

**SOUTHERN CALIFORNIA GAS COMPANY  
ADVANCED METER  
SEMI-ANNUAL REPORT**

February 27, 2015

**Table of Contents**

Introduction ..... 3

Chapter 1 - Project Overview and Summary ..... 3

Chapter 2 - Module Installation and Network Construction Status ..... 4

    2.A Module Installation Status ..... 4

    2.B Communication Network Construction Status ..... 6

Chapter 3 - System Performance ..... 9

    3.A Network Performance ..... 9

    3.B Billing Data Performance ..... 10

Chapter 4 - Financial Status ..... 11

Chapter 5 - Meter Reading Work Force Impacts ..... 13

Chapter 6 – Community Education and Outreach ..... 14

    6.A Outreach Organizations and Events ..... 14

    6.B Warehouse Outreach Activities ..... 15

    6.C Pilot Program with TTG/DSO ..... 15

Chapter 7- Customer Awareness and Satisfaction ..... 16

Chapter 8 – Elevated Customer Inquiries and Deferral/Opt-Out Requests ..... 19

Chapter 9 - Conservation Outreach Campaign ..... 20

    9.A 2014-15 Conservation Campaign Design ..... 21

    9.B Conservation Campaign Update ..... 23

    9.C My Account “Ways to Save” Tool Utilization ..... 29

Appendices

    Appendix A- Mass Install Schedule

    Appendix B- List of Cities and Counties with Fully Installed DCUs

    Appendix C- List of Organizations Contracted through GeM Communications

    Appendix D- List of Community Events and Briefings

    Appendix E- 2014-2015 Conservation Outreach Campaign Sample Materials

## **Southern California Gas Company Advanced Meter Semi-Annual Report**

### **Introduction**

This is the fourth Semi-Annual Report (“Report”) regarding the progress of Southern California Gas Company’s (“SoCalGas”) Advanced Meter project. In Decision (“D.”) 10-04-027, the California Public Utilities Commission (“CPUC” or “Commission”) authorized the project. Ordering Paragraph 5 required the following reporting requirements for SoCalGas:

“Southern California Gas Company shall establish a system to track and attribute program costs and projected savings from conservation. Based on this tracking system, Southern California Gas Company shall submit a report to the Director of the Commission’s Energy Division semi-annually, tracking the gas conservation impacts of the advanced metering infrastructure project to date. These reports shall serve as a forum to adjust, as necessary the elements laid out in the final outreach plan described above. We expect that customer outreach, education and communications will continue to evolve and improve as SoCalGas conducts customer research, monitors customer reaction to new AMI technology and various customer usage presentation tools, and incorporates feedback from these activities into its AMI outreach and education activities. If the report shows that the company is falling short of its projections, it shall submit revisions to its conservation plan to increase awareness, participation, and durability of conservation actions among its customers. The semi-annual reports and any revisions to the advanced metering infrastructure outreach and conservation plan shall be submitted to the director of the Commission’s Energy Division and served on the most recent service list for this proceeding. Additional costs incurred in order to improve conservation response will be funded out of contingency funds, or otherwise subject to the risk sharing mechanism authorized in Ordering Paragraph 2.”

### **Chapter 1 - Project Overview and Summary**

In addition to the specific requirements identified in D.10-04-027, this Report provides overall status of SoCalGas’ Advanced Meter project through December 31, 2014 and builds upon previous Reports by highlighting project changes and activities that have taken place as of July 1, 2014. Previous Report filings may be accessed on SoCalGas’ website.<sup>1</sup>

The Advanced Meter infrastructure consists of two primary components – a meter transmission unit (“MTU” or “module”) attached to SoCalGas meters, and a communications network consisting of data collection units (“DCU”) installed across the SoCalGas service territory. Data from the modules is communicated to the DCUs and then transmitted to SoCalGas’ back-office systems. Operational highlights of the infrastructure and performance of the system as of December 31, 2014 include:

---

<sup>1</sup> <http://www.socalgas.com/regulatory/A0809023.shtml>

- About 453 SoCalGas employees installing modules
- Over 2.8 million modules installed
- Nearly 80 percent - over 3,000 DCUs – are constructed or ready to construct
- Approximately 96 percent of the installed modules have been deemed ‘Billing Ready’ and are now used or ready for billing customers

In November 2014, SoCalGas launched its second targeted heating season conservation campaign. This campaign incorporates lessons learned and key findings from the initial conservation campaign launched in October 2013 and extending through March 2014. A comprehensive evaluation of the results of this second campaign and additional findings from the treatments tested in the first campaign will be provided in the August 2015 Report.

Although the Advanced Meter project is currently meeting its schedule, budget and major project milestones, SoCalGas continues to face challenges in constructing the network. SoCalGas has implemented a proactive public outreach strategy to educate and inform impacted residents, businesses, and municipalities of network installation to help mitigate potential concerns. However, as noted in previous Reports, a potential obstacle to completing construction of the network in accordance with the approved schedules continues to be select municipalities refuting the CPUC’s preemptory jurisdiction over utility facilities. These municipalities assert that their local ordinances require utilities to secure conditional use permits and other discretionary permits. These discretionary permits (which are ordinarily preempted by CPUC’s general jurisdiction over the public utilities) could effectively give a municipality the unilateral right to significantly modify the planned location or design of the DCUs and could even preclude the installation of DCUs by the utility. If these municipalities continue to assert their current positions, they will significantly delay the installation timeline, result in adverse financial impacts, and jeopardize SoCalGas’ customer benefits.

## **Chapter 2 - Module Installation and Network Construction Status**

### **2.A Module Installation Status**

SoCalGas has installed 2,877,639 modules through the end of 2014, with its first installation dating back to October 2012. Table 1 displays the installations performed by Advanced Meter Mass Install personnel and identifies installations completed by other SoCalGas personnel.

Appendix A provides the latest timeline of planned warehouse opening and closings.

**Table 1  
Module Installations by Personnel Group**

	<b>Module Only</b>	<b>Meter Change w/Module</b>	<b>Total</b>
Advanced Meter Installations	2,051,788	601,332	2,653,120
Other SoCalGas Personnel	0	224,519	224,519
<b>Total Installations</b>	<b>2,051,788</b>	<b>825,851</b>	<b>2,877,639</b>

About 92 percent of the modules are being installed by Advanced Meter personnel, with about 8 percent being installed by other SoCalGas personnel. Other SoCalGas personnel are involved when the installation requires extensive modifications to the existing meter configuration, such as installing the modules on complex industrial and commercial meters; replacing existing curb meters with new curb meters containing a pre-installed module; and when meters are changed through the normal course of business.

As Table 1 displays, about 71 percent of the modules were installed on existing meters, while 29 percent of the time, the meter was replaced with a new meter with a module already installed.

Installation teams work out of warehouses leased specifically for the Advanced Meter project. As of December 31, 2014, there were 453 installers employed. Table 2 provides an overview of the installation workforce for each of the warehouses opened through December 2014.

**Table 2  
SoCalGas Installation Workforce by Warehouse**

<b>Warehouse</b>	<b>Number of Employees</b>
Northridge	49
LAX	22
Valencia	64
Irwindale	58
South Gate	64
Los Angeles	65
Perris	44
Mission Viejo	30
Anaheim	57
<b>Total</b>	<b>453</b>

Throughout the project, the Advanced Meter team has experienced some injuries and incidents. Table 3 displays safety results through year-end 2014. SoCalGas aspires to have zero incidents and has taken a proactive approach in providing its Advanced Meter team with

additional safety and training resources. SoCalGas continues to have an additional day dedicated to safety in the installer training curriculum and as part of its “Safe and Sound” Safety Campaign, SoCalGas continues to create and share short safety films to promote safe behavior at the workplace and at home.

**Table 3  
Advanced Meter Safety Incidents  
Through December 31, 2014**

	<b>Number of Incidents</b>	<b>Rate*</b>
Occupational Safety & Health Administration (“OSHA”)	36	5.47
Controllable Motor Vehicle Incidents (“CMVI”)	24	5.91
Lost Time Incidents (“LTI”)	10	1.52

\*OSHA Rate is the number of incidents per 200,000 hours worked

\*CMVI Rate is the number of incidents per million miles driven

\*LTI Rate is per 100 workers

**2.B Communication Network Construction Status**

The communications network consists of DCUs deployed across the SoCalGas service territory. The DCUs receive the meter reading data from the modules installed on each meter. Each module transmits twelve hourly meter reads four times a day, communicating for less than two minutes per year. The data is encrypted and transmitted across a licensed frequency from the module to the DCU.

As of the end of 2014, SoCalGas planned to install nearly 3,862 DCUs; however, based on the latest propagation study provided by Aclara, the technology vendor, and as SoCalGas continues to refine the network to improve system performance there may be plans to install nearly 4,300 DCUs. The specific DCU locations, referred to as design points, are determined based on the propagation study which takes into account the location of the modules on the six million meters, the topography of the surrounding area, and the influence of the environment on the transmission of the radio signal. The DCUs can be placed within a 500 foot radius of the design point.

The Advanced Meter system is designed to ensure that SoCalGas customers receive their hourly consumption data. To achieve this goal, most modules will communicate with at least three DCUs. The actual number of DCUs to be installed is determined by a two-step process. After these DCUs are installed, SoCalGas evaluates the performance of the network and identifies gaps in the network. SoCalGas then installs additional DCUs to remediate these deficiencies in performance.

SoCalGas' plan is to install DCUs prior to the scheduled module installation so that data can be received soon after the module is installed. Overall, SoCalGas has achieved this goal. Table 4 displays the status of the SoCalGas network as of December 31, 2014.

**Table 4  
Status of DCUs through December 31, 2014**

<b>DCU Status</b>	<b>Number of DCUs</b>	<b>Percent of DCUs</b>
Installed	3,022	78%
Ready to Construct	41	1%
Negotiating with Local Governments/Other Third Parties	721	19%
Not Started	78	2%
<b>Total To Be Installed</b>	<b>3,862</b>	<b>100%</b>

Nearly 80 percent of the network has been constructed or is ready to construct. By December 31, 2014, SoCalGas installed 3,022 DCUs with an additional 41 DCUs ready for construction. SoCalGas continues to negotiate with local governments and third parties to install the remaining DCUs in the network. Table 5 displays the locations of installed DCUs to date.

**Table 5  
Location of Installed DCUs**

<b>DCU Location</b>	<b>Installed DCUs</b>
<b>SoCalGas Owned Poles in</b>	
SoCalGas Facilities	57
Public Right of Way	2,118
Caltrans Right of Way	24
Private Easement	57
Total	2,256
<b>Attached to Third Party Assets</b>	
Los Angeles Bureau of Street Lighting	342
SCE Street Lights	200
PG&E Street Lights	19
SDG&E Street Lights	23
Other Cities Street Lights	182
Other Public/Private Assets	0
Total	766
<b>Total DCUs Installed</b>	<b>3,022</b>

To date SoCalGas has installed DCUs on a SoCalGas owned pole in the public right of way under its franchise nearly 75 percent of the time. The second most common method has been to install DCUs on local government-owned street lights.

When a DCU is attached to a third party owned asset, SoCalGas negotiates a contract with the asset owner which usually includes:

- Fees to lease the space on the asset; and,
- Energy rates for the electricity to power the DCU.

SoCalGas has executed contracts with Pacific Gas & Electric Company (“PG&E”), Southern California Edison Company (“SCE”), San Diego Gas & Electric Company (“SDG&E”), City of Los Angeles Bureau of Street Lights (“BSL”) and has reached contract agreements with 158 cities and 6 counties.<sup>2</sup>

Of the 12 counties and 205 cities in the SoCalGas service territory, SoCalGas has finished installing DCUs in 3 counties and in 130 cities/communities.<sup>3</sup> SoCalGas is in active negotiations with several cities and counties to continue installing the remaining DCUs. Cities and counties have been reopened due to network optimization. To ensure area coverage, the project has reassessed cities and counties that have been completed with the original design and added DCUs where necessary.

With 3,022 DCUs constructed, SoCalGas has received 154 complaints and 42 inquiries, including concerns about the DCUs aesthetics, glare, or location. In each case, SoCalGas contacted the complaining party to resolve the complaint. As a result of customer concerns, SoCalGas has relocated 52 DCUs. Otherwise, the concerns have been resolved without relocating the DCU.

Where the DCU design point falls entirely within private property, SoCalGas negotiates easements with the private property owner(s). Installations of this type usually require a contract to secure the right to locate on the third party property.

When SoCalGas installs a DCU on its own pole, the DCU is solar-powered. When installed on a street light, the DCU is most often powered by electricity from the street light. Given the preponderance of new poles, most of the DCUs are solar powered. Table 6 shows the breakdown between solar and A/C powered DCUs.

---

<sup>2</sup> Pursuant to Commission Resolution ESRB-1 dated May 10, 2013 (SCE), Resolution ESRB-2 dated June 27, 2013 (SDG&E) and Resolution ESRB-3 dated June 27, 2013 (PG&E) SoCalGas is able to permanently attach the DCUs to these electric utilities’ street lights.

<sup>3</sup> Appendix B provides a list of the counties and cities with fully installed as of December 31, 2014.



**Table 6  
Power Source for DCUs**

Installed DCUs	Solar Powered	AC Powered
3,022	2,297	725

**Chapter 3 - System Performance**

The areas of billing, Customer Service Field, and presentment of hourly gas consumption data to customers are key elements for measuring performance of the system.

**3. A Network Performance**

The most basic measure of system performance is to measure the data delivered as a percentage of the expected data to be delivered. This has direct impacts to both billing and the presentment of hourly gas consumption data to customers. In a perfect system, SoCalGas would receive data for every customer for every hour, each day of the year. To provide this data, the modules must communicate with the DCUs and the DCUs must transmit the data to SoCalGas back office systems 100 percent of the time.

Table 7 displays the breakdown of modules that have successfully communicated with SoCalGas’ back office systems.

**Table 7  
Module Communication Status**

Module Communication Status	Modules Installed	Percent Installed With Network
Total Modules Installed	2,877,639	
Modules Installed – Incomplete Network	691,993	24.0%
Modules Installed with Complete Network <sup>1</sup>	2,185,646	76.0%
Delivering 100 Percent of Expected Reads	1,966,159	90.0%
Missing 1-12 Reads	115,643	5.3%
Missing More Than 12 Reads <sup>2</sup>	99,555	4.6%
Missing All Reads	4,289	0.2%

<sup>1</sup> Number of modules installed within full DCU coverage; full DCU coverage indicates that all planned DCUs for a given area are operational

<sup>2</sup> Missing more than 12 reads but at least one read has been communicated

About 76 percent of the modules have been installed where network has been completed and only about 24 percent of modules are installed where the network is incomplete. SoCalGas generally installs modules where the network is available; however, some exceptions to installing outside of an available network include instances when new business meters are connected and routine meter changes are being performed. Additionally, when a meter fails in the field, it is replaced with an integrated meter and module, regardless of whether the network is installed or not.

As illustrated in Table 7, nearly 90 percent of the installed modules within a completed network are successfully communicating all of a customer’s hourly data on a monthly basis. About 5 percent of the modules are missing 1-12 reads, which means that they have had only 1 or 2 unsuccessful communications per month. That is, one or two six-hour periods have not been successfully communicated to the SoCalGas back office systems. SoCalGas does not consider a module performing at this level to be problematic for billing as enough hourly data is being received for these purposes.

About 5 percent of the modules are missing more than 12 reads but have communicated at least one read. SoCalGas continues to examine module modifications and network enhancements to improve the performance of these modules.

### 3.B Billing Data Performance

The Advanced Meter modules replace the manual reads with an automated read, with the expectation that the system will produce more accurate reads (no data entry mistakes) and fewer estimated reads (meter access problems are largely eliminated).

Table 8 displays the progression of modules from installation to actual use for billing.

