

**SOUTHERN CALIFORNIA GAS COMPANY
ADVANCED METER
SEMIANNUAL REPORT**

February 26, 2016

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Southern California Gas Company Advanced Meter Semiannual Report

Introduction

This is the sixth Semiannual 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 semiannually, 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 semiannual 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, 2015 and builds upon previous Reports by highlighting project changes and activities that have taken place as of July 1, 2015. Previous Report filings may be accessed on SoCalGas’ website.¹

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

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

systems. Operational highlights of the infrastructure and performance of the system as of December 31, 2015 include:

- About 482 SoCalGas employees installing modules.
- Nearly 4.6 million meter modules installed representing 76% of the total meters to be upgraded.
- 3,445 data collector units (DCUs) installed and functioning On-Air representing nearly 75% of the estimated 4,600 DCUs required. These DCUs are fully or partially installed in 145 of the 221 cities and counties located within SoCalGas' service territory (65% of total).
- Approximately 96 percent of the installed modules have been deemed 'Billing Ready' and are now used or ready for billing customers.

In November 2015, SoCalGas launched its third targeted heating season conservation campaign leveraging Advanced Meter-enabled usage data. This campaign is the third in the series of four conservation "Test and Learn" campaigns to be conducted over the course of the Advanced Meter project. It incorporates the lessons learned and key findings from the prior two heating season campaigns which were conducted from October 2013 through March 2014 and from November 2014 through March 2015.

The goals of these consecutive conservation campaigns are demonstrating how to best meet the one percent energy savings goal² associated with the Advanced Meter rollout and tracking the resulting conservation savings. Four of the seven conservation treatments tested during the 2014-2015 campaign produced significant gas savings of about one percent total, showing progress towards this conservation goal. Additional 2014-2015 fall/winter savings of approximately 1.15% were realized for four of the treatments tested during the 2013-2014 campaign due to continued effects for those treatments (building on 1.3 percent savings realized during the initial 2013-2014 heating season).

A comprehensive evaluation of the results of the third campaign currently underway, as well as additional findings from the treatments tested in the first and second campaigns, will be provided in the August 2016 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. As noted in previous Reports, despite extensive engagement, a potential obstacle to completing construction of the network in accordance with the schedules approved in D.10-04-027 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. This discretionary permitting process (which the CPUC can exempt through the exercise of its jurisdiction over the

² This energy savings goal specifically refers to 1% of total *residential* gas usage.

public utilities) would effectively give a municipality the unilateral right to significantly modify the planned location or design of the DCUs and even preclude the installation of DCUs by the utility.

If these municipalities continue to assert their current positions, they will considerably delay or prevent the network installation timeline for approximately 245 DCUs or 5% of a total of 4,600 required DCUs. The inability to deploy the necessary infrastructure in these jurisdictions will likely result in SoCalGas having to maintain meter reading, communications, data processing and billing systems and functions for far longer than was anticipated in D.10-04-027 and will negatively impact expected operational benefits. These delays also result in forgone safety, operational, and conservation benefits pursuant to Sections 3.C, 3.D and 9 of this report. Consequently, SoCalGas is contemplating the appropriate next steps to achieve deployment of its Advanced Meter project consistent with the Commission’s decision or seek remedies to address issues beyond its control.

Chapter 2 - Module Installation and Network Construction Status

2.A Module Installation Status

SoCalGas has installed 4,572,006 modules through the end of December 2015, 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**

	Module Only	Meter Change w/Module	Total
Advanced Meter Installations	3,313,083	943,738	4,256,821
Other SoCalGas Personnel	-	315,185	315,185
Total Installations	3,313,083	1,258,923	4,572,006

About 93 percent of the modules are being installed by Advanced Meter personnel, with about 7 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 72 percent of the modules were installed on existing meters, while 28 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, 2015, there were 482 installers employed. Table 2 provides an overview of the installation workforce for each of the warehouses open through December 2015.

Table 2
SoCalGas Installation Workforce by Warehouse

Warehouse	Number of Employees
Oakley	39
Rancho Cucamonga	74
LAX	63
Statham	44
Ward	16
South Gate	63
Los Angeles	60
Mission Viejo	65
Anaheim	58
Total	482

Throughout the project, the Advanced Meter team has experienced some injuries and incidents. Table 3 displays safety results from January through December 2015. 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
January 1, 2015 through December 31, 2015

	Number of Incidents	Rate*
Occupational Safety & Health Administration (“OSHA”)	44	7.2
Controllable Motor Vehicle Incidents (“CMVI”)	9	1.5
Lost Time Incidents (“LTI”)	30	6.3

*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 of the Advanced Meter system is designed to ensure that SoCalGas customers receive their hourly consumption data. It consists of DCUs deployed across the SoCalGas service territory that receive the meter reading data from the modules installed on each meter. Most modules transmit twelve hourly meter reads four times a day with at least three DCUs. Each module communicates 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 a total of 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, the project will install nearly 4,600 DCUs. The actual number of DCUs to be installed is determined by a two-step process:

1. 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.
2. 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, 2015.

