

Pre-Installation Phase									
Customer/ Stakeholder Group	Potential Channels	Potential Vehicle	2011	2012	2013	2014	2015	2016	2017
Cities Receiving Infrastructure					← As Needed →				
			x	x	x	x	x	x	x
	SoCalGas Briefings & Meetings	Advanced meter meetings and presentations with local city officials surrounding deployment of communication network							
	SoCalGas Briefings (in person or email)	On-going updates to city officials on siting of network in their city							
Leadership Meetings									
		Elected officials in SoCalGas territory	x	x	x	x	x	x	x
		County Officials (12 counties)	x	x	x	x	x	x	x
		Consumer Advocate Organizations	x	x	x	x	x	x	x
		Technical Advisory Panel (TAP): CPUC - Energy Division; CPUC - Business and Community Outreach; California Energy Commission (CEC); Division of Ratepayer Advocates (DRA)	x	x	x	x	x	x	x
Mass Market (Residential and Small/Medium Business)									
Media									
	Earned Media (Print, Radio, TV)			x	x	x	x	x	x
SoCalGas Website									
	SoCalGas advanced meter micro site		x	x	x	x	x	x	x
		General Education (FAQs, About the project and benefits, fact sheets, videos, demos, etc.)							
		Installation map							
		Media Kits / Information							

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		Sign-up for SoCalGas advanced meter updates (i.e. Twitter, Facebook, YouTube, email, etc.)							
	My Account	Promotional messages to My Account users regarding advanced meter		x	x	x	x	x	x
Employees									
	Employee advanced meter training		x	x	x	x	x	x	x
		Field Service							
		Installation Appointment Center							
		Customer Contact Center							
		Technical Support Team							
		Customer Programs (Assistance and Energy Efficiency)							
		Regional Public Affairs							
		Account Executives							
		Advanced meter employee communication network							
		As requested by other departments							
Social Media									
	Advanced meter Presence on channels such as Twitter, Facebook and YouTube	Key information; links to articles		x	x	x	x	x	x
SoCalGas Customer Communication Channels									
			x	x	x	x	x	x	x
		Bill package (messaging, inserts, onserts)							
		Gas Company news (print and email)							
		Gas Company Biz-Enews (email)							
		Trade Shows / Events							
		Existing company literature							

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	Customer Aligned Communities/ Affinities		x	x	x	x	x	x	x
	Regional Community Based Organization and Key Stakeholders	Leverage existing relationships with community based organizations to educate key audiences (via Public Affairs, Community Relations, etc.)							
	Media Relationships		x	x	x	x	x	x	x
		Identify, contact and maintain relationships							
		Engage media with advanced meter, conduct briefings, technology demonstrations, create educational stories, etc.							
Sensitive Communities: All outreach below will be incremental to efforts outlined above									
CBOs & FBOs Sensitive Communities' Customer Support			x	x	x	x	x	x	x
	Develop, issue and award RFI (Request for Information) for CBOs', FBOs' and/or disability agencies assistance with outreach to sensitive communities								
Cultural (including Limited English Proficiency)									

← As Needed →

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	Ethnic & Cultural Earned/Paid Media (Print, Radio, TV, Online)	Educational and relevant stories surround advanced meter		x	x	x	x	x	x
	CBO & FBO	Event sponsorship, organization newsletters / publications, community meetings, etc.		x	x	x	x	x	x
Low Income									
	Leverage existing SoCalGas Programs	TBD		x	x	x	x	x	x
	CBO & FBO	TBD		x	x	x	x	x	x
	Earned/Paid Targeted Media (Print, Radio, TV, Online)	TBD		x	x	x	x	x	x
Rural									
	CBO & FBO	TBD		x	x	x	x	x	x
	Community Action Partnership (for each County)	12 counties		x	x	x	x	x	x
	Leverage Existing SoCalGas Programs	TBD		x	x	x	x	x	x
	Leverage Public Affairs Relationships	TBD		x	x	x	x	x	x
Seniors									
	Earned/Paid Targeted Media (Print, Radio)	TBD		x	x	x	x	x	x
	CBO, FBO and disability agencies	TBD		x	x	x	x	x	x

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	Community Action Partnership (for each County)	TBD		x	x	x	x	x	x
	Leverage Existing SoCalGas Programs	TBD		x	x	x	x	x	x
Disabled									
	CBO, FBO and disability agencies	TBD		x	x	x	x	x	x
	Community Action Partnership (for each County)	TBD		x	x	x	x	x	x
	Leverage Existing SoCalGas Programs	TBD		x	x	x	x	x	x
Small and Medium Businesses									
	Leverage industry and trade associations	Target industry and trade associations to reach groups such as food service, laundry/dry cleaning, retail, property management, hospitality/lodging, etc.		x	x	x	x	x	x
		Leverage association newsletters, email, meetings, etc. to promote and educate on the advanced meter project		x	x	x	x	x	x

Installation Phase									
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Mass Market (Residential and Small/ Medium Business) and Sensitive Communities									
Installation Wave 1...n				X	X	X	X	X	X
	Community Meetings	90-60 days out; Meet with impacted elected officials and community leaders							
	Community Events	60-30 days out: Participate in community events							
	Individual Contact	30 days out: Mail customer advance meter deployment notification letter (English, Spanish) with call to action in selected languages							
	Individual Contact	5-3 days out: Reminder of installation							
	Individual Contact	Day of: Installer may leave "successful install" door hanger or "not able to install" door hanger.							
	Individual Contact	Day of (Option): Potentially utilize SoCalGas retirees (customer experienced) be available or go with installer in targeted areas to answer questions/inform on advanced meter							
	Individual Contact	Post-Installation: Survey of a sampling of customers as a follow-up to installation experience							
	Individual Contact	Post-Installation Validation: SoCalGas meter reader will record new meter count and compare to electronic read to ensure meter accuracy.							

Post-Installation Phase							
Customer/ Stakeholder Group	Potential Channel	Potential Vehicle	2013	2014	2015	2016	2017
Mass Market (Residential and Small/ Medium Business)							
	Direct mail or email	Send invitation to Wave X customers to inform them of ability to sign up for online presentment via My Account and other access options.	X	X	X	X	X
	Direct mail, email, My Account website or TBD	Research, develop and measure campaigns to target customer groups most likely to "conserve natural gas"	X	X	X	X	X
	Direct mail with SoCalGas programs	Leverage and collaborate with SoCalGas energy efficiency programs and customer assistance programs to deliver the "conserve natural gas" message	X	X	X	X	X
	Various	Design, develop, implement and measure innovative pilots to "conserve natural gas"	X	X	X	X	X
Sensitive Communities: All outreach below will be incremental to efforts outlined above							
	CBO, FBO and disability agencies promotional outreach	TBD	X	X	X	X	X

Post-Installation Phase							
Customer/ Stakeholder Group	Potential Channel	Potential Vehicle	2013	2014	2015	2016	2017
	Leverage existing SoCalGas programs	Leverage and collaborate with SoCalGas energy efficiency programs and customers assistance programs to deliver the "conserve natural gas" message. Ensure that message is relevant and readable for sensitive communities.	X	X	X	X	X
	Technical support team	Assist customers with understanding of their gas usage information	X	X	X	X	X
	Employee Ambassadors	Train employees to be able to help customers and / or respond to customer questions regarding their gas usage information	X	X	X	X	X