**Table 8  
Advanced Meters Utilized for Billing**

Modules Installed as of December 31, 2014	2,877,639
Modules in ‘Billing Ready’ Status	2,753,839
Advanced Meter Reads Requested for Billing	2,691,241
Billing Data Provided by Advanced Meter	2,687,238
Billing Data Not Provided by Advanced Meter	4,003
Percent Provided by Advanced Meter – Actual Read	99.60%
Percent Provided by Advanced Meter – Estimated Read	0.25%
Percent Not Provided by Advanced Meter	0.15%

Approximately 96 percent of the installed modules have been deemed ‘Billing Ready’ and are now used or ready for billing customers. Of the remaining four percent, most are still in the process of completing one of the test elements needed to become ‘Billing Ready.’ Others are located in areas with incomplete DCU coverage, or are located in areas with insufficient module density to support conversion to Advanced Meter billing.

Modules in areas with network coverage which do not pass the ‘Billing Ready’ tests are monitored and, if necessary, replaced. They may also point to insufficient network coverage or DCU problems, which are then remediated.<sup>4</sup>

---

<sup>4</sup> As referenced in Chapter 2, additional DCUs may have to be added to improve system performance.

For the Billing Ready modules, the system provides a high percentage of accurate reads. About 99 percent of the reads requested were actual, accurate reads. The system also provided an additional 0.25 percent of reads which were ‘estimated reads’ based substantially on reads received earlier in the month, rather than on a particular designated day. Only about 0.15 percent of the reads could not be provided by the Advanced Meter system.

In July 2013, SoCalGas implemented software that enabled the utilization of automated reads for the initiation of new service. With Advanced Meter automation, a field visit to collect a customer’s starting read was no longer necessary for turn-on orders that did not require entry into the home. SoCalGas’ Customer Service Field organization has seen a reduction of nearly 400,000 orders since the implementation of the automated reads for the initiation of new service.

#### **Chapter 4 - Financial Status**

To track expenses during the project, Ordering Paragraph 7 of the D.10-04-027, stated:

“Southern California Gas Company shall file an advice letter no later than 30 days from the effective date of this decision, establishing a balancing account and detailing the cost recovery mechanism in conformance with this decision. Southern California Gas Company is authorized to recover deployment costs up to \$1.0507 billion in this account, plus additional amounts, if any, consistent with the terms and conditions of the Risk Sharing Mechanism approved in Ordering Paragraph 2.”

On August 4, 2010, the CPUC approved AL 4110, effective April 8, 2010, which established the Advanced Meter Infrastructure Balancing Account.

The CPUC approved budget of \$1,050 million for the SoCalGas Advanced Meter project was augmented by re-directing \$13.5 million of previously approved General Rate Case funding for a Remote Automated Meter Reading (“RAMR”) project. SoCalGas halted the implementation of its RAMR project, a drive-by meter reading system, when its Advanced Metering Infrastructure (“AMI”) application was submitted, and in the AMI application requested that this funding be re-directed to the Advanced Meter project. In D.10-04-027, the CPUC approved this request.<sup>5</sup> The total budget for the SoCalGas Advanced Meter project is \$1,064 million, which included a contingency fund of \$68.7 million.

Table 10 displays the Advanced Meter spending through the end of 2014, by the major project activities, and also displays the forecast for the entire project. SoCalGas believes the project will be delivered within the approved budget.

---

<sup>5</sup> A.08-09-023, Prepared Direct Testimony of Edward Fong, page 15.

**Table 9**  
**Financial Results (in Thousands)**  
**Recorded 2010 through December 2014**  
**Forecast July 2013 – 2017**

	2010	2011	2012	2013	2014	Project to Date	Project Forecast
<b>Project Management Office</b>	2,619	6,477	6,634	4,945	4,023	24,698	29,720
<b>Meters, Modules &amp; Installation</b>	120	3,718	27,957	116,004	184,236	332,035	519,903
<b>Network</b>	777	3,744	14,429	23,805	18,796	61,551	86,827
<b>Information Technology</b>	6,011	16,873	21,931	16,015	10,491	71,321	95,562
<b>Customer Outreach</b>	324	1,027	2,085	5,502	5,195	14,133	28,105
<b>Employee Awareness</b>	65	3,078	3,732	2,088	1,051	10,014	11,848
<b>Other</b>	303	-	1,162	3,576	4,517	9,558	13,360
<b>Taxes</b>							27,845
<b>Overheads &amp; AFUDC</b>	2,382	10,828	23,663	33,812	40,499	111,183	225,842
<b>Contingency</b>							25,244
<b>Total</b>	<b>12,601</b>	<b>45,745</b>	<b>101,594</b>	<b>205,746</b>	<b>268,807</b>	<b>634,494</b>	<b>1,064,257</b>

The sequencing of the spending to date is typical of the pattern for many major projects. The early years of the project were spent organizing the large project team; developing new business processes; and building and implementing the information systems that support the construction of the DCUs and installation of the modules. SoCalGas' plan contemplated that the DCUs would be constructed prior to the installation of the modules so that the modules would be effective in delivering benefits to customers. As indicated in Chapter 2, SoCalGas began installing its DCUs in June 2012 and its modules in October 2012.

Table 9 displays spending patterns as described in previous Reports. The purchases and installation of meters and modules continue to be the primary spending at approximately \$184 million in 2014; the amount spent in this area is higher compared to other years primarily due to the increase of installations in 2014. SoCalGas installed nearly 65 percent more modules in 2014 compared to 2013. The second largest activity is the construction of the communication network at approximately \$18.8 million in 2014 and lastly, the continued build of information systems at \$10.5 million through December 2014.

The contingency fund continues to be approximately \$25 million, as stated in previous Reports.

**Chapter 5 - Meter Reading Work Force Impacts**

The Meter Reading work force is the most significantly impacted by the Advanced Meter project as Meter Reading positions will be virtually eliminated by the project. Both SoCalGas and the CPUC are concerned about these impacts. The Commission specifically addressed this concern. Ordering Paragraph 1 of the D.10-04-027 states:

“Southern California Gas Company shall supplement by \$1 million its funding for workforce retention and retraining. This fund is established to better protect the employment interests of Southern California Gas Company’s meter reading workforce and should be used to extend severance, vocational training, and other transitional opportunities to employees affected by the decision to pursue advanced metering infrastructure.”

In response to this direction, SoCalGas set aside funding in its Enhanced Educational Assistance Fund specifically to support the Meter Reading personnel in place in April 2010. As of December 31, 2014, meter readers had been reimbursed approximately \$102,200 through this fund. While this fund has not been heavily utilized by meter readers, they have been active in seeking employment opportunities within the Company.

Table 10 displays the current status of those Meter Reading personnel who were employed in April, 2010, when the project was approved by the CPUC.

**Table 10  
Status of Meter Reading Personnel Employed in April 2010**

Meter Reading Personnel	Work Force in April 2010	Remain in Meter Reading December 31, 2014	Left Company	Transition Within Company
Full-time	166	27	16	687
Part-time	818	83	171	
Management	46	19	7	20
Total	1,030	129	194	707
Percent of Work Force	100%	13%	19%	69%

As Table 10 shows, 707 employees (69 percent of the Meter Reading personnel from April 2010) have transitioned to another position within the Company. Nineteen percent of those employed in 2010 have left the Company and 129 employees (13 percent) remain in the Meter Reading organization.

SoCalGas continues to encourage Meter Reading employees to explore all opportunities outside of the Meter Reading organization.

## **Chapter 6 – Community Education and Outreach**

SoCalGas personnel perform an array of outreach activities to inform customers about Advanced Meter project activity. SoCalGas developed a local stakeholder education and community outreach program to ensure every city and county SoCalGas serves is addressed. During the network construction process, outreach is done at the city level with initial city briefings to the city manager and staff including presentations to city councils. Outreach to the community includes, but is not limited to: one-on-one customer meetings, door knocking; and meetings with homeowner associations, community/neighborhood councils, and community groups. These efforts include briefing local elected officials, media outreach, community town hall events and local speaking engagements.

The importance of SoCalGas' outreach efforts was illuminated in the City of Laguna Hills. During a city council meeting, concerns arose from residents in the Nellie Gail Community over the installation of a DCU on a new concrete pole. After the meeting, SoCalGas' outreach, public affairs and site acquisition teams took note and obtained the community's input to alternate locations as to where the DCU could be installed. Through close collaboration, SoCalGas was able to obtain a new proposal to relocate the DCU on an existing city-owned street light pole in another area within the neighborhood. SoCalGas was able to meet its network requirements and address customer concerns by moving the DCU to a less intrusive location.

### **6.A Outreach Organizations and Events**

In the time frame of July 1 through December 31, 2014, SoCalGas completed over 200 outreach efforts.

Outreach efforts are complemented by a number of local organizations who simultaneously perform outreach activities under contract to SoCalGas. SoCalGas continues to partner with GeM Communications (GeM) to manage the solicitation and implementation efforts for local organizations to perform community outreach. GeM manages the RFP process and contracts with community- and faith-based organizations (CBOs, FBOs), disability agencies, Chambers of Commerce, and business organizations that conduct outreach to sensitive communities and customers in specific Advanced Meter installation areas. As of December 2014, 133 organizations have been contracted to support outreach activities for the project. Appendix C provides a list of organizations contracted through GeM.

Each organization provides a specialized focus allowing SoCalGas to reach a target audience in a given geography. The strength of the program is the ability to leverage resources and experience to create awareness and educate communities of the Advanced Meter project benefits.

During the Training Occupational Development Educating Communities (“TODEC”) Legal Center Annual Community Festival and *Feria Educativa*, SoCalGas received recognitions from a group of elected officials. Additionally, SoCalGas was featured on KABC Channel 7 by the Consumer Affairs reporter who covered highlights of the project and provided viewers with information regarding some of the SoCalGas’ online tools. The segment may be accessed on the following link: <http://bit.ly/117mnbx>. Please refer to Appendix D for a list of community events and briefings.

### **6.B Warehouse Outreach Activities**

Valencia, Mission Viejo, and LAX warehouses opened between July 1 and December 31, 2014.

The Valencia warehouse opened for operation in August 2014. This warehouse has served the cities of Santa Clarita, Burbank and Los Angeles and the counties of Kern, Ventura and Los Angeles. There are nearly 240,000 modules to install prior to its expected closure in Q4 2015.

The Mission Viejo warehouse opened for operation in September 2014. During this timeframe, this warehouse served the cities of Aliso Viejo, Laguna Hills, Laguna Woods, Laguna Beach, Laguna Niguel, Dana Point, Mission Viejo, San Juan Capistrano, and Irvine as well as unincorporated Orange County. The warehouse has over 240,000 modules to install by Q4 2015.

The LAX warehouse opened for operation in November 2014 and serves the city and county of Los Angeles. The LAX warehouse has nearly 490,000 modules to install and is expected to operate through Q4 2016.

SoCalGas participated in over twenty Los Angeles City Neighborhood Council meetings to provide awareness to the community regarding Advanced Meter installations. SoCalGas’ outreach team helped coordinate installation efforts in the Central City East area of Downtown Los Angeles. SoCalGas collaborated with local council member district office personnel, the Los Angeles Police Department (LAPD) and local community organizations to garner support and input in order to coordinate installation efforts where homeless populations may be impacted. Through close collaboration with external stakeholders, SoCalGas was able to properly plan for the safety of installers, parking and other unique circumstances in the densely populated area of Los Angeles.

### **6.C Pilot Program with TTG/DSO**

SoCalGas launched a pilot program with Tmad Taylor & Gaines (“TTG”) and their subcontractor Diverse Strategies for Organizing (“DSO”), collectively referred to as TTG/DSO. TTG/DSO’s efforts are aimed at educating business organizations in the San Gabriel Valley about the Advanced Meter project. The public education campaign reached out to businesses via trade organization groups. TTG/DSO generated a database of trade organizations in the San Gabriel Valley targeting high consumption business users. Through the guidance of SoCalGas’ outreach manager, the team set up meetings with the organizational leadership requesting an

opportunity to speak at meetings and events. Five one-on-one meetings yielding four Advanced Meter presentations were completed for the following organizations: Dry Cleaners Association of Southern California, California Restaurant Association - Los Angeles Chapter, California Restaurant Association - Orange County Chapter, and the North Lake Business Association.

### **Chapter 7- Customer Awareness and Satisfaction**

SoCalGas monitors the impact of its outreach activities in the areas of customer awareness and customer satisfaction as it relates to the Advanced Meter project. SoCalGas utilizes a variety of market research diagnostics to monitor the “pulse” of customers pertaining to the Advanced Meter installation process, customer communications, new programs and services, and customer attitudes and motivational drivers to behavioral change.

In addition to the general outreach described in Chapter 6, SoCalGas’ customers are provided with communications covering the installation process and Advanced Meter-enabled programs and services. To ensure that its installation process is meeting customer needs, SoCalGas conducts post-installation surveys on an ongoing basis. The next post-installation survey wave will be conducted in 2015 and the results will be included in the next Report.

For purposes of monitoring overall customer awareness and perceptions, SoCalGas uses the Customer Insight Study (“CIS”)<sup>6</sup> which is administered by Davis Research. CIS is SoCalGas’ public opinion tracking study. It is a quarterly phone survey measuring residential and business customer opinion across several factors: favorability, price and value, safety, reliability and reputation. The survey is administered to a representative sample of SoCalGas’ customer base, including customers for whom an Advanced Meter has not yet been installed.

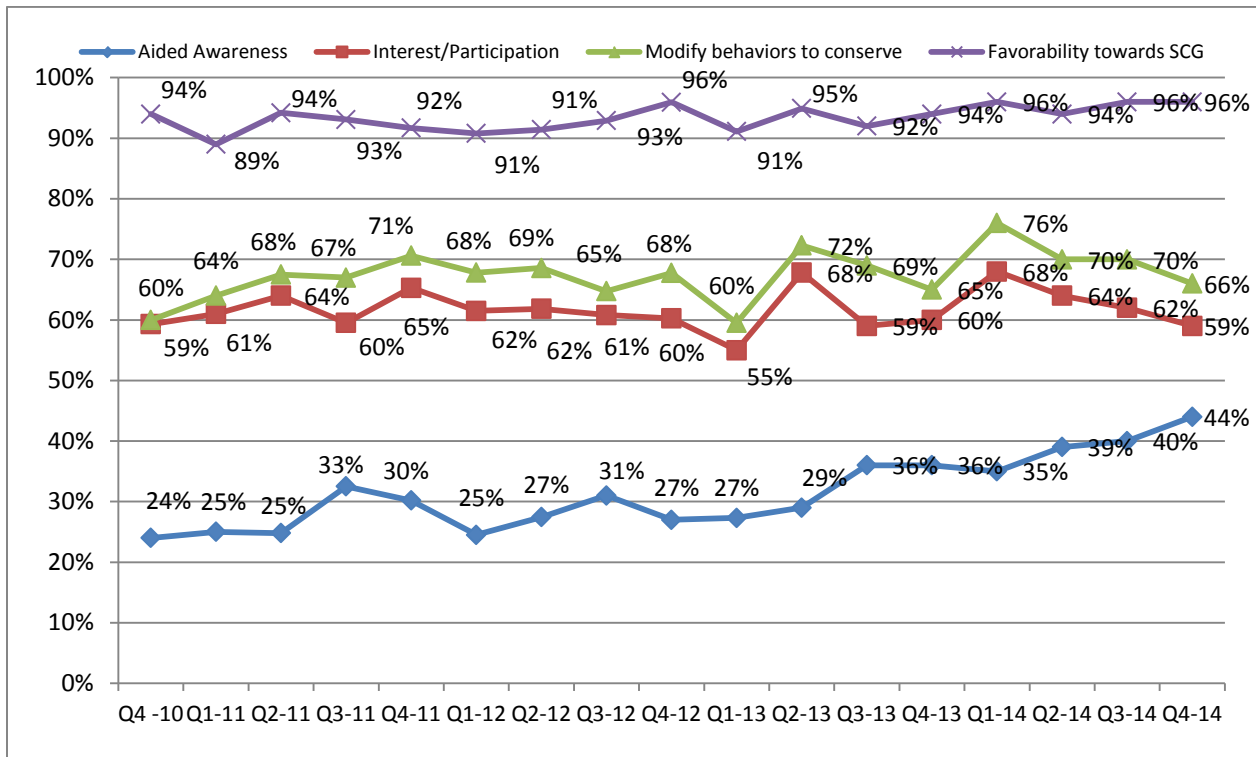
Beginning in the fourth quarter of 2012, SoCalGas added three Advanced Meter related questions to the quarterly survey. Figure 1 displays the CIS results for the general awareness questions about Advanced Meter for residential customers while Figure 2 displays the results for business customers.

