

Company: Southern California Gas Company (U 904 G)  
Proceeding: 2019 General Rate Case  
Application: A.17-10-007/008 (cons.)  
Exhibit: SCG-220

**SOCALGAS**  
**REBUTTAL TESTIMONY OF ROSALINDA MAGANA**  
**(CUSTOMER SERVICES - INFORMATION)**

**JUNE 18, 2018**

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA**



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1 **SOICALGAS REBUTTAL TESTIMONY OF ROSALINDA MAGANA**  
2 **(CUSTOMER SERVICES - INFORMATION)**

3 **I. SUMMARY OF DIFFERENCES**

4 **Table RM-1**  
5 **Comparison of SoCalGas and Other Intervenors**  
6 **TY 2019 Operations & Maintenance (O&M) Expenses**

<b>TOTAL O&amp;M – Constant 2016 (\$000)</b>			
	<b>Base Year 2016</b>	<b>Test Year 2019</b>	<b>Change</b>
<u>SOICALGAS</u>	<b>17,826</b>	<b>25,048*</b>	<b>7,222</b>
<u>ORA</u>	<b>17,826</b>	<b>23,889</b>	<b>6,064</b>
<u>NDC/SBUA</u>	<b>Not specified</b>		

7  
8 \* Due to errors discovered when responding to various data requests and in the course of review, SoCalGas  
9 corrects its Test Year (TY) 2019 O&M forecasted value from \$25,048 to \$24,981 to reflect this correction.  
10

11 **Table RM-2**  
12 **Comparison of SoCalGas and ORA TY 2019 IT Capital Expenses**

<b>TOTAL IT CAPITAL – Constant 2016 (\$000)</b>				
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>Total</b>
<u>SOICALGAS</u>	<b>4,464</b>	<b>6,510</b>	<b>12,483</b>	<b>23,457</b>
<u>ORA</u>	<b>4,464</b>	<b>6,510</b>	<b>12,483</b>	<b>23,457</b>
<b>Difference</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

13  
14 **II. INTRODUCTION**

15 My testimony adopts the Customer Services - Information revised direct testimony of  
16 Andrew Cheung (Exhibit SCG-20-R)<sup>1</sup>. This rebuttal testimony regarding Southern California  
17 Gas Company's (SoCalGas) request for Customer Service – Information (CS-I) addresses the  
18 following testimony from other parties:

- 19 • The Office of Ratepayer Advocates (ORA) as submitted by Ms. Crystal  
20 Yeh.<sup>2</sup>

<sup>1</sup> December 2017, Revised SoCalGas Direct Testimony of Andrew S. Cheung (Customer Services-  
Information), Ex. SCG-20-R (Ex. SCG-20-R (Cheung)).

<sup>2</sup> April 13, 2018, Prepared Direct Testimony of Crystal Yeh, SoCalGas Customer Services – Field &  
Meter Reading; Office Operations; Information; and Technologies, Policies & Solutions, Ex. ORA-17  
(Ex. ORA-17 (Yeh)).

- 1 • The National Diversity Coalition (NDC), as submitted by Ms. Faith  
2 Bautista.<sup>3</sup>
- 3 • The Small Business Utility Advocates (SBUA), as submitted by Ms.  
4 Lillian Rafii.<sup>4</sup>

5 Please note that the fact that I may not have responded to every issue raised by others in  
6 this rebuttal testimony, does not mean or imply that SoCalGas agrees with the proposal or  
7 contention made by these or other parties. The forecasts contained in SoCalGas' revised direct  
8 testimony are based on sound estimates of its revenue requirements at the time of testimony  
9 preparation.

10 In my rebuttal testimony, I will address ORA's misinformed recommendations.  
11 Specifically, I will address why customers are interested in receiving energy information from  
12 the perspective of climate change, and are interested in receiving this information through  
13 multiple communication channels<sup>5</sup>. Additionally, I will address why ORA's claim that the  
14 Customer Service and Engagement team is already properly staffed, is incorrect. Lastly, I will  
15 address NDC and SBUA's recommendations for incremental activities proposing additional  
16 analysis and services.

17 **A. ORA**

18 ORA issued its report on the results of operations for San Diego Gas & Electric Company  
19 and Southern California Gas Company Test Year (TY) 2019 General Rate Case (GRC) CS-I on  
20 April 13, 2018. The following is a summary of ORA's positions:

- 21 • Customer Strategy and Engagement: ORA did not take issue with the 5-  
22 year average (2012 – 2016) as the basis for the TY 2019 forecast for  
23 Customer Strategy and Engagement expenses. However, ORA accepts

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<sup>3</sup> May 14, 2018, Prepared Testimony of Faith Bautista on the 2019 General Rate Case Applications of San Diego Gas & Electric Company (U 902 M) and Southern California Gas Company (U 904 G), Ex. NDC-01 (Ex. NDC-01 (Bautista)).

<sup>4</sup> May 14, 2018, Opening Testimony of Lillian Rafii On Behalf of Small Business Utility Advocates, Ex. SBUA (Ex. SBUA (Rafii)).

<sup>5</sup> The term "channel" refers to a specific medium by which a message is conveyed to its intended audience. A non-exhaustive list of channels through which SoCalGas communicates to customers includes print, web, digital, email, broadcast and social media messaging.

1 only certain incremental adjustments requested by SoCalGas.<sup>6</sup> ORA  
2 recommends a TY 2019 revenue requirement of \$5.944 million,<sup>7</sup> which is  
3 \$1.158 million below SoCalGas' incremental funding request.

- 4 • ORA does not take issue with SoCalGas' TY 2019 forecast for the  
5 following areas:
  - 6 ○ Customer Assistance Programs, \$3.438 million<sup>8</sup>
  - 7 ○ Customer Segment Services, \$10.018 million<sup>9</sup>
- 8 • ORA does not take issue with SoCalGas' TY 2019 forecast for the Shared  
9 Services area, \$4.490 million.<sup>10</sup>
- 10 • ORA does not oppose SoCalGas' business rationale for any of the  
11 proposed capital projects, \$12.483 million.<sup>11</sup>

12 ORA did not take issue with SoCalGas' Aliso and Fueling our Future (FOF) cost  
13 adjustments to the forecast for the Customer Strategy and Engagement workpaper. Instead,  
14 ORA disagrees with the upward adjustments for incremental activities. ORA asserts that  
15 SoCalGas' incremental activities are for the purpose of improving its own public relations (PR)  
16 and image.<sup>12</sup> Additionally, ORA claims that SoCalGas lacks quantitative justification for the  
17 incremental activity, and that this organization is already adequately staffed.

## 18 **B. NDC**

19 The NDC submitted testimony to San Diego Gas & Electric Company (SDG&E) and  
20 SoCalGas on May 14, 2018.

21 NDC supports SoCalGas' request to expand minority communication campaign  
22 analysis,<sup>13</sup> but recommends that SoCalGas must conduct its multicultural and language surveys

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<sup>6</sup> Ex. ORA-17 (Yeh) at 28:6-10.

<sup>7</sup> Ex. ORA-17 (Yeh) at 28:5-6.

<sup>8</sup> Ex. ORA-17 (Yeh) at 34:8-9.

<sup>9</sup> Ex. ORA-17 (Yeh) at 35:3-6.

<sup>10</sup> Ex. ORA-17 (Yeh) at 36:5-6.

<sup>11</sup> Ex. ORA-17 (Yeh) at 39:6-8.

<sup>12</sup> Ex. ORA-17 (Yeh) at 26:14-17.

<sup>13</sup> Ex. NDC-01 (Bautista) at 20:12-19.

1 yearly, and expand the range to include Asian communities and customer assistance  
2 campaigns.<sup>14</sup>

### 3 **C. SBUA**

4 The Small Business Utility Advocates submitted testimony to SDG&E and SoCalGas on  
5 May 14, 2018 and takes the following positions:

- 6 • Recommends that SDG&E and SoCalGas commit to fund at least 10 full-  
7 time-equivalent (FTEs) that are trained and specifically dedicated to  
8 supporting small businesses with customer service and outreach.<sup>15</sup>
- 9 • Recommends that the California Public Utilities Commission  
10 (Commission) require both SDG&E and SoCalGas to create at least one  
11 department or organization dedicated to shaping Sempra’s company wide-  
12 interaction and policies to improve service for small business customers  
13 and to connect them with tools, resources, programs, services, and  
14 integrated demand-side management (IDSM) offerings.<sup>16</sup>
- 15 • Recommends the Commission require Sempra to conduct a detailed study  
16 and report on challenges and hurdles faced by small commercial  
17 customers in adopting energy solutions with concrete recommendations to  
18 address these hurdles, and report the results of this study in the next  
19 GRC.<sup>17</sup>

## 20 **III. REBUTTAL TO PARTIES’ O&M) PROPOSALS**

### 21 **A. Non-Shared Services O&M**

22 The non-shared O&M costs for Customer Service – Information includes costs for  
23 Customer Strategy and Engagement, Customer Assistance and Segment Services. Each area is  
24 discussed separately.

25 Tables RM-3 and Table RM-4 summarize the impact of ORA’s proposals on TY 2019  
26 estimated expenses for SoCalGas Customer Service – Information non-shared O&M.

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<sup>14</sup> Ex. NDC-01 (Bautista) at ii.

<sup>15</sup> Ex. SBUA (Rafii) at 9.

<sup>16</sup> Ex. SBUA (Rafii) at 9.

<sup>17</sup> Ex. SBUA (Rafii) at 15.

**Table RM-3**  
**Comparison of SoCalGas & Other Intervenors**  
**CS-I Non-Shared TY 2019 O&M Expenses Summary**

<b>NON-SHARED O&amp;M - Constant 2016 (\$000)</b>			
	<b>Base Year 2016</b>	<b>Test Year 2019</b>	<b>Change</b>
<u>SOCALGAS</u>	\$15,523	\$20,558*	\$5,035
ORA	\$15,523	\$19,399	\$3,876
<u>NDC/SBUA</u>	<b>Not specified</b>		

\*In the course of review errors were discovered in the calculation of adjustments to recorded costs for 2012-2016, SoCalGas corrects its TY 2019 O&M forecasted value from \$20,558 to \$20,555 to reflect this correction.

**Table RM-4**  
**CS-I Non-Shared O&M Expenses Workpaper Level Summary**

<b>NON-SHARED O&amp;M - Constant 2016 (\$000)</b>			
	<b>Base Year 2016</b>	<b>Test Year 2019</b>	<b>Change</b>
<b>Customer Strategy and Engagement</b>			
<u>SOCALGAS</u>	\$5,184	\$7,102*	\$1,918
ORA	\$5,184	\$5,944	\$796
<b>Customer Assistance</b>			
<u>SOCALGAS</u>	\$1,968	\$3,438*	\$1,470
ORA	\$1,968	\$3,438	\$1,470
<b>Customer Segment Services</b>			
<u>SOCALGAS</u>	\$8,371	\$10,018*	\$1,647
ORA	\$8,371	\$10,018	\$1,647

\*In the course of review errors were discovered in the calculation of adjustments to recorded costs for 2012-2016, SoCalGas corrects its TY 2019 O&M forecasted values for the following areas:

- Customer Strategy and Engagement – from \$7,102 to \$7,138
- Customer Assistance – from \$3,438 to \$3,435
- Customer Segment Services – from \$10,018 to \$9,982

**1. Disputed Cost: Customer Strategy and Engagement**

ORA takes issue with the TY 2019 O&M forecast for Customer Strategy and Engagement, and recommends that SoCalGas' incremental request of \$1.158 million be disallowed over the base 5-year average forecast after adjustments for FOF and Aliso Canyon. SoCalGas used a 5-year average (2012 – 2016) to form the basis for its TY 2019 forecast and then added costs required to fund incremental activities. As discussed more fully below, while SoCalGas provided direct testimony in support of its proposed incremental activities, ORA selectively ignores that information. ORA also misinterprets information provided in response to

1 a data request to arrive at a conclusion that is not supported in fact. Further, ORA  
2 misunderstands that the new and expanded activities described by SoCalGas in its direct  
3 testimony are additional activities not previously captured in historical costs, and are necessary  
4 to meet the needs and expectations of customers in TY 2019.

5 As such, SoCalGas disagrees with ORA's recommendation because the incremental  
6 activities will not be realized without incremental funding. These new activities, as described in  
7 my prepared direct testimony include:

- 8 • Increased communications on the impacts of climate change, and  
9 programs and products available to low-income customers and  
10 Disadvantaged Communities (DACs).<sup>18</sup>
- 11 • Provide additional creative services graphic design, scheduling, and  
12 production of printed and electronic material necessitated by the increased  
13 communications activities;<sup>19</sup>
- 14 • Enhanced research and analyses to help better inform customer  
15 communication preferences, service offerings, content, and trends;<sup>20</sup>
- 16 • Increased education in response to public interest and media exposure over  
17 gas safety, climate change policy, appropriate appliance use, carbon  
18 monoxide poisoning awareness, and earthquake response by customers;<sup>21</sup>  
19 and
- 20 • Expanded social media and text messaging to communicate relevant  
21 information across more social media channels.<sup>22</sup>

22 Moreover, ORA's disallowance would eliminate the incremental research that the NDC is  
23 in support of.<sup>23</sup>

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<sup>18</sup> Ex. SCG-20-R (Cheung) at ASC-17:29-30.

<sup>19</sup> Ex. SCG-20-R (Cheung) at ASC-18:1-3.

<sup>20</sup> Ex. SCG-20-R (Cheung) at ASC-18:4-5.

<sup>21</sup> Ex. SCG-20-R (Cheung) at ASC-18:6-8.

<sup>22</sup> Ex. SCG-20-R (Cheung) at ASC-18:10-11.

<sup>23</sup> Ex.NDC-01 (Bautista) at 20:12-19.

1                                    **a.        ORA’s conclusion that SoCalGas is trying to improve its own**  
2                                    **public relations and image to customers is without merit.**

3                    ORA baldly claims that the incremental resources sought by SoCalGas are designed  
4 solely to improve SoCalGas’ own public relations and image stating:

5                    ...among other activities that come across as SCG trying to improve its own PR  
6 and image to customers. ORA does not believe it is appropriate nor necessary for  
7 SCG to ask for significant extra funding to this end, as the purpose of CS-I should  
8 ultimately be for activities that benefit the customer or are directly relevant to  
9 helping customers’ energy use align with SCG’s greenhouse gas and SLCP (short  
10 lived climate pollutant) reduction targets.<sup>24</sup>

11                    Specifically, ORA disagrees with the incremental \$0.130 million for one additional  
12 Market Advisor, \$0.100 million for one additional Communications Advisor, and \$0.046 million  
13 of non-labor expenses for customer communication and outreach focused on DACs and climate  
14 change imperatives from the Customer Marketing and Communications group.<sup>25</sup> ORA further  
15 recommends disallowing \$0.100 million for an additional Project Manager responsible for  
16 developing customer communications materials, including brochures, letters, fliers, and  
17 graphical illustrations for the Creative Services group.<sup>26</sup>

18                    ORA makes the above recommendations based on the incorrect assumption that the  
19 incremental activities are for SoCalGas’ own PR and image. However, the “proactive  
20 approach”<sup>27</sup> for these activities described in my direct testimony is not for the purpose of  
21 *promoting the company name or brand*. Rather, it is to provide information on offerings  
22 available to end-use customers from the perspective of climate change.<sup>28</sup> Since climate change  
23 policies are drivers of the many energy-related programs and services designed to benefit  
24 consumers, the environment, and the economy, it is important for all customers to better  
25 understand the correlation between the energy-related programs and climate change. SoCalGas  
26 offers customer programs and services, such as, but not limited to: Energy Savings Assistance  
27 Program, Low-Income Home Energy Assistance Program, Middle Income Direct Install

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<sup>24</sup> Ex. ORA-17 (Yeh) at 26:16-21.

<sup>25</sup> Ex. ORA-17 (Yeh) at 29:10-13.

<sup>26</sup> Ex. ORA-17 (Yeh) at 30:7-10.

<sup>27</sup> Ex. SCG-20-R (Cheung) at 19:9.

<sup>28</sup> Ex. SCG-20-R (Cheung) at 19:8-12.

1 Program, Comprehensive Mobile Home Program, California Alternative Rates for Energy,  
2 California Solar Initiative – Thermal Water Heating, and Self-Generation Incentive Program.  
3 The overarching goal of these programs is to support California’s initiatives for the purpose of  
4 reducing climate change impacts. Most recently, the Senate Bill (SB) 350 Clean Energy and  
5 Pollution Reduction Act of 2015, has legislated significant changes to several energy offerings  
6 that will impact energy rates and customer behavior. However, current communications are  
7 specific to the end-use offerings such as programs, services, or products and do not clearly link  
8 to climate change. As such, proactively creating this linkage provides customers with  
9 information on how they can impact climate change.

10 Climate change imperatives will also have impacts on new offerings. The incremental  
11 resources in Customer Strategy and Engagement are needed to help manage the expected  
12 increase in workload specific to climate change messaging necessary to offer programs and  
13 services related to/for biogas. Per California Public Utilities Code (PUC) §399.20(f)(2)(D), and  
14 as stated in my revised direct testimony:

15 The commission shall encourage gas and electrical corporations to develop and  
16 offer programs and services to facilitate development of in-state biogas for a  
17 broad range of purposes.<sup>29</sup>

18 It is important to note that ORA did not take issue with the requested increases to support  
19 the Renewable Gas Customer Outreach business unit. However, ORA fails to understand the  
20 correlation between the Customer Strategy and Engagement organization and internal business  
21 units. As described in my direct testimony, the Customer Strategy and Engagement (CSE)  
22 organization is responsible for managing SoCalGas’ customer communications across all  
23 segments and mediums.<sup>30</sup> Any increase in activities in any business unit can have direct impacts  
24 to the Customer Strategy and Engagement organization. To best support PUC §399.20(f)(2)(D)  
25 objectives, it will be necessary to increase communications related to the development of biogas,  
26 serving to educate customers about the available products or services in line with climate change  
27 initiatives. In a recent SoCalGas customer panel, over four-fifths of residential panelists  
28 indicated that they care about climate change with about half indicating that they care a great  
29 deal. Similarly, two-in-five business panelists indicated they care a great deal about global

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<sup>29</sup> Ex. SCG-20-R (Cheung) at ASC-47:3-5.

<sup>30</sup> Ex. SCG-20-R (Cheung) at ASC-13:11-12.

1 climate changes.<sup>31</sup> SoCalGas understands that it is important for all customers to receive  
2 relevant information on the many choices available for energy management. The incremental  
3 funding will allow customers to receive such information.

4 Contrary to ORA's assertion that SoCalGas is seeking to fund activities that would not  
5 directly benefit customers, SoCalGas will be providing customers factual information on how to  
6 minimize their environmental impact and how to use energy more efficiently. The format for the  
7 increased communications on climate change will be similar to SoCalGas' Safety messaging and  
8 Winter Demand messaging, which have the objective to provide information, education, and  
9 outreach to all customers.<sup>32</sup> For example, safety messaging provides information about best  
10 practices to help keep customers safe around natural gas. Similarly, SoCalGas' Winter Demand  
11 Campaign, provides education on many energy topics such as: energy conservation, information  
12 on how to manage their natural gas usage in addition to raising awareness on appliance safety  
13 tips, how to properly heat your home with natural gas appliances, changing furnace filters and  
14 installing CO<sub>2</sub> detectors.<sup>33</sup> More explicitly, the information provided in the above referenced  
15 communications provide information, education, and outreach on offerings for the benefit of the  
16 end-use customer and not for the purpose of promoting SoCalGas' brand. In a similar fashion,  
17 the incremental resources requested will allow preparation of communications with content  
18 focused on informing all customers, including those in DACs, about their energy management  
19 choices such as programs, services, and products consistent with supporting climate change  
20 imperatives.

21 SoCalGas maintains that the incremental resources to help provide customers information  
22 on offerings with the perspective of climate change is an appropriate request that would provide  
23 direct benefits to all customers.

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<sup>31</sup> See Appendix B: August 2017 and March 2018 Residential and Business Customer insight panel. SoCalGas customer panelist response to the question "To what degree do you care about the issue of global climate change?"

<sup>32</sup> June 18, 2018, SoCalGas Rebuttal Testimony of Rosalinda Magana (Customer Service - Information), Ex. SCG-220 (Ex. SCG-220 (Magana)) at Appendix B: 2017 customer marketing and communication material samples.

<sup>33</sup> Ex. SCG-220 at Appendix C: 2017 customer marketing and communication material samples.

1                                   **b.       ORA ignores incremental requests for DAC communications.**

2           ORA ignores that \$0.100 million for a Communications Advisor, and \$0.046 million of  
3 non-labor expenses for Customer Communications and Outreach are for the benefit of DACs.  
4 The incremental resources will help leverage SoCalGas’ current outreach and education  
5 resources for the benefit of DACs. Per SB 350, §454.52(a)(1)(H) priority for DACs is required  
6 and necessary to help minimize localized air pollutants and other greenhouse gas emissions.<sup>34</sup>  
7 SoCalGas has the opportunity to help guide customers located in disadvantaged communities to  
8 specific programs such as: CSI – Solar Thermal, Self-Generation Incentive Program, Energy  
9 Efficiency, and other DAC-targeted programs. Providing information on customer offerings to  
10 the most disadvantaged communities will help customers better manage their energy usage.

11                                   **c.       ORA’s conclusion that Customer Strategy and Engagement is**  
12                                   **sufficiently staffed should be rejected.**

13           ORA claims that staffing levels are sufficient to cover TY 2019 proposals stating that:

14           In response to a Data Request (DR),<sup>35</sup> SCG provided the organizational charts of  
15 the existing positions for every work group in this cost center... for Marketing  
16 and Communications. This work group already has sufficient communication  
17 advisors.<sup>36</sup>

18           ORA opposes the requested incremental funding is [sic] because SCG already has  
19 sufficient staffing in [Creative Services]... There are already Project Specialists  
20 and Identity & Creative Services Advisors that could perform needed functions.<sup>37</sup>

21           ORA opposes the requested incremental funding as SCG has sufficient staffing in  
22 [Customer Insights & Analytics]... There are already multiple research analysts  
23 in this work group that could perform the needed analysis.<sup>38</sup>

24           ORA opposes [sic] the requested incremental funding because SCG already has  
25 sufficient staffing and resources in [Digital Engagement].<sup>39</sup>

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<sup>34</sup> California Legislative Information, *SB-350 Clean Energy and Pollution Reduction Act of 2015* (Last Amended on September 11, 2015), *available at* [https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill\\_id=201520160SB350](https://leginfo.legislature.ca.gov/faces/billNavClient.xhtml?bill_id=201520160SB350).

<sup>35</sup> ORA-SCG-142-CY3, Question 1, Attached as Appendix A.1.

<sup>36</sup> Ex. ORA-17 (Yeh) at 29:11-30:17.

<sup>37</sup> Ex. ORA-17 (Yeh) at 30:15-31:16.

<sup>38</sup> Ex. ORA-17 (Yeh) at 32: 3-4.

<sup>39</sup> Ex. ORA-17 (Yeh) at 32:12-15.

1 SoCalGas requires additional funding to support incremental activities and work  
2 requirements beyond historical levels.

3 ORA is incorrect. As stated in my revised direct testimony, the five-year forecasting  
4 methodology utilized a levelized cost attributable to cyclical activities and unusual operating  
5 conditions, but did not reflect other incremental costs that were not reflected in historical cost  
6 data.<sup>40</sup> In other words, SoCalGas' five-year forecast methodology only reflects funding levels  
7 that are necessary to maintain activities that it is currently performing and unusual operating  
8 conditions such as significant personnel movement resulting from specific company  
9 reorganizations and realignments. Furthermore, ORA arbitrarily uses the variance between the  
10 2017 forecast and the 2017 adjusted-recorded costs to justify their recommendations. ORA  
11 concludes that the historical level of labor is adequate to cover SoCalGas' TY 2019 established  
12 core business activities as well as proposed incremental activities. ORA's logic is flawed as  
13 incremental activities were not slated to begin until 2018. Therefore, the 2017 adjusted-recorded  
14 actuals do not adequately represent the necessary funding level to support TY 2019 incremental  
15 and core activities.

16 In response to data request ORA-SCG-142-CY3, Question 1a (Q1a) and Question 2a  
17 (Q2a), SoCalGas submitted Customer Strategy and Engagement's organizational chart showing  
18 the number of employees that are part of this area. The organizational chart did not provide FTE  
19 information on GRC-funded activities. Nonetheless, ORA misuses the headcount information  
20 and assumes that the Customer Strategy and Engagement organization is properly staffed to  
21 perform core and new incremental activities in this group. Additionally, SoCalGas' response to  
22 ORA's data request indicated that no existing FTEs (including 2017) are performing incremental  
23 activities forecasted in TY 2019 for the Customer Marketing & Communications, Creative  
24 Services, or Digital Engagement groups.<sup>41</sup> While FTEs with similar responsibilities exist in the  
25 Customer Insights & Analytics group, an additional FTE is necessary to leverage the increasing  
26 amount of customer data to provide greater granularity on how to best address customer needs.<sup>42</sup>

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<sup>40</sup> Ex. SCG-20-R (Cheung) at ASC-17:6-11.

<sup>41</sup> Ex. SCG-220 (Magana) at Appendix A.1: SoCalGas' response to data request ORA-SCG-142-CY3, Q1, Q2, Q4.

<sup>42</sup> Ex. SCG-220 (Magana) at Appendix A.1: SoCalGas' response to data request ORA-SCG-142-CY3, Q3; Ex. SCG-20-R (Cheung) at ASC-20:1-ASC-21:19.

1 Overall, the requested FTEs are necessary to conduct and perform incremental activities that are  
2 increasing customer awareness on environmental and climate change policies, targeting low-  
3 income customers and disadvantaged communities, and that provide comprehensive information  
4 on benefits, and program offerings. These incremental activities are over and above the current  
5 activity levels as described in the following section.

6 **d. ORA fails to understand the level of activity of the Customer**  
7 **Strategy and Engagement area.**

8 SoCalGas does not see how a facial review of organizational charts for the Customer  
9 Strategy and Engagement organization, reveals the level of activity for the current staffing of the  
10 Customer Marketing & Communications, Creative Services, Customer Insights & Analytics, and  
11 Digital Engagement groups. Organizational charts provide information regarding head count,  
12 but little else. As stated in my revised direct testimony, the Customer Strategy and Engagement  
13 organization has the responsibility for managing SoCalGas' customer communications across all  
14 segments and channels, regardless of how the activity is funded. Customer Strategy and  
15 Engagement is tasked with multiple responsibilities. An overarching responsibility is managing  
16 SoCalGas' customer communication across all segments inclusive of GRC and non-GRC funded  
17 activities. A matrix of these Customer Strategy and Engagement activities for 2017 are provided  
18 in Appendix D.<sup>43</sup> Absent incremental funding of \$1.158 million above the five-year average for  
19 current activities, the capability to complete the incremental activities will be extremely limited.

20 **e. ORA fails to recognize customers increasing demand for**  
21 **information through multiple channels.**

22 ORA claims to be unaware of customers increasing demand for exchange of information  
23 through multiple channels. ORA further claims that no study was cited, nor was any quantitative  
24 explanation or a concrete example given as to how this conclusion was reached.<sup>44</sup> Contrary to  
25 ORA's knowledge, SoCalGas has experienced an increase in demand for information through  
26 multiple channels. It is also important to note that communication channels are not abandoned.

27 Specifically, the social media channels have experienced accelerated growth historically  
28 and are continuing to grow. While information on the social media growth between 2015 and

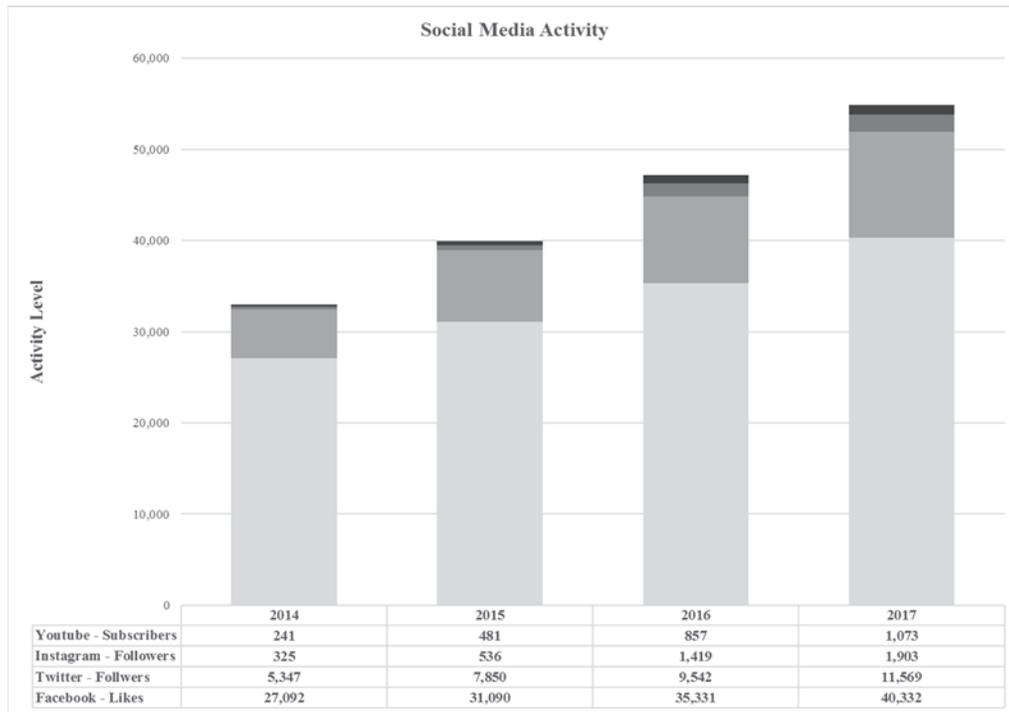
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<sup>43</sup> Ex. SCG-220 (Magana) at Appendix D: Customer Strategy & Engagement 2017 Business Communication Activities.

<sup>44</sup> Ex. ORA-17 (Yeh) at 30:12-14.

1 2016 were described in Appendix A of my prepared direct testimony, ORA overlooks this  
 2 information. Additionally, these figures have been updated in this rebuttal testimony (see Figure  
 3 RM-1) for the 2014-2017 period.<sup>45</sup> By the end of 2017 activity levels in SoCalGas' Facebook,  
 4 Instagram, Twitter and YouTube channels showed growth of 30%, 47%, 255%, and 123%  
 5 respectively, when compared to 2015.<sup>46</sup> This also represents an overall year over year growth of  
 6 21%, 18%, and 16% from 2014 to 2017.<sup>47</sup>

7 **Figure RM-1**  
 8 **2014-2017 SoCalGas Social Media Channel Activity Levels**



9  
 10 Growth patterns can also be seen through SoCalGas' My Account and Business My  
 11

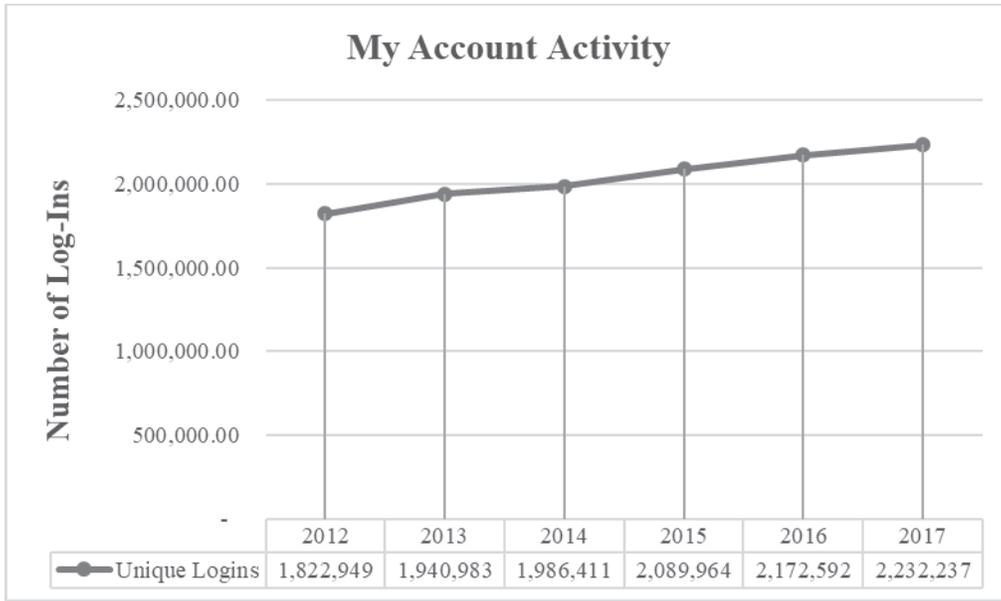
<sup>45</sup> Ex. SCG-220 (Magana) at Appendix I: SoCalGas Recent Digital Channel Activity.

<sup>46</sup> *Id.*

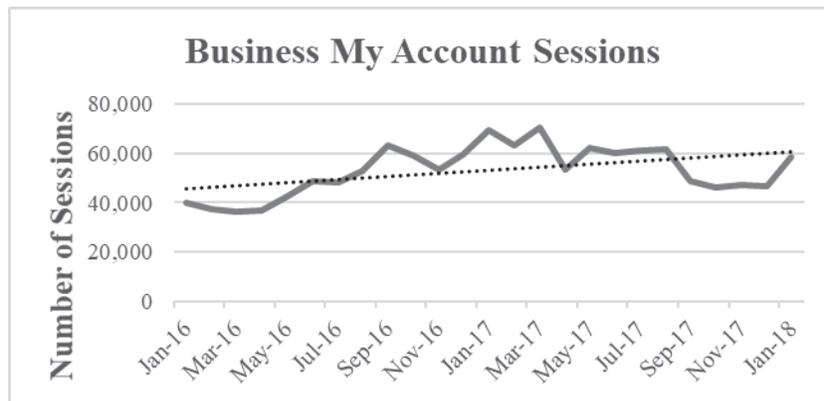
<sup>47</sup> *Id.*

1 Account tools.<sup>48</sup> The number of customers creating new logins show a steady increase year over  
 2 year. As newer generations begin to solicit gas services, this growth is likely to continue.

3 **Figure RM-2**  
 4 **2015-2017 SoCalGas My Account Activity**



5  
 6 **Figure RM-3**  
 7 **2016-2017 SoCalGas Business My Account Activity<sup>49</sup>**



8  
<sup>48</sup> My Account and Business My Account is a digital portal that provides customers with the ability to handle their most common transactions via the internet. Services available include the ability to view and pay bills, setup automated payment plans or request payment extensions, schedule and update service requests, view and analyze energy usage, and update user contact information. My Account services can be accessed online using any web browser, or on a smartphone using SoCalGas apps or a web browser. See Ex. SCG-220 (Magana) at Appendix I: SoCalGas Recent Digital Channel Activity.

<sup>49</sup> Ex. SCG-220 (Magana) at Appendix I: SoCalGas Recent Digital Channel Activity.

1 Further, customers are using a variety of channels at any given time. Younger age groups  
2 demonstrate an expectation of multi-channel coverage when interacting with a utility. They  
3 show greater usage and preference for a wider variety of channels, indicating that utilities cannot  
4 simply rely on traditional channels such as phone and email to provide a great customer  
5 experience.<sup>50</sup> When Pew Research Center began tracking social media adoption in 2005, just 5%  
6 of American adults used at least one of these platforms. By 2011, that share had risen to half of  
7 all Americans, and today 69% of the public use some type of social media.<sup>51</sup> Due to these  
8 trends, ORA’s proposed funding levels for Customer Strategy and Engagement are inadequate to  
9 meet future customer expectations and requirements as communications channels continue to  
10 expand and the use of digital and social media channels becomes more prolific. Therefore,  
11 ORA’s claim is baseless and should be rejected.

