

## 2006-8 Energy Efficiency Portfolio Quarterly Report Narrative

**Program Name:** SoCalGas Delivery Channel Innovation  
**Program Number:** SCG3504  
**Quarter:** First Quarter 2006

1. Program description
  - New, local cross-cutting program to support all sectors: Residential, Non-Residential, New-Construction and Third Party Programs. Created to increase customer understanding of The Gas Company's energy efficiency portfolio and make adoption of energy efficiency measures and practices easier.
2. Administrative activities (describe)
  - Routine monthly administrative activities could include but are not limited to the following activities: Project tracking and review of prospective projects, coordination, contract management, responding to customer inquiries and concerns, planning of future marketing events, and managing of program budgets and expenditures.
3. Marketing activities (describe)
  - During Q1, 2006, SoCalGas launched this new program to support the marketing and outreach of The Gas Company's energy efficiency portfolio. New foundational content was developed to promote the benefits of natural gas energy efficiency to residential and business customers.
  - Content was packaged into various new communication pieces including: a new Energy Efficiency section on [www.socalgas.com](http://www.socalgas.com), residential and business energy efficiency program brochures, electronic newsletters, speeches, call center scripts, displays, event staff training manuals, etc. In addition, 79 press releases, advertorials, articles and media clips on The Gas Company's energy efficiency programs were placed and tracked.
  - Delivery Channel Innovation Program was utilized to launch our 2006 Business programs. On 3/14, The Gas Company hosted its first Business Energy Efficiency Expo hosting over 200 business customers, energy efficient equipment vendors, and organizations (such as the CA Climate Action Registry). Customers learned about SoCalGas' new programs, watched customer success story videos and learned from these customers about the real world benefits of energy efficiency, heard from industry experts, participated in technical industry specific seminars, and met energy efficient equipment suppliers. Customer satisfaction ratings were excellent with 95% of all respondents rating the event "Excellent" or "Above Average". Program managers and vendors commented that they received numerous qualified customer leads through this event.

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4. Direct implementation activities (describe)
  - Through Delivery Channel Innovation, The Gas Company participated in 9 community events targeting residential customers, and 19 business events during the 1<sup>st</sup> quarter. At these events, 12,000 residential energy efficiency brochures, and 23,000 business energy efficiency brochures were distributed to customers. In addition, 190 email opt-in were collected so that we can follow-up with customers over time with energy efficiency messages via email.
  
5. Program performance/program status (describe)
6.
  - Program is on target
  - Program is exceeding expectations
  - Program is falling short of expectations
  - The program is exceeding expectation and bringing more attention to The Gas Company's energy efficiency programs than ever.
  - For example, the new "Energy Efficiency" section at [www.socalgas.com/energyefficiency](http://www.socalgas.com/energyefficiency) has already become one of the top 20 most viewed pages on the site.
  
7. Program achievements (non-resource programs only):
  - The Delivery Channel Innovation Program is a marketing program without specific program achievements.
  
8. Changes in program emphasis, if any, from previous quarter (new program elements, less or more emphasis on a particular delivery strategy, program elements discontinued, measure discontinued, budget changes, etc.).
  - None
  
9. Discussion of near-term plans for program over the coming months (e.g., marketing and outreach efforts that are expected to significantly increase program participation, etc.)
  - In Q2, we will build upon the basic communication materials launch in Q1 and test more innovative delivery channels including banner ads and other online communications.

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10. Changes to staffing and staff responsibilities, if any
  - None
  
11. Changes to contracts
  - None
  
12. Changes to contractors and contractor responsibilities, if any
  - None.
  
13. Number of customer complaints received
  - None.
  
14. Revisions to program theory and logic model, if any  
Provided in February 1, 2006 concept paper.
  - None.