---

<sup>6</sup> Formerly called iTracker Customer Perception Study.



**Figure 1**  
**Customer Insight Study – Residential Customers**



Questions:

IM1. How would you rate SoCalGas overall on a scale of 1 to 7 where 1 means very unfavorable and 7 means very favorable?

AM1. Are you aware of a new gas meter that transmits natural gas usage information remotely and more frequently from the meter to SoCalGas?

AM2a. Having access to your daily natural gas usage (therms/dollars) information would make you interested in viewing it more than once a month? (% Agree)

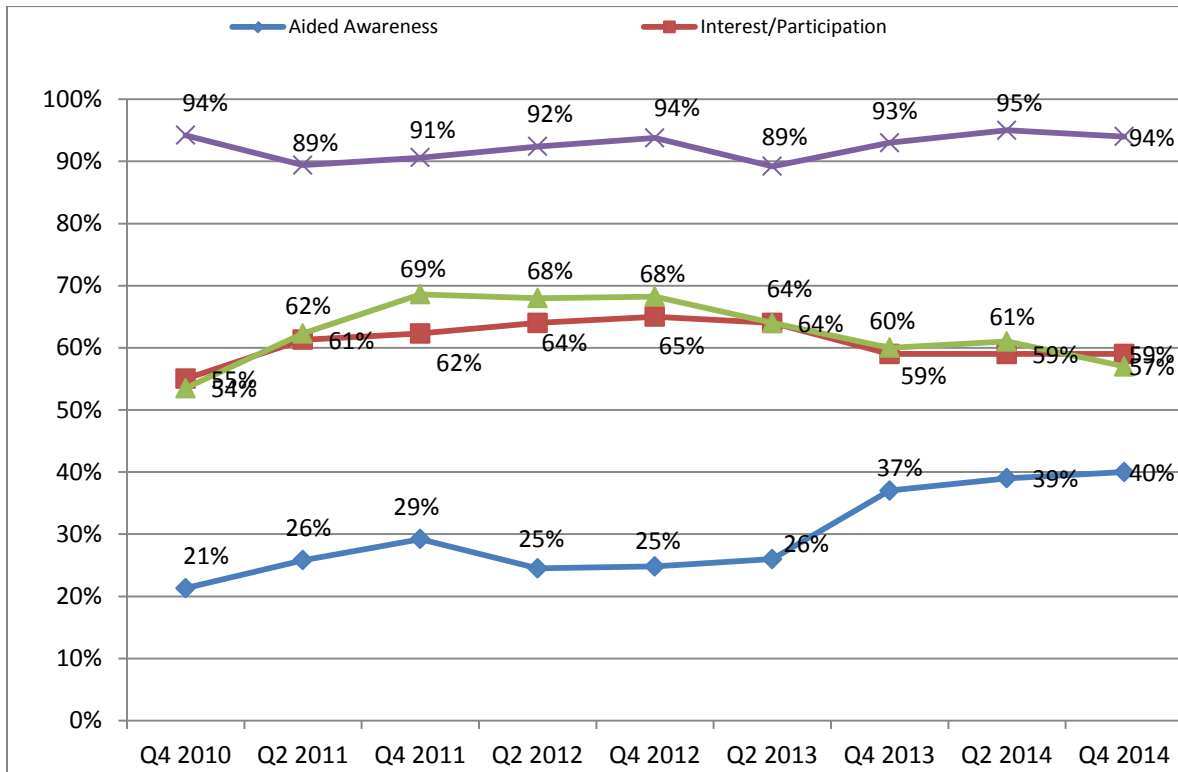
AM2b. Having access to your daily natural gas usage (therms/dollars) information would cause you to modify your behaviors to conserve natural gas? (% Agree)

Awareness about the Advanced Meter project among SoCalGas residential customers reached its highest point to date, 44 percent, in Q4 2014. The general upward trend over the past five quarters seems to reflect the increased volume of customer communications about the project as well as an increase in installations. Of those customers who were aware of the project, 29 percent mentioned bill inserts as their source, and 20 percent mentioned that a meter had been installed at their home.

Customers' interest in viewing hourly consumption data seems to fluctuate on a quarterly basis. In Q4 2014, interest in viewing the data decreased to 66 percent from 70 percent in Q3 2014.

Additionally, the interest in conserving natural gas dropped slightly to 66 percent in Q4 2014 from 70 percent in Q3 2014.

**Figure 2**  
**Customer Insight Study – Business Customers**



Questions:

IM1. How would you rate SoCalGas overall on a scale of 1 to 7 where 1 means very unfavorable and 7 means very favorable?

AM1. Are you aware of a new gas meter that transmits natural gas usage information remotely and more frequently from the meter to SoCalGas?

AM2a. Having access to your daily natural gas usage (therms/dollars) information would make you interested in viewing it more than once a month? (% Agree)

AM2b. Having access to your daily natural gas usage (therms/dollars) information would cause you to modify your behaviors to conserve natural gas? (% Agree)

Advanced Meter awareness among business customers edged up to 40 percent in the fourth quarter of 2014, reaching its highest level to date. Business customers' interest in viewing the hourly consumption data remained steady at 59%. Intent to modify behaviors to conserve dropped to the lowest level since 2010 at 57% in Q4 2014.

## Chapter 8 – Elevated Customer Inquiries and Deferral/Opt-Out Requests

SoCalGas customers may inquire about the Advanced Meter project by contacting either the SoCalGas Customer Contact Center (“CCC”) or the Advanced Meter Customer Information Center (“CIC”). The CCC addresses customer inquiries about any subject while the CIC typically makes appointment arrangements with customers to have their Advanced Meter installed. Advanced Meter “opt-out” requests are processed by the CCC.

Some customer inquiries were not routinely resolved and were escalated to Advanced Meter Customer Experience Support staff. The number of escalated customer inquiries is very low, considering the volume of Advanced Meter communications that have been distributed to SoCalGas customers. There have been about 6,313 escalated inquiries escalated to customer support staff. The most common cause of the escalated inquiries is requests to defer/opt-out of the installation of the communications module. Through December 2014, almost 3.3 million pre-installation letters were mailed to customers. Table 11 displays the types of elevated inquiries received from the project inception through December 31, 2014.

**Table 11**  
**Customer Deferral/Opt-Out Inquiries**

Inquiry Type	Number Received	Explanation
Deferral Requests	8,331	The number of customers that prior to March 19 <sup>th</sup> , 2014, <sup>7</sup> requested to defer from an advanced meter installation (territory-wide).
Opt-Out Requests	2,842	The number of customers that on/after March 19 <sup>th</sup> , 2014, requested to be included in SoCalGas’ approved Opt-Out program (territory-wide).

Although customers can call either the CCC or the CIC to have their deferral/opt-out requests recorded, some ask to speak to the Advanced Meter support staff. The questions usually revolve around safety and privacy concerns, as well as comments on the Advanced Meter Opt-Out Program fees.

On March 19, 2014, SoCalGas’ Opt-Out Program became effective and the project team initiated efforts to inform employees of the opt-out program and revised any impacted company communication materials. The interim opt-out fees approved fees by the Commission were consistent with those previously adopted for the other California Investor-Owned Utilities (“IOUs”).<sup>8</sup> SoCalGas’ Advanced Meter Opt-Out Program interim fees for residential customers were as follows:

<sup>7</sup> Pursuant to D.14-02-019, SoCalGas implemented its Advanced Meter Opt-Out Program effective March 19, 2014

<sup>8</sup> D.12-02-014 (PG&E), D.12-04-018 (SCE), and D.12-04-019 (SDG&E).

- Non-CARE Customers: Initial fee of \$75.00 and \$10.00/month ongoing cost
- CARE Customers: Initial fee of \$10.00 and \$5.00/month ongoing cost

On December 19, 2014, the Commission issued D.14-12-078 regarding the Smart Meter Opt-Out Phase 2 proceeding; this decision reiterated approval of the interim opt-out fees and charges and adopted them as permanent opt-out fees and charges for residential customers for each of the California IOUs.

Table 12 displays the number of customers who requested a deferral/opt-out in response to the pre-installation letter within the Mass Installation area footprint only. This is currently the best indication of the number of SoCalGas customers who are likely to opt-out.

**Table 12**  
**Number of Customers Receiving Installation Notification Letter**  
**Requesting Deferral of Advanced Meter Module**

Number of Letters Mailed	3,278,516
Number of Customers Requesting a Deferral/Opt-Out within the Mass Installation Footprint	6,043
Percentage of Deferral/Opt-Out within the Mass Installation Footprint	0.18%

As of December 2014, approximately 0.18 percent of the 3,278,516 customers that have received a pre-installation letter have chosen to defer/opt-out the installation of an Advanced Meter module. SoCalGas has another 1,142 customers who have requested to be deferred/opt-out, even though they have yet to receive a pre-installation letter.

Given the size and diversity of the customer population included in the pre-installation letters mailed to date, SoCalGas still expects the percentage of customers who will opt-out to be within the planning assumption of 0.5 percent.

**Chapter 9 - Conservation Outreach Campaign**

D.10-04-027 set a goal for SoCalGas to reduce residential gas consumption by one percent and placed reporting requirements on SoCalGas which are referenced in the introduction to this report.<sup>9</sup>

In March 2014, SoCalGas completed the first year of a multi-year outreach campaign aimed at reaching the one percent conservation goal and marketing the conservation benefits of the Advanced Meter system. As reported in the August 2014 Report, four of the residential “default” (auto-enrolled) conservation treatments tested during this first campaign produced gas savings of 1.3 percent, showing progress towards this conservation goal. Treatments

---

<sup>9</sup> This energy savings goal specifically refers to 1% of total *residential* gas usage.

offered on an “opt-in” basis did not generate statistically significant reductions during this first campaign period.

Subsequently, in November 2014, SoCalGas launched its second targeted heating season conservation campaign. This campaign is currently underway and incorporates the lessons learned and key findings from the initial campaign.

SoCalGas has teamed with Nexant on several aspects of its 2013-2014 and 2014-2015 conservation campaigns implementation and evaluation. The primary objectives were as follows:

- 1) Develop a comprehensive conservation outreach plan incorporating a “Test and Learn” program development strategy with a focus on continuous assessment and improvement in the performance of feedback programs;
- 2) Perform an evaluation of the 2013-2014 conservation campaign results; and
- 3) Provide recommendations and guidance for the proposed 2014-2015 “Test and Learn” plan, as well as associated follow-on evaluation of campaign results.

A comprehensive evaluation of the results of the second conservation campaign, as well as additional findings from the treatments tested in the first campaign, will be provided in the August 2015 Semi-Annual Report.

#### **9.A 2014-15 Conservation Campaign Design**

For the 2014-2015 conservation campaign, high performing program design options from the 2013-2014 campaign were retained and enhanced. New program design alternatives are also being tested. The goal is that, over the course of the Advanced Meter roll out, the most effective means for encouraging energy savings from information feedback will be identified and offered to customers. Some underperforming customer segments have been excluded from the 2014-2015 campaign in order to allocate resources towards segments that have a higher propensity to change behavior and conserve energy.

The major features of the 2014-2015 campaign are:

- Continued and expanded Opower Home Energy Report (HER) treatments, including some refinements and testing of a year-round option (the default Bill Tracker Alert and Aclara HERs described below are also being tested on a year-round basis);
- A test of Aclara-generated HERs, which differ from the prior HERs offered by Opower in that they include different conservation messages, have more Advanced Meter-specific content and an emphasis on driving customers to the SoCalGas.com, My Account-based Ways to Save online tools and other conservation/energy efficiency programs as appropriate;
- Continued and expanded default enrollment in weekly Bill Tracker Alerts (BTAs) to residential customers, but with fewer direct mail communications, which are relatively costly (if comparable energy savings can be achieved without those costly communications, then cost-effectiveness will improve);

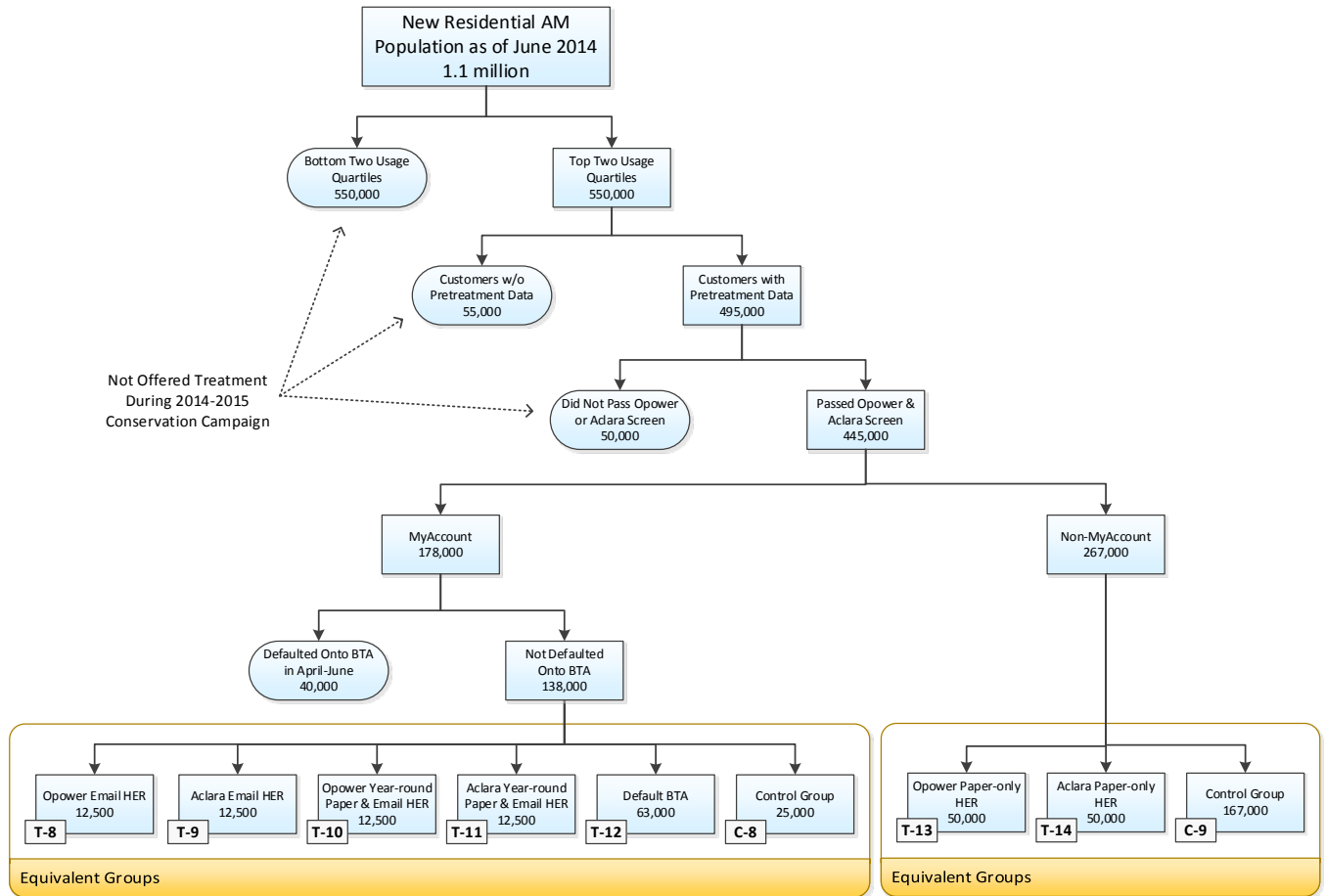
- Discontinued offering of the BTA on the opt-in basis, due to the high acquisition cost and relatively low enrollment rates, coupled with a lack of savings during the initial campaign period for these treatments;
- Continued tracking and measurement of energy savings from the 2013-2014 HER treatments, in order to determine whether savings persist even if SoCalGas no longer sends HERs to those customers; and
- Continued tracking and measurement of the energy savings for the 2013-2014 BTA treatments, in order to determine whether savings persist, even if SoCalGas no longer sends accompanying email and direct mail communications.