12 **f. ORA ignores the justification provided for Customer Insights**  
13 **and Analytics on the customer benefits of data collection and**  
14 **analysis from the availability of big data and growth analytics.**

15 ORA challenges SoCalGas’ request for an additional \$0.090 million for one FTE Data  
16 Analyst, and requests of \$0.110 million and \$0.046 million in non-labor for communications  
17 campaign analysis. ORA states that SoCalGas failed to cite a study to justify how the conclusion  
18 was reached, nor did SoCalGas provide any quantitative explanation or even a concrete example  
19 of why the rise in the amount of data collection and analysis from the availability of big data and  
20 the growth of digital technology in recent years has led to new opportunities for companies to  
21 analyze and leverage the collected data to benefit the customers they serve.<sup>52</sup>

22 However, ORA ignores information provided by SoCalGas in prepared direct testimony.  
23 My prepared revised direct testimony identified the historical and forecasted growth measured  
24 through expenditures in big data analysis and the stated potential from this growth as big data  
25

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<sup>50</sup> Ex. SCG-220 (Magana) atAppendix E: Channel Preferences of the Future: Emerging Trends Among Customers,” Lisa Schulte, E Source (October 2016).

<sup>51</sup> Ex. SCG-220 (Magana) atAppendix F: Pew Research Center. “Social Media Fact Sheet,” February 5, 2018.

<sup>52</sup> Ex. ORA-17 (Yeh) at 31:7-14.

1 and analytics can help firms make sense of and monitor habits, preferences, and sentiment.<sup>53</sup> My  
2 prepared revised direct testimony also identified the Integrated Customer Data Analytics (ICDA)  
3 project,<sup>54</sup> as an example of a big data source within SoCalGas where increased data volume  
4 generated from Advanced Meter interval data,<sup>55</sup> and customer self-service transactional data can  
5 be leveraged to perform advanced analytics and predictive data modeling to provide greater  
6 granularity on how best to address customer needs. Thus, ORA’s observation should be  
7 dismissed as the provided information sufficiently justifies these incremental activities.

8 **g. ORA’s recommendation to hire ad hoc contract resources to**  
9 **support incremental analytics efforts is only a temporary**  
10 **solution and should be rejected.**

11 ORA goes on to state that, “If existing research analysts are unable to perform the data  
12 analysis SCG describes, ORA’s forecast still allows for additional resources above the BY 2016  
13 to be used to provide professional training to existing research analysts or hire ad hoc contract  
14 resources.”<sup>56</sup> However, the existing research analysts’ backgrounds and work is focused on  
15 conducting quantitative and qualitative market research. Current staff of the Customer Insights  
16 & Analytics group are responsible for all SoCalGas customer research and typically are  
17 conducting multiple ongoing research studies. A different technical focus and skill set are

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<sup>53</sup> Ex. SCG-20-R (Cheung) at ASC-21, n.22. “Within telecommunications, for instance, big data and analytics are applied to help retain and gain new customers as well as for network capacity planning and optimization. Meanwhile, the media industry has been plagued by massive disruption in recent years thanks to the digitization and massive consumption of content. Here, big data and analytics can help firms make sense of and monitor their readers’ habits, preferences, and sentiment. Vendors targeting the big data and analytics opportunity would be well-served to craft their messages around these industry priorities, pain points, and use cases.” Further, “[Big Data Analytics] technology investments will be led by IT and business services, which together will account for more than half of all big data and business analytics revenue in 2017 and throughout the forecast. Services-related spending will also experience the strongest growth with a five-year corporate annual growth rate of 14.4%.” Ex. SCG-220 (Magana) at Appendix G: International Data Corporation. “Big Data and Business Analytics Revenues Forecast to Reach \$150.8 Billion This Year, Led by Banking and Manufacturing Investments, According to IDC,” March 14, 2017.

<sup>54</sup> Ex. SCG-20-R (Cheung) at ASC-21, n.23.

<sup>55</sup> SoCalGas’ largest source of data is the hourly usage reads from our Advanced Meters. Every day, each of the approximately 6 million advanced meters in our territory send data to our Data Warehouse, resulting in approximately 6 million rows added daily. This usage data allows our customers to understand and manage their own usage patterns.

<sup>56</sup> Ex. ORA-17 (Yeh) at 32:4-7.

1 necessary to conduct complex data analysis, advanced analytics and modeling (e.g. predictive  
2 modeling) and cannot easily be trained where years of education and experience are necessary to  
3 effectively conduct such analyses. Customer Insight and Analytics have been traditionally  
4 focused on market research and basic analysis of study results, which does not include advanced  
5 analytics or predictive data modeling. ORA’s recommendation to hire ad-hoc contract resources  
6 would only be a costly and temporary solution. Industry experts have identified that utilities are  
7 adopting and employing advanced modeling techniques to discover insights in the data. Along  
8 with this task, utilities are beginning to complement their existing workforces with data-savvy  
9 (data scientists) talent that bring advanced analytics, modeling and visualization skills to bear on  
10 these efforts.<sup>57</sup> SoCalGas’ requested FTE within Customer Insights and Analytics is necessary  
11 to yield the opportunities provided by the advancement of analytics.

12 **h. ORA fails to address the fact that incremental funding for**  
13 **Aclara annual software fees and annual Bill Tracker SMS Fees**  
14 **are necessary as Advanced Metering Infrastructure (AMI)**  
15 **operating impacts integrate into base business operations.**

16 ORA’s recommendation will disallow all incremental costs outside of FOF and Aliso  
17 adjustments. However, ORA’s recommendation fails to address all the incremental non-labor  
18 costs related to the migration of on-going maintenance and support from the Advanced Meter  
19 Project to the CS-I and CS-OO witness areas. These costs, as stated in my revised direct  
20 testimony represent:

- 21 • \$0.168 million of incremental funding for Aclara annual CE/EP software  
22 licensing fees to support Ways to Save, our online tools that allow customers to  
23 view and manage their natural gas consumption.<sup>58</sup> These are on-going committed  
24 expenses that are now being transitioned from AMI to GRC O&M.
- 25 • \$0.088 million of incremental funding for Bill tracker SMS fees to provide  
26 customers their bill tracker alerts through outbound SMS texts, which help  
27 customers track their ongoing natural gas usage, through comparisons of their

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<sup>57</sup> Ex. SCG-220 (Magana) at Appendix H: Bain & Company. “How Utilities Are Deploying Data Analytics Now,” August 31, 2016.

<sup>58</sup> Ex. SCG-20-R at ASC-23:5-7.

1 usage to their prior month/year and projections of their monthly bill.<sup>59</sup> These are  
2 on-going committed expenses that are now being transitioned from AMI to GRC  
3 O&M.

4 Reiterating my revised direct testimony, by TY 2019, SoCalGas' AMI deployment will  
5 be complete and the costs associated with the post-deployment phases will no longer be recorded  
6 to the AMI balancing account. AMI operating impacts will be integrated into base business  
7 operations for the first time and are incremental to my base forecast. As part of the AMI  
8 deployment and in collaboration with other SoCalGas initiatives, new energy presentment and  
9 analysis tools have been made available through the "Ways to Save" section of both the  
10 socialgas.com "My Account" customer portal as well as through the SoCalGas Mobile App.<sup>60</sup>

11 Funding for the on-going operation and support of the customer-facing Ways to Save  
12 online tools, the Customer Contact personnel "Bill Analyzer" tool, and weekly Bill Tracker  
13 Alerts, will be provided through the digital engagement team within CSE, and through the  
14 Customer Contact Center referenced in the Customer Service Office Operation revised direct  
15 testimony of Michael Baldwin (Exhibit SCG-19-R). ORA does not take issue with the related  
16 costs in the Customer Contact Center Support area of the Customer Services - Office  
17 Operations<sup>61</sup> and should not take issue with the similar related costs in the Digital Engagement  
18 area. These costs explicitly support the mission of the CS-I area as depicted by ORA, which  
19 provide "assistance to customers and help customers manage their energy usage more efficiently  
20 and effectively"<sup>62</sup> and should be approved.

---

<sup>59</sup> Ex. SCG-20-R at ASC-23:8-11.

<sup>60</sup> A summary of the tools available through Ways to Save have been summarized in the Direct Testimony of Rene Garcia on Advanced Metering Infrastructure (Ex. SCG-17-R). Residential and Business customers with AMI can access their hourly and daily natural gas usage data through the "Analyze Usage" tool available within this online tool suite. Through the Analyze Usage tool, customers can also download their advanced meter usage data in both the standard "CSV" and/or the "Green Button" download format to facilitate sharing with third parties of their choosing. The Ways to Save tool suite also includes other complementary energy and bill analysis tools, such as a "Compare Bills" feature that allows customers to analyze factors causing their bills to increase or decrease when compared to prior billing periods.

<sup>61</sup> Ex. ORA-17 (Yeh) at 14:6-8.

<sup>62</sup> Ex. ORA-17 (Yeh) at 26:12-14.

1                                   **2.     NDC**

2                   NDC supports SoCalGas’ request to expand minority communication campaign  
3 analysis,<sup>63</sup> but recommends that SoCalGas be required to conduct its multicultural and language  
4 surveys yearly, and expand the survey range to include Asian communities and customer  
5 assistance campaigns.<sup>64</sup>

6                                   **a.     NDC ignores SoCalGas response to data requests regarding**  
7                                   **campaign analysis and SoCalGas’ current activities evaluating**  
8                                   **marketing and outreach effectiveness.**

9                   NDC notes a lack of insight into the effectiveness of marketing to the growing minority  
10 communities that must be remedied,<sup>65</sup> stating that:

11                   Every two years, SoCalGas is required to conduct a Pipeline Awareness research  
12 study to assess customer awareness of gas pipeline safety information. The  
13 survey is available in Spanish, and as part of the study, Spanish survey results are  
14 compared to English results. Aside from this comparison, SoCalGas does not  
15 conduct any regular analysis of the effectiveness of their Spanish campaigns.<sup>66</sup>

16                   However, NDC ignores SoCalGas’ response to data requests, which plainly indicated that  
17 SoCalGas tracks the performance of campaign messaging tactics uniformly across all customer  
18 sectors. SoCalGas obtains insight into the effectiveness of its marketing efforts, including efforts  
19 with minority and low-income customers, through the analysis of metrics and performance for  
20 each communication channel conducted at the culmination of the campaign, and that the results  
21 of the analysis are considered during the planning of following campaign strategies.<sup>67</sup>

22                                   **b.     SoCalGas’ incremental forecast for Spanish language**  
23                                   **campaign analysis is for qualitative analysis, which is**  
24                                   **appropriate to help identify preferred messaging, enhance**  
25                                   **customer education, and increase program participation.**

26                   NDC also misstates SoCalGas’ data request response regarding the type of Spanish  
27 analysis planned. NDC states in their testimony:

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<sup>63</sup> Ex. NDC-01 (Bautista) at 20:12-13.

<sup>64</sup> Ex. NDC-01 (Bautista) at ii.

<sup>65</sup> Ex. NDC-01 (Bautista) at 20:7-8.

<sup>66</sup> Ex. NDC-01 (Bautista) at 19:16-20:1.

<sup>67</sup> Ex. SCG-220 (Magana) at Appendix A.2: SoCalGas’ response to data request NDC-SEU-DR-08, Q.10 and NDC-SEU-DR-06, Q.5.

1 In data requests, SoCalGas explains that they plan to conduct their Spanish-  
2 language *quantitative* analysis yearly, which NDC supports as an appropriate  
3 frequency for multi-language and multicultural surveys.<sup>68</sup>

4 SoCalGas indicated in data request response NDC-SEU-DR-08 Question14 (Q.14) that it  
5 is requesting resources to expand in this area by conducting yearly Spanish-language *qualitative*  
6 analysis to better understand customer knowledge and awareness. Qualitative research is  
7 exploratory, and is used to go deeper into issues of interest and explore nuances related to the  
8 problem at hand.<sup>69</sup> Further, it can help shed light on the feelings, values, and perceptions that  
9 underlie and influence behavior as well as identify customer needs,<sup>70</sup> and is more appropriate to  
10 understanding how to effectively communicate information. By conducting Spanish language  
11 qualitative research, SoCalGas will gain a better understanding of this minority customer  
12 segment to help identify preferred messaging, enhance customer education, and increase  
13 program participation in DACs. Additional funding would be necessary to expand the scope of  
14 efforts to include *quantitative* research through language-specific surveys, as well as to expand  
15 any analysis to include the main Asian languages that have been proposed by NDC.

### 16 3. SBUA

17 SoCalGas recognizes the unique needs of small businesses for customer service and  
18 outreach but disagrees with the recommendations from SBUA regarding the prescribed  
19 commitment of FTE resources because resources are already available within SoCalGas that  
20 serve the small and medium business (SMB) customer segment. SoCalGas also disagrees with  
21 the recommendation to conduct a detailed study and report on challenges and hurdles faced by  
22 small commercial customers in adopting energy solutions, as SoCalGas currently conducts  
23 research and analysis to better serve its SMB customers. Additionally, many of the drivers

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<sup>68</sup> Ex. NDC-01 (Bautista) at 20:15-17 (emphasis added) (citations omitted).

<sup>69</sup> Quantitative research is conclusive in its purpose as it tries to quantify the problem and understand how prevalent it is by looking for projectable results to a larger population. Here, data collection typically occurs through large scale surveys (online, phone, paper), audits, and points of transactional interactions.

Qualitative research is, by definition, exploratory, and it is used when we don't know what to expect, to define the problem or develop an approach to the problem. It's used to go deeper into issues of interest and explore nuances related to the problem at hand. Common data collection methods used in qualitative research are focus groups, in-depth interviews, observation, and ethnographic participation/observation.

<sup>70</sup> Qualitative Research Consultants Association (QRCA), *When to Use Qualitative Research*, available at <https://www.qrca.org/page/whentouseqr?>.

1 identified by SBUA are based on energy reduction and energy efficiency needs<sup>71</sup> of small  
2 business customers, which are within the scope of the CPUC's energy efficiency proceeding. If  
3 SBUA's recommendation is to be considered by the Commission, the topic should be examined  
4 in the Energy Efficiency Proceeding or related applications.

5 **a. SBUA's recommendation to incrementally fund 10 FTEs and**  
6 **to create at least one department or organization to improve**  
7 **services for small business customers is unfounded as resources**  
8 **are available within SoCalGas and serving SMB customers.**

9 SBUA states that:

10 I recommend that the Commission require SDG&E and SoCalGas to each commit  
11 to fund at least 10 full-time equivalent employees (FTE) that are trained and  
12 specifically dedicated to supporting small businesses with customer service and  
13 outreach. Of these 20 FTE at least two (one at SDG&E and one at SoCalGas)  
14 should be senior level employees, such as an account managers or supervisors. I  
15 further recommend that the Commission require both SDG&E and SoCalGas to  
16 create at least one department or organization that is specifically dedicated to  
17 shaping Sempra's company-wide interactions and policies to improve services for  
18 small business customers and to connect them with tools, resources, programs,  
19 services and integrated demand side management (IDSMS) offerings.<sup>72</sup>

20 SoCalGas supports marketing, communication, and outreach efforts to small and medium  
21 business customers through its Customer Strategy and Engagement organization, leveraging its  
22 Customer Marketing & Communication, Creative Services, Customer Insights & Analytics, and  
23 Digital Engagement teams, providing communications through multiple channels building  
24 awareness of, and improving access to, existing and new utility services, programs and  
25 resources, as well as targeted research and analysis to understand customer service needs and  
26 preferences. As part of these activities, SoCalGas regularly conducts business customer panels,  
27 comprised of strictly small and medium customers, to understand their energy needs and  
28 interests. SoCalGas' Customer Segment Services organization provides support services  
29 strategy and customer services for the mass markets and SMB customers, which include, but are

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<sup>71</sup> Ex. SBUA (Rafii) at 10-11 regarding SoCalGas' Energy Efficiency Business Plan.; Ex. SBUA (Rafii) at 14-15 regarding energy management systems, customizable network of hardware, software and/or services that help improve energy efficiency by allowing you to monitor and control devices via a computer, smartphone or tablet.

<sup>72</sup> Ex. SBUA (Rafii) at 9.

1 not limited to, outreach to effectively communicate programs, services, rate education, air quality  
2 regulations and mandated messages to the SMB segment.

3 Further, SoCalGas offers numerous programs across various CPUC proceedings to its  
4 broad customer base, which include small and medium business customers, that provide energy  
5 solutions for renewable energy use and energy efficiency. Such programs include, but are not  
6 limited to, Energy Efficiency, California Solar Initiative (CSI)-Thermal, and the Self-Generation  
7 Incentive Program. In addition, SoCalGas provides energy solutions through services such as  
8 Business My Account, dedicated business customer service representatives, and field technicians  
9 that deliver energy expertise on any number of energy related topics such as bill and rate related  
10 information, general service, and safety information to business customers.<sup>73</sup>

11 To expand support in helping customers align their energy needs with the current  
12 environmental policies, I have requested one incremental FTE in the Customer Segment Services  
13 in my direct testimony to provide market analysis to Customer Segment Services teams, which  
14 serve our SMB customers, to help develop education material, customer analysis, and other  
15 offerings to support climate change policies.

16 **b. SBUA’s recommendation to conduct a detailed small**  
17 **commercial customer study is unnecessary given SoCalGas’**  
18 **response to SBUA’s data request regarding outreach,**  
19 **marketing, and education efforts that target small businesses.**

20 SBUA states that:

21 To truly reach small commercial customers, SDG&E and SoCalGas should  
22 implement education and outreach campaigns that specifically target small  
23 businesses.<sup>74</sup>

24 SoCalGas conducts marketing and outreach campaigns that either target, or are specific  
25 to small business customers across multiple GRC proceedings. SoCalGas notes that in response  
26 to SBUA’s data request regarding studies, reports, or other data on SoCalGas’ outreach,  
27 marketing, and education efforts for small business customers, SoCalGas identified its SMB

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<sup>73</sup> Ex. SCG-220 (Magana) at Appendix A.3: SoCalGas’ response to data request SBUA-SEU-DR-002 Q.9.

<sup>74</sup> Ex. SBUA (Rafii) at 8.

1 energy efficiency marketing and outreach campaign, which specifically targeted SMB  
2 customers.<sup>75</sup>

3 Further, SBUA states that:

4 To address the particularly low adoption rates of small commercial customers in  
5 energy solutions, I recommend that the Commission require Sempra to conduct a  
6 detailed study and report on the challenges and hurdles faced by small  
7 commercial customers in adopting energy solutions with concrete  
8 recommendations to address these hurdles, and to report the results of this report  
9 in the next GRC.<sup>76</sup>

10 In response to the same data request, SoCalGas identified that it regularly conducts  
11 business customer panels to understand the needs and interest of small and medium business  
12 customers.<sup>77</sup> SoCalGas clarifies that this customer panel wholly consists of small and medium  
13 business customers, providing the specific perspective and insight of this customer segment for  
14 their energy use and needs. SoCalGas also stated that it analyzes the efforts of targeted  
15 campaign communications by tracking the performance of messaging tactics, with a sample of  
16 the campaign summary with results of the 2016 SMB energy efficiency marketing campaign.<sup>78</sup>  
17 Given these current research and analysis efforts, SBUA's request is unnecessary.

#### 18 **4. Customer Assistance**

##### 19 **a. ORA and Other Intervenors**

20 No party took issue with SoCalGas' TY 2019 forecast of \$3,438,000 million for the  
21 Customer Assistance area.<sup>79</sup> The Commission should adopt SoCalGas' forecast as reasonable.

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<sup>75</sup> Ex. SCG-220 (Magana) at Appendix A.4: SoCalGas' response to data request SBUA-SEU-DR-003 Q.14.

<sup>76</sup> Ex. SBUA (Rafii) at 15.

<sup>77</sup> Ex. SCG-220 (Magana) at Appendix A.4: SoCalGas' response to data request SBUA-SEU-DR-003 Q.14.

<sup>78</sup> Ex. SCG-220 (Magana) at Appendix A.4: SoCalGas' response to data request SBUA-SEU-DR-003 Q.14.

<sup>79</sup> Ex. ORA-17 (Yeh) at 34:8-9.

1                   **5. Customer Segment Services**

2                   **a. ORA and Other Intervenors**

3                   No party took issue with SoCalGas' TY 2019 forecast of \$10,018,000 million for the  
4 Customer Segment Services area.<sup>80</sup> The Commission should adopt SoCalGas' forecast as  
5 reasonable.

6                   **B. Shared Services O&M**

7   **Table RM-5**  
8   **Comparison of SoCalGas & Other Intervenors**  
9   **CS-I Shared TY 2019 O&M Expenses Summary**

<b>SHARED O&amp;M - Constant 2016 (\$000)</b>			
	<b>Base Year 2016</b>	<b>Test Year 2019</b>	<b>Change</b>
<u>SOCALGAS</u>	<b>\$2,303</b>	<b>\$4,490*</b>	<b>\$2,187</b>
<u>ORA</u>	<b>\$2,303</b>	<b>\$4,490</b>	<b>\$2,187</b>

10 \*Due to errors discovered when responding to various data requests, SoCalGas corrects its TY 2019 O&M  
11 forecasted value from \$4,490 to \$4,426 to reflect this correction.  
12  
13

14                   **1. Shared Services – Customer Service- Information**

15                   **a. ORA & Other Intervenors**

16                   None of the parties took issue with SoCalGas' TY 2019 forecast for the CS-I Shared  
17 Services work groups.<sup>81</sup> Accordingly, SoCalGas recommends that the Commission adopt the  
18 TY 2019 forecast for CS-I Shared Service of \$4.490 million as reasonable.

19 **IV. REBUTTAL TO PARTIES' IT CAPITAL PROPOSALS**

20   **Table RM-6**  
21   **Comparison of SoCalGas & Other Intervenors**  
22   **CS-I IT Capital TY 2019 Expenses Summary**

<b>IT CAPITAL - Constant 2016 (\$000)</b>				
	<b>2017</b>	<b>2018</b>	<b>2019</b>	<b>Total</b>
<u>SOCALGAS</u>	<b>\$4,464</b>	<b>\$6,510</b>	<b>\$12,483</b>	<b>\$23,457</b>
<u>ORA</u>	<b>\$4,464</b>	<b>\$6,510</b>	<b>\$12,483</b>	<b>\$23,457</b>
<b>Difference</b>	<b>0</b>	<b>0</b>	<b>0</b>	<b>0</b>

23  
<sup>80</sup> Ex. ORA-17 (Yeh) at 35:3-6.

<sup>81</sup> Ex. ORA-17 (Yeh) at 36:5-6.

1           **A.     CS-I IT Capital Projects**

2                   **1.     ORA and Other Intervenors**

3           None of the parties oppose SoCalGas' business rationale for any of the proposed IT  
4 capital projects.<sup>82</sup> Accordingly, SoCalGas recommends that the Commission adopt the TY 2019  
5 forecast of IT capital projects justifications as reasonable.

6           **V.     CONCLUSION**

7           To summarize, ORA's proposed disallowances for SoCalGas TY 2019 estimated  
8 expenses should be rejected. Unlike ORA, SoCalGas has properly documented TY 2019  
9 estimated expenses for CS-I through prepared direct testimony, workpapers, rebuttal testimony  
10 and responses to data requests. Moreover, the incremental activities for Customer Assistance  
11 Programs, Customer Segment Services, Clean Transportation Customer Support, Clean  
12 Transportation Outreach, and Renewable Gas Outreach are uncontested by all parties.

13           Through this rebuttal, SoCalGas has properly addressed the proposed disallowances  
14 proposed by ORA and the incremental activities proposed by NDC and SBUA. SoCalGas has  
15 provided justification to support the proposed incremental activities as being for the benefit of  
16 informing customers about the energy options available to them to help best manage energy  
17 consumption. Therefore, SoCalGas' estimated expenses for CS-I should be approved in full.

18           This concludes my prepared rebuttal testimony.

---

<sup>82</sup> Ex. ORA-17 (Yeh) at 38:6-8; 39:6-8.

1 **VI. WITNESS QUALIFICATIONS**

2 My name is Rosalinda Magana. I assumed sponsorship of this area from Andrew  
3 Cheung. My business address is 555 W. Fifth Street, Los Angeles, California. I am currently  
4 employed by SoCalGas, a Sempra Energy regulated California utility, as the Distributed Energy  
5 Resource Strategy Manager responsible for developing program compliance, customer impact  
6 analysis and coordination with other Distributed Energy Resource programs. I joined SoCalGas  
7 in 1994, and have held various positions in Customer Service, Low-Income Energy Efficiency  
8 Programs, Self-Generation Incentive Program, and Commercial and Industrial customer  
9 programs and outreach.

10 I received a Bachelor of Science degree in Business Administration with an emphasis in  
11 Economics from Universidad Autonoma de Yucatan, Mexico. I hold a Project Management  
12 Professional Certificate from University of California, Los Angeles, and Energy Innovations &  
13 Emerging Technologies Professional Certificate from Stanford University. I have not previously  
14 testified before the California Public Utilities Commission.

15  
16

## **APPENDIX A.1**

**Data Request ORA-SCG-142-CY3 Q1, Q2, Q3, Q4**

**ORA DATA REQUEST**  
**ORA-SCG-142-CY3**  
**SOCALGAS 2019 GRC – A.17-10-008**  
**SOCALGAS RESPONSE**  
**DATE RECEIVED: FEBRUARY 26, 2018**  
**DATE RESPONDED: MARCH 12, 2018**

**Exhibit Reference:** SCG-20-R  
**SCG Witness:** Andrew Cheung  
**Subject:** Customer Services-Information

**Please provide the following:**

1. Referring to Ex. SCG-20-R, page ASC-20, lines 1-7, “To help manage the increased communications and DAC-specific messaging-I am requesting the following: 1 FTE: Market Advisor responsible for coordinating all DAC-specific messaging updates. 1 FTE: Communications Advisor responsible for managing the increase in communications regarding the role of natural gas in relation to the state’s climate change policies.”
  - a. Please provide an employee organizational chart for this section (Customer Marketing and Communications) for the last recorded year.
  - b. Are there existing FTEs that have the above mentioned roles?
  - c. Regarding the “increase in communications”, what tasks does that entail? Are any of these tasks automated?

**SoCalGas Response 01:**

- a. Company-wide organizational charts were provided as part of the MDR Section A - General Requirements response to Q19 in the file ‘SCG MDR Sec A Q19 Org Charts.pdf’. SoCalGas used that file to provide the organizational chart for the Marketing and Communications team; there were no organizational changes in recorded year 2017. See attachment “ORA-SCG-142-CY3 Q1-4a Attachment.pdf.”
- b. There are no existing FTEs that have the above-mentioned roles. Currently activities related to DAC-specific messaging and also communications regarding the role of natural gas in relation to state climate change polices are managed on an ad-hoc basis by the Marketing and Communications team. The additional FTEs are necessary based on the drivers as described in Exhibit SCG-20-R, page ASC-19 beginning on line 6 through page ASC-20, line 10.
- c. Tasks of the requested Communications Advisor include, but are not limited to, the customer education responsibilities as described in Exhibit SCG-20-R, page ASC-14, lines 2-4 and 14-20. These tasks are not automated.

**ORA DATA REQUEST  
ORA-SCG-142-CY3  
SOCALGAS 2019 GRC – A.17-10-008  
SOCALGAS RESPONSE  
DATE RECEIVED: FEBRUARY 26, 2018  
DATE RESPONDED: MARCH 12, 2018**

2. Referring to Ex. SCG-20-R, page ASC-20, lines 21-27, “To help manage the increased work, I am requesting the following resources: 1 FTE: Project Manager responsible for developing customer communications materials, including brochures, letters, fliers, graphical illustrations and customer notifications door hangers, to address climate change policies. 1 FTE: Production Advisor responsible for coordinating and managing the schedule of customer communications materials.”
  - a. Please provide an employee organizational chart for this section (Customer Marketing and Communications) for the last recorded year.
  - b. Are there existing FTEs that have the above mentioned roles?

**SoCalGas Response 02:**

- a. Company-wide organizational charts were provided as part of the MDR Section A - General Requirements response to Q19 in the file ‘SCG MDR Sec A Q19 Org Charts.pdf’. SoCalGas used that file to provide the organizational chart for the Creative Services team; there were no organizational changes in recorded year 2017. See attachment “ORA-SCG-142-CY3 Q1-4a Attachment.pdf.”
- b. There are no existing FTEs in the above-mentioned roles. As the Creative Services team supports the activities of the Marketing and Communications team, the additional FTEs are necessary to support the increased work based on the drivers described in response to Question 1b above as well as in Exhibit SCG-20-R, ASC-20, lines 12-27.

**ORA DATA REQUEST  
ORA-SCG-142-CY3  
SOCALGAS 2019 GRC – A.17-10-008  
SOCALGAS RESPONSE  
DATE RECEIVED: FEBRUARY 26, 2018  
DATE RESPONDED: MARCH 12, 2018**

3. Referring to Ex. SCG-20-R, page ASC-21, lines 6-10, “The following increase in resources will be required: “1FTE: Data Analyst responsible for proactively leveraging SoCalGas’ customer data, including SoCalGas’ Integrated Customer Data Analytics, by performing advanced analytics and predictive data modeling to provide greater granularity on how best to address customer needs”
  - a. Please provide an employee organizational chart for this section (Customer Marketing and Communications) for the last recorded year.
  - b. Are there existing FTEs that have the above mentioned role?

**SoCalGas Response 03:**

- a. Company-wide organizational charts were provided as part of the MDR Section A - General Requirements response to Q19 in the file ‘SCG MDR Sec A Q19 Org Charts.pdf’. SoCalGas used that file to provide the organizational chart for the Customer Insights & Analytics team; there were no organizational changes in recorded year 2017. See attachment “ORA-SCG-142-CY3 Q1-4a Attachment.pdf.”
- b. Yes, there are existing FTEs within the Customer Insights & Analytics team who are performing the tasks described in the above-mentioned role. An additional FTE resource is necessary based on the drivers as described in Exhibit SCG-20-R, on page ASC-20 beginning on line 29 through page ASC-21, line 19.

**ORA DATA REQUEST**  
**ORA-SCG-142-CY3**  
**SOCALGAS 2019 GRC – A.17-10-008**  
**SOCALGAS RESPONSE**  
**DATE RECEIVED: FEBRUARY 26, 2018**  
**DATE RESPONDED: MARCH 12, 2018**

4. Referring to Ex. SCG-20-R, page ASC-22, lines 24-27, “To manage and expand SoCalGas’ social media offerings, the Digital Engagement team will require the following additional resources: 1 FTE: Program Specialist responsible for administering the increased social media communications.”
  - a. Please provide an employee organizational chart for this section (Customer Marketing and Communications) for the last recorded year.
  - b. Are there existing FTEs that have the above mentioned role?

**SoCalGas Response 04:**

- a. Company-wide organizational charts were provided as part of the MDR Section A - General Requirements response to Q19 in the file ‘SCG MDR Sec A Q19 Org Charts.pdf’. SoCalGas used that file to provide the organizational chart for the Digital Engagement section updated for recorded year 2017. See attachment “ORA-SCG-142-CY3 Q1-4a Attachment.pdf.”
- b. There are no existing FTEs that have the above-mentioned role. The required FTE resource will be supporting additional activities based on the drivers described in Exhibit SCG-20-R, page ASC-21, beginning on line 21 through page ASC-22, line 28.

## **APPENDIX A.2**

**Data Requests NDC-SEU-008 Q10 and NDC-SEU-006 Q5**

**NDC-SEU DATA REQUEST-008**  
**SOCALGAS- SDG&E 2019 GRC – A.17-11-007/8**  
**DATE RECEIVED: APRIL 3, 2018**  
**DATE RESPONDED: APRIL 17, 2018**

10. How is the effectiveness of ongoing communications to minority customers currently tracked, measured, and evaluated at each of the utilities? Also describe any surveys and the results that SDGE or SoCalGas have used to evaluate understanding among non-English language and multicultural customers since 2012 (SDGE-19 at LCD-37). Explain how the utilities currently “measure customer knowledge and awareness across different key demographic and socio-economic segments” (SCG-20-R at ASC-21).

**Utilities Response 10:**

**SDG&E:** Communications to minority and in-language communications are measured in the same manner as English language communications. For digital communications, the standard measures of open rates (email), click through and use of website (time on site, bounce rate, etc.) are used to evaluate effectiveness. For traditional communications using primarily print publications and direct mail, visits to websites listed as “calls to action” and reply cards are used for measurement. The majority of minority and in-language communications in recent years have been in support of the Customer Assistance programs (CARE/ESA) or the more recent TOU Default Pilot, both of which are funded through proceedings other than GRC.

There were no Multicultural and Language surveys conducted between 2012 and 2017.

Please refer to the response to NDC-SEU-DR-006, Question 7 for the criteria and metrics SDG&E uses to evaluate the effectiveness of the current marketing and outreach efforts specifically or primarily targeted toward minority and low-income ratepayers.

**SoCalGas:** Please see the response of SoCalGas to NDC-SEU-DR-006, Question 5. SoCalGas evaluates and measures the effectiveness of all communications by tracking the performance of campaign messaging tactics uniformly across all customer sectors. Analysis of metrics and performance for each media channel are conducted at the culmination of the campaign, and results of the analysis are considered during the planning of following campaign strategies.

As necessary, SoCalGas conducts quantitative and qualitative customer research and data analysis to evaluate and anticipate customer needs and expectations. Every two years (2012, 2014, and 2016), SoCalGas conducts a mandated Pipeline Awareness research study with customers to assess awareness of SoCalGas natural gas pipeline safety information. Metrics may include incidence of awareness, sources of awareness, and specific messages recalled. For this study, results from customers who take the survey in Spanish are compared to results of customers who take the survey in English.

**NDC-SEU DATA REQUEST-006**  
**SOCALGAS- SDG&E 2019 GRC – A.17-11-007/8**  
**DATE RECEIVED: MARCH 15, 2018**  
**DATE RESPONDED: MARCH 29, 2018**

5. What criteria and metrics does SoCalGas use to evaluate the effectiveness of the current marketing and outreach efforts specifically or primarily targeted toward minority and low-income ratepayers? Provide documentation of these evaluations.

**Utilities Response 5:**

SoCalGas utilizes various metrics, dependent on the type of marketing and outreach messaging, when evaluating the effectiveness of marketing and outreach activities inclusive of efforts toward minority and low-income customers. For example, print, web, digital, email, broadcast and social media messaging channels, metrics may include: number of media impressions, email open rates, web hits to SoCalGas landing page(s), click-through rates, paid and organic search results, likes, shares, and comments. Where applicable, metrics may be measured against historical values to determine performance.