Table 4
Status of DCUs through December 31, 2015

DCU Status	Number of DCUs	Percent of DCUs
Installed	3,452	75.0%
<i>On – Air</i>	3,445	74.9%
Ready to Construct	86	1.9%
Negotiating with Local Governments/Other Third Parties ³	724	15.7%
Not Started	338	7.3%
Total To Be Installed	4,600	100%

75 percent of the network has been constructed or is ready to construct. By December 31, 2015, SoCalGas has installed 3,452 DCUs with an additional 86 DCUs ready for construction. Of the 3,452 installed, 3,445 DCUs have been commissioned on-air and are receiving reads from installed MTUs. 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

DCU Location	Installed DCUs
SoCalGas Owned Poles in	
SoCalGas Facilities	65
Public Right of Way	2,401
Caltrans Right of Way	27
Private Easement	19
Total	2,512
Attached to Third Party Assets	
Los Angeles Bureau of Street Lighting	373
SCE Street Lights	281
PG&E Street Lights	23
SDG&E Street Lights	32
Other Cities Street Lights	211
Other Public/Private Assets	20
Total	940
Total DCUs Installed	3,452

³ Includes municipalities refuting the CPUC’s preemptory jurisdiction over utility facilities.

To date SoCalGas has installed DCUs on a SoCalGas owned pole in the public right of way under its franchise 73 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 the City of Los Angeles Bureau of Street Lights (“BSL”), Pacific Gas & Electric Company (“PG&E”), Southern California Edison Company (“SCE”), San Diego Gas & Electric Company (“SDG&E”), and has reached contract agreements with 143 cities and 6 counties.⁴

Of the 12 counties and 211 cities in the SoCalGas service territory, SoCalGas has finished installing DCUs in 6 counties and in 139 cities/communities.⁵ SoCalGas is in active negotiations with several cities and counties to continue installing the remaining DCUs. A limited number of cities and counties have been reopened due to network optimization.⁶ 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 3,452 DCUs constructed, SoCalGas has received 173 complaints and 50 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 62 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.

⁴ 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.

⁵ Appendix B provides a list of the counties and cities with fully installed DCUs as of December 31, 2015.

⁶ Appendix C provides a list of the counties and cities that have been reopened.

**Table 6
Power Source for DCUs**

Installed DCUs	Solar Powered	AC Powered
3,452	2,565	887

Chapter 3 - System Performance

Two key indicators of the overall Advanced Meter system performance are the performance of the network with respect to the delivery of hourly data for billing and online presentation purposes, and the resulting billing data-related performance. Additional improvements to SoCalGas’ service delivery are also being realized as a result of meter read automation and enhanced data analytics capabilities enabled by the Advanced Meter system. Extended uses of the Advanced Meter system through a network sharing capability also have the potential to provide additional operational and conservation benefits to water agencies and their customers within SoCalGas’ service territory.

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	4,572,006	-
Modules Installed – Incomplete Network	32,771	0.7%
Modules Installed with Complete Network ¹	4,539,235	99.3%
Delivering 100 Percent of Expected Reads	4,140,574	91.2%
Missing 1-12 Reads	214,378	4.7%
Missing More Than 12 Reads ²	164,567	3.6%
Missing All Reads	19,716	0.4%

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

² Missing more than 12 reads but at least one read has been communicated.

About 99 percent of the modules have been installed where network has been completed and only about 1 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, over 91 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.

Fewer than 4 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, 2015	4,572,006
Modules in ‘Billing Ready’ Status	4,409,242
Advanced Meter Reads Requested for Billing	4,507,245
Billing Data Provided by Advanced Meter	4,502,357
Billing Data Not Provided by Advanced Meter	4,888
Percent Provided by Advanced Meter – Actual Read	99.89%
Percent Provided by Advanced Meter – Estimated Read	0.01%
Percent Not Provided by Advanced Meter	0.10%

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.⁷

For the Billing Ready modules, the system provides a high percentage of accurate reads. Nearly 100 percent of the reads requested were actual, accurate reads. The system also provided an additional 0.01 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 0.10 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 over 1,162,342 orders since the implementation of the automated reads for the initiation of new service.