The 2014-2015 Conservation Campaign was able to take advantage of an expanded footprint in terms of Advanced Meter installations. Therefore, SoCalGas had a sufficient amount of customers to improve its targeting strategy as follows:

- Focus on the top two usage quartiles; and
- Only include customers who have pretreatment data from October 2013 through March 2014.

As in the 2013-2014 campaign, SoCalGas and Nexant determined that randomized control trial (RCT) design was the most appropriate experimental design approach for the various default enrollment programs being tested in this campaign. Figure 3 graphically depicts the overall design of the 2014-2015 residential conservation outreach campaign. Further details regarding the current campaign design may also be found in the August 2014 Report, Appendix E, "Evaluation of Southern California Gas Company's 2013-14 Conservation Campaign, July 2014." Additional details regarding the conservation outreach campaigns more broadly may be found in prior Reports as well.

**Figure 3: Preliminary Residential Treatment and Control Group Assignments for the 2014-2015 Conservation Campaign**



For the 2013-2014 conservation campaign, savings were not measured for small-to-medium-sized businesses (SMBs) for either the default or opt-in BTA treatments. Thus, SoCalGas has excluded SMB customers until there is a sufficient amount of business customers in future program cycles to conduct valid randomized control trials of default treatments.

### 9.B Conservation Campaign Update

SoCalGas in collaboration with Opower and Aclara, is currently executing the conservation campaign treatments outlined in 9.A above. Since the majority of the conservation campaign communications run through March 2015 (with a few test cells including year-round elements), SoCalGas will not have any final energy conservation results for the 2014-2015 heating season available until July 2015.

Figures 4 and 5 show the Opower and Aclara communications campaign calendars, respectively. Samples of the customer communications outlined in these calendars can also be found in Appendix E “2014-2015 Conservation Outreach Campaign Sample Materials.”

**Figure 4 – Opower Communications Calendar**

	Test Cell 1 (Paper only HER) 50,000 Non My Account Targeted Test Cell Size					Test Cell 2 (1 Paper HER and 4 e-HER) 12,500 My Account Targeted Test Cell Size				
	2014		2015			2014		2015		
	Nov	Dec	Jan	Feb	Mar	Nov	Dec	Jan	Feb	Mar
Paper HER in-Home Date	11/7	12/5	1/9	2/6		11/7				
Welcome Insert										
Door Hanger			12/5							
e-HER deployment Date							12/12	1/16	2/13	3/6
Customer Engagement Tracker					3/23 to 4/16					3/23 to 4/16

	Test Cell 3 (4 Paper HER and 12 e-HER) 12,500 My Account Targeted Test Cell Size												
	2014		2015										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
Paper HER in-Home Date	11/7	12/5	1/9	2/6									
Welcome Insert													
Door Hanger													
e-HER deployment Date		12/12	1/16	2/13	3/6	4/3	5/8	6/5	7/3	8/7	9/4	10/2	11/6
Customer Engagement Tracker					3/23 to 4/16								



**Figure 5 – Aclara Communications Calendar**

	Test Cell 1 (Paper only HER) 50,000 Non My Account Targeted Test Cell Size					Test Cell 2 (1 Paper HER and 4 e-HER) 12,500 My Account Targeted Test Cell Size				
	2014		2015			2014		2015		
	Nov	Dec	Jan	Feb	Mar	Nov	Dec	Jan	Feb	Mar
Paper HER in-Home Date	11/7 & 11/12	12/5	1/13	2/10		11/7				
Welcome Insert										
e-HER deployment Date						11/12	12/10	1/13	2/10	
Customer Satisfaction Survey (Email Survey)					2/16 thru 3/05					2/16 thru 3/05
Customer Satisfaction Survey (Phone Survey)					2/23 thru 3/05					2/16 thru 3/05

	Test Cell 3 (4 Paper HER and 12 e-HER) 12,500 My Account Targeted Test Cell Size												
	2014		2015										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
Paper HER in-Home Date	11/7 & 11/12	12/5	1/13	2/10									
Welcome Insert													
e-HER deployment Date	11/12	12/12	1/13	2/10	3/10	4/7	5/5	6/2	7/7	8/4	9/4	10/6	
Customer Satisfaction Survey (e- mail)					2/23 thru 3/05								
Customer Satisfaction Survey (phone)					2/16 thru 3/05								

### 9.B.1 Opower Home Energy Reports

Given the success of Opower’s Home Energy Reports in generating conservation savings for the 2013-2014 campaign, SoCalGas is leveraging Opower’s Home Energy Report program design for a second year. SoCalGas contracted with Opower to implement several treatments for the 2014-2015 conservation campaign. Three test cells have been assigned to the Opower HER treatments. Test Cell 1 customers receive the paper HER four times and Test Cell 2 customers receive one paper report and four e-HERs. Test Cell 3 customers receive the Paper HER four times and twelve email Home Energy Reports.

The Opower HER contains personalized usage information that is designed to help customers save energy and money. This report engages customers primarily through the “Neighbor Comparison” information. A customer’s current gas usage is compared to approximately 100 nearby occupied homes with similar characteristics- such as square footage and heating system. These comparisons, along with personalized energy saving tips, can help customers understand how they can conserve natural gas.

A total of 140,222 paper HER and 26,128 e-HERs have been sent from November to December 2014.

**Table 13**  
**Opower Home Energy Update Reports**

	November	December
Paper HER	77,224	62,998
e-HERs	Not applicable	26,128

As of December 2014, 134 (.2 percent) of program enrollees have opted-out of receiving further program information. For the 26,128 e-HERs delivered, 10,210 (39 percent) e-HERs have been opened and 897 (3 percent) have resulted in click-through activity.

### 9.B.2 Aclara Home Energy Update Reports

As outlined in section 9.A, SoCalGas also contracted with Aclara to provide customer energy analysis tools and services and test alternative Aclara-generated HER approaches for the 2014-2015 conservation campaign. The Aclara HERs includes different conservation messages, more Advanced Meter-specific content, and an emphasis on driving customers to the SoCalGas.com website, My Account-based Ways to Save online tools and other conservation/energy efficiency programs as appropriate. Three test cells were assigned to Aclara treatments and include the following: Test Cell 1 customers receive the paper Home Energy Update report (HER) four times and Test Cell 2 Customers receive one paper report and four email Home Energy Update reports (e-HERs). Test Cell 3 customers receive the paper HER four times and twelve e-HERs.

The Aclara HER contains personalized usage information to help customers understand their home energy usage and to offer recommendations on how to save energy and reduce waste. Each monthly report provides three pieces of information: 1) information on a customer’s

home energy use patterns; 2) progress tracking to allow customers see a comparison between their energy usage and the usage of surrounding customers in the program that have similar household characteristics such as home size, type, age and number of occupants; and 3) opportunities and tips to save energy, including information on rebates and other special programs available through SoCalGas. Customers are also encouraged to log in or register for SoCalGas' My Account website and visit the online "Ways to Save" tools.

A total of 144,176 paper HERs were mailed and 49,729 e-HERs had been sent from November to December 2014.

**Table 14**  
**Aclara Home Energy Update Reports**

	November	December
<b>Paper HERs</b>	79,604	64,572
<b>e-HERs</b>	25,142	24,587

As of December 2014, 75 customers (.1 percent) opted out of receiving Home Energy Update reports. For the e-HERs delivered in November and December, 51.7 percent of the Aclara e-HERs have been opened and three percent have resulted in click-through activity.

**9.B.3 Bill Tracker Alerts Enrollment**

SoCalGas Bill Tracker Alerts (BTAs) offer several key features to help customers maintain a high level of energy usage awareness and engagement with SoCalGas. They help customers maintain "top of mind" awareness of their natural gas consumption which is critical to creating the ongoing behavioral change necessary to achieve energy conservation.

Bill Tracker Alerts provide "Advanced Meter Billed" customers with the following information on a weekly basis and are sent alerts via email and/or mobile phone SMS text message:

- Bill-to-Date (\$)
- Projected Next Bill (\$)
- Last year, Same Month Bill Amount (\$) [Seasonal comparison]
- Days Remaining in the Current Billing Cycle (#)
- Last Month's Bill Amount (\$)\*
- Days Elapsed in the Current Billing Cycle (#)\*
- Choice of weekly email and/or SMS text messages

\* Email only, due to 160 character text limitation

Samples of the weekly Bill Tracker Alert emails may be found in Appendix E "2014-2015 Conservation Outreach Campaign Sample Materials."

Through December 2014, 242,588 SoCalGas customers were actively enrolled in BTAs as shown in Table 15. These enrollments support the Advanced Meter project conservation savings goal as well as SoCalGas' 2013-2015 Energy Efficiency behavior change program household

participation goals.<sup>10</sup>

The BTAs retention rate continues to remain very high at 92 percent. Eighty-nine percent of the “unsubscribes” are due to system factors, such as customer account closures, which results in a customer-initiated unsubscribe rate of less than one percent since the program’s inception. This is a strong indicator that customers value weekly email and/or SMS text messages that keep them apprised of their bill-to-date, projected next bill, last month’s bill, last year’s same month bill, and the number of days remaining in their current billing cycle.

**Table 15**  
**SoCalGas Bill Tracker Alerts Enrollment**

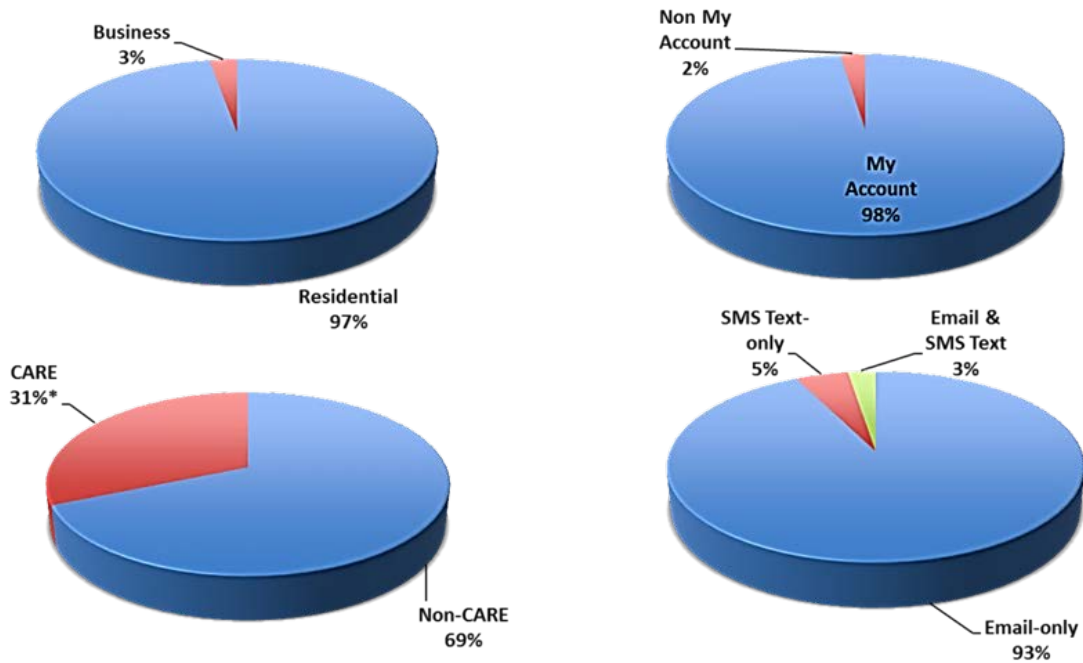
<b>Item</b>	<b>Count through December 31, 2014</b>
<b>Total Subscriptions</b>	<b>264,526</b>
Microsite – Auto Enrollment	226,888
Microsite – Online @ billtracker.socalgas.com	13,516
Microsite – Business Response Cards	7,611
Microsite – Hard-to-Reach Events	724
My Account/CSR – “Manage Alerts”	15,787
<b>Total Unsubscriptions<sup>1</sup></b>	<b>21,938</b>
By Customer (subscribed via Microsite)	2,009
By Customer (subscribed via My Account)	353
By System (i.e., Account Closed)	19,576
<b>Total Active Subscriptions</b>	<b>242,588</b>

<sup>1</sup> The majority of unsubscriptions are system-related (e.g., Account closures); less than 1% are due to customers unsubscribing.

<sup>10</sup> Pursuant to D.12-11-015, SoCalGas is also utilizing its Advanced Meter project to support its Energy Efficiency non-resource behavior goals, which contain a five percent behavioral target for residential households by 2014. This five percent behavioral target remains in place through the 2015 Energy Efficiency program cycle as outlined in D.14-10-046.

Figure 6 displays some of the customer characteristics of customers enrolled in Bill Tracker Alerts as of December 31, 2014.

**Figure 6**  
**SoCalGas Bill Tracker Alert Characteristics as of December 31, 2014**



\* As of December 2014, California Alternative Rates for Energy (“CARE”) customers accounted for approximately 27% of percent of SoCalGas’ residential customer base.

### 9.C My Account “Ways to Save” Tool Utilization

Another key indicator of enhanced customer engagement enabled or stimulated by Advanced Meter includes customer utilization of the SoCalGas.com, My Account-based “Ways to Save” online tools.

As described at length in prior Reports, SoCalGas has implemented energy presentation and analysis tools within its My Account customer portal, as well as within the SoCalGas Mobile App. Through December 31, 2014, a total of 230,321 residential My Account users (both new and returning users) have engaged with the Ways to Save tool “My Savings Plan” web page from which users could view their personal energy use profile and initiate a savings plan, as well as navigate to view their hourly and daily gas usage and other energy usage and bill-related information.

## Appendices

## Appendix A

### Mass Install Timeline

		2015				2016				2017					
Staging Location		1	2	3	4	1	2	3	4	1	2	3	4		
Area A	Sun Valley	Completed 10/2014													
	Northridge														
	LAX**														
	Bakersfield	Completed 11/2013													
	Visalia	Completed 7/2014													
	Valencia														
	Oxnard														
	Santa Barbara														
	Nipomo														
Area B	Irwindale	Completed 12/2014												<i>Installation Clean Up &amp; Closure</i>	
	Rancho Cucamonga														
Area C	South Gate**														
	Los Angeles**														
Area D	El Centro	Completed 5/2013													
	Indio	Completed 11/2013													
	Hemet	Completed 8/2014													
	Perris														
	Mission Viejo**														
	Anaheim**														

\*\*This timeline represents above ground installation work only. Warehouses assigned to perform curb meter work may require warehouse extension.

Note: Planned warehouse closure dates are subject to change. Advanced Meter deployment will continue into 2017. Warehouse closures may be modified based on project close activities including transition to regular operations and workforce availability amongst Mass Installation and other SoCalGas personnel to perform remaining installations.