Please see one example of the type of evaluation that SoCalGas conducts in the attachment:

- NDC-SEU-DR6-Q5 Attachment.pdf

## Highlights

### Impressions Delivery

- The first leg of the Safety Campaign (Phase 1) over-delivered indexing at 123
- Total impressions delivered is 85,478,059 - achieving a total of 15,707,487 added value impressions
- Estimated value of the bonus activity is \$114,986

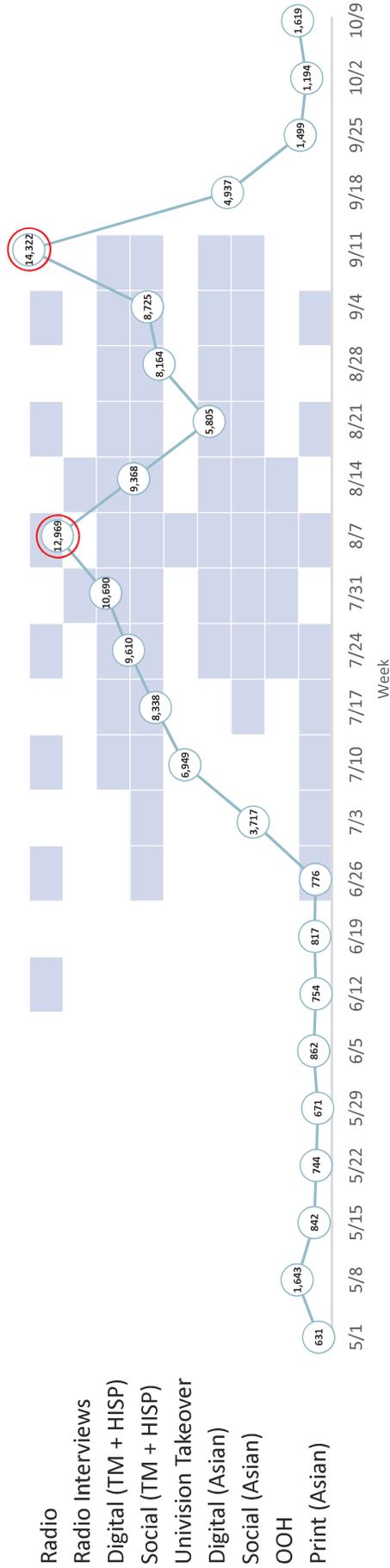
Media	Purchased Impressions	Delivered Impressions	Difference	Index
Radio	18,867,010	24,304,897	5,437,887	129
Digital	21,258,662	26,622,457	5,363,795	125
OOH	28,804,900	32,748,705	3,943,805	114
Print	*1,802,000	1,802,000	0	100
<b>Grand Total</b>	<b>69,770,572</b>	<b>85,478,059</b>	<b>15,707,487</b>	<b>123</b>

\* Asian Print Gross Impressions were under represented in the initial flowchart. Print delivered as purchased.

## Multi Channel Performance

Safety Landing Page Overall Website Sessions

- Overall media activity drove sessions to the website between the time period of 7/3-9/24
- Peaks were seen during the weeks of 8/7 and 9/11
  - Week of 8/7 lifts can be attributed to:
    - The radio interviews that ran on KTNQ-AM (8/2); KBIG-FM and KOST-FM (8/6)
    - Overall coverage around “Call 811”
  - Week of 9/11 lift could be attributed to the digital heavy-up after it was paused week of 9/4 due to site being down
- The drop of website sessions in the week 8/21 could be driven by other events capturing target’s attention (i.e. solar eclipse, Mayweather vs. McGregor Fight)

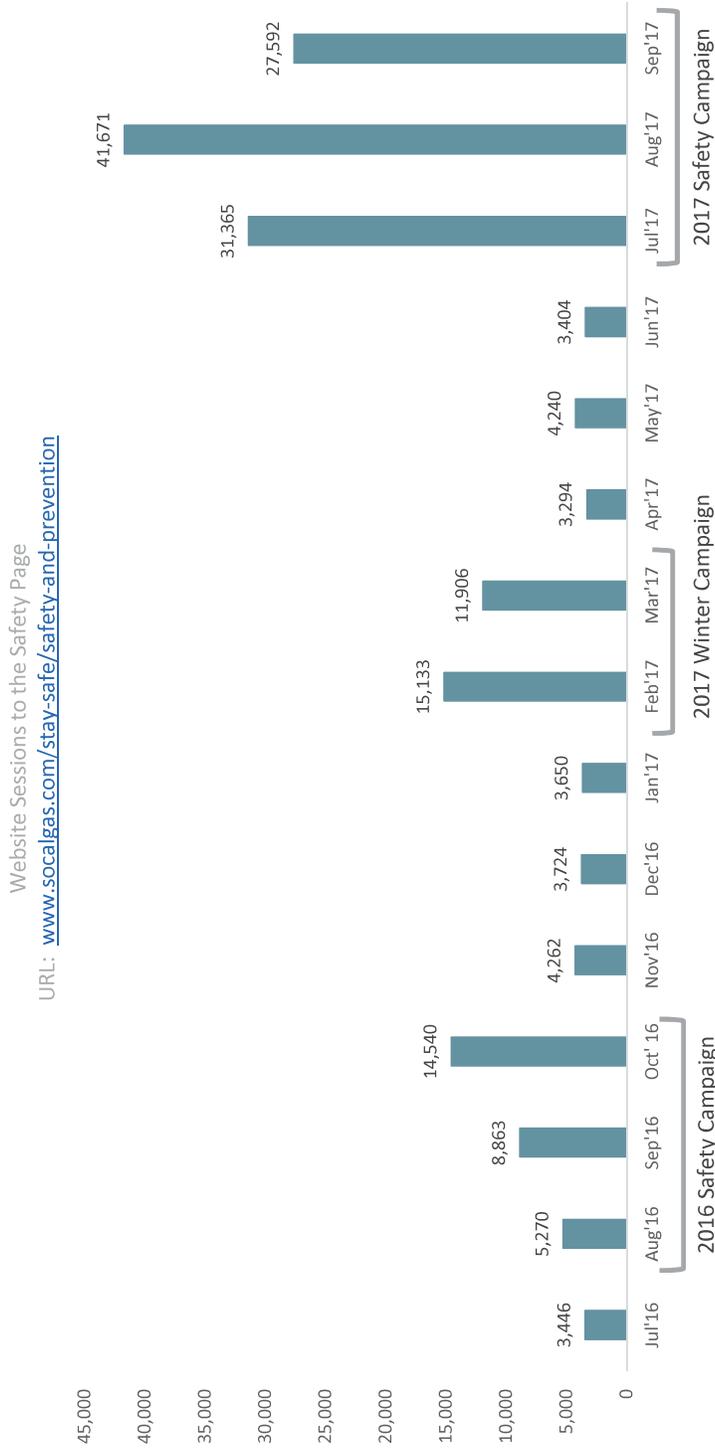


Source: Google Analytics

## Paid Digital Media

Year-over-Year Website Traffic

- Average monthly traffic when no campaigns are flighted averages 3,700 monthly sessions
- Year-over-year 2017 Safety website traffic tripled the activity versus 2016 Safety, and also greatly exceeded Winter campaign traffic during 2017

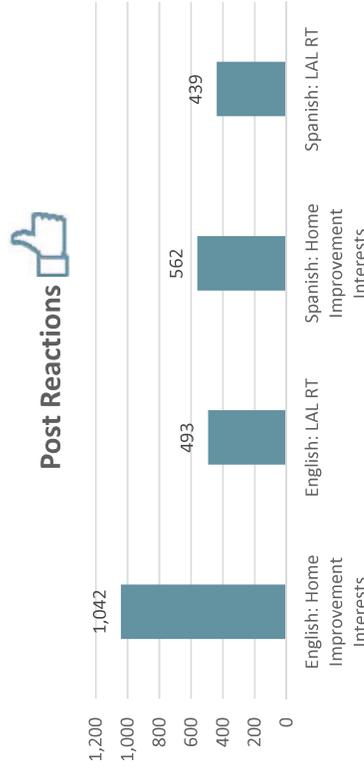


Source: Google Analytics

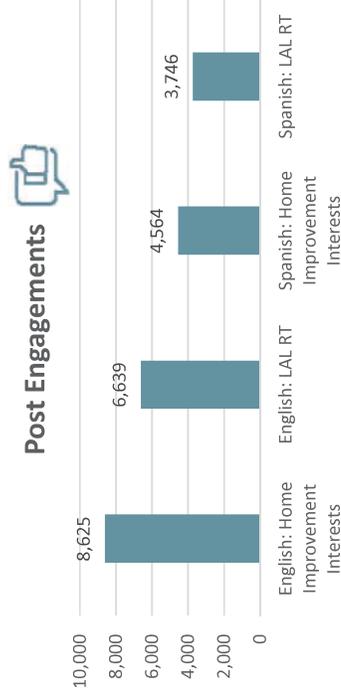
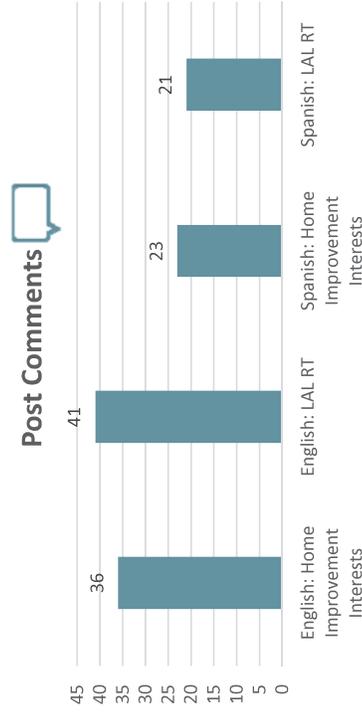
## Social Results Engagement Metrics



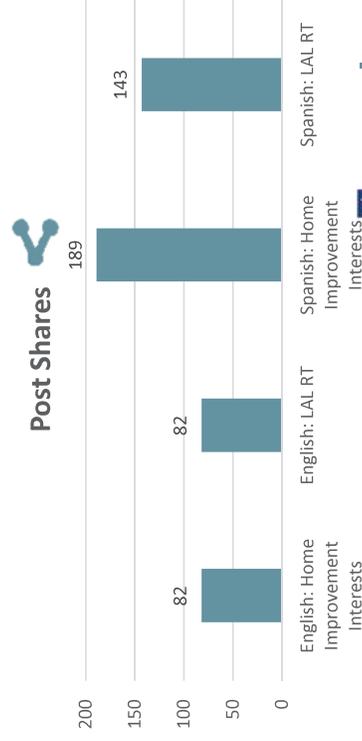
- Reactions and engagements were highest when the post targeted Home Improvement Interests in both English and Spanish



- English posts achieved the most comments, especially the look-a-like retargeting (LAL RT) group



- Spanish outperformed English with sharing the post



\*\*\*Please note the above excludes both the Asian and Event Response campaigns\*\*\*

## **APPENDIX A.3**

### **Data Request SBUA-SEU-DR-002 Q9**

**SMALL BUSINESS UTILITY ADVOCATES DATA REQUEST**  
**SBUA-SEU-DR-002**  
**SDG&E-SOCALGAS 2019 GRC – A.17-11-007/8**  
**SDG&E\_SOCALGAS RESPONSE**  
**DATE RECEIVED: APRIL 20, 2018**  
**DATE RESPONDED: MAY 4, 2018**

9. Please identify and describe SoCalGas' energy solutions that are available to small businesses and relate to increasing the use of renewable energy or increasing energy efficiency measures. Please indicate the amount of revenue dedicated to such programs. Are any of these energy solutions specifically targeted to or tailored for small businesses?

**Utility Response 9:**

SoCalGas objects to a portion of this request pursuant to Rule 10.1 of the Commission's Rules of Practice and Procedure on the grounds that it is vague and ambiguous as to the phrase "the amount of revenue dedicated." Subject to and without waiving these objections, SoCalGas responds as follows:

For the purpose of this response, SoCalGas has defined "energy solutions" as programs and/or services available to small businesses, and the term "small business" is as described in Ex. ASC-20-R, Table ASC-14.<sup>1</sup> SoCalGas offers various programs across various CPUC proceedings to its broad customer base, which include small and medium business customers, that provide energy solutions for renewable energy use and energy efficiency. Such programs include, but are not limited to, Energy Efficiency, California Solar Initiative (CSI)-Thermal, and the Self-Generation Incentive Program. In addition, SoCalGas provides energy solutions through services such as Business My Account, dedicated business customer service representatives, and field technicians that deliver energy expertise on any number of energy related topics such as bill and rate related information, general service, and safety information to business customers. A non-exhaustive list of examples of energy solutions available to small and medium business customers are discussed below:

- Business My Account – Business My Account is a self-serve tool designed to provide SoCalGas business customers the ability to view and pay bills online, as well as tools such as "Ways-To-Save" that gives business customers the ability to compare current and past natural gas usage and provides energy management tools that help in energy conservation. Business My Account services are funded through the GRC.
- Energy Efficiency Programs – SoCalGas' energy efficiency programs offer residential and non-residential customers solutions for using natural gas energy more efficiently. These solutions include rebates and incentives for eligible equipment and projects that save energy, financing, outreach, as well as training and education on relevant topics in energy efficiency. SoCalGas offers its Commercial Direct Install Program, which specifically targets small and medium business customers. These activities are funded outside of the GRC through the Energy Efficiency proceeding.

---

<sup>1</sup>Medium (> 10,000 therm/year, and < 50,000 therm/year consumption) commercial & industrial customers, small (<10,000 therm/year consumption) commercial & industrial customers.

**SMALL BUSINESS UTILITY ADVOCATES DATA REQUEST**  
**SBUA-SEU-DR-002**  
**SDG&E-SOCALGAS 2019 GRC – A.17-11-007/8**  
**SDG&E\_SOCALGAS RESPONSE**  
**DATE RECEIVED: APRIL 20, 2018**  
**DATE RESPONDED: MAY 4, 2018**

**Utility Response 9 Continued:**

- Self-Generation Incentive Program (SGIP) – The Self-Generation Incentive Program (SGIP) provides incentives to support existing, new, and emerging distributed energy resources. SGIP provides rebates for qualifying distributed energy systems installed on the customer's side of the utility meter. Funding for SGIP comes through its own proceeding.
- California Solar Initiative (CSI)-Thermal - The CSI-Thermal Program offers cash rebates on solar water heating systems for single-family residential customers, multifamily and Commercial properties. Funding for the CSI-Thermal program comes through its own proceeding.

## **APPENDIX A.4**

### **Data Request SBUA-SEU-DR-003 Q14**

**SMALL BUSINESS UTILITY ADVOCATES DATA REQUEST**  
**SBUA-SEU-DR-003**  
**SDG&E-SOCALGAS 2019 GRC – A.17-11-007/8**  
**SDG&E\_SOCALGAS RESPONSE**  
**DATE RECEIVED: APRIL 20, 2018**  
**DATE RESPONDED: MAY 4, 2018**

14. Please provide any studies, reports or other data that show SoCalGas' outreach, marketing, and education efforts that are uniquely and specifically targeted to small businesses.

**Utility Response 14:**

For the purpose of this response, SoCalGas defines the term "small businesses" as described in response to Question 9 of SBUA-SEU-DR-002. SoCalGas conducts different types of analysis funded through various CPUC proceedings that provide insights on messaging, products, and services that may benefit small business customers. As an example, SoCalGas regularly conducts business customer panels on a variety of topics such as communication channel preferences, Business My Account use, energy efficiency rebates, trainings, and seminars to understand the energy needs and interests of small and medium business customers. A sample of these results are provided in the following attachment:

- SBUA-SEU-003-Q14-Attachment 1.pdf

SoCalGas also analyzes the efforts of targeted campaign communications by tracking the performance of messaging tactics uniformly across all customer sectors. Analysis of metrics and performance for each media channel are conducted at the culmination of the campaign, and results of the analysis may be considered during the planning of future campaign strategies. The following campaign summary and results for the 2016 Small Medium Business energy efficiency campaign provides a representative example:

- SBUA-SEU-003-Q14-Attachment 2\_Redacted.pdf

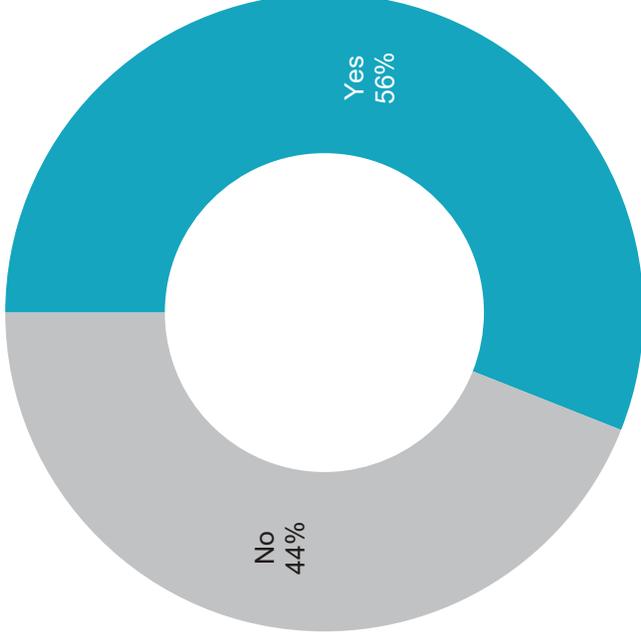
In addition, SoCalGas' Energy Efficiency Business Plan, filed in A.17-01-016 included an assessment of challenges and interventions that support small commercial business customers. SoCalGas' Energy Efficiency Business Plan can be found in the following link:

[https://www.socalgas.com/regulatory/documents/a-17-01-016/SoCalGas\\_Business\\_Plan-1.17.17-FINAL.PDF](https://www.socalgas.com/regulatory/documents/a-17-01-016/SoCalGas_Business_Plan-1.17.17-FINAL.PDF)

# SoCalGas Communication Recall

Over half of business panelists recall receiving communications from SoCalGas – aside from their monthly natural gas bill, in the past 6 months

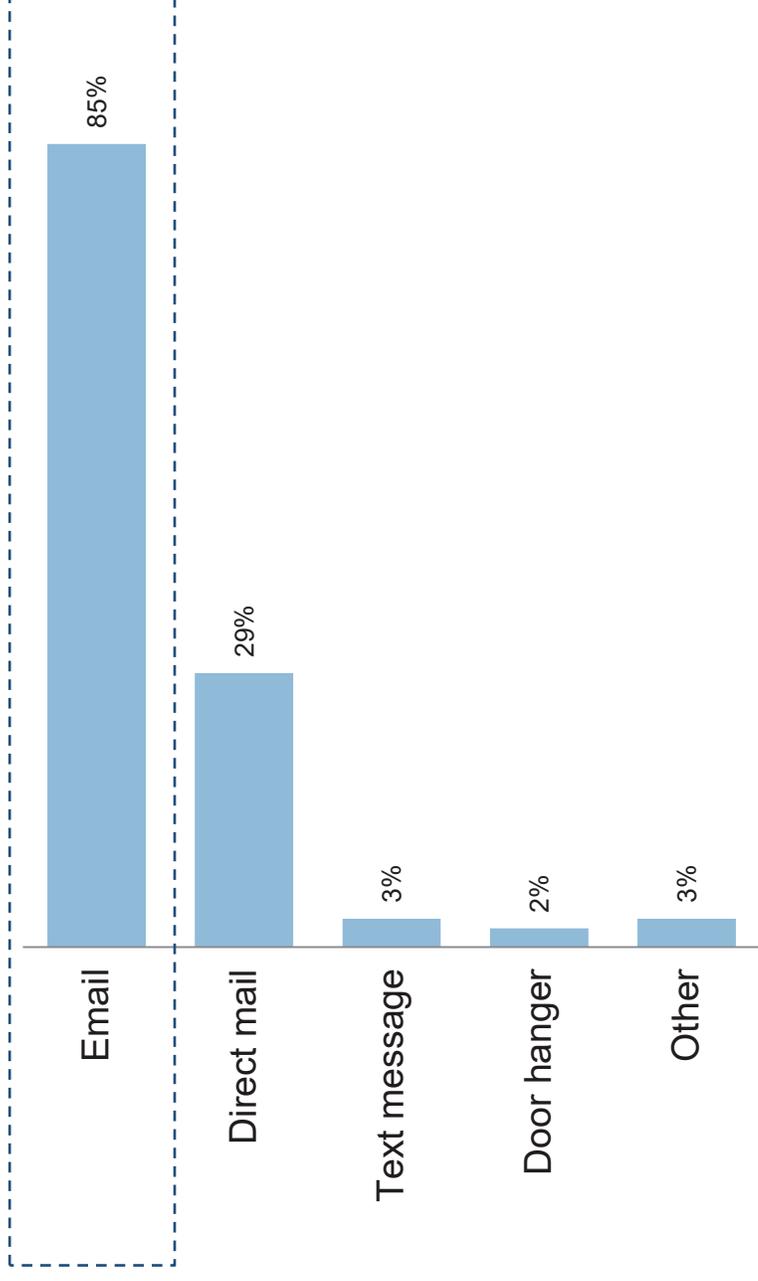
## Recollection of Receiving Communications in Past 6 Months



Base: All Respondents (n=475)  
MAR17\_1. Aside from your monthly natural gas bill, do you recall receiving any communications for your business from SoCalGas in the past 6 months?

# Types of SoCalGas Communications Recalled

Of the business panelists who recollect receiving communications in the past 6 months, nearly **9-in-10** recall receiving emails from SoCalGas.

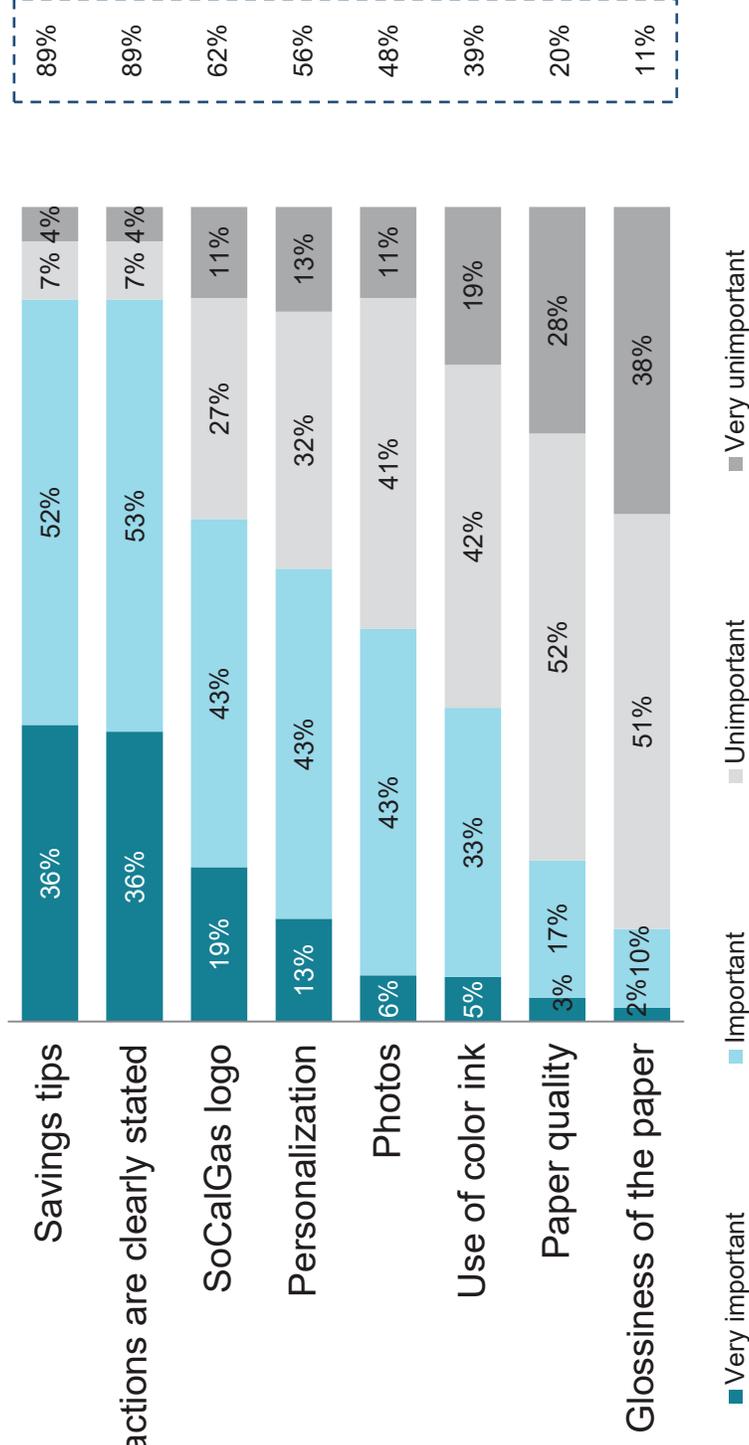


Base: Recall receiving communications from SoCalGas (n=265)  
MAR17\_2. Aside from your monthly natural gas bill, what SoCalGas communications do you recall receiving?  
RM-A.4-4

# Decision To Read SoCalGas Mail

9-in-10 business panelists consider savings tips and clear calls to action as key elements influencing their decision to read SoCalGas mail.

Top 2 Box (Important)



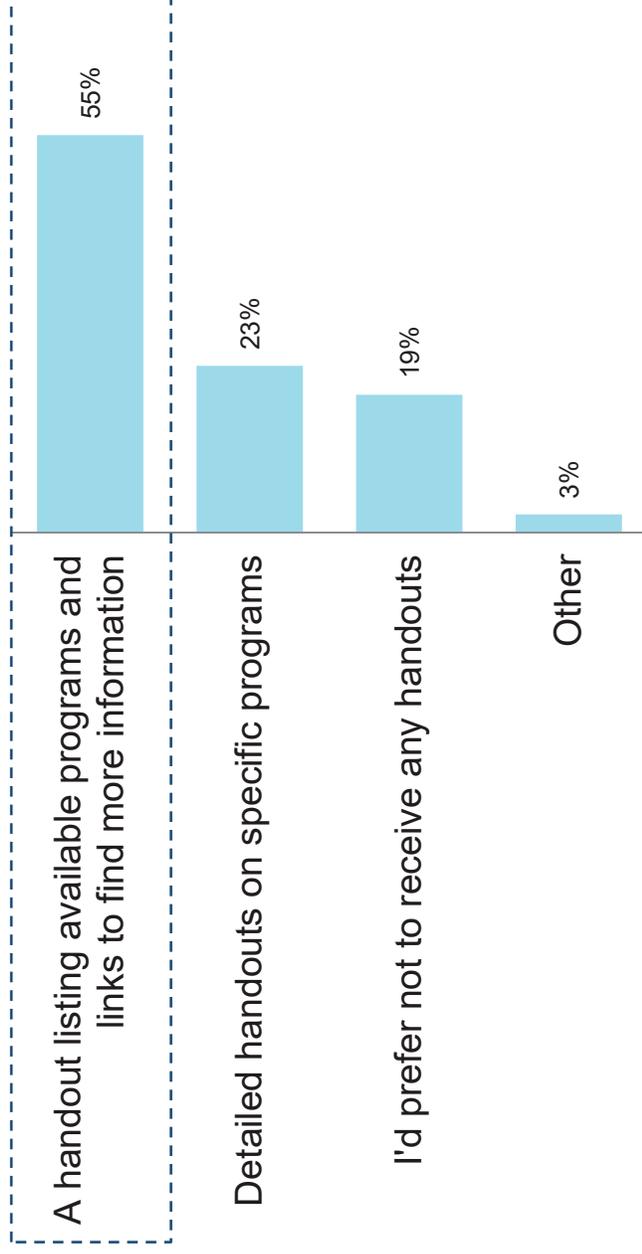
Base: All Respondents (n=475)  
 MAR17\_7. How important are each of the following elements in your decision to read SoCalGas mail?  
 RM-A.4-5



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# SoCalGas Booth Information Preference

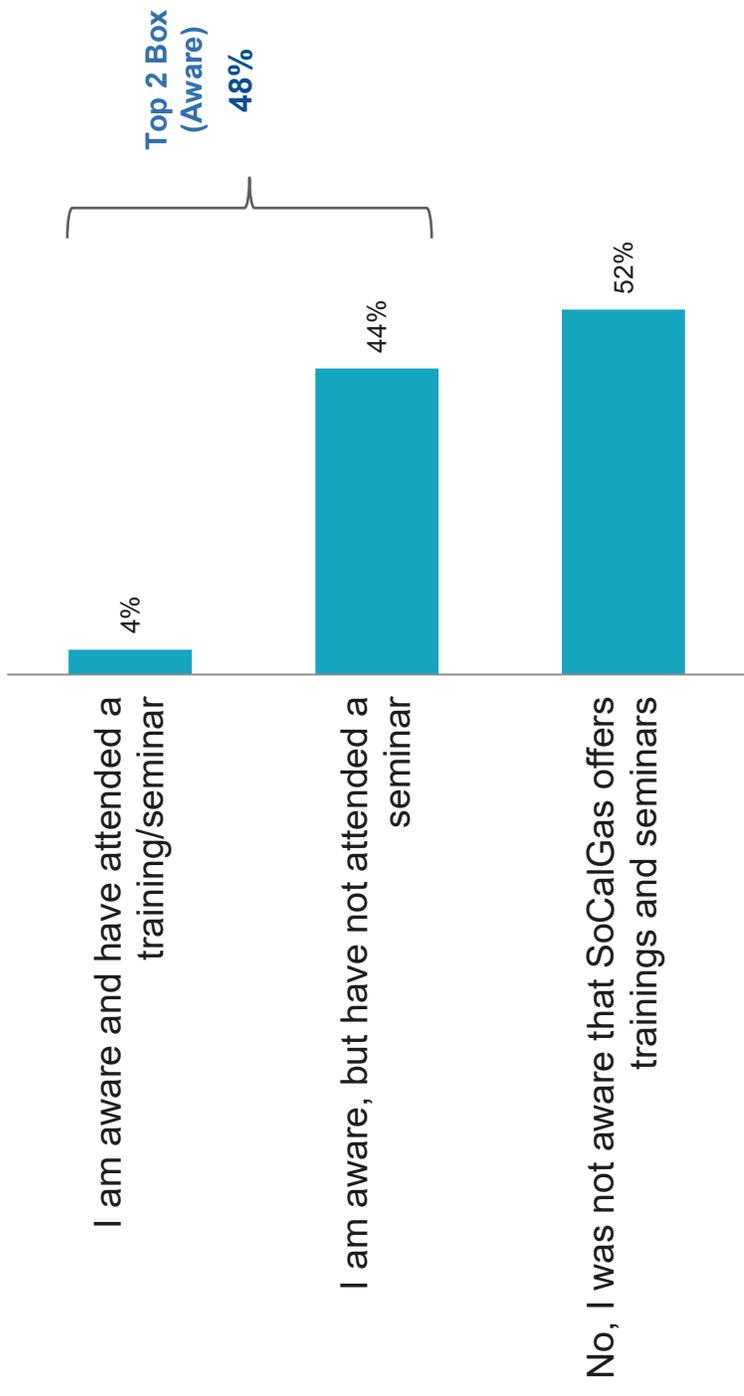
Almost **3-in-5** business panelists prefer to receive a handout listing available programs and links to find more information, if they were to visit a SoCaGas booth at a community event.



Base: All Respondents (n=475)  
MAR17\_15. Imagine you visited the SoCalGas booth at a community event. What kind of information would you prefer to receive?  
RM-A.4-6

# Awareness of SoCalGas Training and Seminars

Roughly **half** of business panelists are aware that SoCalGas offers training and technical seminars at the ERC, however, only 4% of those panelists have attended.



Base: All Respondents (n=475)  
MAR17\_13. Are you aware that SoCalGas' Workforce Education and Training Program offers training and technical seminars at its Energy Resource Center (ERC) in Downey, CA?



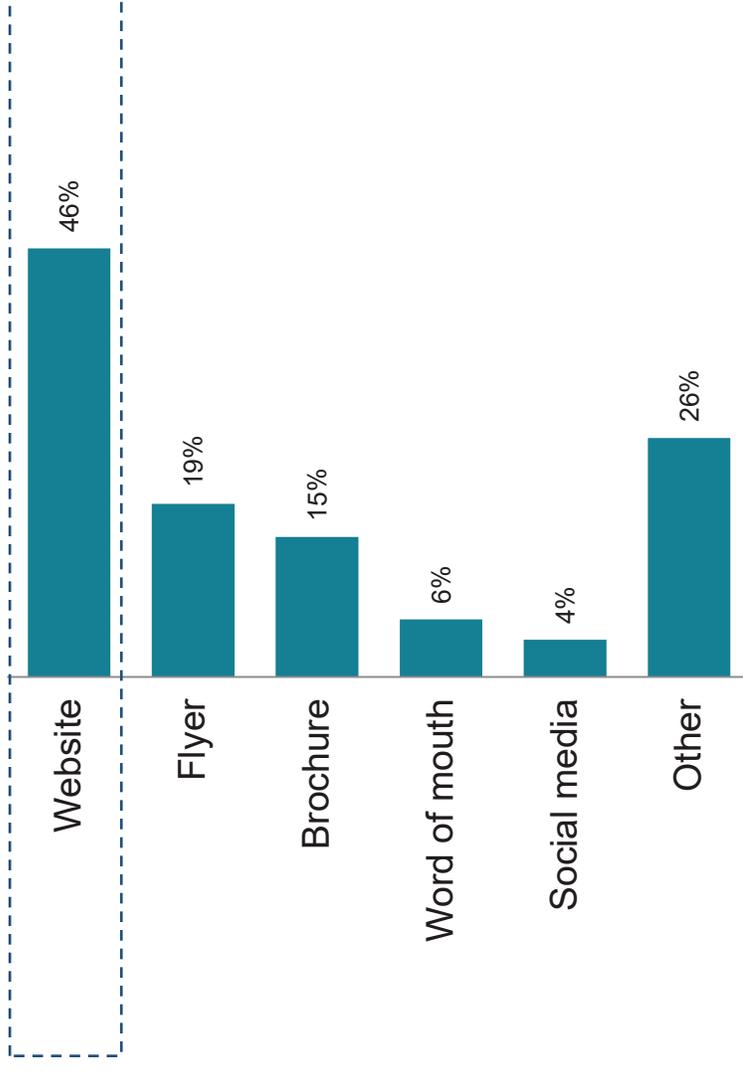
**SoCalGas** A Sempra Energy utility®

RM-A-4-7

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# Training/Seminars Source of Awareness

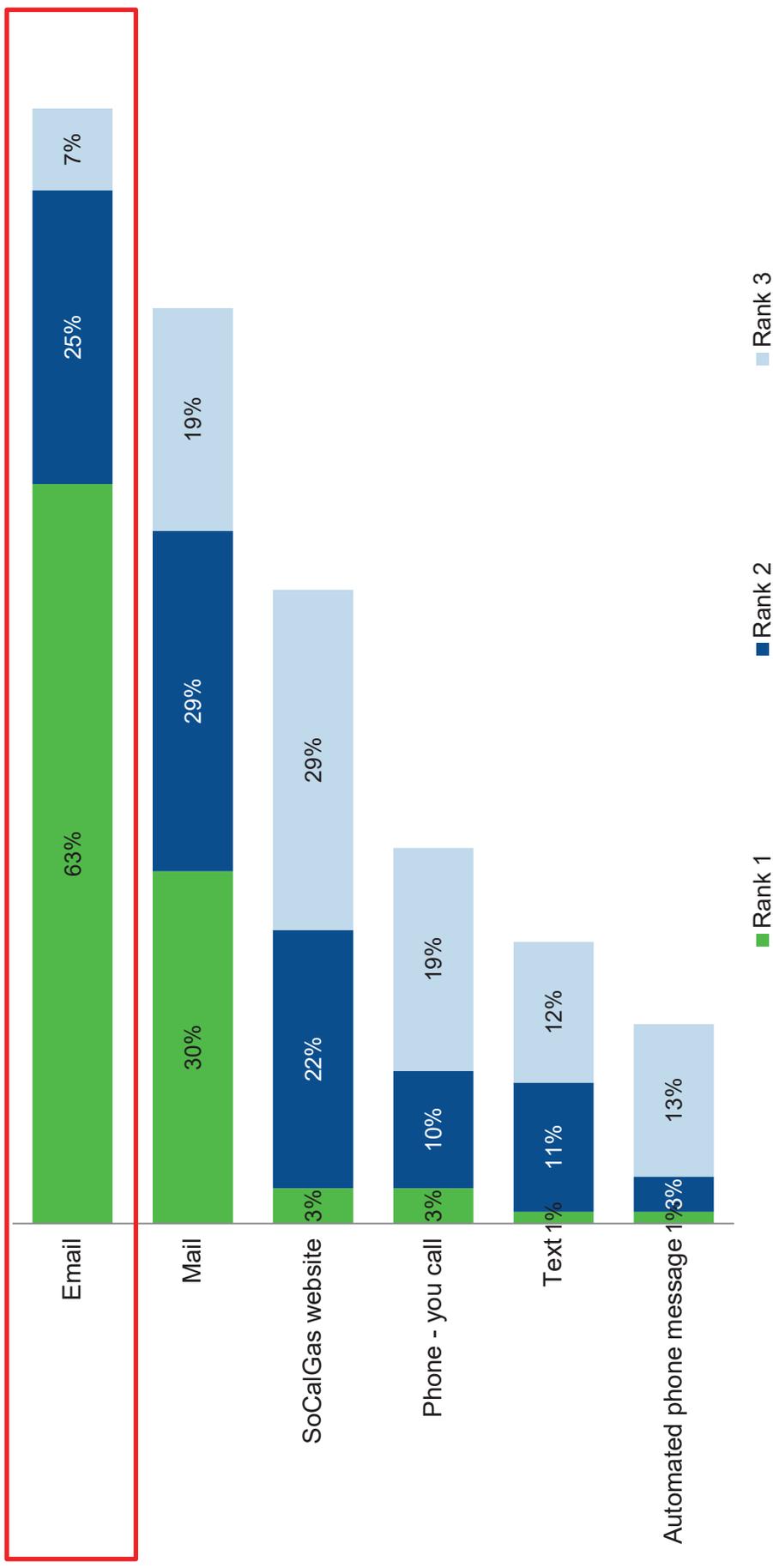
Of the business panelists who are aware of SoCalGas' Workforce Education and Training program, nearly **half** became aware of it through the SoCalGas website.