3.C Service Delivery Enhancements resulting from Enhanced Data Analytics

As the Commission articulated in the AMI decision,⁸ the Advanced Meter system "provides [a] system-wide technology platform with the ability to expand operating benefits as new applications emerge." Safety is at the heart of everything SoCalGas does and, in areas where the communications network is fully deployed, SoCalGas is leveraging Advanced Meter-enabled data analytics to support the continued safe and reliable delivery of natural gas to its customers. These enhanced data analytics enable identification of unusual gas consumption patterns at customer facilities. Though in the exploratory phase, this new and more granular awareness of energy data utilization is uncovering new opportunities and benefits potential.

Additional customer and safety benefits enabled by these advanced analytics include quicker detection of higher-than-usual gas usage allowing earlier investigation of possible problems, as well as improved monitoring of gas pressure throughout the gas system. Other benefits include:

- Faster identification of abnormally high gas usage enables SoCalGas to speed up its ability to identify, investigate and respond to potential safety situations, i.e., in days rather than weeks.
- Earlier discovery of abnormally high gas usage and associated customer notification can reduce the financial burden on customers, while at the same time saving energy and improving air quality.
- Identification of hot water leaks indicated by unusually high gas usage can support conservation efforts for both gas and water.

⁷ As referenced in Chapter 2, additional DCUs may have to be added to improve system performance.

⁸ D. 10-04-027, page 40.

During the exploratory phase of SoCalGas’ enhanced data analytics, the following results have been achieved. Table 9 summarizes the results of the 953 exploratory service orders fielded through December 31, 2015.

**Table 9
Gas consumption data analytics results through December 31, 2015**

Findings from completed field visits	Number of field visits	Percent
Total field visits generated by consumption analytics awareness	953	
Hot water leaks where the hot water heater was in continuous demand	286	30.0%
Gas leak found by SoCalGas field technician	138	14.5%
Gas or hot water leaks corrected by the customer as a result of SoCalGas field visit	209	21.9%
Gas services closed by SoCalGas field technician due to excessive registration, awaiting resolution	317	33.3%
Abnormal gas usage resulting from a pool heater being used for the first time in 12 months or longer	3	0.3%

SoCalGas expects that, as it continues to build out enhanced analytics capabilities enabled by the Advanced Meter system, further customer service and safety benefits will accrue to its customers. More rapid detection and resolution of gas and hot water leaks provides enhanced safety for customers and their communities, as well as provides energy and financial savings, reduced greenhouse gas emissions, and conservation of our increasingly scarce water supplies.

3.D Extending the Use of the Advanced Meter Network

As articulated in our AMI Application, SoCalGas recognizes the State’s priority and urgency in encouraging and enabling water conservation and as such included the requirement for an AMI technology capable of reading water meters. This network sharing capability has the potential to provide significant operational and conservation benefits to water agencies and their customers within SoCalGas’ service territory.

In order to operationally evaluate the feasibility of the “Shared Network” concept, SoCalGas has established a one-year pilot to be conducted by Aclara and SoCalGas with a limited number of water utilities. As of December 31, 2015, the pilot has commenced with LADWP installing over 50 water MTUs, which are successfully transmitting data over the SoCalGas Advanced Meter network. The remainder of LDWP’s planned 525 installations will continue through 2016. Aside from LADWP, there is one additional water utility committed to participate in the Pilot and several others for which commitment is being finalized.

SoCalGas, along with the other Energy IOUs in California, has been asked to develop a pilot proposal⁹ to identify technical issues with a water corporation “piggybacking” on electric corporation and/or gas corporation AMI infrastructure,¹⁰ or to structure new pilots to explore different questions if pilots on AMI for where customers are already underway,¹¹ SoCalGas has begun work on a draft pilot proposal to be submitted under this ruling.

In addition to the Advanced Meter network being shared by external water utilities, other groups within SoCalGas are beginning to leverage the network. As part of a pilot project by the Pipeline Safety Enhancement Plan (PSEP) group, data from a new sensor device to detect, measure and monitor methane in the area near a transmission pipeline will be transmitted over the Advanced Meter network. As of December 31, 2015, eight of these methane sensor devices have been installed in the field and are successfully communicating over the Advanced Meter network. The remainder of the 20 installations planned for the methane sensor pilot will continue in 2016.

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. The total budget for the SoCalGas Advanced Meter project is \$1,064 million, which included a contingency fund of \$68.7 million.

⁹ D.15-09-023, p. 46.

¹⁰ D.15-09-023, p. 47.

¹¹ D.15-09-023, p. 47.