**Appendix B**  
**List of Cities and Counties with Fully Installed DCUs**

Adelanto	Costa Mesa	La Habra Heights	Riverside
Alhambra	Covina	La Mirada	San Dimas
Aliso Viejo	Cudahy	La Palma	San Fernando
Arroyo Grande	Cypress	La Puente	San Jacinto
Artesia	Delano	La Quinta	Santa Ana
Atascadero	Desert Hot Springs	La Verne	Santa Fe Springs
Azusa	Diamond Bar	Laguna Hills	Shafter
Bakersfield	Dinuba	Lake Elsinore	Simi Valley
Baldwin Park	Downey	Lakewood	Solvang
Beaumont	Duarte	Lemoore	South El Monte
Bell	Eastvale	Loma Linda	Stanton
Bell Gardens	El Centro	Lompoc	Taft
Bellflower	El Monte	Los Alamitos	Temecula
Beverly Hills	Fontana	Montclair	Tulare
Blythe	Fountain Valley	Montebello	Tustin
Bradbury	Fullerton	Moreno Valley	Twentynine Palms
Brawley	Garden Grove	Murrieta	Upland
Brea	Gardena	Norco	Vernon
Buellton	Glendora	Norwalk	Villa Park
Buena Park	Grand Terrace	Ontario	Walnut
Burbank	Grover Beach	Palm Desert	Wasco
Calexico	Hanford	Palm Springs	West Covina
California City	Hawaiian Gardens	Palmdale	Westminster
Calimesa	Hawthorne	Paramount	Westmorland
Calipatria	Hemet	Perris	Whittier
Carson	Highland	Pismo Beach	Wildomar
Cathedral City	Holtville	Placentia	Yucaipa
Cerritos	Imperial	Pomona	Yucca Valley
Chino	Indian Wells	Porterville	Imperial County
Chino Hills	Indio	Rancho Cucamonga	Kern County
Claremont	Irwindale	Rancho Mirage	Tulare County
Coachella	Jurupa Valley	Redlands	
Colton	La Canada Flintridge	Reedley	
Corcoran	La Habra	Rialto	



**Appendix C**  
**List of Organizations Contracted Through GeM Communications**

American Indian Chamber of Commerce of California	Housing and Opportunity Foundation of Kern
Antelope Valley African American Chamber of Commerce*	Human Services Association
Antelope Valley Board of Trade*	Indio Chamber of Commerce
Antelope Valley Boys & Girls Club*	Irwindale Chamber of Commerce
Antelope Valley Family YMCA*	Kern County Black Chamber of Commerce
APAC Service Center,	Kern County Hispanic Chamber of Commerce
Arcadia Chamber of Commerce	Kern Economic Development Corporation (KEDC)*
Armenian National Committee	Kings Community Action Organization (KCAO)
Artesia Chamber of Commerce	Kings County Economic Corp
Arts Council of Kern	Korean American Coalition
Asian Business Association	La Cooperativa Campensina
Asian Pacific Community Fund	La Habra Chamber
Azusa Chamber of Commerce	La Quinta Chamber of Commerce
Banning Chamber of Commerce	La Verne Chamber of Commerce*
Beaumont Chamber of Commerce	Lancaster Chamber of Commerce*
Bell Gardens Chamber of Commerce	Latin Business Association
	Little Tokyo Service Center Community
Black Business Association	Development Corp*
Boys & Girls Club of Fontana*	Los Angeles Conservation Corps
	Mexican American Opportunity Foundation – Kern
Boys & Girls Club of Pomona*	County
Boys & Girls Club of San Geronio Pass	Monrovia Chamber of Commerce
Boys & Girls of La Habra	Montclair Chamber of Commerce*
Brawley Chamber of Commerce	Moreno Valley Black Chamber of Commerce
Brea Chamber of Commerce	Mujeres Activas en el Comercio Hispano (MACH)
Burbank Chamber of Commerce	Murrietta Chamber of Commerce
California Small Business Association	Neighborhood House of Calexico, Incorporated
Campesinos Unidos, Inc.	North of the River Chamber of Commerce
Casa Blanca Home of Neighborly Service	Norwalk Chamber of Commerce
Cerritos Regional Chamber Commerce	OCCC Community Center
City of West Covina	Oldtimers Foundation
Claremont Chamber of Commerce*	Ontario Chamber of Commerce*
Coachella Chamber of Commerce	Pacific Islander
Coachella Valley Housing Coalition	Palm Springs Chamber of commerce
Community Action Partnership of Kern	Palm Springs Desert Area Chamber of Commerce
	Pasadena Chamber of Commerce and Civic
Community Action Partnership of Orange County	Association
Community Action Partnership of San Bernardino*	Placentia Chamber of Commerce*
Community Services Employment Training, Inc.	Pomona Chamber of Commerce*
Corcoran Chamber of Commerce	Positive Results Corporation*

**Appendix C**  
**List of Organizations Contracted Through GeM Communications**

David and Margaret Youth and Family Services*	Proteus, Incorporated
Desert Hot Springs Chamber of Commerce	Radio Bilingue Incorporated
Desert Samaritans for Seniors (DSFS)	Rancho Cucamonga Chamber of Commerce*
Don't Trash Me	Regional Hispanic Chamber of Commerce
Durate Chamber of Commerce	Riverside NAACP Branch #1059
	Salvadoran American Leadership and Education Fund*
East San Gabriel Center	San Dimas Chamber of Commerce
East San Gabriel Valley Japanese Community Center	San Gabriel Valley Economic Partnership
Economic Development Corp. Tulare County	Santa Clarita Valley Economic Development Corporation*
	Santa Clarita Valley Latino Chamber of Commerce*
Economic Development Corporation (EDC)	Sierra Madre Chamber of Commerce
El Centro Chamber of Commerce	South Pasadena Chamber of Commerce
El Monte/South El Monte Chamber of Commerce	Southeast Community Development Corporation (SCDC)
Escuela De La Raza Unida (ERU)	Success in Challenges, incorporated
	Temecula Chamber of Commerce
Family Services Association	Temple City Chamber of Commerce
Filipino American Service Group, Inc. (FASG)	The Casa Blanca Home of Neighborly Service
FIND Food Bank	The Greater Huntington Park Area Chamber of Commerce
Foodlink for Tulare County, Inc.	Todec Legal Center, Perris*
Foothill Unity Center Inc.	Training Occupational Development Educating Communities (Todec) Legal Center, Perris
	Tulare Chamber of Commerce
Foundation for Economic Stability	Tulare Kings Hispanic Chamber of Commerce
Friends of Children's Museum	United Way of Tulare County
	Venice Community Housing*
Fullerton Chamber of Commerce	Visalia Chamber of Commerce
Glendora Chamber of Commerce	Visalia Emergency Aid Council
Golden State YMCA	
Greater Bakersfield Chamber of Commerce	Whittier Area Chamber of Commerce
Greater Corona Chamber of Commerce	YMCA of San Gabriel Valley*
Greater Corona Valley Chamber of Commerce	Yucca Valley Chamber of Commerce
Greater Lakewood Chamber of Commerce	
Greater Los Angeles African American Chamber of Commerce (GLAAAC)	
Greater Los Angeles Agency on Deafness, Inc. (GLAD)	
Hemet Chamber of Commerce	
Hemet San Jacinto Valley Chamber of Commerce	

\*Organizations added between July 1, 2014 and December 31, 2014

**Appendix D**  
**List of Community Events and Briefings**

City Represented	Outreach Activity Date	Stakeholder / Audience	Communication Channel / Event	Description	Community Based Organization Name (If applicable)
Agoura Hills	October 2014	Community	Other	Presentation	
Agoura Hills	October 2014	Community	Other	Door-to-Door	
Agoura Hills	November 2014	Community	Other	Door-to-Door	
Alhambra	October 2014	Community	Community Meeting/Event	Other	
Alhambra	October 2014	Community	Other	Door-to-Door	
Anaheim	December 2014	Community	Other	Door-to-Door	
Anaheim	September 2014	Community	Community Meeting/Event	Procurement Expo	Asian Business Assoc.
Arcadia	September 2014	Community	Community Meeting/Event	Taste of Arcadia	
Brea	November 2014	Community	Community Meeting/Event	Economic Forecast Event	
Burbank	October 2014	Community	Community Meeting/Event	VICA's 26th Annual Business Forecast Conference	VICA
Camarillo	July 2014	Community	Other	Other	
Camarillo	July 2014	Elected Official(s)	City Council	Wireless Moratorium	
Camarillo	July 2014	Elected Official(s)	City Council	Wireless Moratorium Study Session	
Camarillo	July 2014	Community	Other	Study Session	City of Camarillo - Wireless Ordinance
Cerritos	September 2014	Community	Community Meeting/Event	Taste of the Region	Cerritos Chamber of Commerce
Chino	October 2014	Community	Community Meeting/Event	Chino Valley Fire Open House	Chino Valley Fire
City of Industry	August 2014	Elected Official(s)	Other	Briefing	
City of Santa Barbara	July 2014	Other	Other	Presented DCU sites for the third review seeking approval before the Santa Barbara City architecture Review Board	
Costa Mesa	November 2014	Community	Community Meeting/Event	Native American Chamber Pow Wow	City of Costa Mesa Orange County Fair Grounds
Coto De Caza	July 2014	Community	Other	Door-to-Door	
Culver City	August 2014	Community	Community Meeting/Event	Other	Fiesta Ballona
Culver City	August 2014	Community	Other	Door-to-Door	
Culver City	September 2014	Community	Community Meeting/Event	Briefing	
Culver City	November 2014	Community	Other	Presentation	
Cypress	July 2014	Community	Other	Door-to-Door	
Dana Point	July 2014	Community	Other	Door-to-Door	
Dana Point	November 2014	Community	Other	Door-to-Door	
De La Luz	December 2014	Community	Community Meeting/Event	Presentation	

**Appendix D**  
**List of Community Events and Briefings**

City Represented	Outreach Activity Date	Stakeholder / Audience	Communication Channel / Event	Description	Community Based Organization Name (If applicable)
Diamond Bar	August 2014	Community	Other	Door-to-Door	
Diamond Bar	October 2014	Community	Other	Door-to-Door	
Diamond Bar	September 2014	Community	Other	Door-to-Door	
Downey	August 2014	Community	Other	Briefing	
Downey	July 2014	Community	Other	Door-to-Door	
Eastvale	August 2014	Community	Community Meeting/Event	Other	Eastvale Chamber Business Expo
El Segundo	August 2014	Community	Community Meeting/Event	Movie at the Park	
El Segundo	August 2014	Community	Other	Door-to-Door	
El Segundo	August 2014	Community	Elected Official(s)	Presentation	El Segundo City Council
El Segundo	October 2014	Community	Community Meeting/Event	Energy Fair	
El Segundo	October 2014	Community	Community Meeting/Event	Water Harvest Festival	
Fullerton	November 2014	Community	Community Meeting/Event	Economic Forecast Event	Brea Chamber of Commerce
Fullerton	November 2014	Community	Community Meeting/Event	Junior Achievements Event	Fullerton Chamber of Commerce
Garden Grove	September 2014	Community	Community Meeting/Event	SCE Event	
Goleta	July 2014	Community	Other	Door-to-Door	
Granda Hills	November 2014	Community	Community Meeting/Event	Neighborhood Council Outreach	
Hanford	July 2014	Community	Community Meeting/Event	Other	Hanford Marketplace
Highland	October 2014	Community	Other	Door-to-Door	
Hollywood	August 2014	Community	Community Meeting/Event	Other	
Hollywood	September 2014	Community	Community Meeting/Event	Council Outreach	Hollywood Studio District and Hollywood United
Hollywood	October 2014	Community	Community Meeting/Event	Other	Midtown NoHo
Hollywood	October 2014	Community	Community Meeting/Event	Hollywood Chamber Tom LaBonge Last City Update Luncheon	Hollywood Chamber
Hollywood	November 2014	Community	Community Meeting/Event	Neighborhood Council Outreach	
Huntington Beach	October 2014	Community	Community Meeting/Event	Other	
Huntington Beach	October 2014	Community	Other	Door-to-Door	
Irvine	October 2014	Community	Other	Door-to-Door	
Irvine	November 2014	Community	Community Meeting/Event	Legends and Leaders Luncheon	Irwindale Chamber of Commerce
Irwindale	September 2014	Community	Community Meeting/Event	7th Annual Environmental Awards	Irwindale Chamber of Commerce

**Appendix D**  
**List of Community Events and Briefings**

City Represented	Outreach Activity Date	Stakeholder / Audience	Communication Channel / Event	Description	Community Based Organization Name (If applicable)
La Habra	September 2014	Community	Community Meeting/Event	Oktoberfest	La Habra Area Chamber of Commerce
Ladera Ranch	July 2014	Elected Official(s)	Other	Briefing	Ladera Ranch Civic Council
Ladera Ranch	August 2014	Community	Other	Presentation	LARMC
Ladera Ranch	September 2014	Community	Other	Other	Ladera Ranch Maintenance corp (LARMAC)
Ladera Ranch	October 2014	Community	Other	Door-to-Door	
Laguna Beach	November 2014	Community	Other	City Meeting	
Laguna Hills	July 2014	Community	Other	Door-to-Door	
Laguna Hills	August 2014	Community	Other	Door-to-Door	
Laguna Niguel	October 2014	Community	Other	Door-to-Door	
Lake Forest	July 2014	Community	Community Meeting/Event	Lake Forest City Council Meeting	
Lake Forest	December 2014	Community	Other	Door-to-Door	
LeMoore	July 2014	Community	Other	Door-to-Door	
LeMoore	July 2014	Community	Community Meeting/Event	Other	LeMoore's Farmer's Market
Loma Linda	October 2014	Community	Other	Door-to-Door	
Lomita	September 2014	Community	Other	Door-to-Door	
Los Angeles	July 2014	other	Community Meeting/Event	Other	California Restaurants Association
Los Angeles	August 2014	Elected Official(s)	Other	BSL Outreach	
Los Angeles	August 2014	Community	Community Meeting/Event	Neighborhood Council Outreach	
Los Angeles	August 2014	Community	Community Meeting/Event	Presentation	West Adams Senior Living Complex
Los Angeles	September 2014	Community	Community Meeting/Event	Presentation	Greater Los Angeles African American Chamber of Commerce
Los Angeles	October 2014	Community	Community Meeting/Event	Other	Harbor Gateway South
Los Angeles	November 2014	Elected Official(s)	Other	Other	Council of Government
Los Angeles	November 2014	Community	Community Meeting/Event	Neighborhood Council Outreach	
Los Angeles	August 2014	Community	Community Meeting/Event	Other	COFEM's Annual Conference and Expo
Los Angeles	November 2014	Community	Community Meeting/Event	KWHY-TV Feria de Salud y Educacion	Roosevelt High School
Malibu	July 2014	Community	Community Meeting/Event	Other	Sunset Mesa HOA
Manhattan Beach	October 2014	Community	Other	Door-to-Door	
Manhattan Beach	November 2014	Community	Elected Official(s)	Presentation	
Manhattan Beach	November 2014	Community	Other	Presentation	
Mission Viejo	July 2014	Community	Other	Door-to-Door	

**Appendix D**  
**List of Community Events and Briefings**

City Represented	Outreach Activity Date	Stakeholder / Audience	Communication Channel / Event	Description	Community Based Organization Name (If applicable)
Mission Viejo	August 2014	Community	Other	Door-to-Door	
Mission Viejo	October 2014	Community	Community Meeting/Event	Neighborhood Council Outreach	
Monrovia	September 2014	Community	Other	Door-to-Door	
Moorpark	November 2014	Community	Other	Door-to-Door	
Moorpark	December 2014	Community	Other	Door-to-Door	
Moulton Ranch	November 2014	Community	Community Meeting/Event	Presentation	
Murrieta	September 2014	Community	Community Meeting/Event	Presentation	Murrieta Chamber
Newhall	November 2014	Community	Community Meeting/Event	Dia De Los Muertos	
Newport Beach	October 2014	Community	Other	Door-to-Door	
Newport Beach	November 2014	Community	Other	City Meeting	
North Hills	November 2014	Community	Community Meeting/Event	Neighborhood Council Outreach	
Northridge	November 2014	Community	Community Meeting/Event	Neighborhood Council Outreach	
Norwalk	July 2014	Community	Other	Door-to-Door	
Ontario	October 2014	Community	Community Meeting/Event	Inland Empire's Largest Mixer VIII	
Orange	July 2014	Other	Community Meeting/Event	Other	California Restaurants Association and Taste of West Orange County
Orange	August 2014	Community	Other	Door-to-Door	
Orange	September 2014	Community	Community Meeting/Event	Network (OC Event)	
Orange	November 2014	Community	Community Meeting/Event	Orange County Second Harvest Food Bank Luncheon	
Orange	December 2014	Community	Community Meeting/Event	Other	Orange County Wireless Ordinance Planning Commission Meeting, First Read
Palmdale	August 2014	Community	Community Meeting/Event	Thursday Night on the Square	
Pasadena	July 2014	Community	Community Meeting/Event	Assembly Member Holder	Pasadena Block Party
Pasadena	August 2014	Community	Other	Other	Pasadena - Optimization
Pasadena	August 2014	Community	Other	Door-to-Door	
Pasadena	August 2014	Community	Other	Presentation	North Lake Business Association
Pasadena	September 2014	Community	Other	City Meeting	Public Works and City Engineer
Pasadena	September 2014	Elected Official(s)	Other	Optimization	Met with various Councilmembers
Pasadena	October 2014	Community	Community Meeting/Event	Learning Works Event Pasadena	
Pasadena	December 2014	Community	Other	Door-to-Door	
Paso Robles	August 2014	Community	Other	Door-to-Door	