Base: Aware of training/seminar (n=226)  
MAR17\_14. How did you hear about SoCalGas' Workforce Education and Training program?  
RM-A.4-8

# Two-thirds of business customers ranked email as their preferred method of receiving customer communications

Method of Receiving Customer Communications



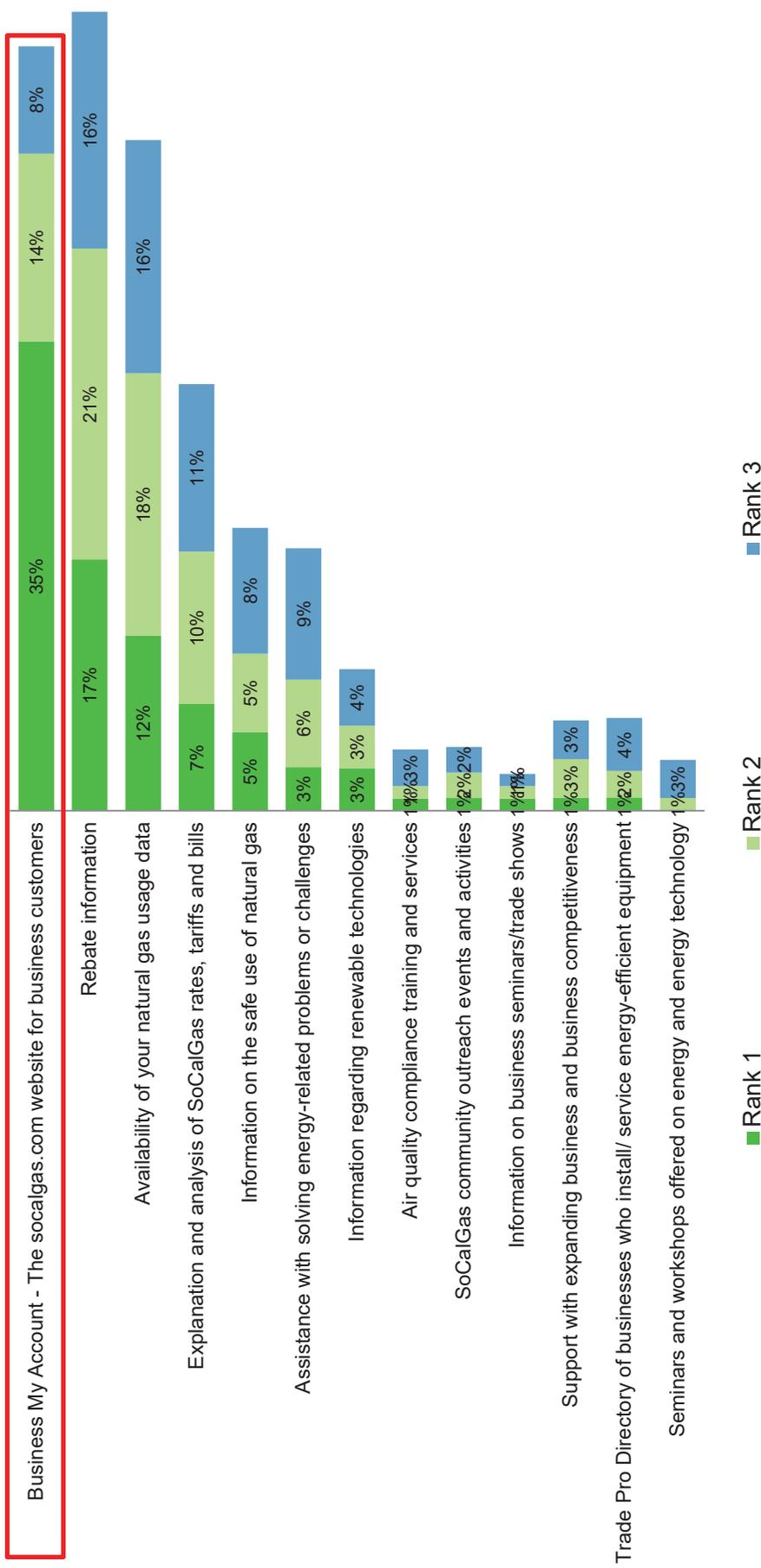
Base: All Respondents n=373

Q3. What is your preferred method of receiving customer communications from SoCalGas? Please rank your top 3 choices.

RM-A.4-9

# Of all the programs, services and activities SoCalGas provides their business customers, one-third consider Business My Account to be the most important

## Programs, Services and Activities Provided by SoCalGas

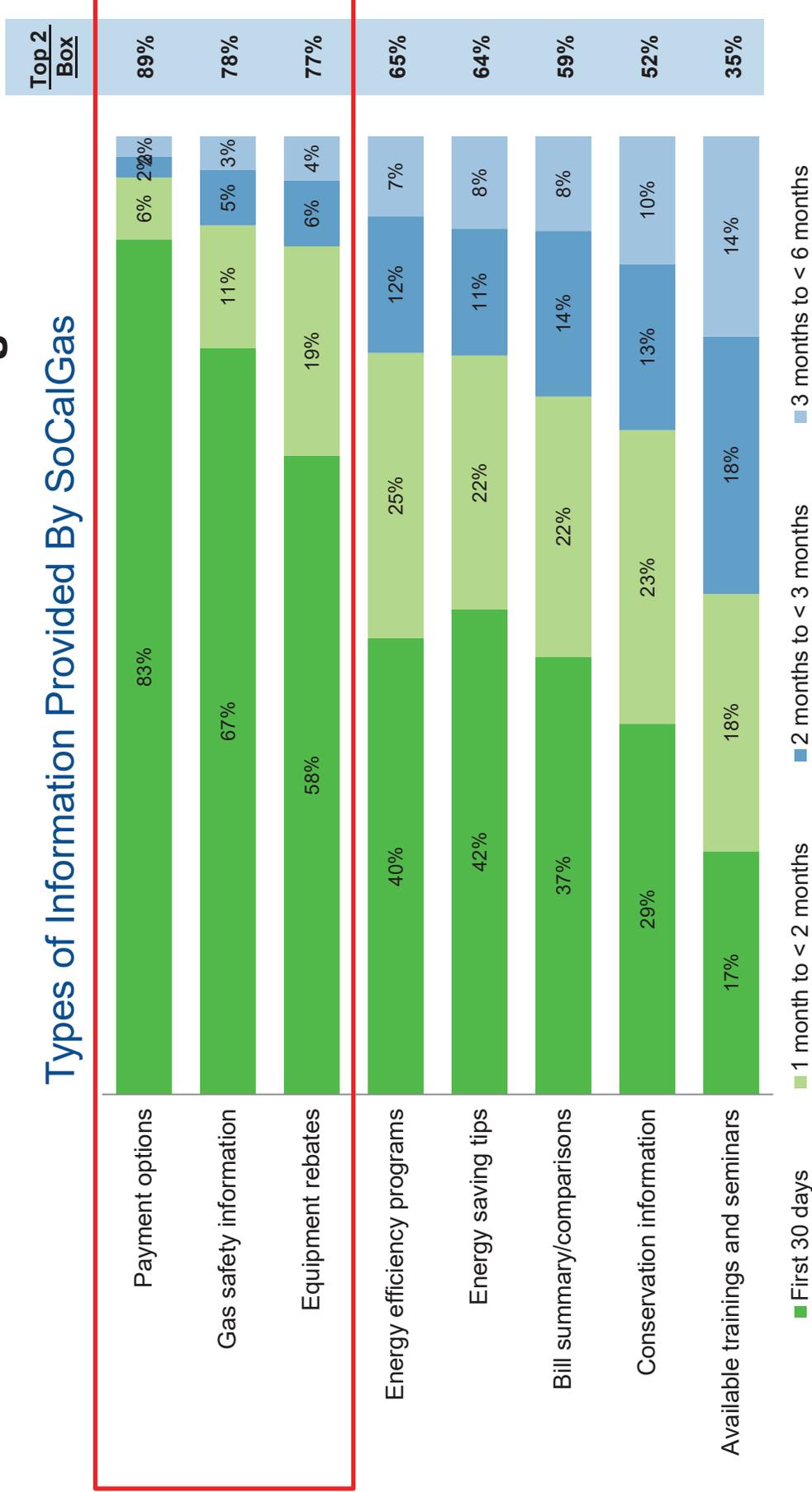


Base: All Respondents n=373

Q4. Below is a list of communications on programs, services and activities that SoCalGas provides to its business customers. Which are most important?

# Up to 9-in-10 business customers want SoCalGas to share payment options, gas safety information and equipment rebates with them in the first 2 months of starting service

Types of Information Provided By SoCalGas



Base: All Respondents n=373

Q7. Tell us when SoCalGas should share the following information with customers.

RM-A.4-11



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**SoCalGas**  
**2016 SMB Energy Efficiency Awareness**  
**Campaign Summary**

**Overview**

SoCalGas would like to increase general awareness of the various energy efficiency rebates and incentives available for small to medium sized businesses within the service territory as well as no-cost and low-cost services available through SoCalGas. Rebates are available for a variety of items including pipe insulation, boilers, commercial food service equipment, water heaters and more. There are also no-cost services for equipment maintenance and low-cost parts sales through SoCalGas.

**Goals & Objectives**

The SoCalGas SMB Energy Efficiency Awareness campaign is designed to accomplish the following objectives:

1. Raise awareness of available energy efficiency rebates and incentives.
2. Educate about the variety of energy efficiency rebates available to small to mid-size businesses.
3. Inform about no-cost equipment maintenance and low-cost parts available through SoCalGas.

**Target Market Segments**

1. Entrepreneurs and decision-makers at small to mid-size businesses
  - a. Industries include foodservice, coin-op drycleaners/laundry, hotels & otels, fitness and recreation centers and beauty salons
2. Audience skews 25 - 54

**Strategies**

This is the first year for this program so we are looking to build knowledge for future initiatives while activating on the following key strategies:

1. Develop new integrated campaign to increase awareness.
2. Drive traffic to a dedicated campaign page that educates businesses about available rebates and incentives.
3. Optimize tactical communications through an integrated paid media approach.

**Tactics**

To support the defined strategies, specific tactical executions are recommended to deploy communications consistently across targeted paid channels to reach small to mid-size business decision-makers.

Develop an integrated, multi-channel paid media plan that designed to generate awareness, engage with the target audiences and drive website visits to encourage content consumption.

- 1) Integrate radio, print, digital, remarketing, paid search and social efforts to develop a comprehensive integrated strategy that facilitates cross platform audience targeting.
  - a. Leverage radio to increase awareness.
  - b. Utilize appropriate business and trade publications to further drive awareness.
  - c. Employ digital for online engagement, driving users to a dedicated campaign page on the socialgas.com website.
  - d. Employ paid search and re-marketing to further drive engagement

**SoCalGas**  
**2016 SMB Energy Efficiency Awareness**  
**Campaign Summary**

*Key Performance Indicators*

<b>Tactic</b>	<b>Objective</b>	<b>Measurement</b>	<b>Goal</b>	<b>Actual</b>
Radio	Awareness	Impressions	4,106,000	4,106,400
Print	Awareness	Impressions	708,076	708,076
Digital Audio/Podcast	Awareness	Impressions	2,458,537	19,845,361
Digital Display	Interest	Click-Thru Rate	0.02%	
Mobile	Interest	Click-Thru Rate	0.10%	0.12%
Paid Social	Interest	Click-Thru Rate	1.50%	0.44%(FB)/0.52(LI)
Paid Search	Intent	Cost-Per-Click		

## **APPENDIX B**

**August 2017 and March 2018**

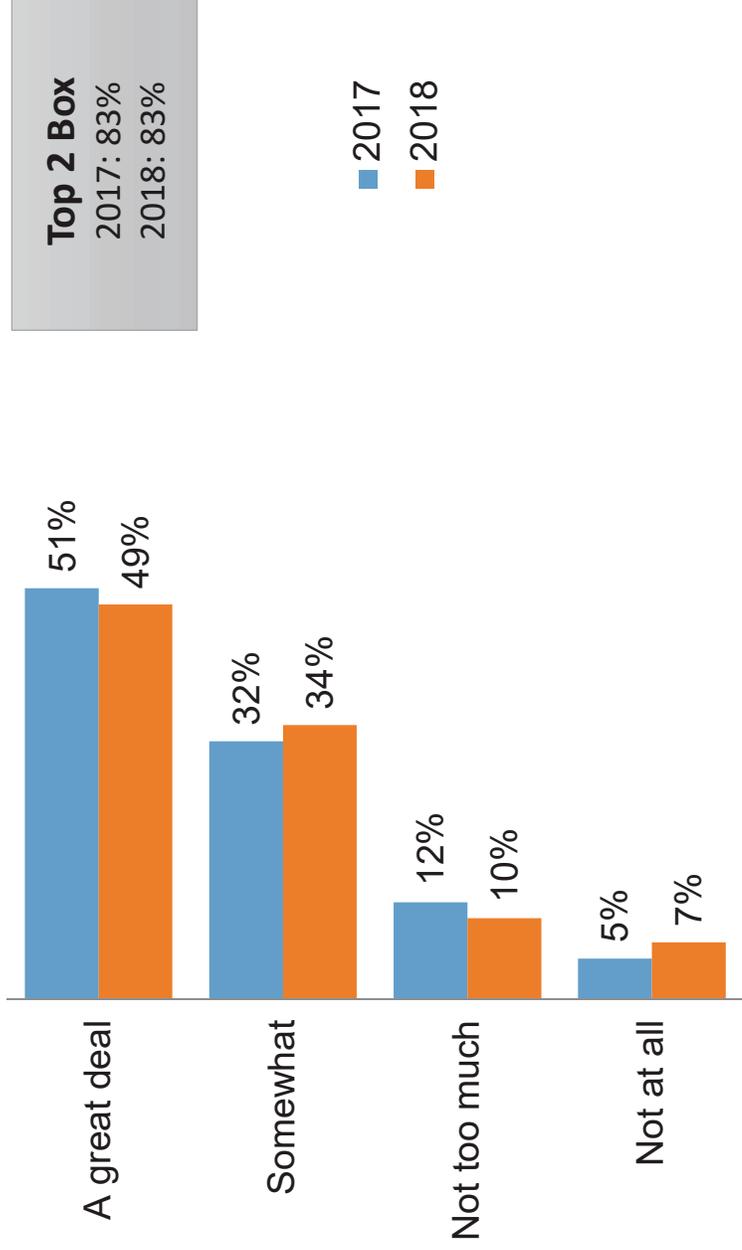
**Residential and Business Customer insight panel.**

**SoCalGas customer panelist response to the question:**

**“To what degree do you care about the issue of global climate change?”**

# Global Climate Change - RES

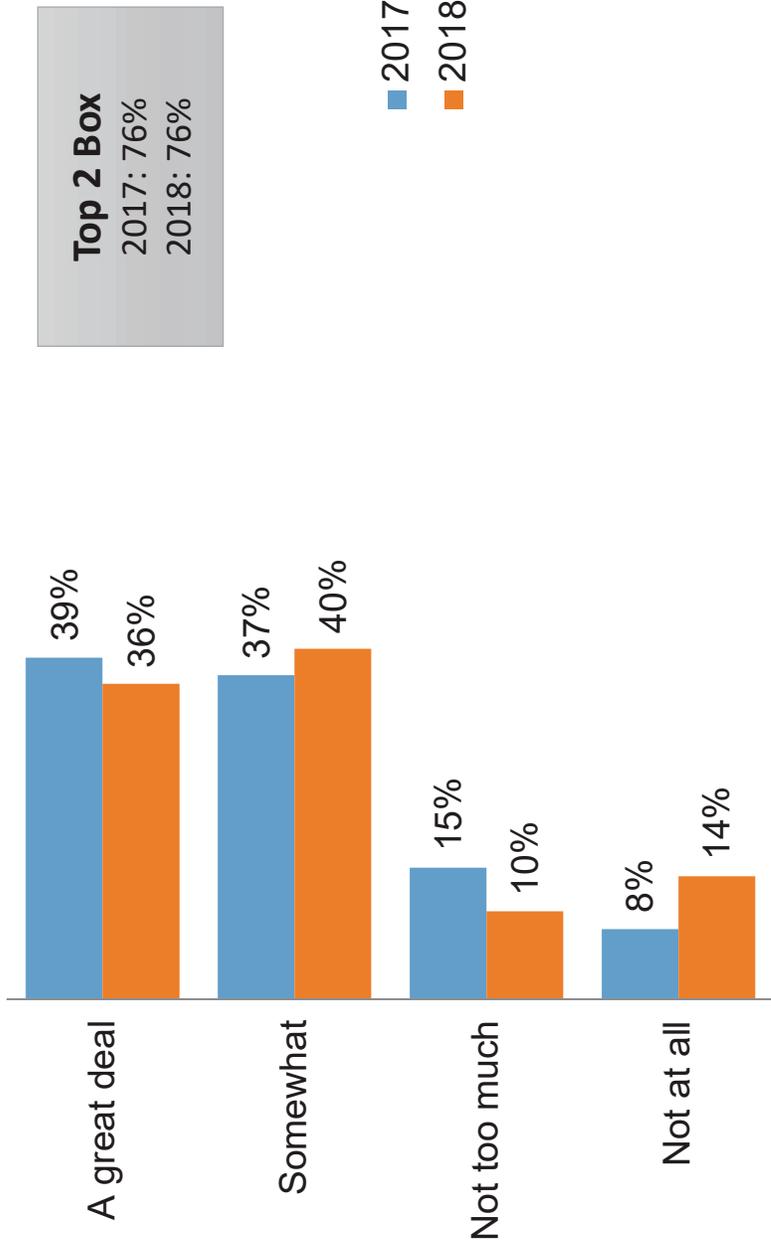
Over four-fifths of residential panelists care about climate change with about half indicating that they care a great deal.



Base: 2017 All Respondents (n=1,507), 2018 All Respondents (n=1,191)  
RES CIP – AUG17\_1. To what degree do you care about the issue of global climate change?  
RES CIP – MARCH18\_11. To what degree do you care about the issue of global climate change?

# Global Climate Change-BIZ

Two-in-five business panelists care a great deal about climate change.



Base: 2017 All Respondents (n=271), 2018 All Respondents (n=202)  
BIZ CIP – AUG17\_1. To what degree do you care about the issue of global climate change?  
BIZ CIP – MARCH18\_11. To what degree do you care about the issue of global climate change?

## **APPENDIX C**

### **2017 Customer Marketing and Communication Material Samples**

## Call 811 Before You Dig – It's Free

Pipelines may be located anywhere, including under streets and sidewalks. Since you're a SoCalGas® customer, there are most likely utility-owned pipelines underground on your property, possibly **just inches below the surface**. That is why it is important to know where they are before every digging project, from simple landscaping projects like planting trees or shrubs, to building a deck or installing a mailbox.

- 1 Mark out your proposed excavation area in white paint or with other suitable markings.
- 2 Call Underground Service Alert at **811** between 6 a.m. and 7 p.m., Monday through Friday (excluding holidays), or submit a location request at [california811.org](http://california811.org) at least two working days prior to excavation.
- 3 Wait until SoCalGas either marks its natural gas pipelines and indicates pipe material and diameter—or advises you that the area is clear of its pipes. Other utilities will do the same for their lines.
- 4 Once all lines are marked, and before using any power excavation equipment in the area, use only hand tools within 24 inches of each marked utility line to determine the exact location of all lines.
- 5 Report any pipe damage by calling SoCalGas immediately at **1-800-427-2200**. No damage is too small to report. Even a slight gouge, scrape or dent to a pipeline, its coating or any component attached to or running alongside the pipe may harm the integrity of the pipe or cause a dangerous leak in the future.
- 6 **Call 911** promptly after evacuating the area if the damage results in a natural gas leak that may endanger life or cause bodily harm or property damage.



Know what's below.  
Call before you dig.

### Common examples of when to call 811:

- Installing a mailbox
- Putting in a fence
- Planting trees or shrubs
- Building a patio or deck
- Excavating a new garden area

Please be aware that SoCalGas does not mark customer-owned natural gas lines, which typically run from the natural gas meter to the customer's equipment and appliances. To have customer-owned lines located and marked before a project, SoCalGas advises customers to contact a qualified pipe-locating professional.

**Make sure any contractor you hire calls 811** to have utility-owned lines marked before digging.

## Locate Major Pipelines Near You

Pipeline markers indicate only the approximate, not exact, location of buried pipelines. Markers also do not indicate the depth or number of pipelines in the area. These yellow markers display the pipeline operator's name and a phone number to call in case of emergency.

To view maps and identify the approximate locations of major natural gas pipelines in your area, visit [socialgas.com/safety](http://socialgas.com/safety) or the National Pipeline Mapping System (NPMS) website at [npms.phmsa.dot.gov](http://npms.phmsa.dot.gov). These maps only indicate the general location of pipelines and should never be used as a substitute for contacting Underground Service Alert – by phone at **811** or online at [california811.org](http://california811.org) – at least two working days before digging.

## Pipeline Maintenance And Your Safety

SoCalGas uses pipelines to deliver natural gas to residential and business customers for heating, cooking, manufacturing and other purposes. We routinely perform pipeline safety tasks – including patrolling, testing, repairing and replacing pipelines – and have ongoing technical training and testing for employees.

Our goal is to identify and resolve potential issues before a major problem occurs. We have implemented a rigorous integrity management program in densely populated areas. We use advanced safety inspection tools to monitor pipe condition and to verify that the pipelines are being maintained safely. In order to perform these important inspections, the area around our pipelines must be clear of shrubs, trees, fences and other structures.

For more information on pipeline safety, visit [socialgas.com/stay-safe](http://socialgas.com/stay-safe).

## Llame al 811 antes de excavar - Es gratis

Puede haber tuberías en cualquier parte, incluso abajo de calles y aceras. Dado que usted es cliente de SoCalGas®, lo más probable es que haya tuberías subterráneas propiedad de la compañía de gas en su inmueble, quizás **a solo unas cuantas pulgadas debajo de la superficie**. Por eso es importante saber dónde están ubicadas antes de cada obra de excavación, que pueden ser desde simples trabajos para embellecer el jardín como plantar árboles o arbustos, hasta la construcción de una plataforma o la

- 1 Demarque el área propuesta de la excavación con pintura blanca o con otras marcas adecuadas.
- 2 Llame a Underground Service Alert al **811** entre 6 a.m. y 7 p.m., de lunes a viernes (excepto días festivos), o envíe una solicitud de localización a **california811.org** por lo menos dos días hábiles antes de excavar.
- 3 Espere hasta que SoCalGas marque sus tuberías de gas natural e indique el material y diámetro de la tubería –o le notifique que en el área no tiene ninguna tubería. Otras empresas de servicios públicos harán lo mismo con sus líneas.
- 4 Una vez que todas las líneas estén marcadas, y antes de usar cualquier equipo eléctrico de excavación en el área, use únicamente herramientas de mano cuando esté a menos de 24 pulgadas de cada línea de servicio público marcada para determinar la localización exacta de todas las líneas.
- 5 Reporte cualquier daño a la tubería llamando inmediatamente a SoCalGas al **1-800-342-4545**. Ningún daño es demasiado pequeño como para no reportarlo. Incluso una ligera hendidura, raspadura o abolladura a una tubería, su recubrimiento o a cualquier componente adherido o que vaya junto a la tubería puede dañar la integridad de la tubería o causar una peligrosa fuga en el futuro.
- 6 **Llame al 911** sin demora después de evacuar el área si el daño resulta en una fuga de gas natural que pudiera poner en peligro la vida o causar lesiones corporales o daños a la propiedad.

Por favor tenga presente que SoCalGas no marca las tuberías de gas natural propiedad de los clientes, mismas que normalmente van del medidor de gas a los equipos y aparatos domésticos de gas natural del cliente. Para que localicen y marquen las tuberías propiedad del cliente antes de una obra, SoCalGas aconseja que los clientes se pongan en contacto con un profesional calificado en la localización de tuberías.

**Asegúrese de que cualquier contratista que emplee llame al 811** para que marquen las líneas propiedad de las empresas de servicios públicos antes de excavar.



Sepa qué hay **debajo**.  
Llame antes de excavar.

### Ejemplos comunes de cuándo llamar al 811:

- Instalar un buzón de correo
- Colocar una cerca
- Plantar árboles o arbustos
- Construir un patio o una cubierta
- Excavar una nueva área en el jardín

## Localice tuberías importantes que estén cerca de usted

Los marcadores de tuberías indican solamente la ubicación aproximada, no exacta, de las tuberías enterradas. Los marcadores tampoco indican la profundidad ni el número de tuberías en el área. Estos marcadores amarillos muestran el nombre del operador de la tubería y un número de teléfono para llamar en caso de emergencia.

Para ver mapas e identificar las ubicaciones aproximadas de las principales tuberías de gas natural en su área, visite **socalgas.com/es/safety** o vaya al sitio web del National Pipeline Mapping System (NPMS) en **npms.phmsa.dot.gov**. Estos mapas indican únicamente la ubicación general de las tuberías y nunca deberán usarse en vez de ponerse en contacto con el servicio de localización Underground Service Alert – por teléfono llamando al **811** o por internet en **california811.org** – cuando menos dos días hábiles antes de excavar.

## El mantenimiento de las tuberías y su seguridad

SoCalGas usa tuberías para distribuir gas natural a clientes residenciales y comerciales para calentar, cocinar, manufacturar y otros fines. , Rutinariamente ejecutamos tareas de seguridad en las tuberías–que incluyen vigilancia, pruebas, reparación y reemplazo de tuberías– y ofrecemos capacitación y exámenes técnicos continuos a los empleados.

Nuestra meta es identificar y resolver dificultades potenciales antes de que ocurra un problema mayor. Hemos implementado un riguroso programa de control de la integridad en áreas densamente pobladas. Usamos herramientas avanzadas de inspección de seguridad para monitorear la condición de las tuberías y verificar que a las tuberías se les esté dando mantenimiento de manera segura. Para llevar a cabo estas importantes inspecciones, el área alrededor de nuestras tuberías debe estar libre de arbustos, árboles, cercos y otras estructuras.

Para más información de seguridad en las tuberías, visite **socalgas.com/es/stay-safe**.

SoCalGas®  
555 W. Fifth Street  
Los Angeles, CA 90013-1011

Service Address :

<<ADDRESS>>

<<CITY>>, <<STATE>> <<zip>>

## Welcome Neighbor

A new natural gas account has been opened in your name.

Did you know you can have your natural gas appliances serviced? Take advantage of this free service and visit **socalgas.com** or call 1-800-427-2200 to schedule an appointment. Enclosed is important information about the services we provide, appliance safety tips, pipeline safety information, energy savings tips and customer assistance programs.

## Bienvenido Vecino

Una nueva cuenta de gas natural se abrió a su nombre.

¿Sabía que puede tener sus aparatos de gas natural mantenidos? Aproveche este servicio gratis y visite **socalgas.com/espanol** o llame a 1-800-342-4545 para solicitar una cita de servicio. Hemos incluido información importante acerca de los servicios que ofrecemos, como consejos de seguridad para aparatos de gas natural, información sobre los gasoductos y las tuberías de gas, consejos para el ahorro de energía y programas de asistencia.

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欲知詳情，請洽免費粵語專線: **1-800-427-1420**

더 자세한 안내를 받으시려면 다음  
한국어 전화로 문의해 주십시오: **1-800-427-0471**

欲知詳情，請洽免費國語專線: **1-800-427-1429**

Để biết thêm chi tiết bằng tiếng Việt, xin gọi: **1-800-427-0478**

For any other languages, call our Language Interpreter Service Line at 1-888-427-1345.  
TDD: 1-800-252-0259

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<First Name> <Last Name>

<<ADDRESS>>

<<CITY>>, <<STATE>> <<zip>>



A  Sempra Energy utility®

## Safety Notices:

### How to Recognize and Respond to a Gas Leak

It's important to keep in mind that natural gas is flammable and that a simple spark can serve as an ignition source. Your sense of sight, hearing or smell can alert you to a gas leak.

#### Look

- A damaged connection to a natural gas appliance.
- Debris, water or dirt being blown in the air could be caused by a leak in an underground pipe. Pipes can be just inches below the surfaces so these signs can alert you to a natural gas leak.
- Dead or dying vegetation (in an otherwise moist area) over or near natural gas pipeline areas.
- Fire or explosion near a gas pipeline.
- Exposed pipeline after an earthquake, fire, flood or other disaster.

#### Listen

- An unusual sound, such as a hissing, whistling or roaring sound near a gas line or appliance.

#### Smell

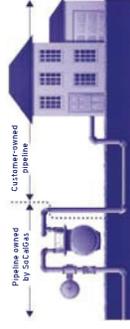
- The distinctive odor\* of natural gas.

\*Some people may not be able to smell the odor because they have a diminished sense of smell, olfactory fatigue (normal, temporary inability to distinguish an odor after prolonged exposure to it) or because the odor is being masked or hidden by other odors that are present, such as cooking, damp, musty or chemical odors. In addition, certain conditions in pipe and soil can cause odor fade – the loss of odorant so that it is not detectable by smell.

**If you smell natural gas or suspect a gas leak: IMMEDIATELY EVACUATE** the area, and from a safe location, call SoCalGas® at 1-800-427-2200 24 hours a day, seven days a week.

- **CALL 911** promptly after evacuating the area if the damage results in a natural gas leak that may endanger life or cause bodily harm or property damage.
- **DO NOT** smoke or light a match, candle or other flame.
- **DO NOT** turn electrical devices or light switches on or off, or use any device that could cause a spark.
- **DO NOT** start an engine or use any device, including a telephone, which could cause a spark.
- **DO NOT** attempt to control the leak or repair the damaged pipe or meter. Natural gas leaking from a plastic pipe can create static electricity that can ignite the natural gas.
- **DO NOT** use or turn off any equipment that could cause a spark.
- Motorized or electrically powered equipment or vehicles may create an ignition source if a natural gas leak is present. Safely abandon any motorized or powered equipment or vehicles.

## Maintain Your Gas Lines



SoCalGas is responsible for maintaining the gas lines that carry natural gas to your meter. However, if you're a property owner, property manager, tenant and/or occupant, you are responsible for maintaining all gas lines on your side of the meter.

Such customer-owned gas lines include all piping that goes:

- From your gas meter to the appliances on your property.
- From a curbside gas meter to the home or building (when the meter is not right beside the home or building).
- From your gas meter underground to a building, pool/spa heater, barbecue or other gas appliances.

Not maintaining gas pipelines could result in potential hazards due to corrosion and leakage. To properly maintain your gas lines, you should have them periodically inspected to identify unsafe conditions, including corrosion (if the pipe is steel or other metal) and leaks. Repair any unsafe conditions immediately. A qualified professional, such as a plumbing or heating contractor, can assist you in finding, inspecting and repairing your buried gas lines.

**NOTE:** If you own a master-metered gas line system, the U.S. Department of Transportation requires you to notify your tenants of the information above. You may do so by keeping this notice posted continuously in a common area frequented by your tenants.

## Call 811 Before You Dig—It's Free!



Call Underground Service Alert at 811 or submit a location request online at [california811.org](http://california811.org) at least two working days before you begin any type of digging. Underground Service Alert will coordinate with SoCalGas and other utility owners in the area to mark the locations of buried utility-owned lines. Mark out your proposed excavation with white paint or other suitable markings. This is a no-cost service and it can help prevent injury, costly property damage and loss of utility service.

Once utility-owners have marked their lines, carefully use only hand tools within 24 inches of each marked utility line to expose the exact locations of all lines before using any power excavation equipment in the area. Note that utilities do not mark customer-owned lines such as gas piping to customer-owned appliances and equipment. Report any pipe damage by calling SoCalGas immediately at 1-800-427-2200. No damage is too small to report.

**For more safety information, visit [socialgas.com](http://socialgas.com) (search "SAFETY"). For information about major pipelines in your area, visit [socialgas.com](http://socialgas.com) (search "MAPS") or visit [www.npms.phmsa.dot.gov/](http://www.npms.phmsa.dot.gov/).**

## Bill Facts

- Your bill is due upon receipt and will be considered past-due if not paid within 19 days from the mail date as displayed on the bill. If your bill is not paid within 19 days, we may disconnect your gas service for non-payment.
  - Business customers may be charged a late fee if their bills are not paid by the late payment assessment date as displayed on the bill. Unable to pay by the due date? Visit [socialgas.com](http://socialgas.com) (search "PAYMENT ARRANGEMENTS") or call us to make payment arrangements. We also have information on special programs or agencies that may be able to help you.
  - If you are unable to pay the past-due bill and haven't been offered payment arrangements, you may contact the California Public Utilities Commission (CPUC) at 1-800-649-7570 to file an informal complaint. You must contact SoCalGas and the CPUC before the final date shown on the termination notice to keep from having your gas service disconnected.
  - We will not disconnect gas service for non-payment if you can prove that a permanent resident of your home is 62 or older, handicapped\* or that being without gas service would be especially dangerous to someone living in the home. You must, however, agree to pay the past-due bill in reasonable installments while paying future gas bills on time.
  - Your gas service will not be disconnected for non-payment on any Saturday, Sunday, legal holiday or any time our offices aren't open to the public.
  - Disconnected service requires a reconnection charge and a deposit to re-establish credit. You also may need to provide proof of identification in order to re-establish service. If you already have a deposit on your account, you may be required to pay an additional amount. Once payment is received, we will schedule an order to restore your service; however, same-day restoration of service is not available. It will be necessary for us to enter your home to reconnect your gas. Entry arrangements can be made at the time of scheduling your reconnect.
  - A returned payment charge will be added to your account if your payment is not honored by the bank.
- \*We may ask for certification by a licensed physician, public health nurse or social worker.

## Questions?

SoCalGas is committed to providing exceptional customer service. If you have questions about the information in this notice, please contact us at: **All Customers: [socialgas.com](http://socialgas.com)**  
Residential Customers: 1-800-427-2200  
Business Customers: 1-800-427-2000  
TTY/TDD: 1-800-252-0259

## PARA SU INFORMACIÓN

### Avisos de seguridad:

**Cómo reconocer y responder ante una fuga de gas**  
Es importante tener presente que el gas natural es inflamable y que una simple chispa puede servir como fuente de ignición. Sus sentidos de la vista, el oído y el olfato pueden alertarle de la presencia de una fuga de gas:

#### **Vea**

- Si está dañada una conexión a un aparato de gas natural.
- Vegetación muerta o muriéndose (en una superficie húmeda) encima o cerca de un lugar donde hay tuberías de gas natural.
- Desechos, agua o tierra siendo expulsados al aire. Ello puede deberse a una fuga en una tubería subterránea. Las tuberías pueden estar a apenas unas pulgadas debajo de las superficies.
- Por lo que estas señales pueden alertarle sobre una fuga de gas natural.