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 10
Financial Results (in \$Thousands)
Recorded 2010 through December 2015

	2010	2011	2012	2013	2014	2015	Project to Date
Project Management Office	2,619	6,477	6,634	4,945	4,023	3,415	28,114
Meters, Modules & Installation	120	3,718	27,957	116,004	184,236	170,210	502,245
Network	777	3,744	14,429	23,805	18,796	15,306	76,857
Information Technology	6,011	16,873	21,931	16,015	10,491	11,108	82,429
Customer Outreach	324	1,027	2,085	5,502	5,195	4,786	18,919
Employee Awareness	65	3,078	3,732	2,088	1,051	1,087	11,101
Support Organizations¹²	303	-	1,162	3,576	4,517	4,684	14,242
Overheads & AFUDC	2,382	10,828	23,663	33,812	40,499	32,135	143,319
Total	12,601	45,745	101,594	205,746	268,807	242,732	877,225

Table 10 displays the Advanced Meter spending through December 31, 2015, by the major project activities, the purchase and installation of meters and modules continue to be the primary source of spending at approximately \$502 million project to date. The next largest areas of spend are in information systems and the construction of the communication network with approximately \$82 and \$77 million, respectively. SoCalGas believes the project will be delivered within the approved budget; however, this is dependent on the successful resolution of the issues with select municipalities discussed within Chapter 1, pages 4 and 5.

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 all but be eliminated by the project.¹³ Both SoCalGas

¹² Support organizations are comprised of external departments (outside of Advanced Meter) that are funded by the project for project related work or for work identified in business case.

¹³ Some meter reading personnel may continue to exist in support of the CPUC authorized Opt-Out program.

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, 2015, meter readers had been reimbursed approximately \$103,000 through this fund.

While meter readers have been active in seeking employment opportunities within SoCalGas the fund has not been heavily utilized, so as part of our continuing efforts to support our employees’ transition to potential job opportunities, SoCalGas has expanded the retention and retraining efforts to include skills orientation workshops. These workshops are designed to familiarize employees with the mechanical and technical skills associated with piping, tools usage, natural gas appliance and distribution system construction work. The workshops are voluntary and are offered on Saturdays.

The orientation workshops offer transitional skills that could be applied toward job opportunities within and outside of SoCalGas. The target employee group has also been expanded to include all current meter reading employees as well as AMI Field Representatives. All of these employees will be affected when Advanced Meter implementation is completed in 2017.

SoCalGas has allocated \$42,400 from the authorized funding from 4th Quarter 2014 through 2016 to provide these workshops for employees. SoCalGas will continue to offer enhanced educational assistance reimbursement to the remaining eligible meter reading employees.

Table 11 displays the current status of those Meter Reading personnel who were employed in April 2010, when the project was approved by the CPUC.

Table 11
Status of Meter Reading Personnel Employed in April 2010

Meter Reading Personnel	Work Force in April 2010	Remain in Meter Reading December 31, 2015	Left Company	Transition Within Company
Full-time	166	11	19	732
Part-time	818	43	179	
Management	46	13	9	24
Total	1,030	67	207	756
Percent of Work Force	100%	7%	20%	73%

As Table 11 shows, 732 employees (73 percent of the Meter Reading personnel from April 2010) have transitioned to another position within SoCalGas. Twenty percent of those employed in 2010 have left SoCalGas and 67 employees (7 percent) remain in the Meter Reading organization.

SoCalGas continues to encourage Meter Reading employees to explore all company 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 informational presentations to city councils as well as any other sub-committees as necessary. 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 year ended with SoCalGas' last three warehouses opening for installations. As part of SoCalGas' outreach efforts for the warehouse installation areas, seven community-based organizations and chambers in the Ventura and Ojai area were contracted through GeM Communications.

6.A Outreach Organizations and Events

To date, over 2,815 outreach events have been conducted. From July 1 through December 31, 2015, SoCalGas completed 188 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 2015, 140 organizations have been contracted to support outreach activities for the project with seven active during the time period of this report. Due to the Advanced Meter project having no warehouse openings during this time period, no new organizations were contracted to support outreach activities. Appendix D provides a list of organizations contracted through GeM.