**Appendix D**  
**List of Community Events and Briefings**

City Represented	Outreach Activity Date	Stakeholder / Audience	Communication Channel / Event	Description	Community Based Organization Name (If applicable)
Perris	September 2014	Community	Community Meeting/Event	Community Festival & Feria Educativa	Todec Legal Center: Perris
Pismo Beach	July 2014	Community	Other	Door-to-Door	
Port Hueneme	November 2014	Community	Other	Door-to-Door	
Rancho Cucamonga	December 2014	Community	Community Meeting/Event	Training for CBOs and Chambers	
Rancho Palos Verdes	September 2014	Community	Other	Door-to-Door	
Rancho Palos Verdes	November 2014	Community	Elected Official(s)	Presentation	
Rancho Palos Verdes	November 2014	Community	Other	Presentation	
Rancho Santa Margarita	July 2014	Elected Official(s)	Other	Other	Rancho Santa Margarita Planning Commission
Rancho Santa Margarita	December 2014	Community	Other	Door-to-Door	
Riverside	July 2014	Community	Other	Riverside County	
Riverside	September 2014	Community	Community Meeting/Event	Other	Riverside County NAACP - Stand up for Justice
Riverside	September 2014	Community	Community Meeting/Event	Emergency Preparedness Fair	
Riverside	October 2014	Community	Community Meeting/Event	Annual Mayor's Celebration for Arts & Innovation	
Rolling Hills	October 2014	Elected Official(s)	Other	Other	
Rolling Hills Estates	October 2014	Community	Elected Official(s)	Presentation	
San Bernardino	July 2014	Community	Other	SBN County	
San Bernardino	October 2014	Community	Other	Door-to-Door	
San Clemente	October 2014	Community	Community Meeting/Event	Neighborhood Council Outreach	
San Clemente	November 2014	Community	Other	Door-to-Door	
San Gabriel	October 2014	Community	Community Meeting/Event	Other	
San Gabriel	November 2014	Elected Official(s)	Other	Other	
San Gabriel	December 2014	Community	Other	Door-to-Door	
San Gabriel	October 2014	Community	Community Meeting/Event	SGV Water Forum	
San Juan Capistrano	September 2014	Community	Other	Door-to-Door	
San Juan Capistrano	October 2014	Community	Other	Door-to-Door	
San Luis Obispo	July 2014	Community	Other	Door-to-Door	
Santa Ana	August 2014	Community	Other	Door-to-Door	
Santa Barbara	July 2014	Elected Official(s)	Other	Other	Santa Barbara, Architecture Review Board Subcommittee
Santa Barbara	August 2014	Community	Other	Concerned Resident(s)	

**Appendix D**  
**List of Community Events and Briefings**

City Represented	Outreach Activity Date	Stakeholder / Audience	Communication Channel / Event	Description	Community Based Organization Name (If applicable)
Santa Barbara	September 2014	Community	Community Meeting/Event	Council Outreach	Doss Williams Emergency Preparedness Fair
Santa Barbara	October 2014	Community	Other	Door-to-Door	
Santa Clarita	July 2014	Community	Other	Concerned Resident(s)	
Santa Clarita	July 2014	Community	Other	Door-to-Door	Concerned Resident
Santa Clarita	August 2014	Other	Media	KHTS AM 1220	
Santa Monica	September 2014	Community	Other	Door-to-Door	
Santa Monica	November 2014	Elected Official(s)	Other	Other	City of Santa Monica
Seal Beach	August 2014	Community	Other	Door-to-Door	
Sherman Oaks	September 2014	Community	Other	BSL Outreach	
Sherwood Valley	August 2014	Community	Other	Other	Sherwood Valley HOA
Sierra Madre	October 2014	Community	Elected Official(s)	Presentation	
Sierra Madre	October 2014	Community	Community Meeting/Event	Presentation	
Simi Valley	October 2014	Community	Other	Concerned Resident(s)	
South Lake	October 2014	Community	Community Meeting/Event	Taste of Southlake	
Stanton	October 2014	Community	Community Meeting/Event	State of the City	
Temecula	October 2014	Community	Community Meeting/Event	Annual Business & Health Expo	
Temple City	December 2014	Elected Official(s)	City Council	Other	
Territory Wide	July 2014	Other	Other	Idpendent City Association	
Thousand Oaks	December 2014	Community	Community Meeting/Event	Presentation	
Thousand Oaks	December 2014	Community	Other	Door-to-Door	
Torrance	July 2014	Community	Other	Door-to-Door	
Torrance	September 2014	Community	Other	City Council Presentation	
Torrance	September 2014	Community	Elected Official(s)	presentation	
Trabuco Canyon	July 2014	Community	Other	Easement Update	Trabuco Canyon Water District Finance Committee
Trabuco Canyon	July 2014	Community	Other	Easement Update	Trabuco Canyon Water District
Trabuco Canyon	August 2014	Community	Other	Easement Update	Trabuco Canyon Water District
Tulare	July 2014	Community	Community Meeting/Event	Luncheon	Tulare Kings Hispanic Chamber Monthly Ambassador
Tustin	July 2014	Community	Other	Door-to-Door	
Valencia	August 2014	Community	Other	Easement Update	Valencia Northpark HOA
Valencia	September 2014	Community	Community Meeting/Event	Trainer Session	
Valencia	November 2014	Community	Other	Door-to-Door	



**Appendix D**  
**List of Community Events and Briefings**

<b>City Represented</b>	<b>Outreach Activity Date</b>	<b>Stakeholder / Audience</b>	<b>Communication Channel / Event</b>	<b>Description</b>	<b>Community Based Organization Name (If applicable)</b>
Valley Village	August 2014	Community	Community Meeting/Event	Other	
Ventura	July 2014	Community	Other	Door-to-Door	
Ventura	November 2014	Community	Other	Door-to-Door	
Ventura County	July 2014	Community	Other	Door-to-Door	
Walnut	September 2014	Community	Community Meeting/Event	Other	Mt. Sac Emergency Preparedness Event
Walnut	September 2014	Community	Community Meeting/Event	Other	Mt. Sac Emergency Preparedness Event
West Covina	August 2014	Community	Community Meeting/Event	Other	West Covina Business Expo
Westlake Village	November 2014	Community	Other	Door-to-Door	
Westwood	August 2014	Community	Community Meeting/Event	Presentation	
Yucaipa	July 2014	Community	Community Meeting/Event	Other	Yucaipa Emergency Preparedness Event

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials: Opower November "Home Energy Report" (HER) Front – Direct Mail



555 W. 5th Street GT08A2  
Los Angeles, CA 90013

#### Home Energy Report

Report period: 08/30/14–09/30/14

This report gives you context on your energy use to help you make smart energy-saving decisions.

For a full list of energy-saving products and services for purchase, including rebates from Southern California Gas Company (SoCalGas®), visit [socialgas.com/rebates](http://socialgas.com/rebates).

If you have questions or no longer want to receive reports, call 1-877-959-7188.

#### Last Winter Comparison

You used **47% more** natural gas than your efficient neighbors.

Your usage last winter: Nov '13–Mar '14

Category	Therms*
Efficient Neighbors	131
<b>YOU</b>	193
All Neighbors	213

\* Therms: Standard unit of measuring heat energy

#### How you did last winter:

Great 😊  
**GOOD** 😊  
More than average

#### Who are your Neighbors?

- All Neighbors:** Approximately 100 occupied, nearby homes (avg 0.16 mi away)
- Efficient Neighbors:** The most efficient 20 percent from the "All Neighbors" group

## Warm home. Cool savings.

Follow these tips to stay warm and save money:



Weatherstrip your doors to **keep heat in and drafts out**



Open your shades on sunny days and **let the warmth in**



Set your thermostat to 68°F and **stay warm efficiently\***

\*Health permitting

Turn over for savings →

42

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials: Opower November "Home Energy Report" (HER) Back – Direct Mail

#### ❄️ Last Winter Usage Breakdown

Month	You	All Neighbors	Efficient Neighbors
DEC	45	50	30
JAN	100	85	55
FEB	45	55	35

You used **48% more natural gas** than your efficient neighbors. This cost you about **\$67 extra** last winter.

**Great way to save this winter: Use heat wisely.** Lower your thermostat 2° when you're home and 10° when you're away.

**Personalized tips** | For a complete list of energy saving investments and smart purchases, visit [socialgas.com/rebates](http://socialgas.com/rebates).

#### Quick Fix

Something you can do right now

- Reduce your water heater's temperature**  
Lowering your water heater's temperature from 140°F to 120°F can reduce water heating costs by up to 10%. This temperature will also help prevent scalding.  
  
Check the owner's manual for safety instructions before making any changes to your water heater's settings.  
  
After lowering the temperature on the water heater, use a thermometer to check the temperature of water flowing from your faucets.

**SAVE UP TO \$20 PER YEAR**

#### Smart Purchase

An affordable way to save more

- Install efficient showerheads**  
Showering accounts for 50% of your hot water use. Efficient showerheads reduce water use while maintaining pressure, so you can cut costs without sacrificing comfort.  
  
You can request a **free** water efficiency starter kit at [socialgas.com/rebates](http://socialgas.com/rebates). The kit includes an efficient showerhead and three faucet aerators. You can also purchase a ShowerStart™ showerhead with a **\$15 instant rebate**.

**SAVE UP TO \$40 PER YEAR**

#### Great Investment

A big idea for long-term savings

- Buy ENERGY STAR® appliances**  
The U.S. Department of Energy tests the efficiency of household appliances and electronics. The best earn the ENERGY STAR label. This program saves American households millions of dollars every year.  
  
The ENERGY STAR label can be found on efficient models of many products. Qualified models often run more quietly, last longer, and are more convenient to use than conventional models.  
  
Visit [www.energystar.gov](http://www.energystar.gov) for details.

**SAVE UP TO \$30 PER YEAR, VARIES BY ITEM**

runs on OPGiWER®

[scg.opower.com](http://scg.opower.com) | 1-877-955-7188 | [enrco@socialgas.com](mailto:enrco@socialgas.com) | For more information on ways to save, log in at [myaccount.socialgas.com](http://myaccount.socialgas.com). Data, analysis and recommendations in this report are based on estimates and projections, and are for informational purposes only. Printed on 100% post-consumer recycled paper using water-based inks.

© 2010-2014 Opower. All rights reserved. The trademarks herein are property of their respective owners.

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Opower – November HER Welcome Insert (Front)



### Say hello to your first Home Energy Report

Learn about your home's gas use, see how you compare to your neighbors and learn ways to save money.



1-877-959-7188 | [amcic@socalgas.com](mailto:amcic@socalgas.com)

© 2010-2014 Opower. All rights reserved. The trademarks herein are property of their respective owners. Printed on 100% post-consumer recycled paper.



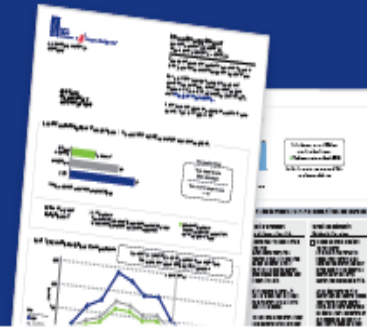
SCG\_0007\_WELCOME\_NE1Z

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Opower – November HER Welcome Insert (Back)

## Introducing Your Home Energy Report



### About the Program



#### Your Personalized Report

This report and others to come are part of a program designed to help you save energy and money. Millions of households are already enrolled in similar report programs nationwide. Collectively, these programs have saved hundreds of millions of dollars. If you're ready to start saving on your gas bill, this program is for you.



#### Your Neighbor Comparison

In your reports, you can see your current gas use compared to approximately 100 nearby, occupied homes with similar characteristics — such as square footage and heating system. These homes represent your neighbors, but do not necessarily include the homes on your block or in your immediate neighborhood. These comparisons, along with personalized energy saving tips, can help you better understand how you use gas.



#### Your Home Information

The comparisons and tips in your reports are personalized for you by using publicly available information about your home size, home type and other characteristics. To find more information about your custom analysis and advice, visit [SCG.opower.com](http://SCG.opower.com).



#### Your Personal Information

We only use your information to provide useful insights about your gas use. Your information is compiled anonymously and not shared with any of your neighbors. Only you can see your personal data.

Appendix E

2014-2015 Conservation Outreach Campaign Sample Materials:

Opower - Door Hanger

68°  
when I'm  
**HOME**

For big savings this winter, set your thermostat to 68°F when you're home.\*  
\*health permitting

 Southern California Gas Company A  Sempra Energy utility

© 2010-2014 Opower. All rights reserved. The trademarks herein are property of their respective owners.  
SCG\_0029\_DOORHANGER\_WINTER2

Hang this on your door or fridge or near your thermostat as a reminder

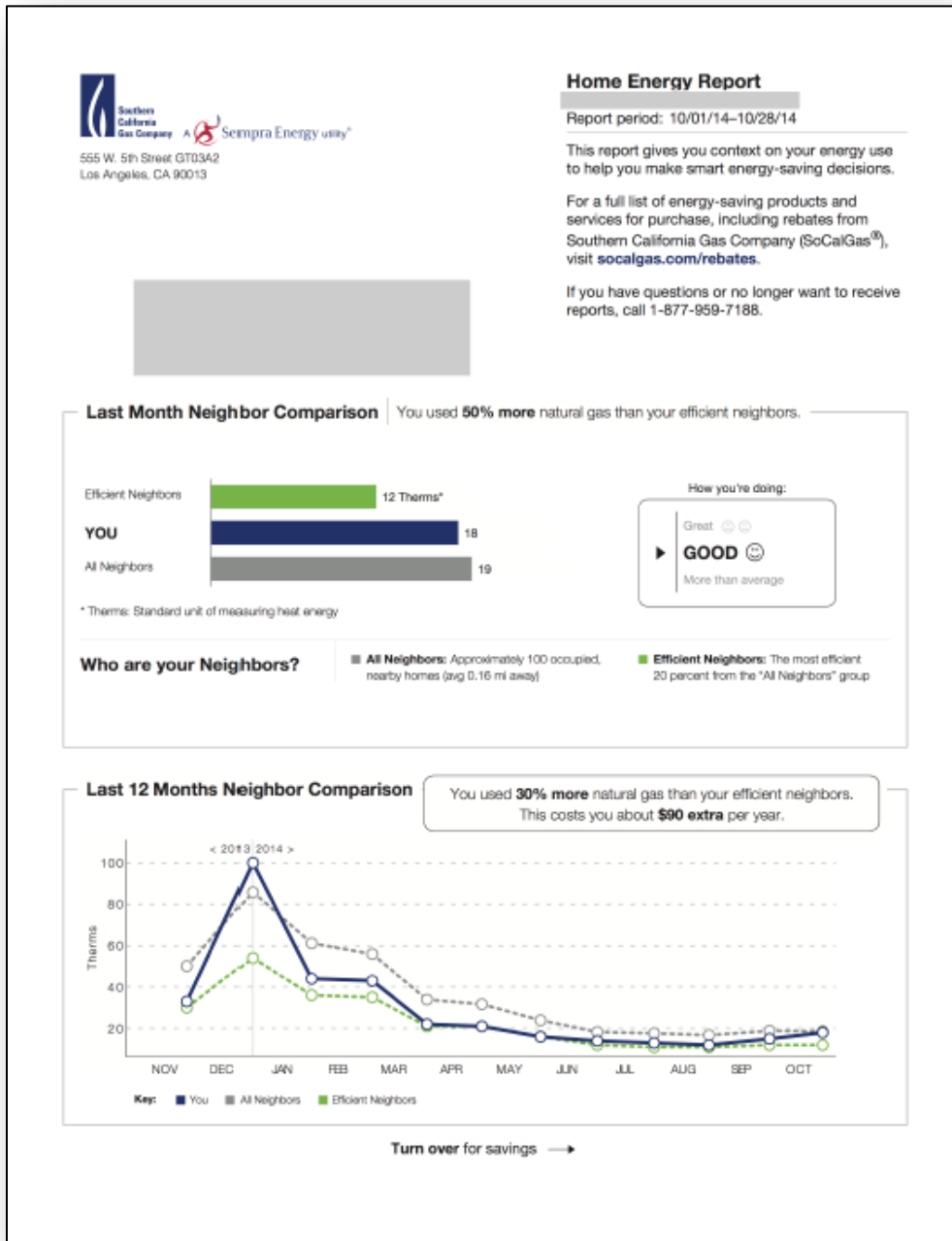
58°  
when I'm  
**AWAY**

When you're away, lower your thermostat to 58°F. This will give your heater a break and save you money.