- Un incendio o explosión cerca de una tubería de gas.
- Tubería expuesta después de un terremoto, incendio, inundación u otro desastre.

#### **Oiga**

- Un sonido inusual, como un silbido, un chifrido o un estruendo cerca de una tubería o aparato de gas.

#### **Huela**

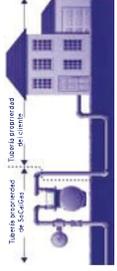
- El olor distintivo\* del gas natural.
- \*Algunas personas tal vez no puedan percibir el olor porque tienen un sentido del olfato disminuido, fatiga olfativa (una incapacidad temporal normal para distinguir un olor después de una exposición prolongada al mismo) o porque el olor está siendo disimulado u oculto por otros olores que están presentes, como olores de cocina, humedad, olor a cerrado o a sustancias químicas. Además, ciertas condiciones en las tuberías y el suelo pueden ocasionar el desvanecimiento del olor —la pérdida del compuesto aromático, de tal manera que no sea detectable por medio del olfato.

**Si huele a gas natural o sospecha que hay una fuga de gas:** EVACÚE INMEDIATAMENTE el área y, desde un lugar seguro, llame a SoCalGas® al 1-800-342-4545, 24 horas al día, siete días a la semana.

- **LLAME AL 911** enseguida después de evacuar el área si el daño resulta en una fuga de gas natural que pudiera poner en peligro la vida o causar lesiones o daños a la propiedad.
- **NO** fume o encienda un fósforo, vela u otra llama.
- **NO** encienda ni apague aparatos eléctricos o luces ni use ningún dispositivo que pueda provocar una chispa.
- **NO** encienda un motor ni use ningún dispositivo, ni siquiera un teléfono, que puedan provocar una chispa.
- **NO** intente controlar la fuga ni reparar la tubería o el medidor dañados. El gas natural que se escapa de una tubería de plástico puede crear electricidad estática que puede encender el gas natural.
- **NO** use ni apague ningún equipo que pudiera provocar una chispa. Los equipos o vehículos motorizados o eléctricos pueden crear una fuente de ignición si hay una fuga de gas natural. Abandone de manera segura cualquier equipo o vehículo motorizado o eléctrico.

### Dele mantenimiento a sus tuberías de gas

SoCalGas es responsable de dar mantenimiento a las tuberías de gas que transportan gas natural hasta su medidor. Sin embargo, si es propietario, administrador, arrendador u ocupante de un inmueble, usted es responsable de dar mantenimiento a todas las tuberías de gas que estén de su lado del medidor.



Dichas tuberías de gas propiedad del cliente incluyen todas las líneas que van:

- Desde el medidor de gas hasta los aparatos domésticos que estén dentro de su propiedad.
- Desde un medidor de gas que está en la acera hasta la casa o construcción (cuando el medidor no está justo a un lado de la casa o construcción).
- Desde su medidor subterráneo de gas hasta una construcción, caldera de piscina/tina de hidromasaje, asador de patio u otros aparatos domésticos de gas.

El no dar mantenimiento a las tuberías de gas podría resultar en peligros potenciales debido a corrosión y fugas. Para dar un mantenimiento adecuado a sus tuberías de gas, debe hacer que las

inspeccionen periódicamente para identificar condiciones inseguras, entre las que se incluye la corrosión (si la tubería es de acero u otro metal) y fugas. Repare inmediatamente cualquier condición de inseguridad. Un profesional calificado, como un contratista en plomería o calefacción, puede ayudarle a localizar, inspeccionar y reparar las líneas de gas enterradas.

NOTA: Si tiene un sistema de tuberías de gas con medidor maestro, el Departamento de Transporte de los Estados Unidos requiere que les notifique a sus inquilinos la información anteriormente mencionada. Puede hacerlo dejando este aviso puesto continuamente en un área común frecuentada por sus inquilinos.

### Llame al 811 antes de excavar—¡Es gratis!

Llame al servicio de localización Underground Service Alert al 811 o presente en línea una solicitud de ubicación en [california811.org](http://california811.org) cuando menos dos días hábiles antes de que empiece cualquier tipo de excavación. Underground Service Alert se coordinará con SoCalGas y los propietarios de otras empresas de servicios públicos que hay en el área para marcar la ubicación de las tuberías enterradas propiedad de las compañías de servicios públicos. Demarque el área propuesta de la excavación con pintura blanca o con otras marcas adecuadas. Éste es un servicio gratuito y puede ayudar a prevenir lesiones, costosos daños a la propiedad y la pérdida del servicio público.



Una vez que los propietarios de las empresas de servicios públicos hayan marcado sus tuberías, use con cuidado únicamente herramientas de mano a menos de 24 pulgadas de cada una de las tuberías de servicios públicos marcadas con el fin de poner a la vista la ubicación exacta de todas las tuberías; antes de usar cualquier equipo eléctrico de excavación en el área.

Tenga en cuenta que las empresas de servicios públicos no marcan las líneas propiedad del cliente, tales como tuberías de gas que van hacia aparatos y equipos propiedad del cliente. Reporte cualquier daño a la tubería llamando inmediatamente a SoCalGas al 1-800-342-4545. Ningún daño es demasiado pequeño como para no reportarse.

**Para más información sobre seguridad, visite [socialgas.com/espanol](http://socialgas.com/espanol) (busque la palabra clave "SEGURIDAD"). Para más información acerca de los principales ductos en su zona, visite [www.npsms-phmsa.dot.gov](http://www.npsms-phmsa.dot.gov).**

### Información sobre la factura

- La factura debe pagarse en cuanto la reciba y se considerará vencida si no se paga en un plazo de 19 días a partir de la fecha de envío por correo que aparece en la factura. Si la factura no se paga dentro del plazo de 19 días; tal vez le desconectemos el servicio de gas por falta de pago.

- A los clientes comerciales se les puede hacer un cargo por pago atrasado si sus facturas no se pagan antes de la fecha en que se determina el pago atrasado, según se muestra en la factura.
- ¿No puede pagar antes de la fecha de vencimiento? Visite [socialgas.com/espanol](http://socialgas.com/espanol) (busque las palabras clave "ARREGLOS DE PAGO") o llámenos para hacer arreglos de pago. También tenemos información sobre programas especiales o agencias que tal vez puedan ayudarle.

- Si no puede pagar la factura vencida y no le han ofrecido arreglos de pago, puede comunicarse a la Comisión de Servicios Públicos de California (CPUC) al 1-800-649-7570 para presentar una queja informal. Debe ponerse en contacto con SoCalGas y la CPUC antes del plazo final que aparece en el aviso de cancelación de servicio para evitar que le desconecten el servicio de gas.

- No desconectaremos el servicio de gas por falta de pago si puede comprobar que alguien que reside permanentemente en su casa tiene 62 años o más, está discapacitado\* o que estar sin servicio de gas podría resultar especialmente peligroso para alguien que vive en la casa. Debe, sin embargo, convenir en liquidar la factura vencida haciendo pagos razonables mientras paga a tiempo las futuras facturas de gas.

- No se desconectará el servicio de gas por falta de pago los sábados, domingos o días de descanso obligatorio ni en horarios en que nuestras oficinas no estén abiertas al público.

- Un servicio desconectado requiere un cargo de reconexión y un depósito para restablecer el crédito. Usted también podría tener que presentar comprobante de identificación para restablecer el servicio. Si ya tiene un depósito en su cuenta, tal vez se le requiera que pague una cantidad adicional. Una vez que se reciba el pago, programemos una orden para restaurar su servicio; sin embargo, no hay restablecimiento de servicio el mismo día. Será necesario que entremos a su casa para reconectar el servicio de gas. Se pueden hacer arreglos para entrar en el momento de programar la cita de reconexión.
- Un pago devuelto se agregará a su cuenta si el banco no acepta pagarlo.

\*Tal vez pidamos la certificación de un médico, enfermero de salud pública o trabajador social con licencia.

### ¿Dudas?

SoCalGas tiene el compromiso de brindar un excepcional servicio al cliente. Si tiene alguna duda sobre la información contenida en este aviso, por favor comuníquese con nosotros a: **Todos los clientes: [socialgas.com/espanol](http://socialgas.com/espanol)**. Clientes residenciales: 1-800-342-4545, Clientes comerciales: 1-800-427-2000, TTY/TDD: 1-800-252-0239

## AGRICULTURAL SAFETY TIPS

A Guide to Safe Digging Around Natural Gas Pipelines

**SoCalGas** A Sempra Energy company  
 555 West 5th St., M.L. GT11A2  
 Los Angeles, CA 90013

**IMPORTANT SAFETY INFORMATION**



### CONTACT 811 BEFORE YOU DIG. IT'S THE LAW!

Farm technology and equipment is becoming more powerful and can dig deeper. At the same time, weather-related erosion can expose buried pipelines. To help protect the pipelines from damage, always call **811** before excavation, plowing, drain tile installation or land contour modifications.

Protect employees working near pipelines by having the pipeline's location marked using five simple safety steps:

- 1 MARK** out your proposed excavation area in white paint or provide other suitable markings.
- 2 CALL** Underground Service Alert at **811** from 6 a.m. to 7 p.m., Monday through Friday (excluding holidays) or submit a location request at [california811.org](http://california811.org) at least two working days before digging. Underground Service Alert will contact SoCalGas, as well as other local utilities, to mark the location of all utility-owned lines for **FREE**. Notifying Underground Service Alert prior to excavation is required by California law. **Failure to comply can carry heavy fines.**
- 3 WAIT** until SoCalGas either marks the natural gas pipelines and indicates pipe material and diameter or advises you the area is clear of the pipes before you start digging.
- 4 USE** only hand tools within 24 inches of each marked utility line to carefully expose the exact locations of all lines before using any power equipment in the area.
- 5 REPORT** any pipe damage by calling SoCalGas immediately at **1-800-427-2200**. No damage is too small to report. Even a slight gouge, scrape or dent to a pipeline, its coating, or any component attached to or running alongside the pipe, such as wire, may cause a dangerous break or leak in the future.

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**SoCalGas**  
A Sempra Energy company

### HOW TO RECOGNIZE AND RESPOND TO A NATURAL GAS LEAK

Your sense of sight, hearing or smell can alert you to a natural gas leak.



- Dirt, water or debris being blown in the air
- Dead or dying vegetation (in a most area) over or near pipeline areas
- A fire or explosion near a pipeline
- Exposed pipeline after an earthquake, fire, flood or other disaster



- An unusual sound, such as a hissing, whistling or roaring sound near a natural gas line



- The distinctive odor\* of natural gas
- \*Some people may not be able to smell the odor because they have a diminished sense of smell, olfactory fatigue (normal, temporary inability to distinguish an odor after prolonged exposure to it) or because the odor is being masked or hidden by other odors that are present, such as damp, musty or chemical smells. In addition, certain conditions in pipe and soil can cause odor fade – the loss of odorant so that it is not detectable by smell.

### IF YOU DAMAGE A PIPELINE OR SUSPECT A NATURAL GAS LEAK:

- **IMMEDIATELY EVACUATE** the area and, from a safe location, call 911 and SoCalGas at **1-800-427-2200**, 24 hours a day, seven days a week for all dig-ins resulting in a natural gas leak.
- **DO NOT** turn electrical devices or light switches on or off, or use any device including a phone that could cause a spark.
- **DO NOT** smoke or light a match, candle or other flame.
- **DO NOT** operate machinery, start an engine or use any equipment or vehicles that could cause a spark. Motorized and electrically powered equipment and vehicles may be an ignition source for leaking natural gas. Safely abandon any motorized or powered equipment and vehicles.
- **DO NOT** attempt to control the leak, or repair the damaged pipe or meter. Natural gas leaking from a plastic pipe can create static electricity that can ignite the natural gas.
- **REPORT** any pipe damage by calling SoCalGas immediately at **1-800-427-2200**. No damage is too small to report. Even a slight gouge, scrape or dent to a pipeline, its coating or any component attached to or running alongside the pipe, such as a wire, may cause a dangerous break or leak in the future.

### ABOUT SOCALGAS®

We serve more than 21.6 million consumers throughout our service area, spanning Central and Southern California. We monitor natural gas for quality and add a distinctive odor to aid in the detection of leaks. We transport natural gas safely through underground pipelines to our residential customers for cooking and heating and to commercial and industrial customers for manufacturing of products and generation of electricity. We protect our pipelines and communities we serve through employee training, regular maintenance and testing, close supervision and inspection to check for leaks or other damages.

### IMPORTANT CONTACT INFORMATION

To report a pipeline emergency, call SoCalGas at **1-800-427-2200**. No damage is too small to report. Call Underground Service Alert at **811 BEFORE** you dig. For more information, visit [california811.org](http://california811.org).

Visit [socialgas.com/stay-safe](http://socialgas.com/stay-safe) for more safety information.

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 WY000004, SHE-PKCS-03/17



Pipeline markings and what they mean.

Red: Electric
Yellow: Gas, oil, steam
Orange: Communications
Blue: Water
Purple: Reclaimed water
Green: Sewer
Pink: Temporary markings
White: Proposed excavation

## SUGERENCIAS DE SEGURIDAD AGRÍCOLA

Guía para excavar con seguridad alrededor de tuberías de gas natural



### ACERCA DE SOCALGAS®

Damos servicio a más de 20.9 millones de consumidores en toda nuestra área de servicio, que abarca el centro y sur de California. Monitoreamos la calidad del gas natural y le ayudamos un olor distintivo para ayudar en la detección de fugas. Transportamos gas natural de manera segura a través de tuberías subterráneas a nuestros clientes residenciales para cocinar y calentar, y a nuestros clientes comerciales e industriales para fabricar productos y generar electricidad. Protegemos nuestras tuberías y a las comunidades que alimentamos mediante capacitación a empleados, mantenimiento y pruebas regulares, protección contra la corrosión e inspección para detectar fugas u otros daños.



### IMPORTANTE INFORMACIÓN DE CONTACTO

Para reportar una emergencia en las tuberías, llame a SoCalGas al **1-800-342-4545**. Ningún daño es demasiado pequeño como para no reportarlo.

Llame a Underground Service Alert al 811 **ANTES** de excavar. Para más información, visite [california811.org](http://california811.org).

Visite [socialgas.com/es/stay-safe](http://socialgas.com/es/stay-safe) para más información sobre seguridad.



### LLAME AL 811 ANTES DE EXCAVAR. ¡ES POR LEV!

La tecnología y el equipo agrícola es cada vez más potente y puede cavar más profundo. Al mismo tiempo, las condiciones atmosféricas y la presión pueden reducir el suelo encima de servicios públicos subterráneos que protegen la tubería de daños. Siempre llame al 811 antes de un arado profundo, la instalación de tubería de drenaje o modificaciones al contorno del suelo.

Proteja a los empleados que estén trabajando cerca de tuberías, para lo cual vea que marquen la localización de las tuberías siguiendo cinco sencillos pasos de seguridad:

- 1 DEMARQUE** el área propuesta de la excavación con pintura blanca o ponga otras marcas adecuadas.
- 2 LLAME** a Underground Service Alert al 811 de 6 a. m. a 7 p. m., de lunes a viernes (excepto días festivos) o envíe una solicitud de localización a [california811.org](http://california811.org) por lo menos dos días hábiles antes de excavar. Underground Service Alert se pondrá en contacto con SoCalGas, así como con otras empresas de servicios públicos locales, para marcar la ubicación de las tuberías que se cruzan con las excavaciones públicas. **SIN CARGO. ALGUNO.** Notificar a Underground Service Alert antes de excavar es un requisito que establecen las leyes del estado de California. **No cumplimiento puede acarrear onerosas multas.**
- 3 ESPERE** hasta que SoCalGas® marque las tuberías de gas natural e indique el material y diámetro de las tuberías —o bien le notifique antes de empezar a excavar que no hay ninguna tubería en el área.
- 4 USE** únicamente herramientas de mano cuando esté a menos de 24 pulgadas de cada una de las tuberías de servicios públicos que se marcaron, para cuidadosamente exponer la ubicación exacta de todas las tuberías, antes de usar algún equipo eléctrico en el área.

### CÓMO RECONOCER Y RESPONDER A UNA FUGA DE GAS NATURAL

Los sentidos de la vista, el oído y el olfato pueden alertarle de una fuga de gas natural.



**• Tierra, agua o desechos** siendo expulsados al aire

**• Vegetación muerta o muriéndose** en una superficie húmeda encima o cerca de un lugar donde hay tuberías

**• Un incendio o explosión** cerca de una tubería

**• Tubería expuesta** después de un terremoto, incendio, inundación u otro desastre

**• Algunas personas** tal vez no puedan percibir el olor porque tienen un sentido del olfato disminuido, fatiga olfativa (una incapacidad temporal normal para distinguir un olor después de una exposición prolongada al mismo) o porque el olor está siendo disimulado u oculto por otros olores que están presentes, como olores a humedad, a cerrado o a sustancias químicas. Además, ciertas condiciones en las tuberías y el suelo pueden ocasionar el desvanecimiento del olor — la pérdida del compuesto aromático, de tal manera que no sea detectable por medio del olfato.

**• El olor distintivo\*** del gas natural

**\*Algunas personas** tal vez no puedan percibir el olor porque tienen un sentido del olfato disminuido, fatiga olfativa (una incapacidad temporal normal para distinguir un olor después de una exposición prolongada al mismo) o porque el olor está siendo disimulado u oculto por otros olores que están presentes, como olores a humedad, a cerrado o a sustancias químicas. Además, ciertas condiciones en las tuberías y el suelo pueden ocasionar el desvanecimiento del olor — la pérdida del compuesto aromático, de tal manera que no sea detectable por medio del olfato.

**• Algunos** pueden consultarse mapas para identificar las ubicaciones aproximadas de las principales tuberías de gas natural en su zona, visitando el mapa interactivo de tuberías de transmisión y distribución de alta presión

de gas natural Natural Gas Transmission and High Pressure Distribution Pipeline Interactive Map en [socialgas.com/es/safety](http://socialgas.com/es/safety) o visite el sitio web del sistema nacional de mapas de tuberías National Pipeline Mapping System (NPMMS) en [npmms.phmsa.dot.gov](http://npmms.phmsa.dot.gov). Estos mapas indican únicamente la ubicación general de las tuberías y nunca deberán usarse en vez de llamar al 811 cuando menos dos días hábiles antes de excavar.

Reporte inmediatamente a individuos o actividades sospechosas alrededor de las tuberías llamando al **1-800-342-4545** o al 911.



**• Un sonido inusual**, como un silbido, chillido o estruendo cerca de una tubería de gas natural

**• Un olor distintivo\*** del gas natural

**• Algunos** pueden consultarse mapas para identificar las ubicaciones aproximadas de las principales tuberías de gas natural en su zona, visitando el mapa interactivo de tuberías de transmisión y distribución de alta presión

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Reporte inmediatamente a individuos o actividades sospechosas alrededor de las tuberías llamando al **1-800-342-4545** o al 911.

Marcas de las tuberías y qué significan.

<b>Rojo: Electricidad</b>
<b>Amarillo: Gas, petróleo, vapor</b>
<b>Anaranjado: Comunicaciones</b>
<b>Azul: Agua</b>
<b>Morado: Agua reciclada</b>
<b>Verde: Drenaje</b>
<b>Rosado: Marcas temporales</b>
<b>Blanco: Excavación propuesta</b>

Marcadores altamente visibles, como esto, marcan las rutas de las principales tuberías.

### SI DAÑA UNA TUBERÍA O SOSPECHA QUE HAY UNA FUGA DE GAS NATURAL:

• **EVACUE INMEDIATAMENTE** el área y, desde un lugar seguro, llame al 911. Y a SoCalGas al **1-800-342-4545**, 24 horas al día, siete días a la semana para todos las excavaciones que resulten en una fuga de gas natural.

• **NO encienda** ni apague aparatos eléctricos ni apagadores de luz; ni use un dispositivo, ni siquiera un teléfono, que pudiera causar una chispa.

• **NO lume** ni encienda un cerillo, vela u otra llama.

• **NO opere maquinaria**, arranque un motor o use ningún equipo o vehículo que pudiera provocar una chispa. Los equipos y vehículos motorizados y eléctricos pueden ser una fuente de ignición si hay gas natural escapándose. Abandone de manera segura cualquier equipo y vehículo motorizado o eléctrico.

• **NO intente** controlar la fuga ni reparar la tubería o el medidor dañado. El gas natural que escapa de una tubería de plástico puede generar electricidad estática, que puede encender el gas natural.

• **REPORTE** cualquier daño a una tubería llamando inmediatamente a SoCalGas al **1-800-342-4545**. Ningún daño es demasiado pequeño como para no reportarlo. Incluso una ligera hendidura, raspadura o abolladura a una tubería, su recubrimiento o a cualquier componente adherido o que vaya junto a la tubería, como un cable, puede causar una peligrosa ruptura o fuga en el futuro.



**IT'S WINTER SAVINGS TIME!**  
TIME TO SAVE MONEY, SAVE ENERGY AND STAY SAFE.



### **SAVE MONEY**

Lowering your thermostat just 3 to 5 degrees can save up to 10 percent off your monthly natural gas bill.



### **SAVE ENERGY**

Washing clothes in cold water can save up to 10 percent on water heating costs.



### **STAY SAFE**

Why risk a fire? Inspect and change your furnace filter every winter.

For more winter savings tips visit [SoCalGas.com/Winter](http://SoCalGas.com/Winter)



Actual savings may vary and will depend on various factors, including geographic location, weather conditions, equipment installed, usage rates and so forth.

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A Sempra Energy utility®

# NATURAL GAS SAFETY, ENERGY EFFICIENCY TIPS & SERVICES





## INTRODUCTION

For more than 150 years, SoCalGas® has been committed to delivering clean, safe and reliable natural gas to our customers. We transport natural gas safely through underground pipelines to our residential customers for cooking and heating and to commercial and industrial customers for manufacturing of products and generation of electricity. This guide is designed to answer questions you may have regarding natural gas safety tips and services.

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### **EMERGENCY INFORMATION**

For any suspected natural gas emergency, or questions regarding a natural gas odor or carbon monoxide, please call us immediately at **1-800-427-2200**.

### **BEFORE AN EMERGENCY**

- Know where your natural gas meter is located and keep a 12 inch or larger adjustable wrench with your emergency supplies or near your natural gas meter shut-off valve. Do not store the wrench on the meter or piping.
- A shut-off valve should be installed at every natural gas appliance between the wall and appliance connection. If a leak occurs at a specific appliance, the valve will permit you to turn off the natural gas at the appliance rather than shutting off all natural gas service at the meter. Some valves require a wrench to turn them.
- To help prevent your water heater from moving or toppling in an earthquake, strap it firmly to the wall studs in two places – the upper and lower one-third of the tank – with heavy bolts and metal strapping. Be sure to place the lower strap at least four inches above the thermostat controls. We recommend having a qualified professional install it for you.

- Call SoCalGas or a qualified professional to replace any semi-rigid aluminum or copper tubing appliance natural gas connectors with an approved flexible natural gas connector.
- Check safety devices, such as smoke and carbon monoxide detectors, to ensure that they are functioning properly.
- Make sure that flexible natural gas connectors are not subject to damage or passing through floors, walls or ceilings.

#### AFTER AN EMERGENCY

- **DO NOT** turn off the natural gas to your meter unless you smell natural gas, hear the sound of natural gas escaping or see other signs of a leak and **ONLY** if it is safe to do so. Do not turn it back on yourself. Call SoCalGas to turn the natural gas back on, to relight the pilots and service appliances for proper operation.
- **Check** your water heater and furnace vents. If the venting system becomes separated during an earthquake or other event, it could leak hazardous fumes into your home. Do not operate your appliance unless it is properly vented. Signs of an improperly vented appliance may include moisture on the inside of windows or an unusual odor when the appliance is in operation.
- **DO NOT** smoke, ignite a flame or use any electrical appliances, light switches or other devices that can cause a spark until you're sure there are no natural gas leaks.





### **NATURAL GAS LEAK**

Your sense of sight, hearing or smell can alert you to a natural gas leak.



#### **Look**

- A damaged connection to a natural gas appliance.
- Dirt, water or debris being blown in the air.
- Dead or dying vegetation (in an otherwise moist area) over or near pipeline areas.
- A fire or explosion near a pipeline.
- Exposed pipeline after an earthquake, fire, flood or other disaster.



#### **Listen**

- An unusual sound, such as a hissing, whistling or roaring sound near a natural gas line or appliance.



#### **Smell**

- The distinctive odor\* of natural gas.

\* Some people may not be able to smell the odor because they have a diminished sense of smell, odor fatigue (normal, temporary inability to distinguish an odor after prolonged exposure to it) or because the odor is being masked or hidden by other odors that are present, such as cooking, damp, musty or chemical odors. In addition, certain conditions in pipe and soil can cause odor fade – the loss of odorant so that it is not detectable by smell.

### **DAMAGE TO NATURAL GAS PIPING OR METER**

Leaking natural gas from any damaged pipe, connector or meter could cause a fire, explosion, property damage and serious bodily injury.

Follow these guidelines if you encounter a leaking pipe, connector, meter, smell natural gas or suspect a natural gas leak:

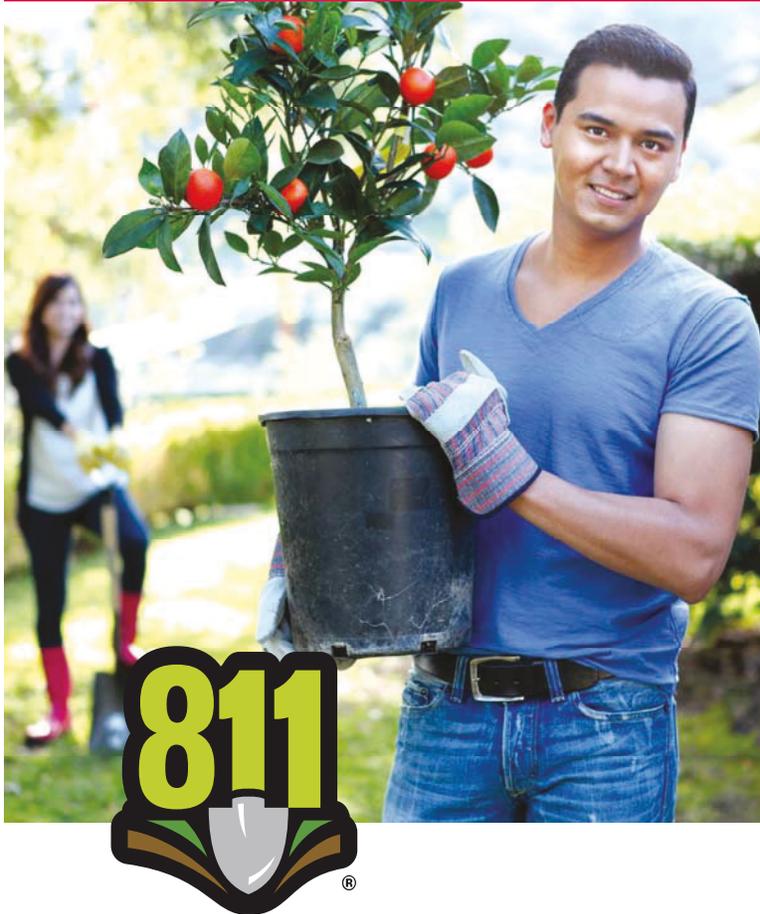
- **IMMEDIATELY EVACUATE** the area, and from a safe location, call SoCalGas at 1-800-427-2200 24 hours a day, seven days a week.
- **CALL 911** promptly after evacuating the area if the damage results in a natural gas leak that may endanger life or cause bodily harm or property damage.
- **DO NOT** smoke or light a match, candle or other flame.
- **DO NOT** turn electrical devices or light switches on or off; or use any device, including a telephone, that could cause a spark.
- **DO NOT** attempt to control the leak or repair the damaged pipe or meter. Natural gas leaking from a plastic pipe can create static electricity that can ignite the natural gas. Safely abandon, and do not use or turn on or off, any motorized or electrically powered equipment or vehicles.

### **EMERGENCY NATURAL GAS SHUT OFF**

The pipe running from the ground to the meter has a shut-off valve, which is in-line with the pipe and is usually located about six to eight inches above the ground.

Use a 12-inch or larger adjustable wrench to turn the valve one-fourth of a turn in either direction until the valve is crosswise to the pipe.

If you turn off your natural gas at the meter, leave it off. Do not turn it back on yourself. Call SoCalGas to turn the natural gas back on, to relight the pilots and service your appliances.



**CALL 811 BEFORE YOU DIG  
- IT'S FREE!**

The 811 service is free and can help prevent injury, costly property damage and loss of utility service.

Pipelines may be located anywhere—including under streets, sidewalks and private property, sometimes just inches below the surface. If you plan to install a fence, plant a tree or dig for any reason, protect the pipelines by following these safety steps:

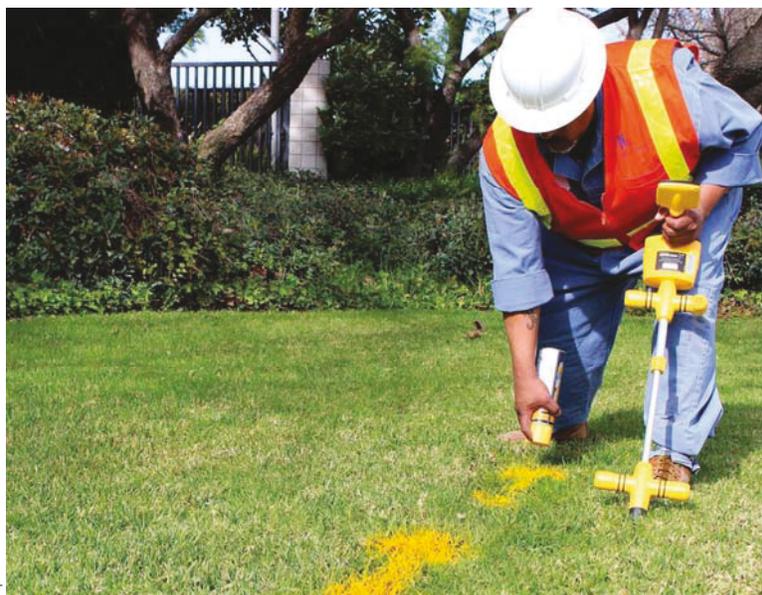
1. **MARK OUT** your proposed excavation area in white paint or provide other suitable markings.
2. **CALL** Underground Service Alert at 811 from 6 a.m. to 7 p.m., Monday through Friday (excluding holidays) or submit a location request at [california811.org](http://california811.org) at least two working days before digging. Underground Service Alert will coordinate with SoCalGas and other utility owners in the area to mark the locations of buried utility-owned lines.

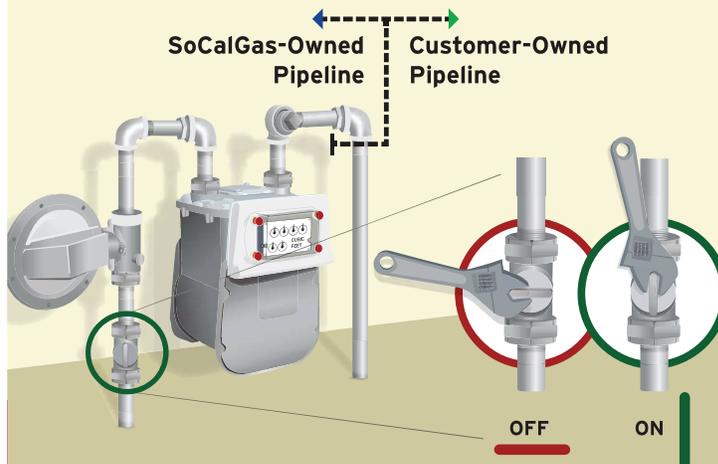
Remember that we use only yellow paint, flags or stakes to mark out the location of our natural gas pipes. Other utility owners use other colors to mark their telephone, communications, water or other underground lines.

3. **WAIT** until we either mark our natural gas pipelines and indicate pipe material and diameter—or advise you the area is clear, before you start digging.
4. **USE ONLY HAND TOOLS** within 24 inches of each marked utility line to determine the exact locations of all lines before using any power excavation equipment in the area.
5. **REPORT** any pipe damage by calling SoCalGas immediately at 1-800-427-2200. No damage is too small to report. Even a slight gouge, scrape or dent to a pipeline, its coating or any component attached to or running alongside the pipe, such as a wire, may cause a dangerous break or leak in the future.

**Even if you've hired a contractor, make sure the contractor calls 811 to have lines marked.**

SoCalGas does not mark customer-owned natural gas lines, which typically run from the natural gas meter to the customer's natural gas equipment and appliances. To have customer-owned lines located and marked before a project, SoCalGas advises customers to contact a qualified pipe-locating professional.





### MAINTAINING YOUR NATURAL GAS LINES

SoCalGas is responsible for maintaining the natural gas lines that carry natural gas to your meter. However, if you're a property owner, property manager, tenant and/or occupant, you are responsible for maintaining all natural gas lines and appliances on your side of the meter. Such customer-owned natural gas lines include all piping that goes:

- From your natural gas meter to the appliances on your property.
- From a curbside natural gas meter to the home (when the meter is not right beside the home).
- From your meter underground to a building, pool/spa heater, barbecue or other natural gas appliances.

Not maintaining natural gas pipelines could result in potential hazards due to corrosion and leakage. To properly maintain your natural gas lines, you should have them periodically inspected to identify unsafe conditions, including corrosion (if the pipe is steel or other metal) and leaks, and repair any unsafe conditions immediately. A qualified professional, such as a plumbing or heating contractor, can assist you in finding, inspecting and repairing your buried natural gas lines.

NOTE: If you own a master-metered natural gas line system, the U.S. Department of Transportation requires you to notify your tenants of the information above.

### ABOUT THE NATURAL GAS METER

SoCalGas has upgraded its natural gas meters with Advanced Meter communication devices. These devices read and transmit your usage information back to SoCalGas for billing purposes. You can manage your energy use better with hourly and daily usage information and analysis tools online through My Account. Log in and click on the “Ways to Save” tab for new interactive tools. Answer a few questions to get a household energy analysis along with:

- Custom recommendations
- Neighborhood comparison
- Energy action plan you select to fit your lifestyle

For more information, please visit

**[socialgas.com/advancedmeter](http://socialgas.com/advancedmeter).**

For those without an Advanced Meter, meters are manually read once a month on or about the scheduled read date found on your bill. If your property's meter is inaccessible for any reason, you will receive an estimated natural gas bill. Meter readers are prohibited from entering yards with a dangerous or unfriendly dog, and our service employees are not allowed to enter yards if any dog is present. So for safety, always securely confine your dog by keeping them in the house, garage or other secure enclosure on meter reading and service call days. A tied, leashed or chained dog does not provide our employees with a safe work environment.

### HOW TO READ YOUR METER

Your meter records your energy use in cubic feet of natural gas. Reading your meter can be as easy as reading a clock.



Read from left to right, only the large dials marked 1,000 per revolution and higher (the small dials are for test purposes only). When a hand is between two numbers, record the lower number. The sample reading above shows 6084. To check the amount of natural gas you use, look at the reading at the start of the billing periods and again at the end (these two readings are printed on your bill). The difference between the two numbers is the amount of natural gas you have used in hundreds of cubic feet.

**SAFE ACCESS FOR METER INSPECTIONS AND MAINTENANCE**

For your safety, SoCalGas must be able to access all of its natural gas piping facilities, including the natural gas meter, for periodic inspections and maintenance. SoCalGas owns and maintains the meter, regulator and piping upstream of the natural gas meter. Pursuant to Tariff Rule 25 adopted by the California Public Utilities Commission (CPUC), SoCalGas has the right to access its facilities that are located on your property. Our service employees





must have a safe pathway to the meter that is free of shrubs, structures, debris or other tripping hazards. Be sure to survey the path to your meter to make sure none of these unsafe conditions exist. If you choose to keep your gate locked, SoCalGas may leave a notice with contact instructions, so we may schedule required inspections and maintenance of our natural gas facilities. In an emergency, the fire department or SoCalGas may need to shut off the meter for safety reasons. Please ensure it is always safely accessible.