Chapter 7- Customer Awareness and Satisfaction

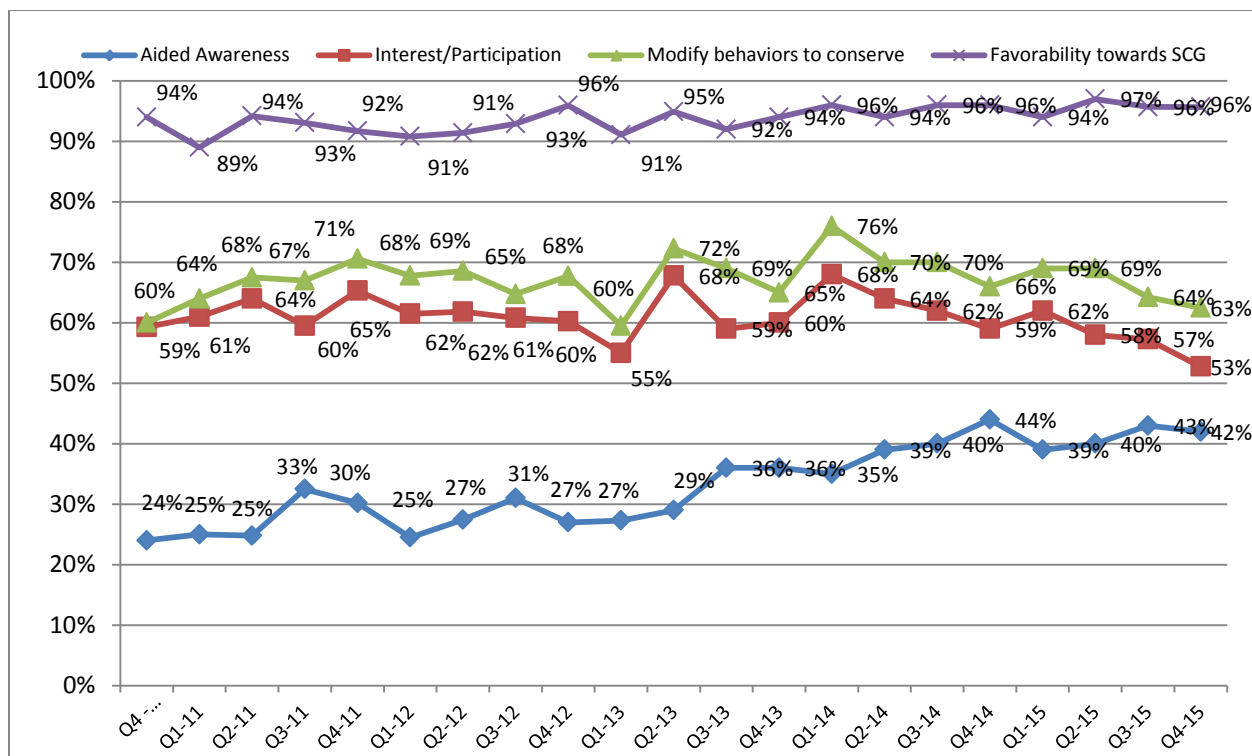
SoCalGas monitors the impact of its outreach activities in the areas of customer awareness and customer satisfaction as it relates to the Advanced Meter project. SoCalGas utilizes a variety of market research diagnostics to monitor the “pulse” of customers pertaining to the Advanced Meter installation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

For purposes of monitoring overall customer awareness and perceptions, SoCalGas uses the Customer Insight Study (“CIS”)¹⁴ which is administered by Davis Research. CIS is SoCalGas' public opinion tracking study. It is a phone survey measuring residential (quarterly) and business (semiannually) 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 tracking 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.

¹⁴ 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?

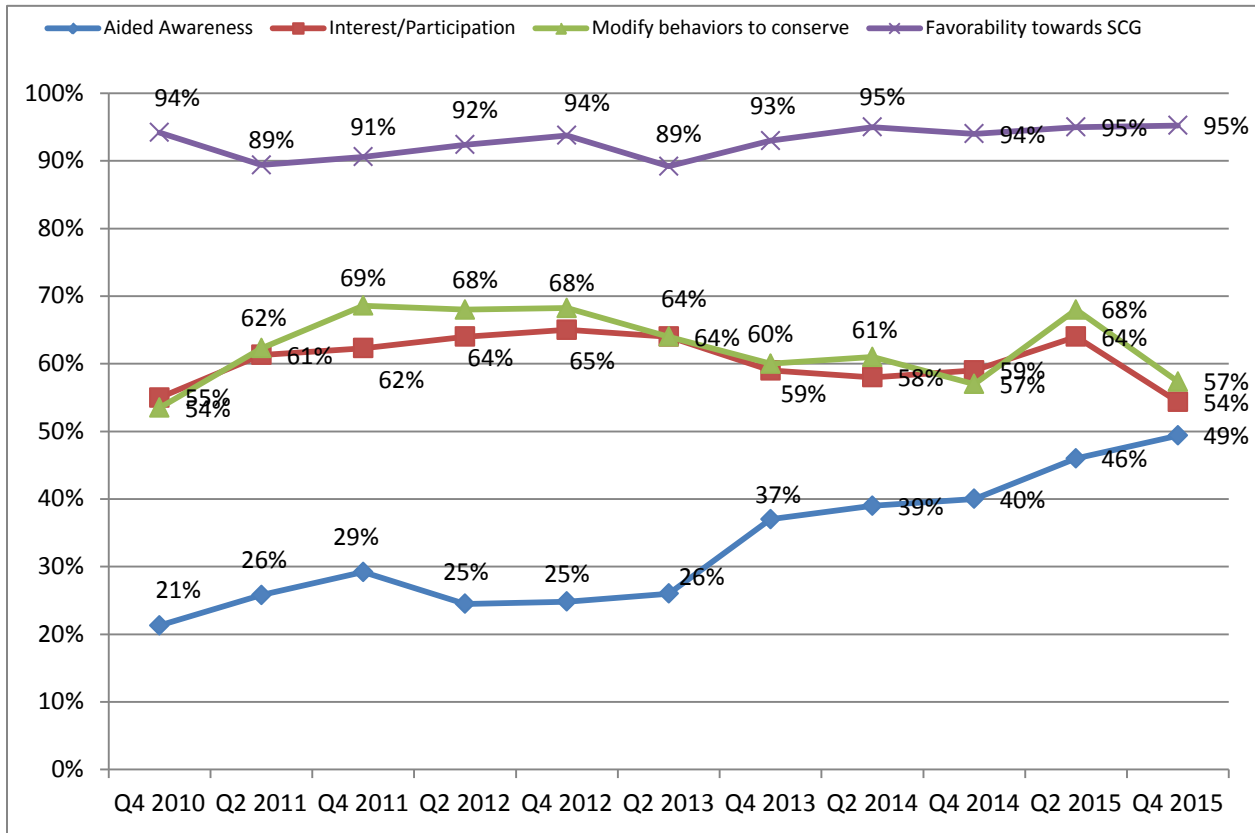
AM2a. Having access to your daily natural gas usage (therms/dollars) information would make you interested in viewing it more than once a month? (% Agree)