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

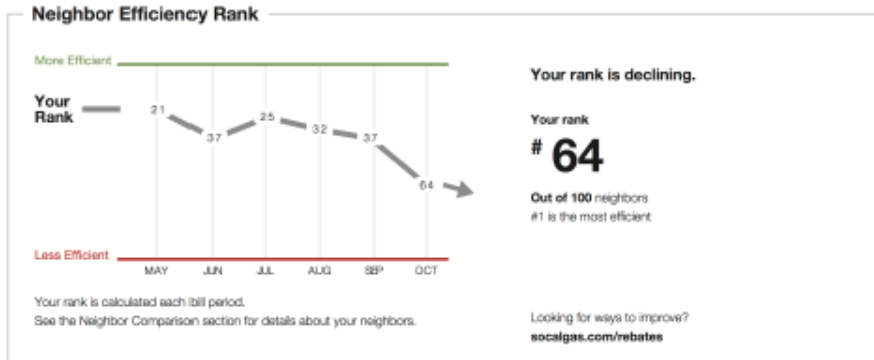
#### Opower – December HER (Front) – Direct Mail



## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Opower – December HER (Back) – Direct Mail



**Personalized tips** | For a complete list of energy saving investments and smart purchases, visit [socialgas.com/rebates](http://socialgas.com/rebates).

#### Quick Fix

Something you can do right now

##### **Shave a minute off shower time**

The average American spends about eight minutes taking a shower roughly once a day.

Reducing average shower time by one minute can result in a 13% savings in shower water use, which reduces your water heating bill.

See how long you and your fellow household members take to shower and compare your shower times to the national average. Set a goal for showering a bit faster.

SAVE UP TO  
**\$10** PER YEAR

#### Quick Fix

Something you can do right now

##### **Wash clothes with cold water**

Washing clothes with cold water cleans effectively, can be gentler on your clothes than using warm or hot water, and saves up to 90% of the energy cost of each load.

Try a cold-water detergent: these are specially formulated to pull dirt from all types of clothes in cooler water.

When using a conventional detergent, you may need to wash extremely dirty clothes in warm water. Switching from hot to warm water cuts energy use by about half.

SAVE UP TO  
**\$15** PER YEAR

#### Great Investment

A big idea for long-term savings

##### **Invest in a tankless gas water heater**

Avoid heat losses associated with storage water heaters by choosing a demand water heater. These water heaters do not have a tank, so they provide hot water only when it is needed. Consider installing them close to key hot water users, like remote bathrooms.

You may be eligible for a rebate of **up to \$200** when you replace your storage water heater with an ENERGY STAR® certified tankless water heater. Visit [socialgas.com/rebates](http://socialgas.com/rebates) for more information.

SAVE UP TO  
**\$65** PER YEAR



runs on OPower®

[ocg.opower.com](http://ocg.opower.com) | 1-877-668-7188 | [amcic@socialgas.com](mailto:amcic@socialgas.com) | For more information on ways to save, log in at [myaccount.socialgas.com](http://myaccount.socialgas.com). Data, analysis and recommendations in this report are based on estimates and projections, and are for informational purposes only. Printed on 100% post-consumer recycled paper using water-based inks.

© 2010-2014 Opower. All rights reserved. The trademarks herein are property of their respective owners.





## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Opower – December HER – email

Have trouble viewing this email? Click [here](#).

 **SoCalGas** A Sempra Energy utility

  
Oct 01-28

**You used less than average, but 64% more natural gas than your efficient neighbors.**

Category	Therms*
Efficient Neighbors	11
You	18
Neighbors	19

Great 😊 😊  
➤ Good 😊  
More than average

\* Therms: Standard unit of measuring heat energy.

[Click here](#) to learn more about your comparison.

Please do not reply to this email. Mail sent to this address cannot be answered. For assistance, please visit [sog.opower.com](#). Southern California Gas Company values your privacy. For more information, view our [Privacy Policy](#) and [Privacy Notice](#).

This email has been sent as a promotional communication. If you'd rather not receive emails like this, you can [unsubscribe](#). Sender's business address is 555 West Fifth Street, GT20B2, Los Angeles, CA 90013.


Data, analysis and recommendations in this report are based on estimates and projections, and are for informational purposes only.

© 2010-2014 Opower. All rights reserved. The trademarks herein are property of their respective owners. Some materials used under license, with all rights reserved by licensor.


## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Aclara – November “Home Energy Update” (HER) – Direct Mail (Front)



Southern California Gas Company



A Semptra Energy utility\*

July, 22 2014

Bob Smith  
505 Main Street  
Anytown, US 00000


### Your Home Energy Update

Report period: 09/26/14 - 10/25/14  
Account number: 1234567890

This report summarizes your home's natural gas use and offers personalized suggestions to help you reduce energy waste and lower your bill this winter.

For more home gas insights, visit us at:  
[myaccount.socalgas.com](http://myaccount.socalgas.com)

### Your Home Energy Use Comparison



Category	Cost
Highly Efficient Homes	\$124*
Your Home	\$135*
Similar Homes	\$150*

Good news! Last month you used **10 percent less energy than other homes like yours.**


To learn more about how your usage stacks up, visit us: [myaccount.socalgas.com](http://myaccount.socalgas.com)

\* Numbers are based on estimated usage for your October billing period.

#### What homes are compared?

- Similar Homes: Homes close to yours that have a similar size, style, age and number of occupants.
- Highly Efficient Homes: Similar homes that have the lowest energy use (best 15 percent).


### Simple Steps Others Have Taken



#### Tune Up Your Heating and Cooling System.

Replace your filters seasonally and get a professional tune-up once a year.


**Save up to \$40 per year\*\***



#### Caulk and Seal.

Warm air leaking out of the house in winter can be a huge drain. Caulking, sealing and weather-stripping are low-cost, high-impact improvements.

**Save up to \$70 per year\*\***



#### Add Insulation.

Under-insulated homes drive up heating and cooling costs. The simplest places to add insulation are in the attic, basement or crawlspace of a home.

**Save up to \$90 per year\*\***

Visit [socalgas.com](http://socalgas.com) (search "SAVE ENERGY") to find out how to save more.

\*\* Estimated savings based on your gas usage over the past year.  
If you have questions or no longer want to receive these reports, please call 888-673-4894, 24/7.

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Aclara – November HER – Direct Mail (Back)

## How Does Your Usage Compare to Last Year?

Great news! You're on track to use 6 percent less natural gas this year.

For more about keeping your bills down, visit: [socalgas.com](http://socalgas.com) (search "SAVE ENERGY")

Year	Natural Gas Usage (therms*)
Dec 2013	148
Dec 2014	141

\* Therms: a standard unit of measuring heat energy.

### Get Ready For Winter

These incentives are currently available for you:

**Up to \$240 toward the cost of insulation.**

*Spend less to get more insulation in your attic and walls.*

*Plus, save an estimated \$xxx per year on your gas bill.*

Visit [socalgas.com](http://socalgas.com) (search "SAVE ENERGY") today to take advantage of this offer.

**Complimentary showerhead and faucet aerators.**

*Maintain high water pressure while saving energy, water and money.*

*Get three faucet aerators and a showerhead at no cost.*

Visit [socalgas.com](http://socalgas.com) (search "SAVE ENERGY") today to take advantage of this offer.

If you have questions or no longer want to receive these reports, please call 888-873-4814, 24/7. Data, analysis and recommendations in this report are based on estimates and projections, and are provided for informational purposes only. ©2014 Southern California Gas Company. All trademarks belong to respective owners. All rights reserved.

Insights by ACLARA

51

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

3-Fold Insert included with 1<sup>st</sup> Paper Report in November



 **Your Home Energy Update**  
Learn about your home's gas use, see how you compare to neighbors and learn ways to save money



**Your Personalized Energy Update**  
This Home Energy Update offers personalized insights about your natural gas use. It includes customized suggestions to help you cut out energy waste to lower your natural gas bill and live more comfortably at home this winter.

**Helpful Household Comparisons\***  
Each Home Energy Update will offer you a comparison of your home's natural gas use compared to other homes in your area that use natural gas and are similar in size, style, age and number of occupants. In the months to come we'll share insights about how your energy use this year compared to last year, and help you set and meet goals that will drive meaningful results.

**Customized Insights and Offers**  
Your energy usage data and insights are provided only to you and not shared with others. Your Home Energy Updates also include offers and programs from Southern California Gas Company (SoCalGas®) that are relevant to you based on your energy use at home. To take advantage of these offers visit [socialgas.com](http://socialgas.com) (search "Ways to Save").

**Lower Energy Bills, Less Energy Waste**  
Your Home Energy Update is part of a program designed to make home energy use more visible and most importantly help you take steps that drive real, tangible benefits you can feel in your home and see in future energy bills.

\* The energy usage information for other households is compiled anonymously using a large group of other similar homes in your area. To find out more about how we use energy consumption information to generate customized insights and offers visit: [socialgas.com](http://socialgas.com)  
© 2014 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved. Some materials used under license, with all rights reserved by licensor.



 **Super Simple Steps To Cut Energy Waste This Winter**

**Turn Down Your Thermostat When You Leave**  
Dialing down the temperature from 72 to 67 can cut your bill by about 10 percent.

**Be Kind to Your Clothes, Wash them in Cold**  
About 90 percent of the energy used by your washing machine goes to heat water and hot water washing adds wear and tear to your favorite cotton clothes.

**Check for a Breeze Around Doors and Windows**  
Defeat drafts. Use caulk and weatherstrip to plug gaps, stay toasty and save money this winter. Caulking and sealing are often the lowest cost, do-it-yourself actions you can take.


Visit [socialgas.com](http://socialgas.com) (search "Save Energy") for more simple steps to cut energy waste, lower your bill and be more comfortable this winter.

© 2014 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved. Some materials used under license, with all rights reserved by licensor.


## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Aclara – November HER – email



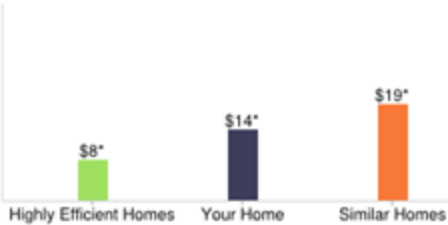
Southern California Gas Company



A Sempra Energy utility<sup>®</sup>

Report period: 07/17/2014 - 08/15/2014  
Account number: \*\*\*\*\*00016

### Your Home Energy Use Comparison



Category	Estimated Usage
Highly Efficient Homes	\$8*
Your Home	\$14*
Similar Homes	\$19*

Good news! Last month you used **26 percent less energy** than other homes like yours.

To learn more about how your usage stacks up, visit "Ways to Save" at [myaccount.socalgas.com](http://myaccount.socalgas.com)




\*Numbers are based on estimated usage for your August billing period.

Highly Efficient Homes    Your Home    Similar Homes

#### What homes are compared?

- Similar Homes: Homes close to yours that have a similar size, style, age and number of occupants.
- Highly Efficient Homes: Similar homes that have the lowest energy use (best 10 percent).


#### Simple Steps Others Have Taken

 <h4>Improve Insulation</h4> <p>Adding attic insulation is generally the easiest and cheapest way to significantly improve the insulation of your home.</p> <p><b>Save up to \$85 per year**</b></p>	 <h4>Wash Clothes in Cold Water</h4> <p>90 percent of the energy for one hot load goes to heating the water, which means 10 loads of cold water washing costs as much as one hot load.</p> <p><b>Save up to \$70 per year**</b></p>	 <h4>Lower Water Heater Temp</h4> <p>Odds are your hot water heater is set too high. Aim for 120 degrees F, to save about 5 percent in energy costs for each 10 degrees F reduction.</p> <p><b>Save up to \$60 per year**</b></p>
-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

Visit [socalgas.com](http://socalgas.com) (search "SAVE ENERGY") to find out how to save more.

\*\* Estimated savings based on your gas usage during the past year.

Data, analysis and recommendations in this report are based on estimates and projections, and are provided for informational purposes only.

Insights by  ACLARA

## Get Ready for Winter

### Complimentary Showerhead and Faucet Aerators

*Maintain high water pressure while saving energy, water and money.*


*Get 3 faucet aerators and a showerhead at no cost.*

To take advantage of this offer today visit: [socalgas.com/rebates](http://socalgas.com/rebates)


## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Aclara – December HER – Direct Mail (Front)



Southern California Gas Company



A Sempra Energy utility\*

000000  
User Acceptance24064  
24164 User Acceptance Rd  
BELL, CA 90201

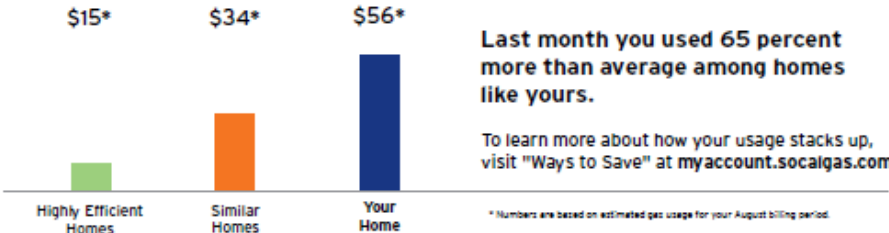
### Your Home Energy Update

**Report period:** 07/17/2014-08/15/2014  
**Account number:** ACCT024064

This report summarizes your home's natural gas use and offers personalized suggestions to help you reduce energy waste and lower your bill this winter.

For more home gas insights, visit "Ways to Save" at [myaccount.socalgas.com](http://myaccount.socalgas.com).

### Your Home Energy Use Comparison



Category	Estimated Gas Usage (August)
Highly Efficient Homes	\$15*
Similar Homes	\$34*
Your Home	\$56*

**Last month you used 65 percent more than average among homes like yours.**


To learn more about how your usage stacks up, visit "Ways to Save" at [myaccount.socalgas.com](http://myaccount.socalgas.com).

\* Numbers are based on estimated gas usage for your August billing period.

#### What homes are compared?

- Similar Homes: Homes close to yours that have a similar size, style, age and number of occupants.
- Highly Efficient Homes: Similar homes that have the lowest energy use (best 15 percent).


### Simple Steps Others Have Taken



#### Caulk and Weatherstripping

Do something about the draft! It's a sign of significant air leakage that can usually be sealed quite easily.


**Save up to \$70 per year\*\***



#### Wash Clothes in Cold Water

90 percent of the energy for one hot load goes to heating the water, which means 10 loads of cold water washing costs as much as one hot load.

**Save up to \$60 per year\*\***



#### Improve Insulation

Adding attic insulation is generally the easiest and cheapest way to significantly improve the insulation of your home.

**Save up to \$55 per year\*\***

Visit [socalgas.com](http://socalgas.com) (search "SAVE ENERGY") to find out how to save more.

\*\* Estimated savings based on your gas usage over the past year. For questions regarding this report, please call 888-873-4894, 24/7.

## Appendix E

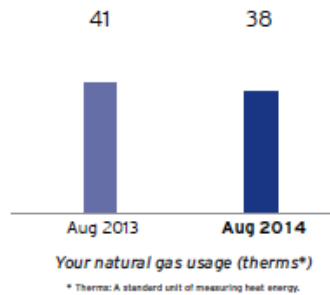
### 2014-2015 Conservation Outreach Campaign Sample Materials:

Aclara – December HER – Direct Mail (Back)

## How Does Your Usage Compare to Last Year?

Great news! You're on track to use 7 percent less natural gas this year!