#### **TAMPERING WITH A METER**

Tampering with a natural gas meter or piping could cause a fire or an explosion. The California Penal Code makes it a crime to willfully remove, obstruct or interfere with any valve, meter, pipe or other device installed on any natural gas main or pipeline.

Installation and/or connection of any pipe, tube, device or appliance to any part of the natural gas meter or associated piping up to and including meter service tee is prohibited, will be removed, and may result in additional charges.

Do not use the natural gas meter, natural gas riser, natural gas piping or related equipment for electric bonding or grounding because it is not safe and not permitted. Use caution when touching natural gas meters, risers, valves and attached components. Faulty household appliances or faulty household electrical wiring could inadvertently introduce electricity to natural gas facilities that can cause an electric shock.

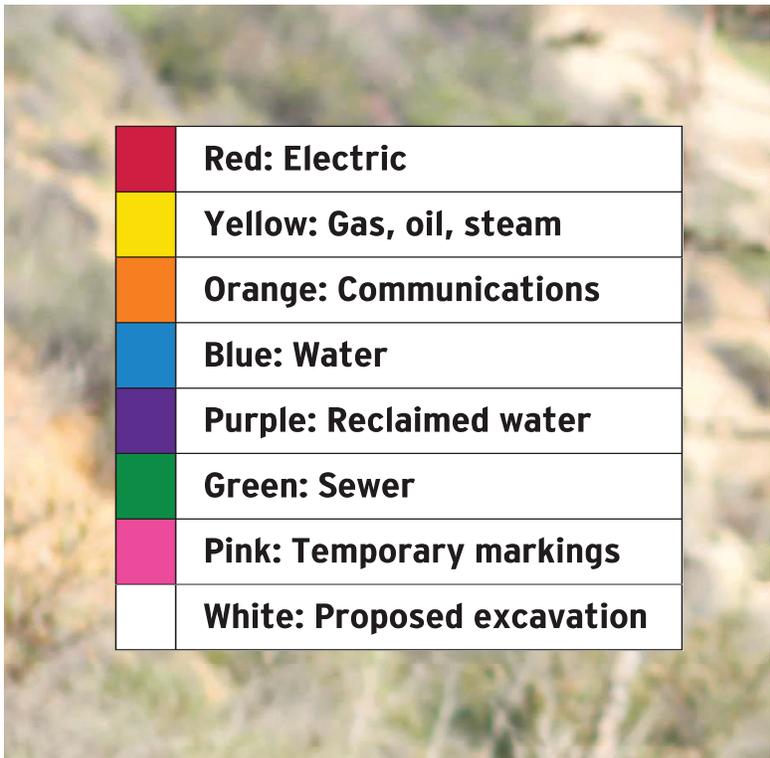
Under the regulations of the CPUC, General Order 112-E, only SoCalGas is authorized to operate the natural gas service shut-off valve, except in the event of an emergency requiring the natural gas to be shut off.

All customers bear the costs of natural gas thefts. If you are aware of anyone tampering with natural gas meters or piping, you should report it to SoCalGas. Your call will be kept confidential.



**MARKERS INDICATE MOST MAJOR PIPELINES**

Markers purposely indicate only the approximate location of buried pipelines. Markers do not indicate the depth or number of pipelines in the area. To view maps and identify the approximate locations of major natural gas pipelines in your area, visit the Gas Transmission and High Pressure Distribution Pipeline Interactive Map at [socialgas.com](http://socialgas.com) (search "MAPS") or the National Pipeline Mapping System website at [npms.phmsa.dot.gov](http://npms.phmsa.dot.gov). These maps only indicate the general location of pipelines and should never be used as a substitute for **calling 811** at least two working days before digging.





### **SOCALGAS PUTS SAFETY FIRST**

We routinely perform pipeline safety tasks, including patrolling, testing, repairing and replacing pipelines. We also have an ongoing technical training and testing of employees. Our Integrity Management plans are available for review and outline our ongoing safety and maintenance activities. We maintain ongoing relationships with emergency response officials in order to prepare for and respond to any pipeline emergency. In order to perform maintenance, inspection and respond to pipeline emergencies, SoCalGas must be able to access its pipeline right-of-way. SoCalGas urges property owners to not place obstructions such as trees, shrubs, buildings, fences, structures or any other encroachments on our pipeline right-of-way.





## **APPLIANCE SAFETY**

Appliance maintenance is always the customer's responsibility. Properly caring for appliances helps to keep them operating safely and efficiently.

The following are some important tips:

- Have your appliances serviced annually by a qualified professional or SoCalGas.
- Never store rags, mops, paper or other combustibles near any natural gas appliance.
- Never place anything near an appliance that might interfere with normal airflow.
- Never store or use flammable products in the same room or near any natural gas or heat-producing appliances. Flammable products include gasoline, spray paints, solvents, insecticide, adhesives, foggers, varnish, cleaning products and other pressurized containers.
- Never use your barbecue, range or oven to heat your home because these appliances are not designed for this purpose.
- Natural gas appliances in residential garages shall be installed so that burners and burner-ignition devices are located no less than 18 inches (450 mm) above the floor unless listed as "flammable vapor ignition resistant."

## **APPLIANCE SAFETY RECALLS**

The U.S. Consumer Product Safety Commission (CPSC) periodically announces safety recall programs for certain natural gas appliances and equipment. Information about product recalls that may affect your appliances is available at the CPSC website ([cpsc.gov](http://cpsc.gov)) or by calling the CPSC at 1-800-638-2772. TDD/TTY 1-800-638-8270.

## **NATURAL GAS RANGE SAFETY TIPS**

- Keep range, oven and broiler top area clean of grease. Grease is flammable and excessive build-up may result in a fire.
- Do not use the range top or oven to heat your home.
- Do not install aluminum foil in the oven or range top to avoid restricting exhaust vents, which may result in carbon monoxide poisoning.



### **NATURAL GAS FURNACE SAFETY TIPS**

#### **FLOOR FURNACE**

- Avoid lint build-up by vacuuming the floor furnace and the area around it regularly.
- Keep children away from the grill, as it gets very hot.

#### **WALL FURNACE**

- Clean inside the burner compartment of built-in, vented wall furnaces once a month during the heating season to prevent lint build-up.

### **NATURAL GAS WATER HEATER SAFETY TIPS**

- Water heaters installed in a garage must be elevated so the pilot or other source of ignition is a minimum of 18 inches above the floor or installed per local building codes and the manufacturer's installation instructions.
- Earthquakes can cause improperly secured water heaters to move or topple. To help prevent this, strap it firmly to the wall studs in two places – the upper and lower one-third of the tank – with heavy bolts and metal strapping. Be sure to place the lower strap at least four inches above the thermostat controls. Kits are often available at your local hardware store and we recommend having a licensed, qualified professional install it for you.

**CAUTION:** Unvented natural gas heaters are unsafe and not allowed for use in California.

- 
- Lowering your temperature setting can help prevent scalding accidents and lower your energy costs. Water temperatures above 125° F can cause severe burns or even death. Households with small children, disabled or elderly persons may require a 120° F or lower thermostat setting to prevent contact with “HOT” water. Please refer to your water heater manufacturer’s recommendation for safe water heater temperature settings.

#### **NATURAL GAS DRYER SAFETY TIPS**

- Always vent natural gas dryers outdoors.
- Do not exhaust into an attic, chimney, wall, ceiling, or concealed space of a building.
- Use only approved metal vent ducting material. Plastic or vinyl material are not approved for natural gas dryers.
- Inspect the exhaust duct regularly to ensure that it has not become crushed, kinked or otherwise restricted.
- Keep area around the exhaust opening and adjacent surrounding areas free from the accumulation of lint.

#### **NATURAL GAS FIREPLACE LOG SAFETY TIP**

- To help avoid serious accidents, the damper must be kept open on a permanent basis. Use the damper lock included with the natural gas log assembly kit.

#### **ATTIC INSULATION SAFETY TIPS**

- Keep insulation away from all heat sources, furnaces, water heaters, recessed light fixtures, fan motors, doorbell transformers, chimneys, flues and vents.
- Install a barrier made of non-combustible material around the above mentioned heat sources.
- Keep insulation away from all bare wires or “knob and tube” wiring.
- Keep the air supply openings to the forced air furnace free of any insulation.
- Leave attic and eave vents uncovered.
- Periodically check attic for insulation movement.
- Contact a state-licensed insulation contractor if you have any questions about proper installation.



## **CARBON MONOXIDE**

SoCalGas or a qualified professional should inspect your natural gas appliances every year. Not performing annual maintenance may result in inefficient appliance operation, and in some cases, dangerous exposure to carbon monoxide.

Carbon monoxide is a colorless, odorless, tasteless gas that is formed when carbon-based fuels, such as kerosene, gasoline, propane, natural gas, oil, charcoal or wood, are burned with inadequate amounts of oxygen, creating incomplete combustion. In the case of home natural gas appliances, this can be caused by improper installation, poor maintenance, appliance misuse or failure. Since carbon monoxide displaces the oxygen in the blood, exposure to carbon monoxide can cause a number of illnesses leading to serious injury and death, depending on level and duration of exposure.

Be alert for:

- A yellow, large and unsteady burner flame.
- An unusual pungent odor when the appliance is operating, which may indicate the creation of aldehydes, a by-product of incomplete combustion.
- Unexplained nausea, drowsiness, headaches, dizziness, vomiting, mental confusion, shortness of breath and/or flu-like symptoms.

If you suspect carbon monoxide is present:

- If safe, immediately turn off the suspected appliance.
- Evacuate the premises and call 911.
- Seek immediate medical attention if anyone in the home experiences possible carbon monoxide poisoning symptoms.
- Have the appliance inspected by SoCalGas or a qualified professional immediately.
- Don't use the suspected natural gas appliance until it has been inspected, serviced and determined to be operating properly.

## **CARBON MONOXIDE ALARMS**

California's Carbon Monoxide Poisoning Prevention Act requires that all residential properties having a fossil fuel-burning appliance, fireplace or attached garage be equipped with an approved carbon



monoxide alarm. Only carbon monoxide alarms that are approved by the California State Fire Marshall and have the Underwriter's Laboratories (UL) Certification may be used. They are available at your local hardware and home improvement stores.

### **FUMIGATION**

SoCalGas will close service prior to the fumigation of a home or business, as well as restore service afterward. Only SoCalGas is authorized to operate the natural gas service shut-off valve. Fumigation contractors are not authorized. SoCalGas will provide all service valve closure and restoration services at no cost to you. SoCalGas inspects and adjusts all appliances for proper operation as part of the restore service.

To close service for fumigation, the request must be entered two or more business days prior to the service closure. To restore your service, advance notice of at least one business day is required. Call 1-800-427-2200 to schedule service. Service restoration orders are scheduled no sooner than two days after the tent has been installed and the structure fumigated. Service restoration may be scheduled the same day the tent is removed if you provide a "Certification for Re-Entry" from your fumigation contractor. Please leave clear access to the natural gas meter and the front door.

## BILL PAYMENTS

**SoCalGas** Sempra Energy utility

ACCOUNT NUMBER 123 456 7890  
 SERVICE FOR:  
 John Q Public  
 123 Test St  
 Placentia, CA 92870-1127

DATE MAILED Jul 13, 2015 Page 1 of 2  
 24 Hour Service  
 1-800-427-2200 English  
 1-800-242-4342 Espanol  
 1-800-252-0299 TTY  
 www.socalgas.com

You are currently receiving a CARE discount. The discount now appears as a separate credit on your bill.

**Account Summary**

Amount of Last Bill	\$23.32
Payment Received	-23.32
Current Charges	+58.54
<b>Total Amount Due</b>	<b>\$48.54</b>

**Current Charges**

Meter Number: 123214 scheduled read date Aug 22 2014 Cyclic: 16

Billing Period	Open Reading	Current Reading	Previous Reading	Difference	Billing Factor	Total Therms
06/24/14 - 07/28/14	34	6105	6021	40	1.001	40

**GAS CHARGES**

Customer Charge	34 Days x \$ 16438	
Gas Service (Details below)	45 Therms	
Basefee	Over Basefee	
Therms used	16	29
Basefee	\$ 68053	\$ 1,24059
Charge	\$ 15.02	\$35.98
Transportation Charge Adj	45 Therms x \$ 0.0102	-.05
CARE Program Discount		-11.44
<b>Total Gas Charges</b>		<b>\$43.77</b>

**TAXES & FEES ON GAS CHARGES**

State Regulatory Fee	45 Therms x \$ 0.0008	.03
CARE Public Purpose Surcharge	45 Therms x \$ 0.0059	2.74
<b>Total Taxes and Fees on Gas Charges</b>		<b>\$2.77</b>
<b>Total Amount Due</b>		<b>\$46.54</b>

**Gas Usage History (Total Therms used)**

Month	Total Therms used	Daily average Therms	Days in billing cycle
Jul 13	0	7	13
Jul 14	22	7	31
Jul 15	45	7	31

**Special Discount\*\*\*** You may be eligible for the California Alternative Rates for Energy (CARE) program. For more information or to apply online go to socalgas.com (search "CARE") or call 1-800-427-2200 to request an application.

The Gas Company's gas commodity cost per therm for your billing period:  
 Jul.....\$54641 Jun.....\$51185

**SoCalGas** Sempra Energy utility

Save Paper & Savings  
 PAY ONLINE  
 www.socalgas.com

ACCOUNT NUMBER 123 456 7890

DATE DUE Aug 19, 2014  
 AMOUNT DUE \$48.54

Please enter amount enclosed.

John Q Public  
 123 Test St  
 Placentia, CA 92870-1127

THE GAS COMPANY  
 PO BOX C  
 MONTREY PARK CA 91750-9111

### READING YOUR MONTHLY BILL

1. Contact information.
2. Account summary clearly shows your previous balance and payment, plus current charges.
3. Easy-to-find due date and bill amount.
4. Bar graph provides at-a-glance usage comparison.
5. Simple natural gas usage information.
6. New location for important messages and ways to manage your natural gas bill.
7. For customers enrolled in CARE, the discount is reflected as a separate line item on your bill.
8. We offer paperless billing and payment through "My Account."



### **MY ACCOUNT**

My Account is available to residential and business customers with online access. Once you have registered for My Account you can:

- View and pay your natural gas bill through our secure site.
- Schedule one-time or recurring payments.
- Schedule additional email bill reminders.
- Request payment extensions.
- Schedule, view or cancel service appointments.

### **DIRECT DEBIT**

Direct Debit allows you to have your monthly payment automatically deducted from your checking account 10 days after your monthly statement is mailed to you. You can also sign up to receive your bill electronically. Simply sign up for paperless billing at [socalgas.com/myaccount](https://socalgas.com/myaccount).

### **ADDITIONAL PAYMENT OPTIONS**

For an additional fee, you can pay by electronic check, debit/ATM or VISA/MasterCard credit card through an independent provider called BillMatrix. While SoCalGas does not charge for this service, BillMatrix charges a convenience fee of \$1.50 for each transaction. To pay by phone through BillMatrix, call 1-800-232-6629.

You may also pay your bill by phone by enrolling in the SoCalGas Pay by Phone program. To receive an enrollment application, visit [socalgas.com](https://socalgas.com) (search "BILL MATRIX") to download an application. Once you are enrolled, you can make a payment by calling 1-800-427-2700.

### **LEVEL PAY PLAN**

This plan averages annual natural gas consumption and costs over a 12-month period. You pay an average bill amount each month instead of actual charges. The level pay amount may be re-evaluated and adjusted at six-month intervals if there is a significant increase or decrease in natural gas usage or the cost of natural gas. Sign up for the Level Pay Plan at [socalgas.com/levelpayplan](https://socalgas.com/levelpayplan).

### THIRD-PARTY NOTIFICATION

If you or someone you know has a hard time remembering to pay the natural gas bill every month, our Third-Party Notification program may be able to help. The program is free and can help prevent natural gas service from being shut off. Here's how it works: You select a friend, relative, or social agency you trust to receive a copy of past due notices. The third party is not responsible for the bill, but by reminding you that a payment is due, you can then take the necessary steps to help prevent natural gas shut-off. For more information, visit [socialgas.com/thirdparty](https://socialgas.com/thirdparty) or call 1-800-427-2200. TDD/TTY 1-800-252-0259.

### NEED MORE TIME TO PAY?

Bills are due upon receipt and are considered past due if not paid within 19 days from the mail date as displayed on the bill. Payment checks should be made payable to SoCalGas. Following are explanations of payment options currently available. For more information on bill payment options, visit our website at [socialgas.com/pay-bill](https://socialgas.com/pay-bill).

## TOOLS TO HELP YOU SAVE ENERGY AND MONEY.

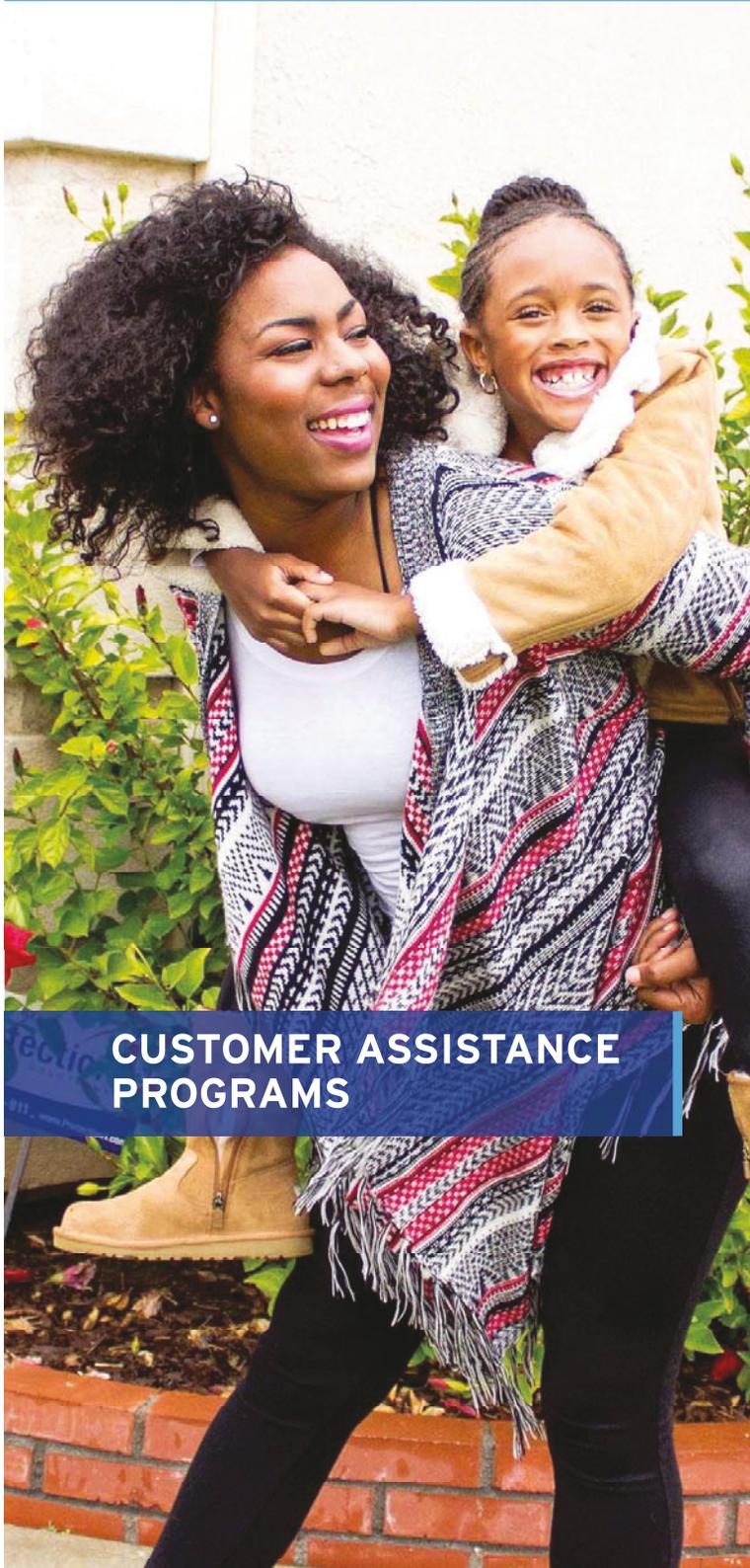
### WAYS TO SAVE

- Visit "Ways to Save" within My Account at [socialgas.com](https://socialgas.com) to view your daily and hourly natural gas usage and costs.
- Set savings goals and obtain tips on how to achieve them.
- Analyze how weather and other factors affect your monthly natural gas usage.

### BILL TRACKER ALERTS

- Monitor your natural gas costs throughout the billing cycle.
- Take steps to lower your usage and avoid surprises.
- Receive no-cost weekly alert notifications via email and/or text message.

To log in or register, visit [MyAccount.SoCalGas.com](https://MyAccount.SoCalGas.com).



**CUSTOMER ASSISTANCE  
PROGRAMS**

### **CALIFORNIA ALTERNATE RATES FOR ENERGY (CARE)**

A 20 percent bill discount is available for eligible, income-qualified customers through our California Alternate Rates for Energy (CARE) program. For more information or an application, visit [socialgas.com/care](https://socialgas.com/care) or call 1-800-427-2200. TDD/TTY 1-800-252-0259.

### **ENERGY SAVINGS ASSISTANCE PROGRAM\***

No-cost energy-saving home improvements such as attic insulation, door weather-stripping and low-flow showerheads are available at no cost to eligible, income-qualified homeowners and renters through the Energy Savings Assistance Program. For more information, visit [socialgas.com/improvements](https://socialgas.com/improvements) or call 1-800-331-7593.

The Energy Savings Assistance Program is funded by California utility customers and administered by Southern California Gas Company under the auspices of the California Public Utilities Commission. This program may be modified or terminated without prior notice. Southern California Gas Company is not responsible for any goods and services selected by the customer. Customers are not obligated to purchase any additional good or services from the contractor.

### **MEDICAL BASELINE**

Receive more natural gas at the lowest rate if a full-time member of your household has a qualifying medical condition that requires the use of additional natural gas for space heating. To learn more, visit [socialgas.com/medical](https://socialgas.com/medical) or call 1-800-427-2200.

### **GAS ASSISTANCE FUND (GAF)**

One-time bill assistance may be available for income-qualified customers during the winter months through the Gas Assistance Fund (GAF). For more information, visit [socialgas.com/gaf](https://socialgas.com/gaf) or call 1-800-427-2200.

### **LOW-INCOME HOME ENERGY ASSISTANCE PROGRAM (LIHEAP)**

Energy bill payment assistance for income-qualified customers may be available through the federally-funded Low-Income Home Energy Assistance Program (LIHEAP) program. For more information contact the Department of Community Services and Development at [csd.ca.gov](https://csd.ca.gov) or call 1-866-675-6623; Hearing Impaired, TDD/TTY 1-916-263-1402 or CA Relay Service 711.





## ENERGY EFFICIENCY TIPS AND REBATES

### HOME HEATING

- Keep your heating system tuned-up to operate at maximum efficiency.
- Clean or replace furnace filters according to the manufacturer's recommendations.
- Save up to 30 percent on heating costs by lowering your thermostat three to five degrees, health permitting.
- Install a programmable thermostat to help automatically regulate your home's temperature for comfort control and energy savings.
- Caulk and weather-strip drafty windows and doors.
- Have your air ducts tested for leaks. Ducts should be repaired with mastic-type sealant, not duct tape. You could save up to 20 percent on your heating costs.
- Open window coverings during the day, allowing the sun to warm your house. Close them at night to limit the amount of heat that escapes.
- Save up to 25 percent on your heating costs by installing or upgrading insulation in your attic and walls.



### **HOT WATER**

- Setting your water heater thermostat at or slightly below the manufacturer's recommended 120 degrees will help prevent scalding and help lower your energy costs.
- Fix leaky faucets. One drop of hot water per second can waste 500 gallons per year.
- Wash full loads in the dishwasher.
- Insulate exterior, uncovered hot water pipes.
- Turn your natural gas water heater to the "Pilot" setting when you go on vacation.
- Install low-flow, water-saving showerheads to cut water use and save up to 10 percent on water-heating costs.
- Take shorter, cooler showers, rather than baths. Baths can use up to two and a half times as much hot water as a five-minute shower.

### **LAUNDRY**

- Wash full loads or adjust the water level to fit the load size. Use cold water when washing and use a cold water formulated detergent.
- Always dry full loads whenever possible. Never over-dry. Dry two or more loads in a row to take advantage of the heat still in the dryer.
- Clean the lint screen before starting each load.
- Periodically, remove any buildup of lint and dust from the dryer exhaust, the back of the dryer and behind the lint screen.

### **COOKING**

- Don't preheat your natural gas oven if you don't have to, and don't open the oven door while food is cooking.
- Use pots and pans that fit the burners and cover pots when cooking. Cook several meals at a time, and cook by time and temperature guides.
- Keep oven and range top burners clean.

### **ENERGY EFFICIENCY KIT**

To save natural gas and water, request a no-cost Energy Efficiency Kit. This kit contains one low flow showerhead and three faucet aerators.

Visit [socialgas.com](http://socialgas.com) (search "KIT").



## REBATES

SoCalGas offers energy efficiency rebates to homeowners, owners and property managers of multifamily units and business customers. Rebates may be available for qualifying ENERGY STAR® furnaces, clothes washers, storage water heaters, tankless water heaters, attic insulation, wall insulation and more. For details and availability, visit [socialgas.com](http://socialgas.com) (search “REBATES”).

## ENERGY UPGRADE CALIFORNIA® HOME UPGRADE

Energy Upgrade California® Home Upgrade offers incentives of up to \$6,500\* for making certain energy-efficient improvements to the shell of your existing home. By making a combination of improvements all at once to energy-related systems, including insulation, air sealing, ducting, space heating and cooling, a home’s energy efficiency and indoor comfort can be greatly improved.

For more information, visit [socialgas.com/upgrade](http://socialgas.com/upgrade), or [EnergyUpgradeCA.org](http://EnergyUpgradeCA.org). Please note: This link takes you to a third-party site, which is not part of SoCalGas.

Residential: 1-800-427-4400

Multifamily: 1-800-427-4400

Business: 1-800-427-2000

\* Customers may also be eligible for incentives exceeding \$6,500 based on their calculated energy savings. Work with your Participating Contractor or rater to calculate your upgrade’s incentive.

Energy Upgrade California® Home Upgrade provides assistance and incentives for home improvement projects that can reduce energy use and make homes more comfortable. This statewide program is managed locally by utilities and regional energy networks and directed by the CPUC utility customers under the auspices of the CPUC.

Incentives are offered on a first-come, first-served basis and are effective until the funding is expended or the program is discontinued. Terms and conditions apply. See program rules for details. Programs may be modified or terminated without prior notice. The selection, purchase, and ownership of goods and services are the sole responsibility of the customer. SoCalGas makes no warranty, whether express or implied, including warranty of merchantability or fitness for any particular purpose, use or application of selected goods and services.

## SERVICES

### SELF-SERVICE OPTIONS

Request a variety of services online, 24/7. It's convenient and fast. Request to start, stop or move your natural gas service, request a customer service order, make a payment arrangement, and more. Visit [socialgas.com /schedule-service](https://socialgas.com/schedule-service).

### RESIDENTIAL SERVICE APPOINTMENTS

Our trained service employees can verify that your appliances are operating safely and efficiently. They can also adjust natural gas burners, pilots, and make some limited repairs.

Schedule your service online through [socialgas.com/schedule-service](https://socialgas.com/schedule-service).

#### STANDARD APPOINTMENT - NO CHARGE

For arrival during the morning (7 a.m. to noon), the after-noon (noon to 5 p.m.), or the evening (5 p.m. - 8 p.m.) hours.

#### SPECIAL APPOINTMENT - \$25 FEE\*

For arrival at a specific time, offered from 8 a.m. to 7 p.m., Monday through Friday, on the hour and half hour. Our service employees will arrive within 30 minutes of the time specified.

\*Fee subject to change.

### APPLIANCE CONNECTION/REPAIR

Our technicians can hook up ranges, dryers and barbecues, perform minor repairs on furnaces and water heaters and change out uncoated brass connectors as recommended by the Consumer Product Safety Commission. Visit [socialgas.com/schedule-service](https://socialgas.com/schedule-service) or call 1-800-427-2200 to schedule your service.

## HOW TO REACH US

### 24-HOUR EMERGENCY RESPONSE

If you have an emergency involving natural gas, call our 24-hour line at 1-800-427-2200. TDD/TTY 1-800-252-0259.

### CUSTOMER CONTACT CENTER

If you need assistance, please visit [socialgas.com](http://socialgas.com) or call us at one of the following numbers:

- **24-hour emergency response** 1-800-427-2200
- **Residential customers** 1-800-427-2200
- **Business customers** 1-800-427-2000
- **Residential rebates** 1-800-427-4400
- **Multifamily rebates** 1-800-427-4400
- **Business Rebates** 1-800-427-2000

### MULTILINGUAL CALL CENTER

Para asistencia en español, llame al	<b>1-800-342-4545</b> (SPANISH)
欲知詳情，請洽免費國語專線:	<b>1-800-427-1429</b> (MANDARIN)
欲知詳情，請洽免費粵語專線:	<b>1-800-427-1420</b> (CANTONESE)
더 자세한 안내를 받으시려면 다음 한국어 전화로 문의해 주십시오:	<b>1-800-427-0471</b> (KOREAN)
Để biết thêm chi tiết bằng tiếng Việt, xin gọi:	<b>1-800-427-0478</b> (VIETNAMESE)
For other languages	<b>1-888-427-1345</b>
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**811**

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**Southern California Gas  
(SoCalGas)**

Published by Neena Austin So  
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## **APPENDIX D**

### **Customer Strategy & Engagement 2017 Business Communication Activities**

# Customer Strategy & Engagement

## 2017 Business Communication Activities

Customer Strategy & Engagement			
Customer Marketing & Communications	Creative Services	Customer Insight & Analytics	Digital Engagement
Development of marketing, communication strategies, plans, oversight and execution of campaigns; generate new communication messages for various communication channels (broadcast, print, e-mail, social).	Responsible for maintaining photo and video media database and required licensing, copyright/trademark compliance, supporting customer events, reading accessibility for printed communications.	Measurements of Customer Experience Study, customer insight panels, data research, and continued investigation of customer needs and integration of findings with marketing and communication activities.	Defining digital strategy for customer interactions through digital and online channels; maintain, upgrade, and improve internal and external websites, mobile, and online platforms.
<p>Communication content:</p> <ul style="list-style-type: none"> <li>Seasonal messaging and outreach campaigns on topics such as winter demand and general safety</li> <li>General natural gas safety messages, dig-alert messages, winter gas bills, appliance safety, general conservation and energy savings messages</li> <li>Internal communication through intranet websites and email to company employees</li> </ul>			



Support Activities			
Customer Programs - Energy Efficiency ("EE")	Customer Programs - Energy Savings Assistance	Customer Programs - CARE	Pipeline Safety Enhancement Plan
<p>Communication content:</p> <p>Rebate &amp; incentive awareness, mass market and small/medium business campaigns, various materials for: 3rd party vendors trade professional organizations, partnership programs, various EE programs, On Bill Financing program, etc.</p>	<p>Communication content:</p> <p>Campaigns including direct mail and emails. Social media message/inserts, and mass media efforts including radio, digital, and out of home educating eligible customers on program.</p>	<p>Communication content:</p> <p>Campaigns including direct mail outreach events, bill message/inserts, and mass media efforts including radio, digital, and out of home educating eligible customers on program.</p>	<p>Communication content:</p> <p>Informational notices and specific safety messages to potentially impacted customers in inspection zones, educational and presentation outreach materials to explain PSEP process and activities to communities.</p>
			<p>Public Awareness</p> <p>Communication content:</p> <p>Incremental safety education and outreach tailored for specific targeted audiences or topics such as Sewer Lateral Inspection Program ("SLIP"), Distribution Riser Implementation Program ("DRIP"), etc.</p>

Statewide Programs	Demand Response	Customer Programs - Medical Baseline & Gas Assistance Fund	Renewable Gas & Natural Gas Vehicles
<p>Communication content:</p> <p>Outreach, education, and collateral for programs such as Energy Upgrade California®, California Solar Thermal-Initiative, and Self Generation Incentive programs, which include broadcast, digital, and print collateral.</p>	<p>Communication content:</p> <p>Communication and engagement tracking of the natural gas conservation notification campaigns through broadcast, social media, digital, email, and direct mail.</p>	<p>Communication content:</p> <p>Social media post, outreach events, bill message as well as out of home advertising focused on reaching specialized audience eligible for the programs.</p>	<p>Communication content:</p> <p>Program, education, and resource materials/collateral for available Renewable Gas and Natural Gas Vehicle programs.</p>

\*These are only an approximation and are not a comprehensive list of the work various business owners within SoCalGas fund. The type of work and clients vary depending on business needs, timing, and other drivers. These business owners include both GRC and GRC-excluded activities.

## **APPENDIX E**

**Channel Preferences of the Future:  
Emerging Trends Among Customers,” Lisa Schulte, E Source  
(October 2016)**

# Channel Preferences of the Future

Emerging Trends Among Customers

**Lisa Schulte**

Associate Analyst, Customer Experience



**E Source**

RM-E-2  
**CXS-RB-18a || October 2016**

# Contents

<i>Future Channel Preferences Predictions</i>	<u>3</u>
<i>Customer and Channel Preferences</i>	<u>5</u>
<i>Channel Usage and Future Demand</i>	<u>7</u>
<i>Demographic Shifts</i>	<u>11</u>
<i>Resources</i>	<u>14</u>
	<u>16</u>



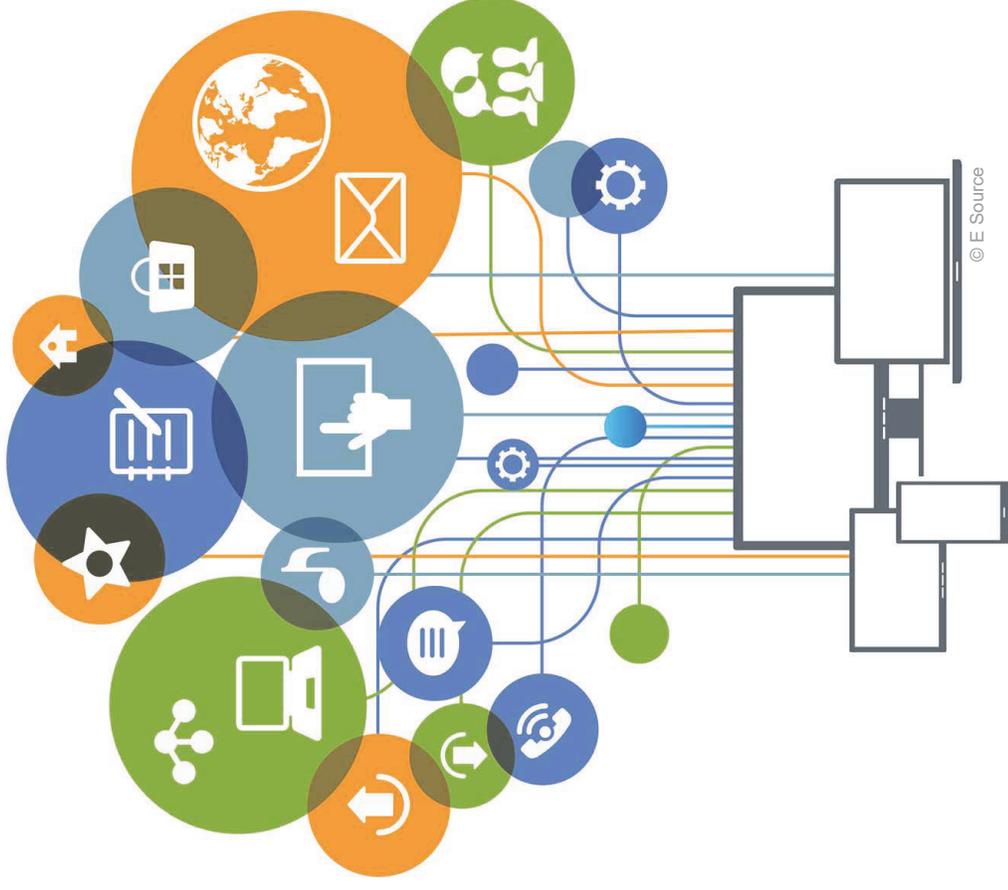
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# Future Channel Preferences

Today there are more ways of interacting with a company than ever before. Simply owning a smartphone provides customers with myriad channels to reach you—whether it be via a phone call to your customer service department, an interaction through your mobile app, a post to your social media page, or a visit to your corporate website. Customers have the means to instantly ask you questions or report issues and can pick and choose channels depending on what they're trying to accomplish. More and more, customers expect a seamless, omnichannel experience with every company they interact with.