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 was at 42% in Q4 2015, essentially unchanged from the 44 percent reached in Q4 2014. The general trend over the past several years has been upwards however, and 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, 26 percent mentioned bill inserts as their source, and 25 percent mentioned that a meter had been installed at their home.

Customers' interest in viewing hourly consumption data has been on a downward trend for the past 4 quarters, dipping to 54% in Q4 2015, from 59% in Q4 2014. Additionally, the interest in conserving natural gas dropped slightly to 63 percent in Q4 2015 from 64 percent in Q3, after holding steady at 69% in the first two quarters of 2015.

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 49 percent in the fourth quarter of 2015, reaching its highest level to date. Despite growing awareness, business customers’ interest in viewing the hourly consumption data dipped to 54%, its lowest level since measurement began in 2010. Intent to modify behaviors to conserve remained steady at 57% in Q4 2015.

Chapter 8 – Elevated Customer Inquiries and Deferral/Opt-Out Program Enrollments

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 staff. There have been about 7,670 inquiries since the project’s inception. The number of escalated customer inquiries is very low, considering the volume of Advanced Meter communications that have been distributed to SoCalGas customers. Through December 2015, over 4.3 million pre-installation letters were mailed to customers. The most common cause of the escalated inquiries is requests to defer/opt-out of the installation of the Advanced Meter communications module.

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 Customer Experience staff. Their questions usually revolve around safety and privacy concerns, as well as comments on the Advanced Meter Opt-Out Program fees.

Table 12 displays a breakdown of enrollment status for the Advanced Meter Opt-Out Program as of December 31, 2015.

Table 12
Advanced Meter Opt-Out Program Enrollment

Inquiry Type	Number Received	Explanation
Active customer-requested Opt-Out Program enrollments ¹⁵	4,780	The number of customers actively enrolled and being billed for Opt-Out Program fees and charges. ¹⁶
Customers defaulted in to the Opt-Out Program	12,625	The number of customers that have been default enrolled ¹⁷ and are being billed for Opt-Out Program fees and charges.
Total Active Opt-Out Program enrollments	17,405 (0.29%)	
Customer Opt-Out Program requests to “opt back in” to Advanced Meter installation	24,331	The number of customers that requested to be removed from the Opt-Out Program (includes customers in both an “Active” and “Pending Enrollment” Opt-Out Program status).

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 by the Commission were consistent with those previously adopted for the other California Investor-Owned Utilities (“IOUs”).¹⁸ SoCalGas’ Advanced Meter Opt-Out Program interim fees for residential customers were as follows:

- 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

¹⁵ “Active” includes only those customers who are enrolled in the Opt-Out Program and are currently being billed associated Opt-Out Program fees. Many customers in a “Pending” status, once presented with final communications regarding Opt-Out Program fees, elect to terminate their prior request for enrollment in the Opt-Out Program. Similarly, customers about to be default-enrolled due to repeated installation/access attempts sometimes contact SoCalGas to schedule an installation prior to being actively enrolled.