For more about keeping your bills down, visit:  
[socalgas.com](http://socalgas.com) (search "SAVE ENERGY")



## Get Ready For Winter

These incentives are currently available for you:

### Save up to \$200 on a new tankless water heater

Get \$150 or \$200 rebate when you replace your water heater with a qualifying ENERGY STAR® Certified tankless water heater.

Plus you'll save an estimated \$50 per year on your gas bill.

Visit [socalgas.com](http://socalgas.com) (search "SAVE ENERGY") today to take advantage of this offer.

### Cut your heating costs in half

Cut 30-50 percent off your heating bills with a new ENERGY STAR® Certified Central Natural Gas Furnace if your heating system is over 20 years old.

Plus get \$150-200 to help pay for it.

Visit [socalgas.com](http://socalgas.com) (search "SAVE ENERGY") today to take advantage of this offer.

Data, analysis and recommendations in this report are based on estimates and projections, and are provided for informational purposes only. Terms and conditions apply. Please visit [socalgas.com](http://socalgas.com) (search "REBATES"). For questions regarding this report, please call 800-670-6894, 24/7. ©2014 Southern California Gas Company. All trademarks belong to respective owners. All rights reserved.

Insights by  ACLARA



## Appendix E



### 2014-2015 Conservation Outreach Campaign Sample Materials:

#### Aclara – December HER – email

We're pleased to provide you with this personalized snapshot of your natural gas usage and share some simple steps and rebate offers that others in similar homes have used to lower their bills, increase comfort and reduce energy waste at home.

For more home gas insights, visit "Ways to Save" at [myaccount.socalgas.com](http://myaccount.socalgas.com).


To view this email as a web page, [go here](#).



Report period: 08/16/2014 - 09/15/2014  
Account number: \*\*\*\*\*00007

### How does your usage compare to last year?

You're on track to use the same amount of natural gas this year.



Sep 2013    Sep 2014

To find out how to save more visit [socalgas.com](http://socalgas.com) (search SAVE ENERGY)

### Get Ready for Winter

#### Save Water, Save Money and Save Your Clothes

Use half the water of your top loader and save 30 percent on your gas bills with a new ENERGY STAR® Most Efficient front-loading clothes washer. Plus get a \$75 rebate.

Gentle on your wallet and gentle on your clothes.

To take advantage of this offer today visit: [socalgas.com/rebates](http://socalgas.com/rebates)

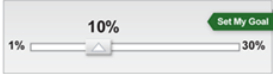
### What's Your Goal?

Based on your current home energy update, you could:

<b>Cut Energy Waste by 8 percent</b> Your natural gas usage would be similar to other homes like yours.	<b>Lower Your Bill by \$70 Per Year</b> This represents a 15 percent reduction off your average yearly energy bill.	<b>Plan a Night Out With Your Energy Savings</b> Use the savings from the energy waste you've cut out at home towards dinner or your other favorite treat.
------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------	---------------------------------------------------------------------------------------------------------------------------------------------------------------

Set your savings goal at [myaccount.socalgas.com](http://myaccount.socalgas.com) and we will help you reach it

10% in savings could save you **\$47** per year




Data, analysis and recommendations in this report are based on estimates and projections, and are provided for informational purposes only.

Please do not reply to this email. Mail sent to this address cannot be answered. For assistance, please visit <http://myaccount.socalgas.com/FAQ>. Southern California Gas Company values your privacy. For more information, view our [Privacy Policy](#) and [Privacy Notice](#).

This email has been sent as a promotional communication. If you'd rather not receive emails like this, you can [unsubscribe](#). Sender's business address is 555 West Fifth Street, GT20B2, Los Angeles, CA 90013.

© 2014 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved. Some materials used under license, with all rights reserved by licensor.


Insights by 




## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Aclara– Direct Mail (Front)



Southern California Gas Company



Sempra Energy utility\*

000000  
User Acceptance24064  
24164 User Acceptance Rd  
BELL, CA 90201

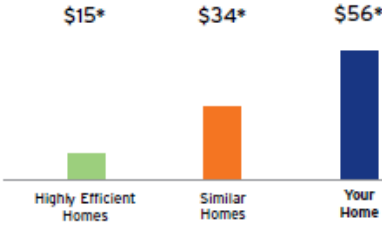
### Your Home Energy Update

**Report period:** 07/17/2014-08/15/2014  
**Account number:** ACCT024064

This report summarizes your home's natural gas use and offers personalized suggestions to help you reduce energy waste and lower your bill this winter.

For more home gas insights, visit "Ways to Save" at [myaccount.socalgas.com](http://myaccount.socalgas.com).

### Your Home Energy Use Comparison



Category	Cost
Highly Efficient Homes	\$15*
Similar Homes	\$34*
Your Home	\$56*

**Last month you used 65 percent more than average among homes like yours.**


To learn more about how your usage stacks up, visit "Ways to Save" at [myaccount.socalgas.com](http://myaccount.socalgas.com).

\* Numbers are based on estimated gas usage for your August billing period.

#### What homes are compared?

- Similar Homes: Homes close to yours that have a similar size, style, age and number of occupants.
- Highly Efficient Homes: Similar homes that have the lowest energy use (best 15 percent).


### Simple Steps Others Have Taken



#### Caulk and Weatherstripping

Do something about the draft! It's a sign of significant air leakage that can usually be sealed quite easily.


**Save up to \$70 per year\*\***



#### Wash Clothes in Cold Water

90 percent of the energy for one hot load goes to heating the water, which means 10 loads of cold water washing costs as much as one hot load.

**Save up to \$60 per year\*\***



#### Improve Insulation

Adding attic insulation is generally the easiest and cheapest way to significantly improve the insulation of your home.

**Save up to \$55 per year\*\***

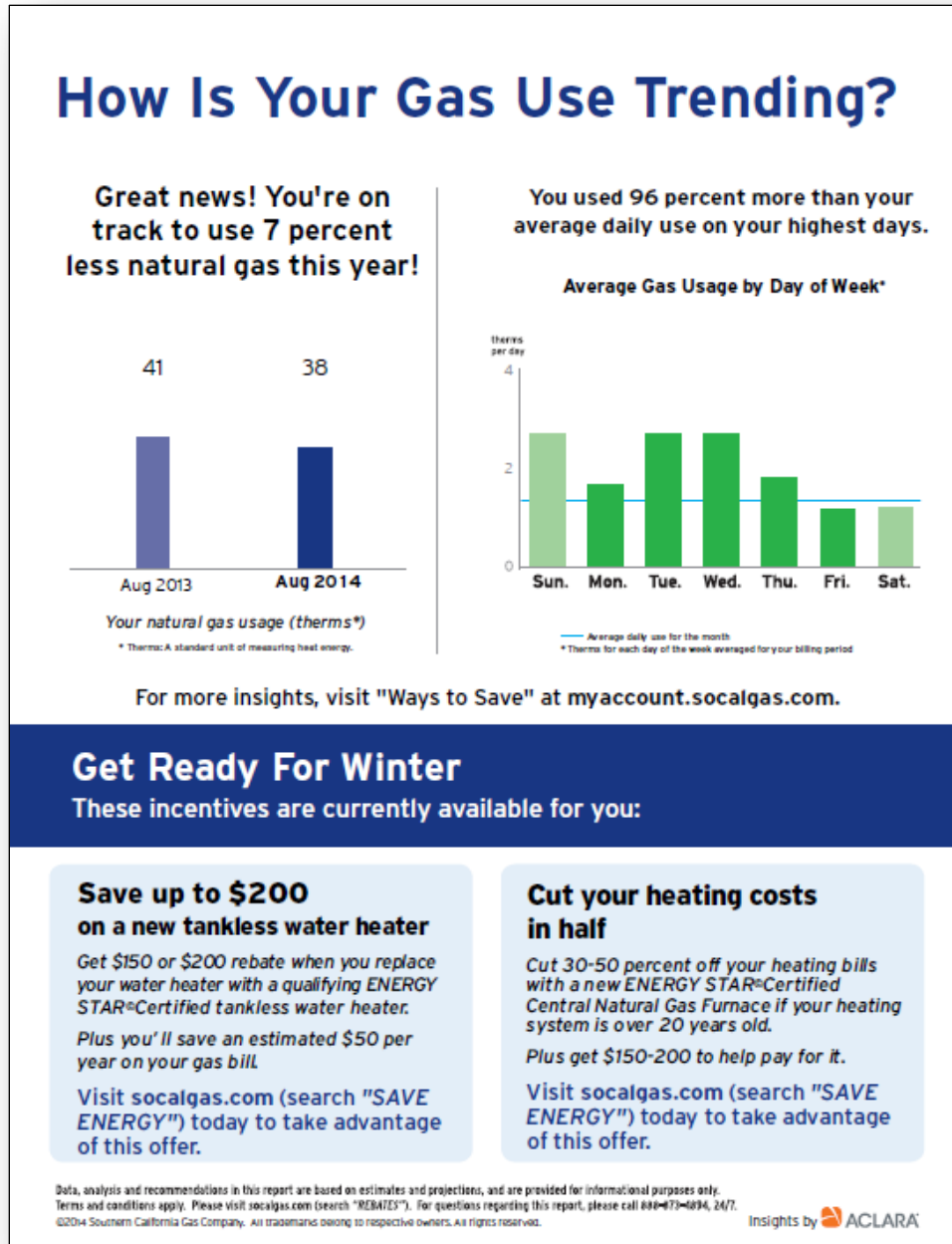
Visit [socalgas.com](http://socalgas.com) (search "SAVE ENERGY") to find out how to save more.

\*\* Estimated savings based on your gas usage over the past year.  
For questions regarding this report, please call 888-873-4894, 24/7.

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

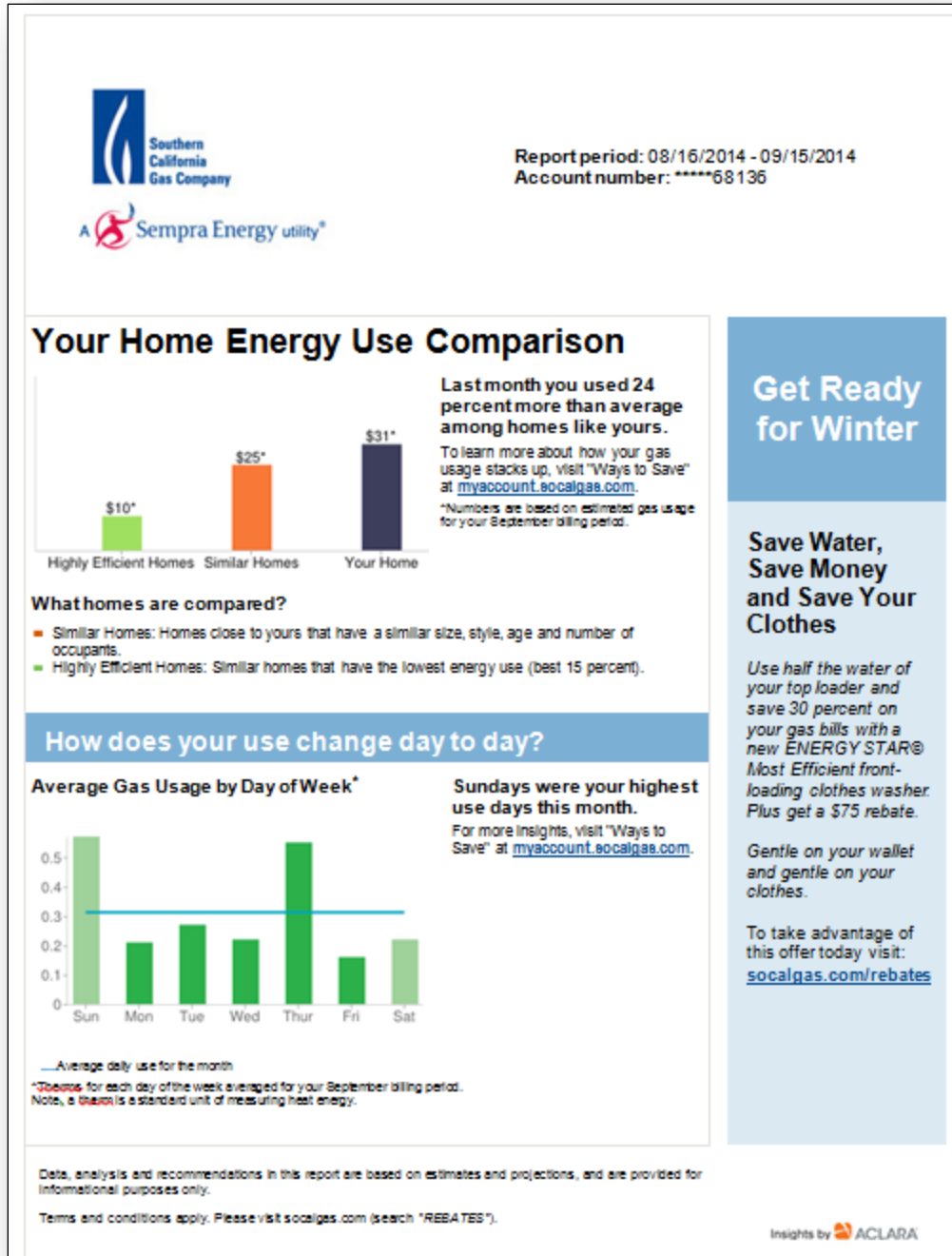
Aclara – January HER – Direct Mail (Back)



## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

Aclara – January HER – email





## Appendix E


### 2014-2015 Conservation Outreach Campaign Sample Materials:

#### SoCalGas – November Bill Tracker Alert Welcome email

If you are still having problems viewing this message, please [click here](#) for additional help.



## Welcome to Bill Tracker Alerts



**Congratulations!**

You are now registered for Southern California Gas Company (SoCalGas<sup>®</sup>) Bill Tracker Alerts. These weekly alerts will help you better manage your monthly gas bill. By monitoring your gas costs throughout the billing cycle, you'll avoid any surprises at the end of the month.

Your Bill Tracker Alerts email will include:

- Bill-to-Date
- Projected next bill
- Days remaining in the current billing cycle
- Last month's bill

Take advantage of this information to make changes in your gas usage and save money.

If you would like to receive Bill Tracker Alerts through text messages, log in to [My Account](#) and go to the "Manage My Account" tab.

Thank you for being a valued customer.

[Log In](#)



If you no longer want to receive Bill Tracker Alerts, simply log in to your SoCalGas [My Account](#) or call 1-800-427-2200.

ICor\_84Oct2013

## Appendix E

### 2014-2015 Conservation Outreach Campaign Sample Materials:

#### SoCalGas – Weekly Bill Tracker Alert email



## SoCalGas® Bill Tracker Notification

---

### Your Bill Tracker Update

Monitor your weekly consumption and make changes to achieve your savings goal.




Account Number:	*****75303
Bill to Date:	\$22.28
Projected Next Bill:	\$56.77
Days remaining in the current billing cycle:	17
Days elapsed in the current billing cycle:	12
Previous Month's Bill:	\$122.78
Previous Year, Same Month's Bill:	

Set up your energy-savings goals by visiting ["Ways to Save"](#) – our personalized interactive tool.

Log in to My Account:

[Log In »](#)

---

Connect with us:   

[socialgas.com](#) | [Bill Assistance](#) | [Rebate Programs](#)

---

To ensure continued receipt of e-mail messages from SoCalGas, please add [customerservice@socialgas.com](mailto:customerservice@socialgas.com) to your address book.

If you wish to cancel this Alert email, you can do so by logging into your My Account at <https://myaccount.socialgas.com> and unsubscribing in your "Manage Alerts" preference center inside the Manage My Account tab.

Southern California Gas Company values your privacy. For more information, view our [Privacy Policy](#) and [Privacy Notice](#).

Email notification code: 100

© 2013 Southern California Gas Company. Trademarks are property of their respective owners. All rights reserved.  
Some materials used under license, with all rights reserved by licensor.