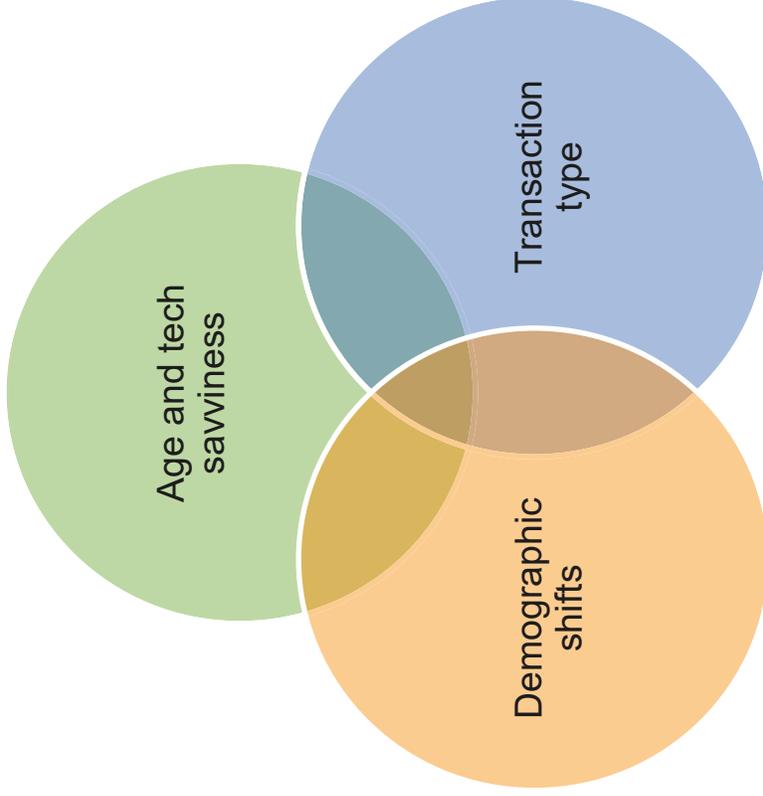
For utilities seeking to provide a great customer experience, understanding customer channel preferences and how these channels are used depending on the type of interaction is invaluable. Anticipating and optimizing your customer channels will help maintain a great experience as new channels emerge and customer demographics shift.

Here we make some predictions about future channel preferences as well as outline current preferences demonstrated in the [E Source Residential Customer Insights Center](#) and [2015 E Source Omnichannel Survey](#).



© E Source

# Future Channel Preferences (cont.)



When attempting to predict future channel preferences, several considerations should be taken into account.

**Age.** Look at preferences among younger age groups. These populations adopt new technology earlier and will garner increasing influence in the marketplace. The channels that they prefer will mostly likely gain traction across larger populations. Additionally, regardless of age, those who show a higher degree of tech savviness can be used to predict future trends, with those in the mid-tech range confirming their greater adoption to the mainstream.

**Shifting demographics.** Similarly, understand unique channel preferences among specific ethnicities and racial groups predicted to gain increasing market influence within your service area. For example, Hispanic customers in the US display unique channel preferences and are expected to occupy an increasingly larger proportion of the US population.

**Transaction type.** Certain channels align better with specific transactions. Customers are not going to approach reporting an outage in the same way as they would seek information on energy efficiency. Understanding and optimizing channels used for each touchpoint will provide a well-functioning, omnichannel customer experience.



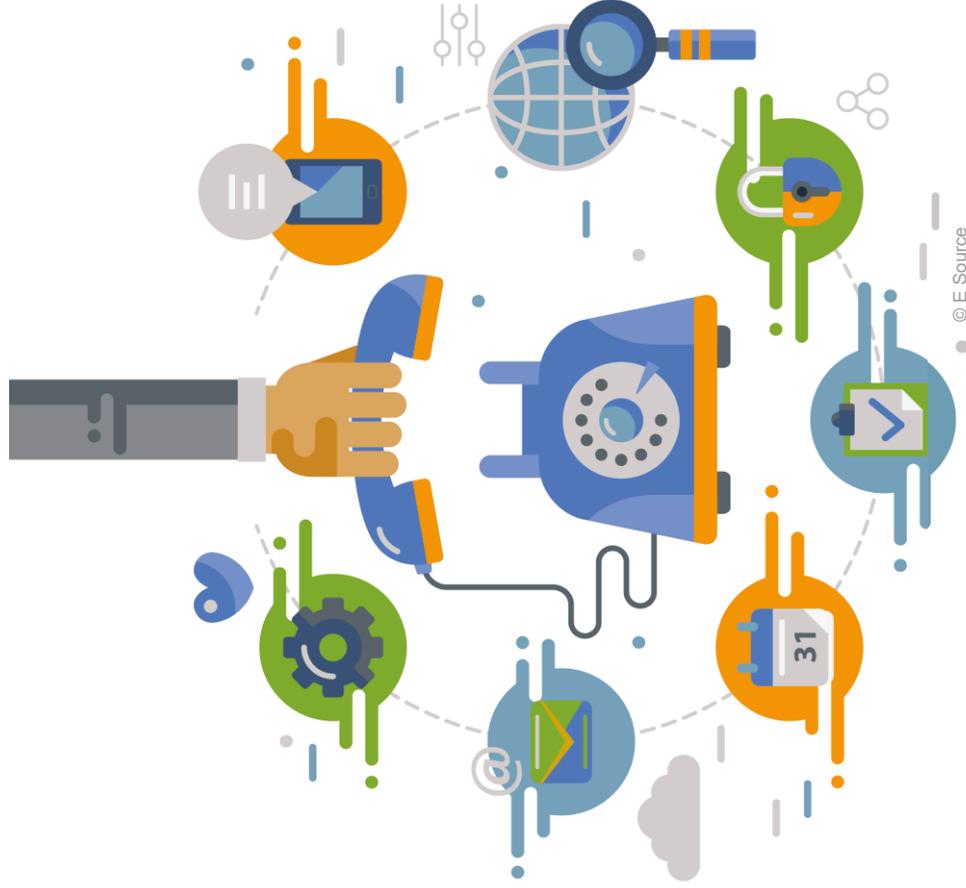
# Predictions (cont.)

**Phone will remain the preferred means of reporting an outage.** According to 2015 data from the Residential Customer Insights Center (RCIC), phone is the dominant way customers currently prefer to report outages. Sixty-one percent of customers prefer phone contact in this situation, distantly followed by approximately one in five preferring email or text. Though younger-aged, Hispanic, and Asian customers are less likely to prefer this channel than their counterparts are, it is still their top choice by a large margin.

**Website will remain an important channel for customers contacting utilities, especially for tasks that are easy to self-serve.** Website preference is high for actions such as paying a bill and seeking usage and program information. Overall it was the most-used means of interaction with a utility in the past three months.

**Hispanics express greater preference for emerging channels.** Hispanics are one of the two fastest-growing minorities in the US, and their preferences hold increasing influence on consumer preferences overall. This group shows markedly higher preferences for mobile apps and text messaging than other respondents do.

**Email is an important channel for Asian respondents.** As Asian populations increase in both the US and Canada, their preferences will become more pronounced in the overall market. RCIC data from 2015 reveals that this group selected email as its most preferred channel for all utility interactions surveyed except for outage reporting.

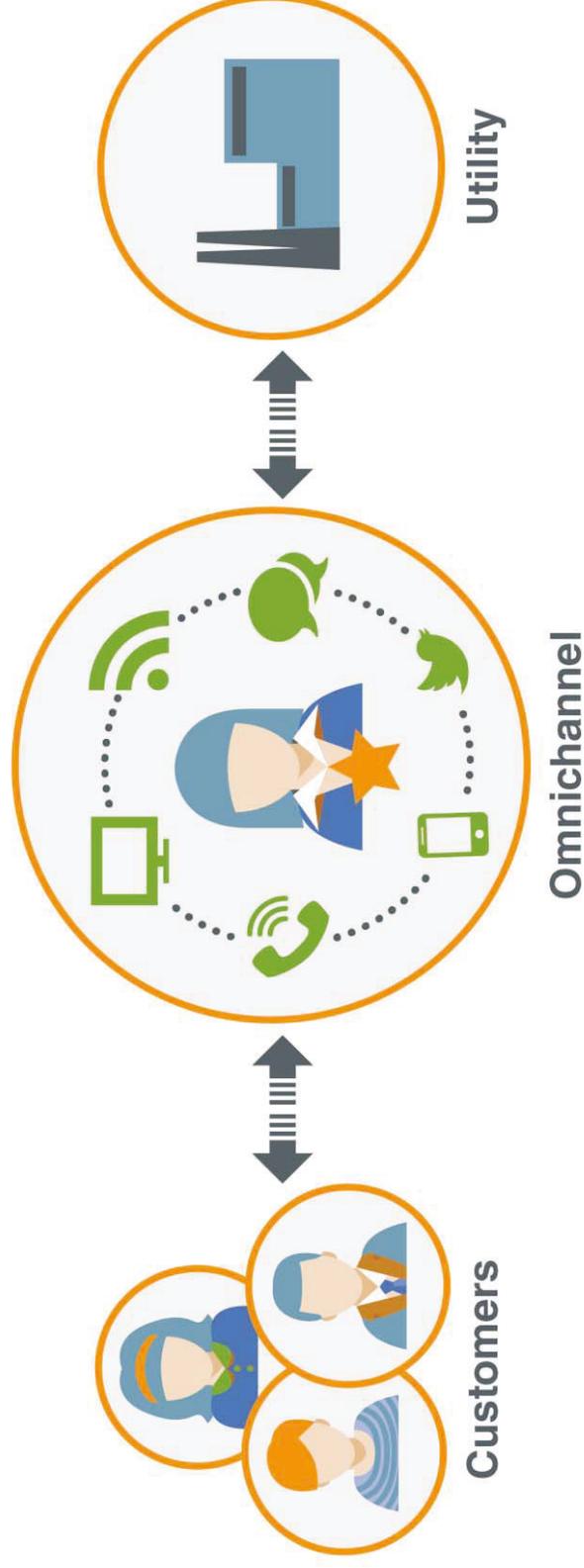


© E Source

# Customer Preferences

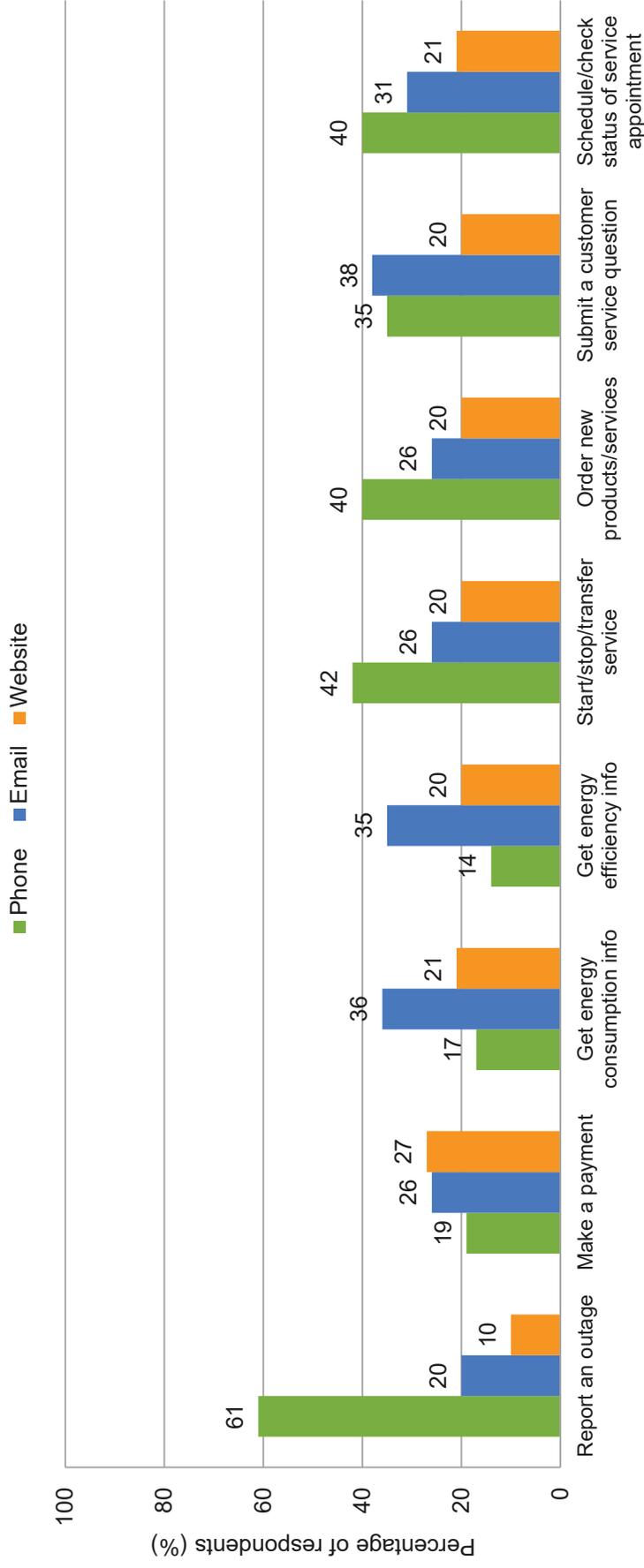
The [Residential Customer Insights Center](#) allows utilities to gather information about their residential customers' energy-usage behaviors and attitudes around energy consumption. The data are drawn from The Nielsen Company's Energy Behavior Track annual online survey of approximately 32,000 US residential customers, conducted in partnership with E Source.

Included in the survey is an assessment of channel preferences for eight frequent interactions customers have with their utility, including outage reporting, making payments, and submitting a customer service question. With the addition of several newer channels to the survey in 2014, historical trends are unable to be drawn. However, the data do highlight preference differences by demographic and geography (US census region, state, or service territory) as well as how channel preferences vary by transaction.



# Top Channel Preferences

In general, email, phone, and the utility website are the three most preferred contact channels for customers when reaching out to their utility. However, these preferences are heavily dependent on the action being taken. This variance emphasizes the need for utilities to provide an omnichannel experience that allows customers to connect with their utility in the manner they prefer, no matter what they are aiming to achieve.



**Base:** Customers who use electricity or natural gas in their primary residence (n = 31,303). **Question A9/A18:** Which ways would you prefer to contact your electricity or natural gas provider regarding the following? (select all that apply). **Note:** Only three of the eight channels respondents could select are shown in this analysis.

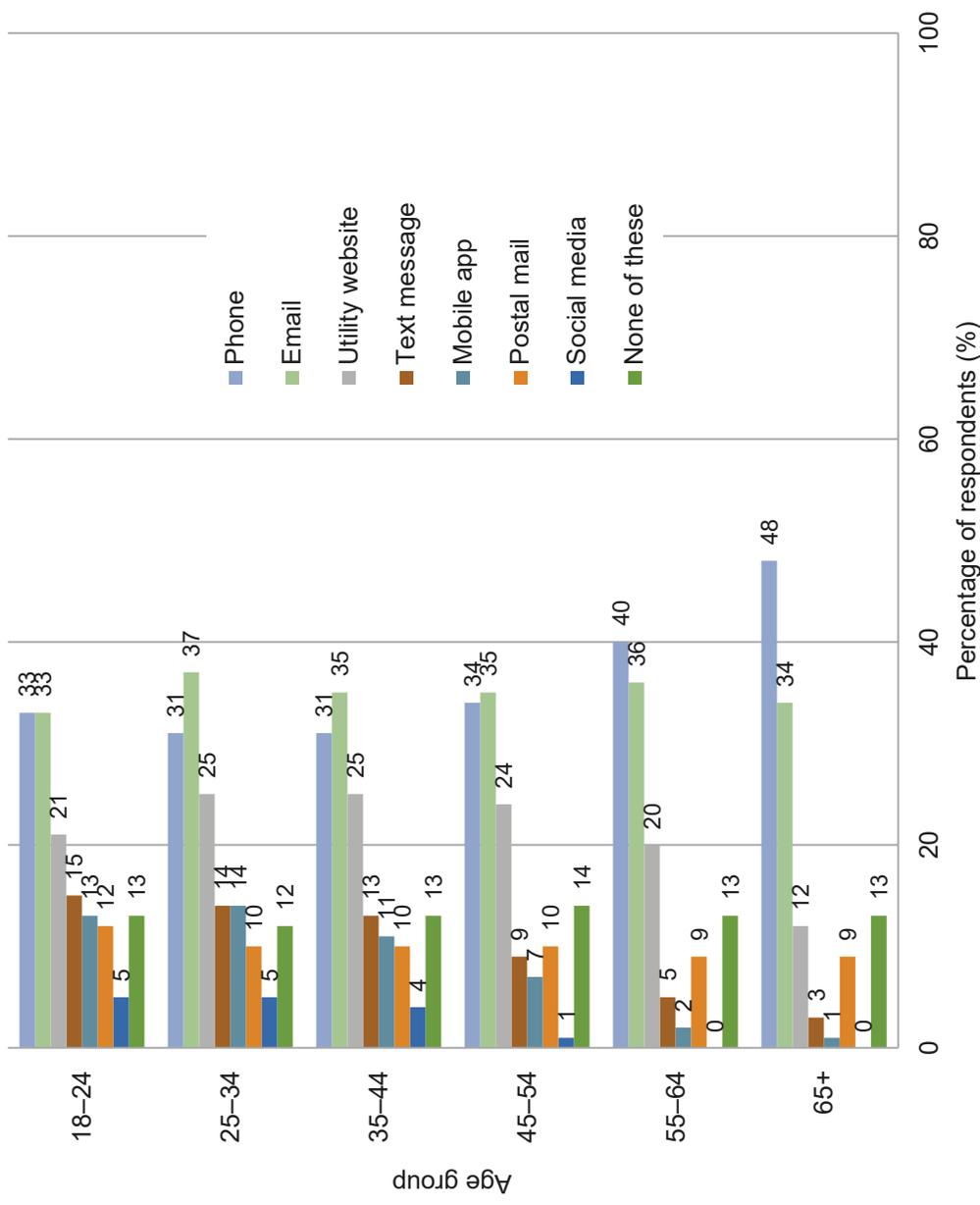
© E Source

# Rising Channel Preferences: Younger Age Groups

Younger age groups demonstrate a greater desire for an omnichannel experience, indicating this is a key customer experience strategy for utilities. Those under 34 express a higher preference for texting, mobile apps, and social media channels than older groups do, where preferences for these channels drop significantly as age increases.

However, these technologies still fall well behind preferences for phone, email, and the website, suggesting they will not overtake more-traditional utility interaction methods in the near future.

The chart to the right specifically illustrates these trends when it comes to customer service interactions.

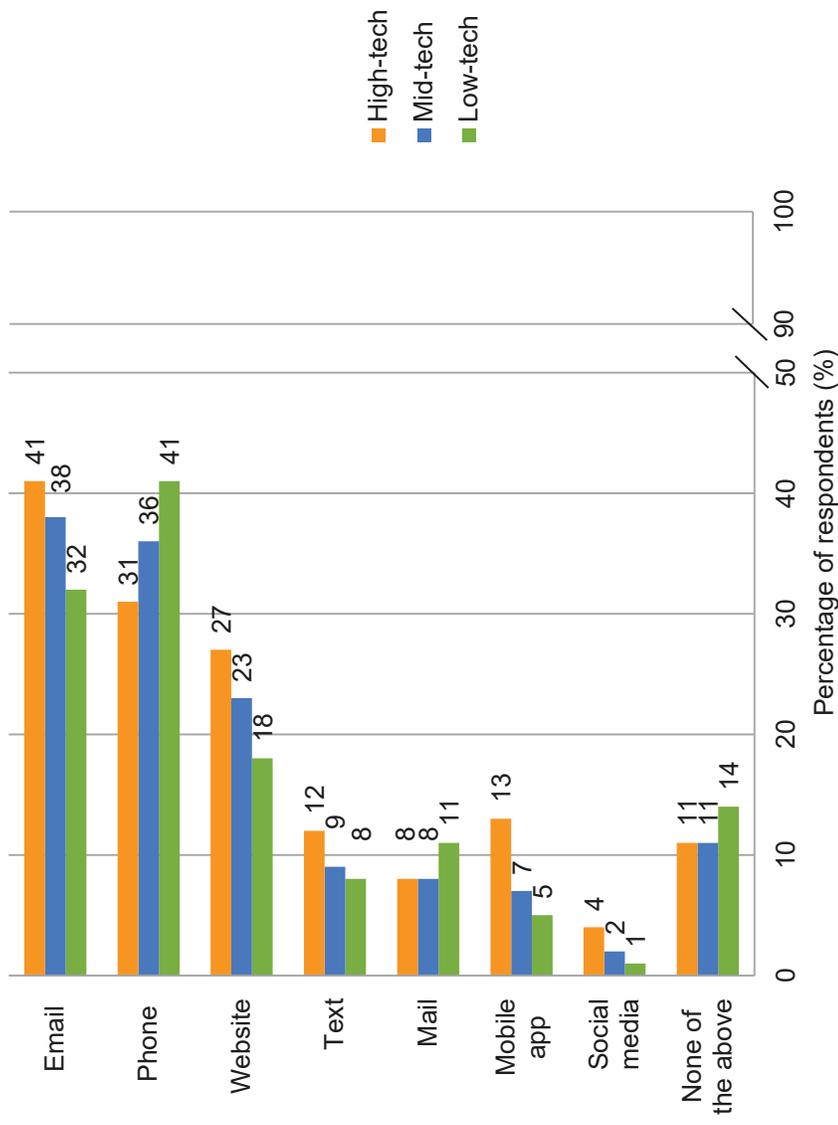


**Base:** Customers who use electricity or natural gas in their primary residence, 18-24 (n = 2,565), 25-34 (n = 6,744), 35-44 (n = 5,157), 45-54 (n = 5,498), 55-64 (n = 5,302), 65+ (n = 6,037). **Question A9/A18:** Which ways would you prefer to contact your electricity or natural gas provider regarding the following: submit a customer service question? (Select all that apply). RM-E-10

# Rising Channel Preferences: Early Tech Adopters

Tech-savvy customers also require an omnichannel approach, as they are likely to embrace emerging technologies and a greater range of channels. For example, when seeking to submit a service question, those who embrace technology outpace the less tech-savvy groups in adopting email, utility website, texting, mobile apps, and social media—a general pattern seen among all utility interactions.

Technology is introduced into customers' lives constantly, so looking at "mid-tech" individuals is a good way to predict the channels that have moved into the mainstream and will likely see more adoption in the near future.

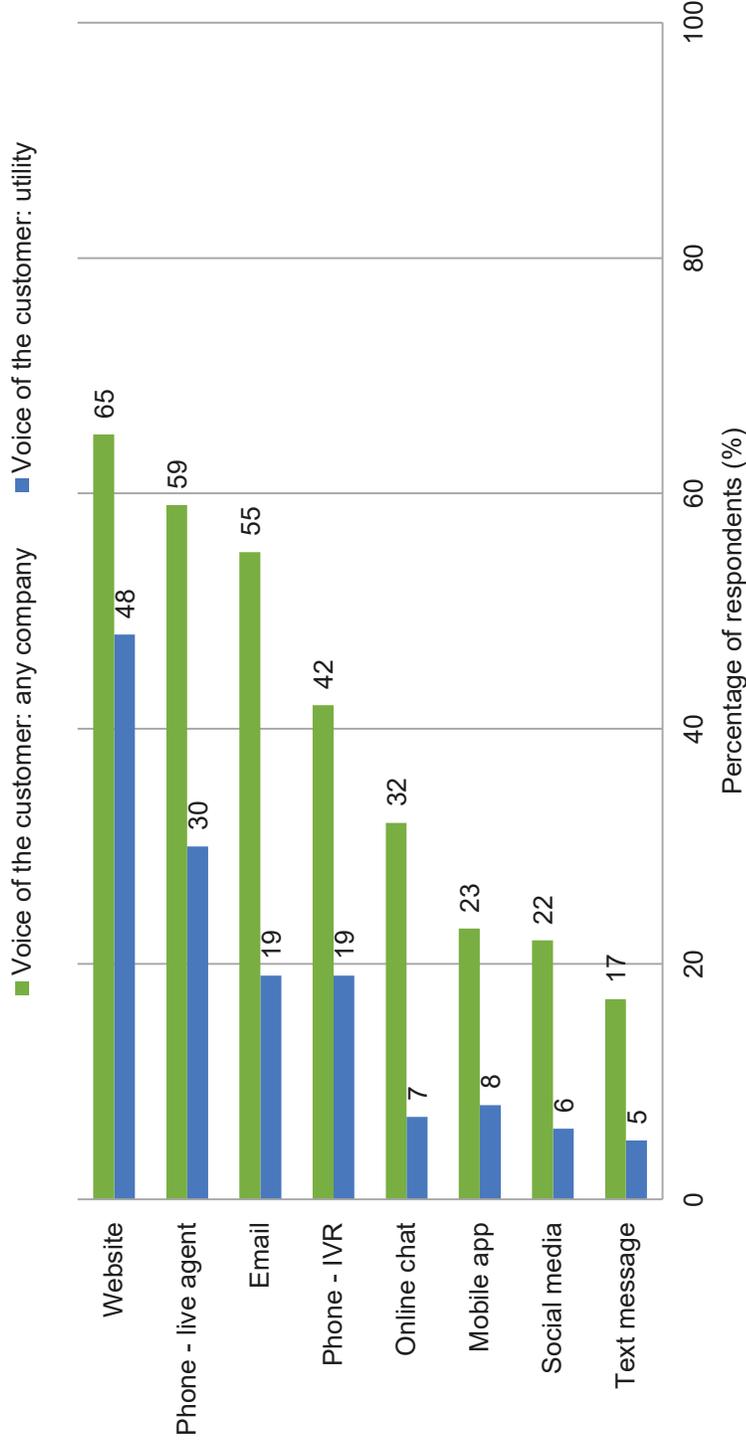


**Base:** Customers who use electricity or natural gas in their primary residence; high-tech (n = 7,591), mid-tech (n = 10,925), low-tech (n = 10,163). **Question A9/A18:** Which ways would you prefer to contact your electricity or natural gas provider regarding the following: submit a customer service question? (Select all that apply). **Note:** Respondents not assigned to a Connexions segment not included. Degree of tech savvy determined by Nielsen's [Connexions Segmentation](#). **High-tech** segments are the technology trendsetters—they are the most likely of all segments to be the first to try every new technology; **mid-tech** segments are a bit more selective about the new technologies they will try, although it is unclear if savvy or salary is driving the hard choices—they are frequently heavy users of one particular product or service while lagging in other products; **low-tech** segments are those with big dreams and low budgets—many would adopt more technology products if they could afford to.

© E Source

# Current Channel Usage

Current channel usage, evaluated in the [2015 E Source Omnichannel Survey](#), supports the customer preferences seen in the Residential Customer Insights Center data. Customers most frequently use the website, phone, and email to interact with their utility. Nearly half of respondents report having used the utility website in the past three months, while 3 in 10 have interacted with a live agent. Email and interactive voice response system are other top choices (19 percent each). Interaction with utilities overall is lower than that seen for contact with companies overall, though the usage hierarchy is the same.



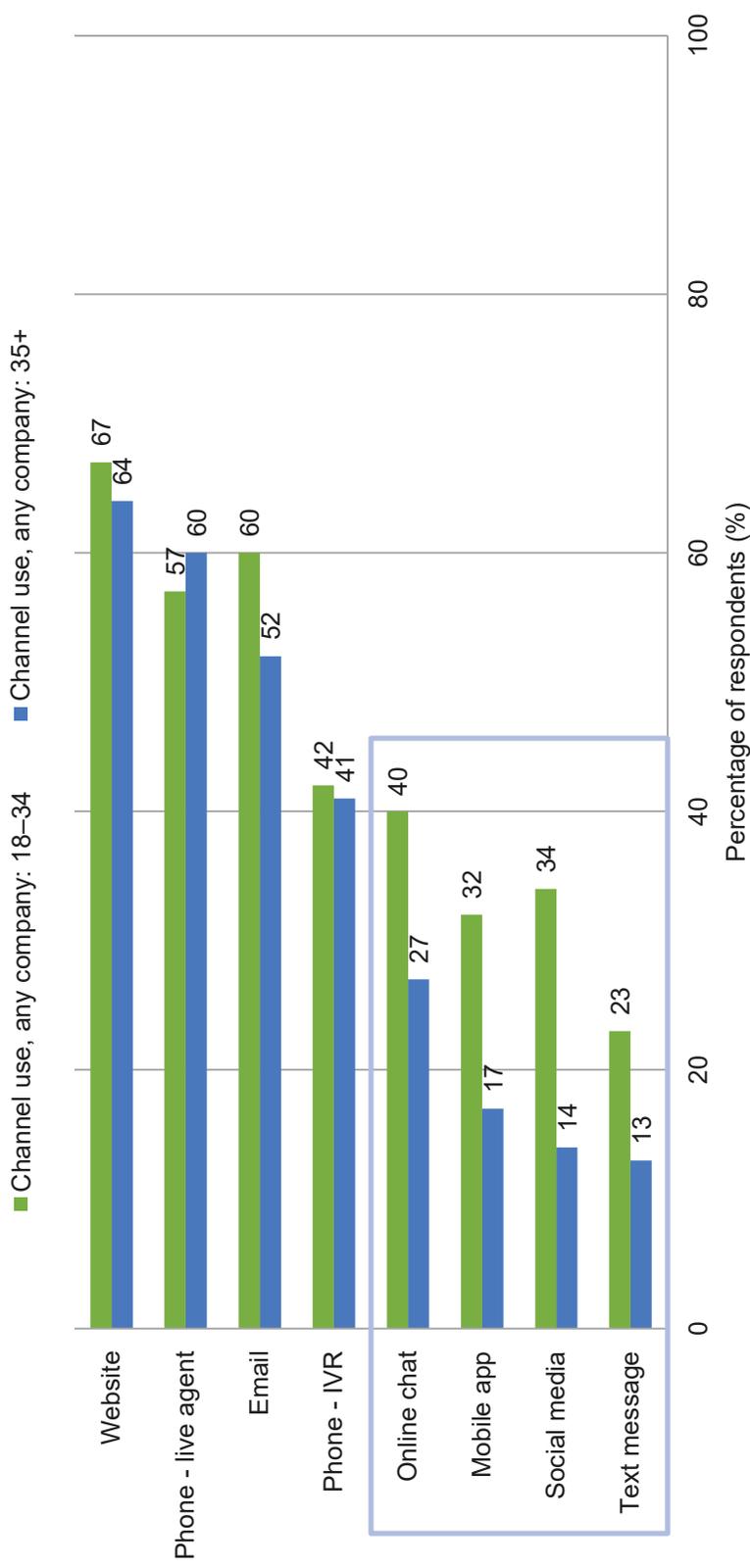
**Base:** Any company includes total sample (n = 802) and utility includes respondents who have interacted with their utility in the past 3 months (n = 507). **Question S1\_7:** In the past 3 months, I have interacted with any company via... [channel] (Select all that apply). **QS1\_8:** In the past 3 months, I have interacted with [utility] via... [channel] (Select all that apply).

© E Source

RM-E-12

# Channel Usage by Age

When looking at channel usage by age, several channels are significantly more utilized by those under 35 than those in older age groups. Email, online chat, mobile apps, social media, and text messaging are all used more by younger customers. Though these channels are not widely used for utility-specific interactions (see previous slide), their higher usage outside the utility industry and among younger age groups indicates a growing preference for these contact methods.



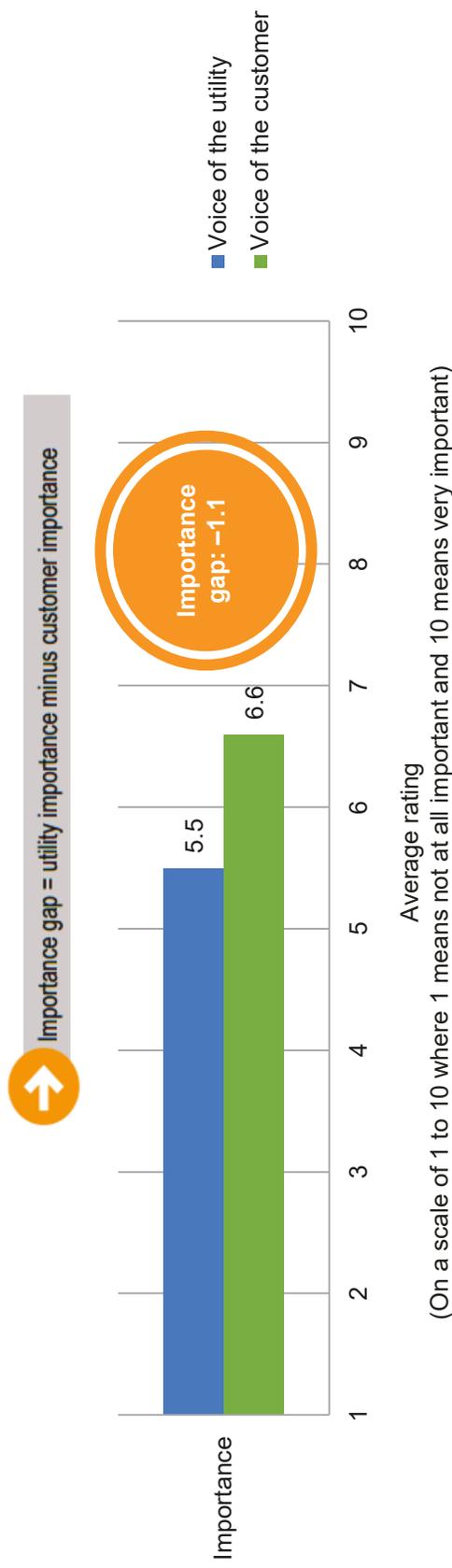
**Base:** Customer respondent sample by age. Age 18-34 (n = 333), age 35+ (n = 469). **Question S1\_7:** In the past 3 months, I have interacted with any company via...[channel] (Select all that apply).

© E Source

# Rising Demand for Online Chat

Though online chat was not included as a channel in 2015 Residential Customer Insight Center data, the Omnichannel Survey suggests it is a rising means of utility interaction. Utilities may be underestimating the importance of this channel for customers.

Utilities rank online chat least important of all channels, and just 4 of the 44 utilities surveyed in the study offer chat as a way to contact the utility. However, customers rated chat's importance higher than the importance of mobile apps, social media, and texting. Furthermore, 40 percent of customers under 35 (and 32 percent overall) have used this channel to interact with a nonutility company in the past three months. Because of its high use among younger people and outside of the utility industry, it is likely that chat will see growing preference among consumers.