¹⁶ SoCalGas implemented its Advanced Meter Opt-Out Program effective March 19, 2014, pursuant to D.14-02-019. These customers either requested to defer from an Advanced Meter module installation prior to March 19, 2014, or subsequent to March 19, 2014, requested to enroll in the Advanced Meter Opt-Out Program.

¹⁷ These customers were defaulted (automatically enrolled) into the Opt-Out Program due to several unsuccessful attempts by SoCalGas to contact the customers to provide access for the installation of the Advanced Meter.

¹⁸ D.12-02-014 (PG&E), D.12-04-018 (SCE), and D.12-04-019 (SDG&E).

charges and adopted them as permanent opt-out fees and charges for residential customers for each of the California IOUs.

Table 13 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 a good indicator of the percent of SoCalGas customers who are likely to request to opt-out of an Advanced Meter module installation.

Table 13
Number of Customers Receiving Installation Notification Letter
Requesting Deferral of Advanced Meter Module

Number of Letters Mailed	4,331,984
Number of Customers Requesting a Deferral/Opt-Out within the Mass Installation Footprint	9,814
Percentage of Deferral/Opt-Out within the Mass Installation Footprint	0.23%

As of December 2015, approximately 0.23 percent of the 4.3 million customers who have received a pre-installation letter have requested to defer/opt-out of the installation of an Advanced Meter module.

In April 2015, pursuant to the Commission’s Phase 1 and Phase 2 Opt-Out decisions, SoCalGas implemented modifications to its billing system to begin charging opt-out fees to Opt-Out Program participants, including customers who were defaulted into the program. Additionally, information regarding key new features introduced in the Phase 2 decision was incorporated into existing customer talking points and all relevant Advanced Meter customer and external communications materials.

Given the size and diversity of the customer population included in the pre-installation letters mailed to date, SoCalGas still expects the total percentage of customers who will eventually opt-out to be within the planning assumption of 0.5 percent (0.29% as of December 2015).

Chapter 9 - Conservation Outreach Campaigns

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.¹⁹

¹⁹ This energy savings goal specifically refers to 1% of total *residential* gas usage.

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. This heating season conservation outreach campaign, as well as subsequent campaigns, followed a “Test and Learn” approach. The goal of this approach 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. 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 offered on an “opt-in” basis did not generate statistically significant reductions during this first campaign period.

In November 2014, SoCalGas initiated the second heating season campaign aimed at reaching the one percent conservation goal. This campaign also followed a Test and Learn approach and generally ran through March 2015.²⁰ The overall strategy for the 2014-2015 conservation campaign design was to incorporate lessons learned from the first heating season campaign conducted in 2013-2014, with a goal towards increasing engagement levels in order to achieve behavioral change that would drive energy conservation of one percent or more. SoCalGas will continue to incorporate the lessons learned from each consecutive heating season campaign and adjust campaigns in future years to focus on the most promising customer segments and communication channels.

Four of the seven customer conservation program treatments tested during this second 2014-2015 campaign produced gas savings of about one percent, showing continued progress toward the one percent conservation goal. Additional 2014-2015 fall/winter savings of approximately 1.15% were realized for four of the treatments tested during the 2013-2014 campaign due to continued effects for those first year treatments. Please refer to the August 2014 and August 2015 SoCalGas Advanced Meter Semiannual Reports for further information, including detailed evaluations, of the 2013-2014 and 2014-2015 “Test and Learn” conservation campaigns.

SoCalGas launched its third targeted heating season conservation campaign in November 2015. This campaign is currently underway and incorporates the lessons learned and key findings from both prior heating season campaigns.

SoCalGas has continued to team with Nexant on several aspects of its conservation campaign implementations and post-campaign evaluations. The primary objectives were as follows:

- 1) Develop comprehensive conservation outreach plans incorporating a Test and Learn program development strategy with a focus on continuous assessment and improvement in the performance of feedback programs;
- 2) Perform evaluations of each year’s conservation campaign results, as well as evaluating any continued conservation effects resulting from the prior years’ campaigns; and
- 3) Provide recommendations and guidance for the next heating season’s proposed “Test and Learn” plan, as well as associated follow-on evaluation of campaign results.

²⁰ A few treatments tested also included year-round elements.

A comprehensive evaluation of the results of the third conservation campaign currently underway, as well as additional findings from the treatments tested in the first and second campaigns, will be provided in the August 2016 SoCalGas Advanced Meter Semiannual Report.

