October 4, 2010

Share Your Insights

- Residential

Session: Residential

- Things liked in the customer outreach plan
 - Early action plan.
 - Guiding principals well written – reflects best practices of other utilities.
 - Surprise and real plus that SoCalGas is actually going to collect best practices from individuals and share it with others.
 - The communication pieces are simple and straightforward.
 - Potential varied outlets for the information – not just web based (e.g. telephone, paper)
 - Perhaps educate those less likely to use the web – on how it would benefit them to do so.

Session: Residential

- Things raised as a concern in the customer outreach plan
 - Mail and email – More likely to read the information by mail. Might pass by it if it's an email.
 - Paper – distinct with color, etc. so they know it's something important.
 - Overestimate power of web.
 - May not know how to best use the information.
 - Conduct outreach in rural and remote locations.
 - Let people know that this is a one-way read only. Can't turn gas on/off remotely.

Session: Residential

- Opportunities
 - Leverage employees to serve as ambassadors within the community focusing on energy efficiency and conservation.
 - Also leverage homeowner groups to be advocates, HOAs, retirees, etc.
 - Educate people about energy – explain conservation in dollar amounts
 - Replace “communication” with “education”
 - People are afraid of things that they don’t know. Educate on how this will benefit customers
 - Use customer-friendly vocabulary
 - Explain the cost and benefits to customers. How it directly impact their savings by giving the tools to help them discover how to conserve energy.
 - Enable customers to change their behavior – with our help – and how this current investment will help them and their family in the future.
 - How will it impact low income customers
 - Communicate the potential safety aspect

Break Out Sessions

Share Your Insights

- Business

Session: Business

- Things liked in the customer outreach plan
 - All inclusive
 - Planning ahead
 - Obtaining customer feedback early on
 - Reaching out to special needs customers
 - Staffing for current maintenance system
 - Awareness of new technologies

Session: Business

- Things raised as a concern in the customer outreach plan
 - Lack of resources and tools for some customer segments such as the non-online population
 - Not a clear plan on how to communicate to hard-to-reach customers the onboarding of new products and services
 - Communicate costs/benefits to the customer
 - Missing information on process to handle critical customer needs
 - Concerns over if system fails/breaks down
 - Restore time
 - Communications
 - Difficult to influence customer behavior in the direction of conservation
 - Safety

Session: Business

- Additional information requested in the customer outreach plan
 - Safety
 - What if the equipment malfunctions?
 - Jobs loss
 - Will the device connect to other systems?
 - Explanation of the increase costs
 - Security – Explain how personal data remain protected and secured

Business Communication Materials

Feedback

- Residential Letter
 - Include an “eye-catching” header
 - Add details on how to identify company installers
 - Window too long- offer shorter appointment windows, call ahead, allow a less than ½ hour estimated time of arrival
- Business Letter
 - Include an “eye-catching” header
 - Window too long- offer shorter appt windows, call ahead, allow a less than ½ hour estimated time of arrival
 - Add contact number
- Envelope
 - Include an “eye-catching” header
 - Information about your meter

Break Out Sessions

Share Your Insights

- Community Outreach

Session: Community Outreach

- Things liked in the customer outreach plan
 - Somewhat consumer focused
 - Has a communication plan with different communication tools
 - Availability of information
 - Inclusive:
 - Hard to reach communities
 - Disabled
 - Minority
 - Small businesses
 - Raise the awareness of energy conservation

Session: Community Outreach

- Things raised as a concern in the customer outreach plan:
 - Cost:
 - How long does the extra cost last?
 - Is there assistance for low income customers?
 - Communication:
 - How to reach the communities such as:
 - Rural areas
 - Farmers
 - Low income families
 - Limited English-proficiency
 - The disabled, such as the blind community
 - Those with no access to computer/Internet

Session: Community Outreach

- Additional information requested in the customer outreach plan:
 - Details on any required service interruptions from the installation of the advanced meter
 - How to work with hard to with the hard-to-reach communities, such as the blind community, minority communities
 - How to address the unique needs due to different ethnic cultures and backgrounds