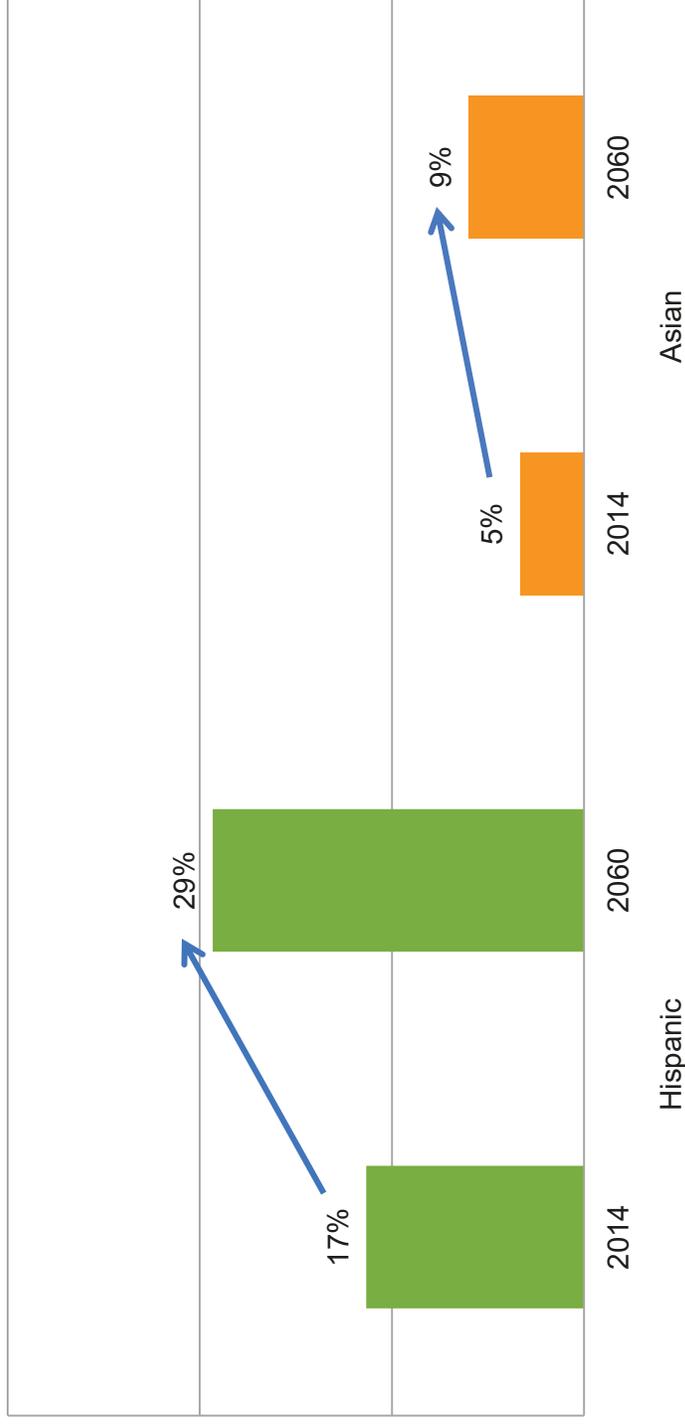
**Base:** Importance includes total customer sample (n = 802) and total utility sample (n = 44 utilities). **Question S3\_1:** Using a scale from 1 to 10, where 1 is not at all important and 10 is very important, how important is it that a company offers you the following ways to interact with them? **QS2\_4:** On a scale of 1 to 10 where 1 is not at all important and 10 is very important, rate the importance of providing online chat as a method for customers to interact with your company.

© E Source

# Demographic Shifts

Another indicator of future channel preferences are the unique trends seen among fast-growing ethnicities. Hispanic and Asian minority groups are currently the two fastest-growing ethnicities in the US, and the US Census Bureau predicts these groups will occupy a significantly greater proportion of the US demographic by 2060. As these groups come to occupy more space in the US market, their preferences will also have greater influence.

Percentage of Total US Population



© E Source; data projections from [Projections of the Size and Composition of the U.S. Population: 2014 to 2060 \(PDF\)](#), US Census Bureau  
RM-E-15

# Demographic Shifts (cont.)

Hispanics display more mixed preferences than other demographic groups, with significantly higher preference for emerging channels like mobile apps and texting.

Asians show a strong preference for email as a channel. They prefer this channel for all tasks except reporting an outage, where email is second at 30 percent.

## Top Preferred Channels by Transaction

Transaction	Channel preference of non-Hispanic whites (%)	Channel preference of Hispanics (%)	Channel preference of Asians (%)
Report an outage	Phone: 64%	Phone: 50%	Phone: 51%
Make a payment	Website: 27%	Email: 29%	Email: 37%
Get energy consumption info	Email: 36%	Email: 36%	Email: 43%
Get energy-efficiency info	Email: 35%	Email: 36%	Email: 42%
Start/stop/transfer service	Phone: 43%	Phone: 36%	Email: 37%
Order new products/services	Phone: 41%	Phone: 33%	Email: 35%
Submit a customer service question	Phone: 39%	Email: 36%	Email: 44%
Schedule/check status of service appointment	Phone: 41%	Phone: 34% Email: 32%	Email: 39%

**Base:** Customers who use electricity or natural gas in their primary residence; white (n = 20,103), Hispanic (n = 5,349), Asian (n = 1,620). **Question A9/A18:** Which ways would you prefer to contact your electricity or natural gas provider regarding the following? (Select all that apply). **Note:** Other race categories not included in chart.

© E Source

# Resources

[Residential Customer Insights Center](#), E Source (2015)

[Omnichannel Survey](#), E Source (2015)

[ConneXions Segmentation](#), The Nielsen Company (2015)

[Projections of the Size and Composition of the U.S. Population: 2014 to 2060 \(PDF\)](#), US Census Bureau (2015)



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## **APPENDIX F**

**Pew Research Center. “Social Media Fact Sheet”, February 5, 2018**

## FACT SHEET

FEBRUARY 5, 2018

# Social Media Fact Sheet

MORE FACT SHEETS: [INTERNET/BROADBAND](#) | [MOBILE TECHNOLOGY](#)

Social media use over time

Seven-in-ten Americans use social media to connect with one another, engage with news content, share and entertain themselves. Explore the patterns and trends shaping the social media landscape over the years.

Who uses social media

Which social media platforms are most popular

Who uses each social media platform

How often Americans use social media sites

Find out more

The Pew Research Center began tracking social media adoption in 2005, just 5% of American adults used at least one of these platforms. By 2011 that share had risen to half of all Americans, and today 69% of the public uses some type of social media.



## Social media use over time

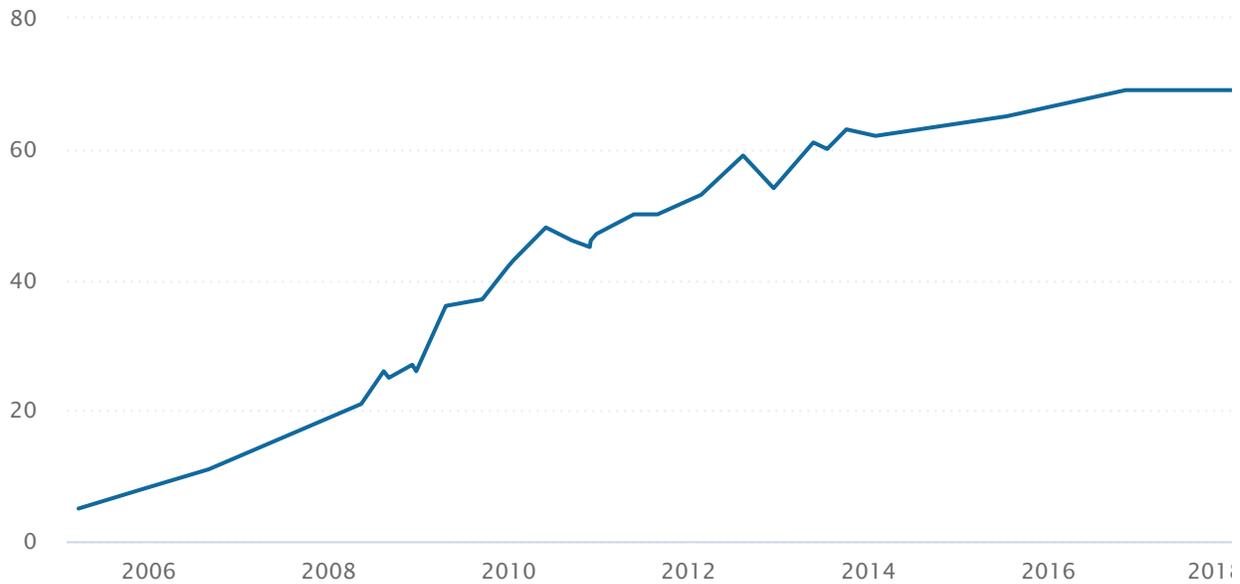
Chart

Data

Share

Embed

*% of U.S. adults who use at least one social media site*



Source: Surveys conducted 2005-2018.

PEW RESEARCH CENTER



### Who uses social media

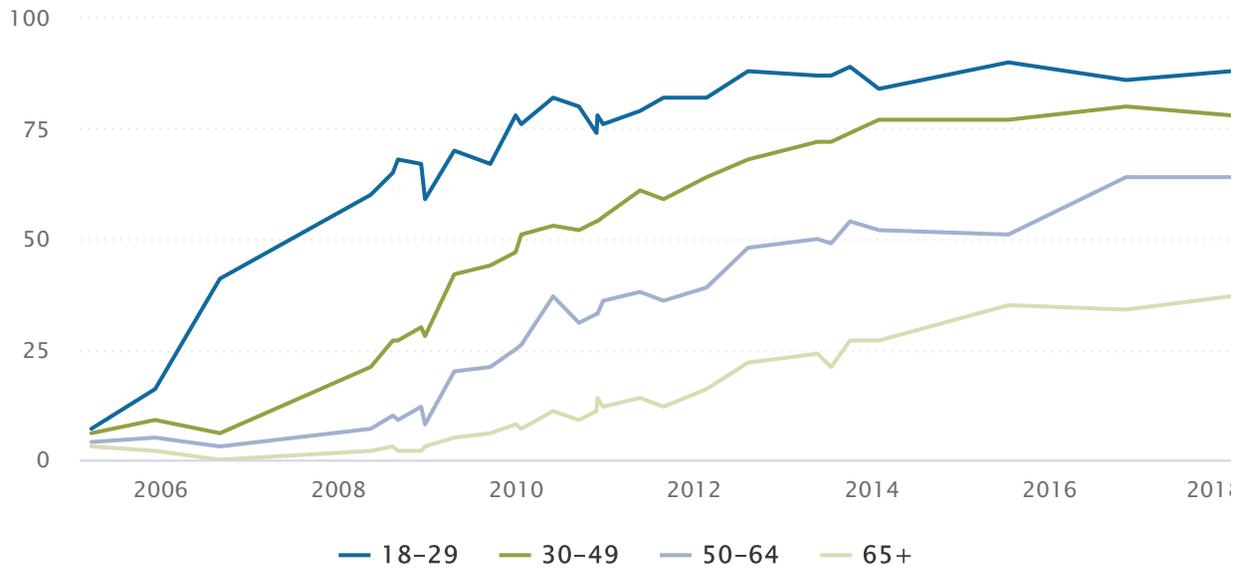
As more Americans have adopted social media, the social media user base has also grown more representative of the broader population. Young adults were among the earliest social media adopters and continue to use these sites at high levels, but usage by older adults has increased in recent years.

- Age
- Race
- Gender
- Income
- Education
- Community

- Chart
- Data
- Share
- Embed



*% of U.S. adults who use at least one social media site, by age*



Source: Surveys conducted 2005-2018.

PEW RESEARCH CENTER



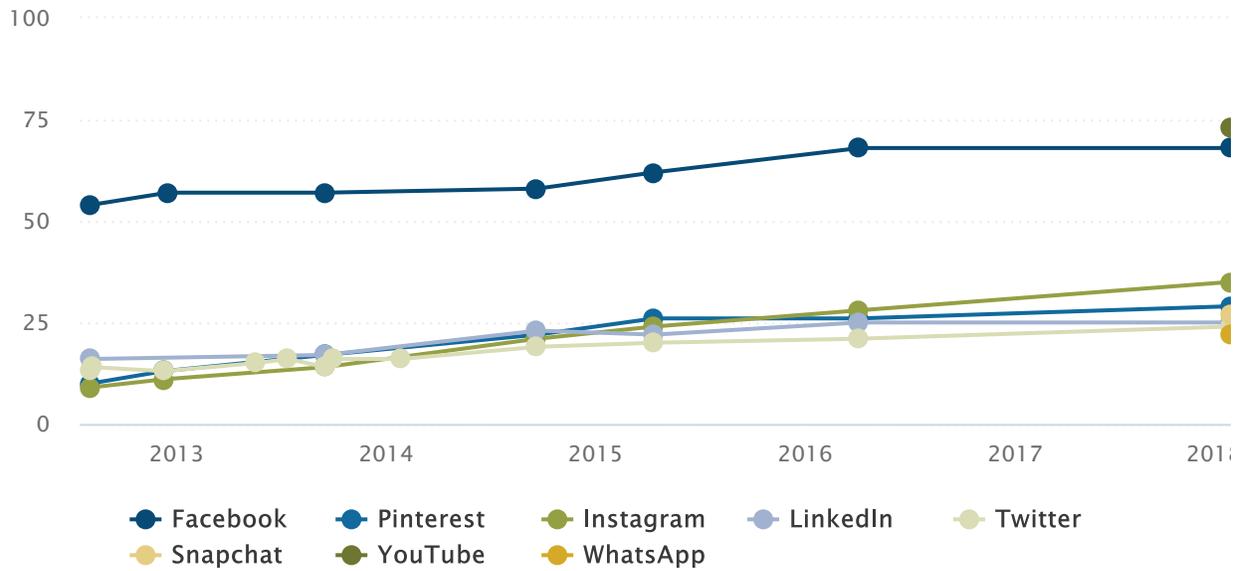
## Which social media platforms are most popular

Facebook is the most-widely used of the major social media platforms, and its user base is most broadly representative of the population as a whole. Smaller shares of Americans use sites such as Twitter, Pinterest, Instagram and LinkedIn.

Chart	Data	Share	Embed
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*% of U.S. adults who use ...*



Source: Surveys conducted 2012-2018.

PEW RESEARCH CENTER



## Who uses each social media platform

Usage of the major social media platforms varies by factors such as age, gender and educational attainment.

**Facebook/Instagram/LinkedIn/Twitter**

Pinterest/Snapchat/YouTube/WhatsApp

*% of U.S. adults who use each social media platform*

	Facebook	Instagram	LinkedIn	Twitter
Total	68%	35%	25%	24%
Men	62%	30%	25%	23%
Women	74%	39%	25%	24%

feedback

	Facebook	Instagram	LinkedIn	Twitter
Ages 18-29	81%	64%	29%	40%
30-49	78%	40%	33%	27%
50-64	65%	21%	24%	19%
65+	41%	10%	9%	8%
White	67%	32%	26%	24%
Black	70%	43%	28%	26%
Hispanic	73%	38%	13%	20%
High school or less	60%	29%	9%	18%
Some college	71%	36%	22%	25%
College graduate	77%	42%	50%	32%
Urban	75%	42%	30%	29%
Suburban	67%	34%	27%	23%
Rural	58%	25%	13%	17%

Source: Source: Survey conducted Jan. 3-10, 2018.

PEW RESEARCH CENTER



## How often Americans use social media sites

For many users, social media is part of their daily routine. Roughly three-quarters of Facebook users – and around six-in-ten Instagram users – visit these sites at least once a day.

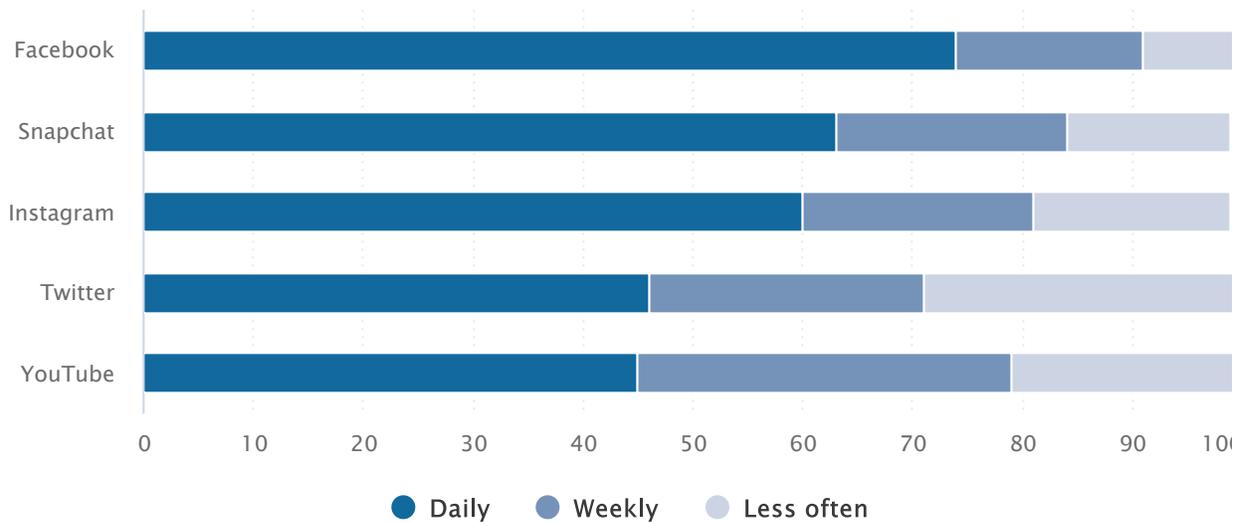
Chart

Data

Share

Embed

*Among the users of each social media site, the % who use that site with the following frequencies*



Note: Numbers may not add to 100 due to rounding.

Source: Survey conducted Jan. 3-10, 2018.

PEW RESEARCH CENTER



## Find out more

Follow these links for more in-depth analysis of the impact of social media on American life.

[Millennials stand out for their technology use, but older generations also embrace digital life](#) May 2, 2018

[5 facts about Americans and Facebook](#) April 10, 2018

[Americans' complicated feelings about social media in an era of privacy concerns](#) March 27, 2018

[Social Media Use in 2018](#) March 1, 2018

[The Future of Truth and Misinformation Online](#) Oct. 19, 2017

[The Future of Free Speech, Trolls, Anonymity and Fake News Online](#) March 29, 2017

[All reports and blog posts](#) related to social media.

## **APPENDIX G**

**International Data Corporation. “Big Data and Business Analytics Revenues Forecast to Reach \$150.8 Billion This Year, Led by Banking and Manufacturing Investments, According to IDC”,  
March 14, 2017**

14 MAR 2017

## Big Data and Business Analytics Revenues Forecast to Reach \$150.8 Billion This Year, Led by Banking and Manufacturing Investments, According to IDC

**FRAMINGHAM, Mass., March 14, 2017** – A new update to the *Worldwide Semiannual Big Data and Analytics Spending Guide* from International Data Corporation ([IDC](#)) forecasts worldwide revenues for big data and business analytics (BDA) will reach \$150.8 billion in 2017, an increase of 12.4% over 2016. Commercial purchases of BDA-related hardware, software, and services are expected to maintain a compound annual growth rate (CAGR) of 11.9% through 2020 when revenues will be more than \$210 billion.

"After years of traversing the adoption S-curve, big data and business analytics solutions have finally hit mainstream," said [Dan Vesset](#), group vice president, [Analytics](#) and Information Management. "BDA as an enabler of decision support and decision automation is now firmly on the radar of top executives. This category of solutions is also one of the key pillars of enabling digital transformation efforts across industries and business processes globally."

The industries that will be making the largest investments in big data and business analytics solutions in 2017 are banking, discrete manufacturing, process manufacturing, federal/central government, and professional services. Combined, these five industries will spend \$72.4 billion on BDA solutions this year. They will also be the largest spenders in 2020 when their total investment will be \$101.5 billion. The industries that will experience the fastest growth in BDA spending are banking (13.3% CAGR) and healthcare, insurance, securities and investment services, and telecommunications, each with a CAGR of 12.8%. It should be noted, however, that all but two of the industries covered in IDC's BDA Spending Guide will experience double-digit CAGRs from 2015-2020.

"The three industries that comprise the financial services sector – banking, insurance, and securities and investment services – all show great promise for future spending on big data and business analytics. This technology can be applied across key use cases throughout these financial institutions from fraud detection and risk management to enhancing and optimizing the customer's journey," said [Jessica Goepfert](#), program director, [Customer Insights and Analysis](#).

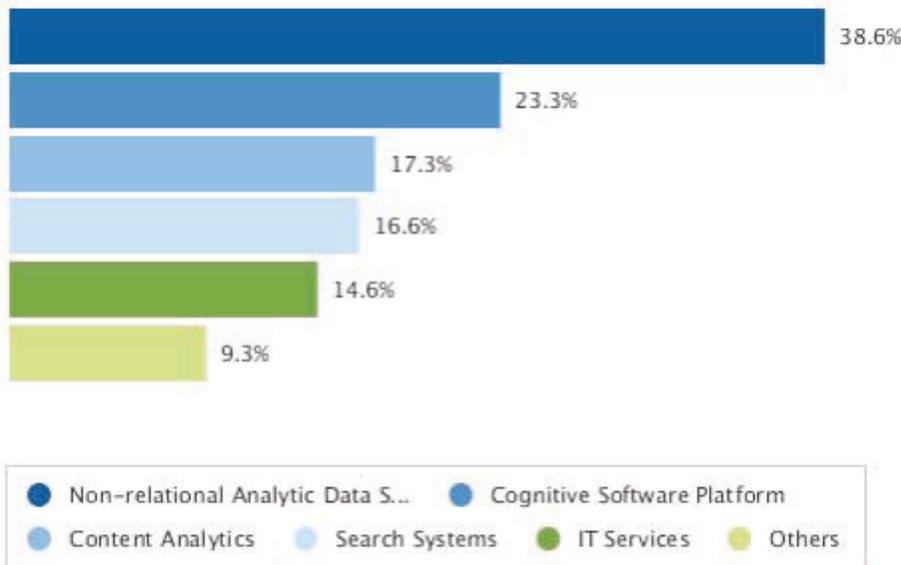
"Outside of financial services, several other industries present compelling opportunities," Goepfert added. "Within telecommunications, for instance, big data and analytics are applied to help retain and gain new customers as well as for network capacity planning and optimization. Meanwhile, the media industry has been plagued by massive disruption in recent years thanks to the digitization and massive consumption of content. Here, big data and analytics can help firms make sense of and monitor their readers' habits, preferences, and sentiment. Vendors targeting the big data and analytics opportunity would be well-served to craft their messages around these industry priorities, pain points, and use cases."

BDA technology investments will be led by IT and business services, which together will account for more than half of all big data and business analytics revenue in 2017 and throughout the forecast. Services-related spending will also experience the strongest growth with a five-year CAGR of 14.4%. Software investments will grow to more than

\$70 billion in 2020, led by purchases of End-User Query, Reporting and Analysis Tools and Data Warehouse Management Tools. Non-relational Analytic Data Store and Cognitive Software Platform will experience strong growth (CAGRs of 38.6% and 23.3% respectively) as companies expand their big data and analytic activities. BDA-related purchases of servers and storage will grow at a CAGR of 9.0%, reaching \$29.6 billion in 2020.



### Top Technology Category Based on 5 Year CAGR (2015 - 2020)



Source: IDC Worldwide Semiannual Big Data and Analytics Spending Guide, 2016Q2

From a company size perspective, very large businesses (those with more than 1,000 employees) will be responsible for more than 60% of all BDA spending throughout the forecast and IDC expects this group of companies to pass the \$100 billion level in 2018. Small and medium businesses (SMBs) will also be a significant contributor to BDA spending with nearly a quarter of the worldwide revenues coming from companies with fewer than 500 employees.

On a geographic basis, the United States will be the largest market for big data and business analytics solutions with spending forecast to reach \$78.8 billion in 2017. The second largest region will be Western Europe with spending of \$34.1 billion this year, followed by Asia/Pacific (excluding Japan) at \$13.6 billion. Latin America and APEJ will experience the fastest growth in BDA spending with five-year CAGRs of 16.2% and 14.4% respectively.

The *Worldwide Semiannual Big Data and Analytics Spending Guide* is designed to address the needs of organizations assessing the big data and business analytics opportunity by geography, industry, and company size. The Spending Guide provides subscribers with revenue projections for 19 technology and service categories across 19 industries, five company size bands, and 53 countries. Unlike any other research in the industry, the comprehensive Spending Guide was designed to help IT decision makers to clearly understand the industry-specific scope and direction of big data and business analytics opportunity today and over the next five years.

#### About IDC Spending Guides

IDC's Spending Guides provide a granular view of key technology markets from a regional, vertical industry, use case, buyer, and technology perspective. The spending guides are delivered via pivot table format or custom query tool, allowing the user to easily extract meaningful information about each market by viewing data trends and relationships.

For more information about IDC's Spending Guides, please contact Monika Kumar at [mkumar@idc.com](mailto:mkumar@idc.com).

## About IDC

International Data Corporation (IDC) is the premier global provider of market intelligence, advisory services, and events for the information technology, telecommunications, and consumer technology markets. With more than 1,100 analysts worldwide, IDC offers global, regional, and local expertise on technology and industry opportunities and trends in over 110 countries. IDC's analysis and insight helps IT professionals, business executives, and the investment community to make fact-based technology decisions and to achieve their key business objectives. Founded in 1964, IDC is a wholly-owned subsidiary of [IDG](#), the world's leading technology media, data, and marketing services company. To learn more about IDC, please visit [www.idc.com](http://www.idc.com). Follow IDC on Twitter at [@IDC](#).

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## **APPENDIX H**

**Bain & Company,  
“How Utilities Are Deploying Data Analytics Now”,  
August 31, 201**



unstructured. Consider the historical data output from an outage-management system, which may be a simple log with text notes indicating when events occurred. Such systems may not capture or retain all the details about causes, duration or resolution, or they may capture them in a format that's not conducive to assembling a large, mineable data set. A more advanced system would capture all this data in structured form, which companies could compile and compare more easily. However, even with simple logs, utilities can use analytical methods to mine otherwise unstructured data sets and formulate valuable lessons.

As their analytics capabilities evolve, utilities will need to adopt more rigorous standards for capturing, storing and managing data. Cleaning up data is a major challenge, requiring painstaking work to rationalize what is frequently a haphazard collection of systems and restructuring them along common lines so they can share and effectively use the data at hand.

Utilities will also have to get better at adopting and employing advanced modeling techniques to discover insights in the data. Along with this task, utilities are beginning to complement their existing workforces with data-savvy talent that brings advanced analytics, modeling and visualization skills to bear on these efforts.

#### Quick win: How analytics assist with outage management

Utilities should start by picking a key objective or subject area and developing targeted analytics to build momentum. Such areas may include outage processes, materials management, demand-side management or asset analytics. Focusing on a single area can help in several ways.

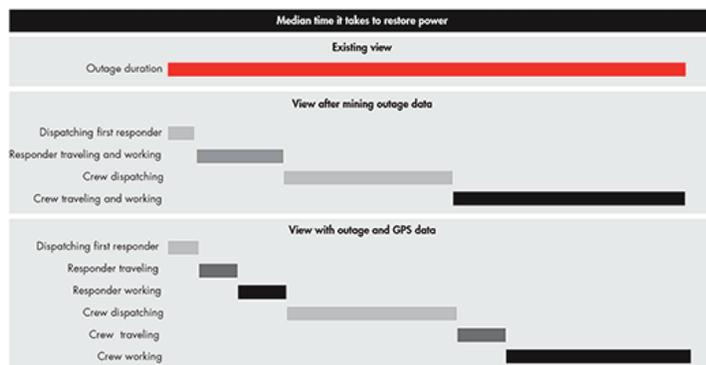
First, it focuses the organization on exploring advanced analytics, but within the framework of a single design issue, with fewer stakeholders than it will need as the programs broaden.

Second, the initial data engineering represents the heavy lifting that can produce results elsewhere in the organization. Once data sets have been cleaned up and merged, additional and more advanced applications for the data can proceed quicker.

Finally, a single effort can begin to generate momentum, and the organization can apply the lessons learned to future projects.

One integrated utility decided to focus first on using better analytics to resolve power outages more quickly, a case that applies to all three areas of exploration mentioned above: reducing costs, improving reliability, and promoting customer engagement. The utility knew the average duration of power outages, but wasn't sure why some outages lasted longer than others or how it could restore power sooner. By mining the data in its outage-management system and adding data sources such as telematics, asset-location data and weather, it produced a finer-grained view of its outage processes and the length of time taken for each step to restore power (see Figure 2). Field supervisors and managers can now filter the view by time of day, type of crew and location to review operations and find ways to increase reliability and reduce costs.

*Figure 2:* Analytics combined with GPS data gave a more detailed view of the time each step takes to correct power outages



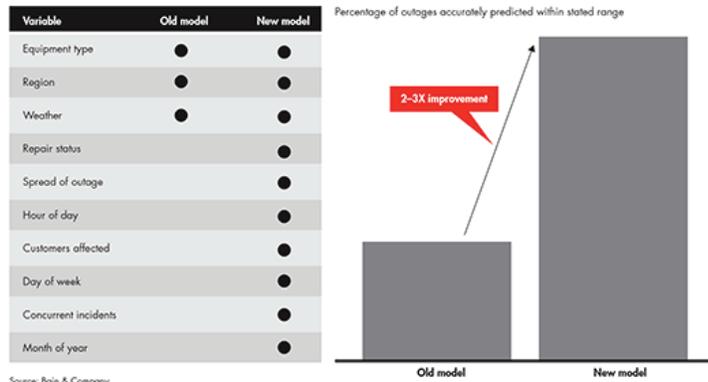
Source: Bain & Company

[Click to enlarge](#)

Using advanced analytical techniques, the utility also was able to normalize differences across work locations and determine what processes and business rules affected the duration of each step. This effort helped it prioritize process-improvement initiatives, based on their value potential.

The utility used this data to build predictive models that delivered better forecasts of restoration times and gave customers more accurate information—a critical component of utility customer satisfaction. By adding variables to estimation models and using more advanced statistical methods, the utility doubled the accuracy of its outage-duration forecasts and found new ways to tell customers when power was likely to be restored, further strengthening customer engagement (see Figure 3).

Figure 3: Adding variables improved the accuracy of predictions of how long power outages would last



Source: Bain & Company

Click to enlarge

**A new relationship with data**

Just as the widespread adoption of computerized spreadsheets in the 1990s unlocked new ways to understand and manipulate data, so too does the current explosion in new data tools and analytical techniques promise to elevate utilities' understanding about their operations and customers. The first important step in unlocking that value is for utility executives to realize the current potential of analytics and experiment with the tools they already have.

Some leading utilities and other industrial companies have begun their journey by creating small centers of excellence within their organizations, tasked with advanced analytics projects. These teams typically combine skills from the business with more advanced data-science capabilities. Once teams are in place, they help raise the bar for analytics in the company, identifying and acting on opportunities with the highest potential value.

Most companies will need to secure quick wins using existing data and off-the-shelf analytical tools. From these initial explorations, they will begin to build up their capabilities and extend their growing expertise to more of their business. Their journey may take years, but the benefits are sizable: millions of dollars in value that would not be possible without advanced analytics.

*Christophe Guille is a manager with Bain & Company in San Francisco, and Stephan Zech is a partner in Bain's Los Angeles office. Both work with Bain's Global Utilities practice.*

## **APPENDIX I**

### **SoCalGas Recent Digital Channel Activity**

## SoCalGas Recent Digital Channel Activity

Year	Facebook	Twitter	Instagram	YouTube	Total	YOY Growth
2014	27,092	5,347	325	241	33,005	
2015	31,090	7,850	536	481	39,957	21%
2016	35,331	9,542	1,419	857	47,149	18%
2017	40,332	11,569	1,903	1,073	54,877	16%

Business My Account	
Date	Sessions
Jan-16	39,910
Feb-16	37,408
Mar-16	36,262
Apr-16	36,810
May-16	42,294
Jun-16	48,723
Jul-16	48,031
Aug-16	53,111
Sep-16	63,288
Oct-16	59,090
Nov-16	53,529
Dec-16	59,737
Jan-17	69,710
Feb-17	63,166
Mar-17	70,267
Apr-17	53,521
May-17	61,987
Jun-17	60,265
Jul-17	61,080
Aug-17	61,964
Sep-17	48,957
Oct-17	46,193
Nov-17	47,440
Dec-17	46,901
Jan-18	58,692
Feb-18	51,170
Mar-18	68,867

My Account	
Year	Unique Logins
2012	1,822,949
2013	1,940,983
2014	1,986,411
2015	2,089,964
2016	2,172,592
2017	2,232,237

**APPENDIX J**  
**Glossary of Terms**

AMI	Advanced Metering Infrastructure
CE/EP	Consumer Engagement/Energy Presentment
Commission	California Public Utilities Commission
CSE	Customer Strategy and Engagement
CSI	California Solar Initiative
CS-I	Customer Service – Information
DAC	Disadvantaged Communities
DR	Data Request
FOF	Fueling our Future
FTE	Full-Time-Equivalent
GRC	General Rate Case
ICDA	Integrated Customer Data Analytics
IDSMD	Integrated Demand-Side Management
IT	Information Technology
NDC	National Diversity Coalition
O&M	Operations and Maintenance
ORA	Office of Ratepayer Advocates
PR	Public Relations
QRCA	Qualitative Research Consultants Association
SB	Senate Bill
SBUA	Small Business Utility Advocates
SDG&E	San Diego Gas & Electric Company
SLCP	Short Lived Climate Pollutant
SMB	Small and Medium Business
SMS	Short Message Service
SoCalGas	Southern California Gas Company
TY	Test Year

**SCG 2019 GRC Testimony Revision Log – June 18, 2018**

<b>Exhibit</b>	<b>Witness</b>	<b>Page</b>	<b>Line or Table</b>	<b>Revision Detail</b>
SCG-20-R	Cheung/ Magana	ASC-i	-	Table of contents incorrectly identifies the workpaper number for the Customer Segment Services area as “Workpaper 2IN003”. This should be corrected to “Workpaper 2IN004”.
SCG-20-R	Cheung/ Magana	ASC-23	19	Title incorrectly identifies the workpaper number for the Customer Segment Services area as “Workpaper 2IN003”. This should be corrected to “Workpaper 2IN004”.
SCG-20-R	Cheung/ Magana	ASC-38	26	Testimony regarding Clean Transportation Demand incorrectly states the increase in the number of CNG vehicle refueling stations served as “17%”, and the correct value should reflect “15.2%”.
SCG-20-R	Cheung/ Magana	ASC-38	30	Testimony regarding Clean Transportation Demand incorrectly states the increase in the number of customers submitting Preliminary Site Evaluation Forms as “74%”, and the correct value should reflect “57.9%”.
SCG-20- WP	Cheung/ Magana	61, 62, 65	-	Adjusted-recorded FTEs incorrectly identifies FTE values of “4.2” for 2015 and “3.5” for 2016, and the correct values are “3.5” for 2015 and “2.8” for 2016.
SCG-20- WP	Cheung/ Magana	7	-	Adjusted-forecast FTE correction to reflect appropriate aggregate adjustment of FTE transferred from 2IN004 to 2IN001. “18.3” FTE for Total Base Forecast is replaced with “19.0” FTE for 2017, 2018, and 2019. Additionally, this revises Adjusted-Forecast totals for 2017, 2018, and 2019 from “19.2, 20.2, 25.2” to “19.9, 20.9, 25.9” respectively.
SCG-20- WP	Cheung/ Magana	28	-	Adjusted-forecast FTE correction to reflect appropriate aggregate adjustment of FTE transferred from 2IN004 to 2IN001. “72.2” FTE for Total Base Forecast is replaced with “71.5” FTE for 2017, 2018, and 2019. Additionally, this revises Adjusted-Forecast totals for 2017, 2018, and 2019 from “71.5, 71.7, 72.2” to “70.8, 71.0, 71.5” respectively.