9.A 2015-2016 Conservation Campaign Design

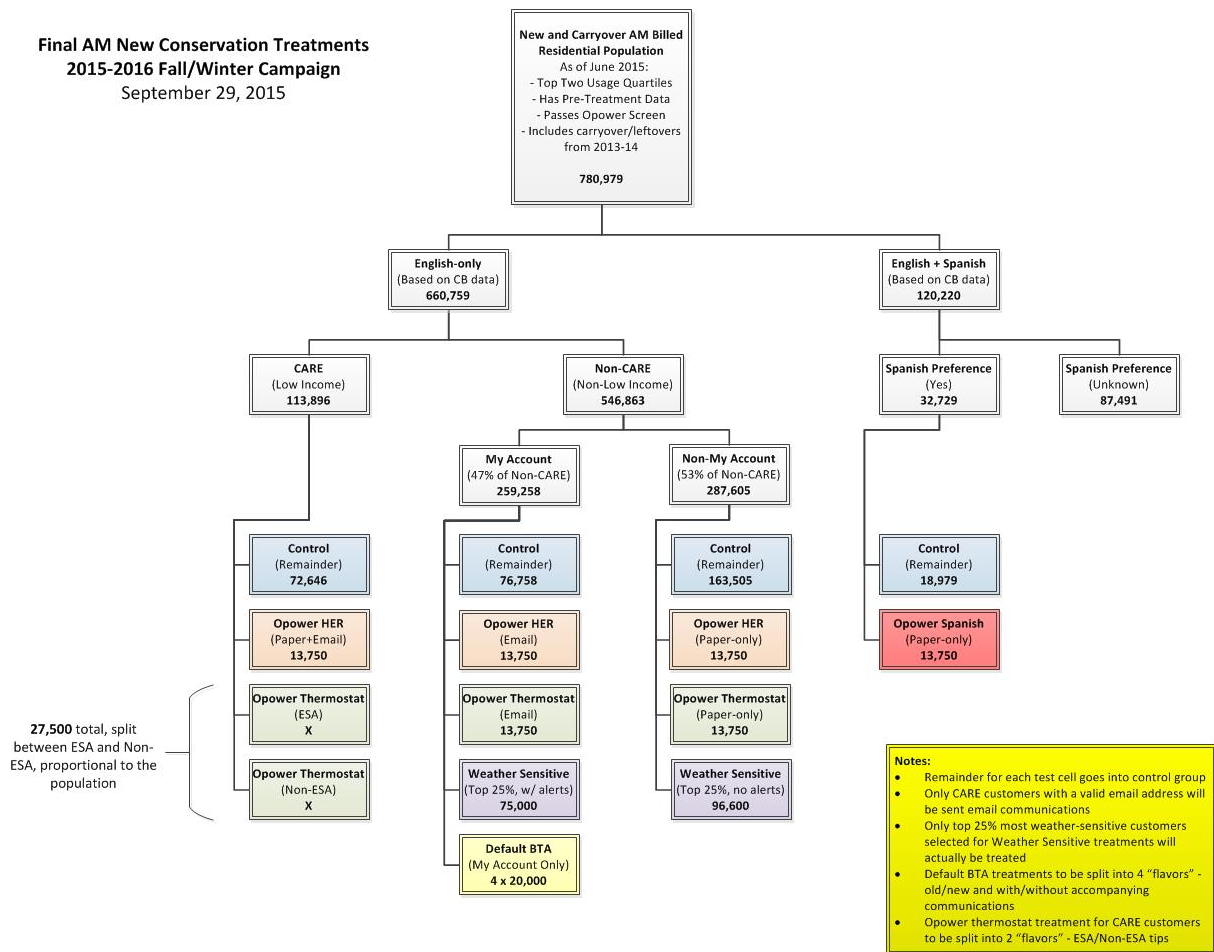
For the 2015-2016 conservation campaign, high performing program design options from the 2013-2014 and 2014-2015 campaigns were retained and enhanced. New program design alternatives are also being tested. The goal is that, over the course of the Advanced Meter roll out, the most effective means for encouraging energy savings from information feedback will be identified and offered to customers. Some underperforming segments or conservation treatments from prior campaigns have been discontinued or significantly modified in the 2015-2016 campaign in order to allocate resources towards approaches that may have potential to enhance conservation effectiveness.

The major features of the 2015-2016 campaign are:

- Given the cost-effectiveness of its delivery via electronic channels (email and text), test a new, enhanced version of the default weekly “Bill Tracker Alert” (BTA) email, featuring a more graphical data display, vs. the existing text and data-intensive version of the BTA email;
- Test default BTAs with and without associated informational materials in the same population to conclusively determine whether these costly materials are necessary for achieving significant reductions from BTAs;
- Test innovative behavioral methods that more fully leverage AM data, such as weather sensitivity reports (“Seasonal Energy Update” reports) and alerts targeted to customers identified through AM-enabled analytics as those with gas usage habits most sensitive to colder weather;
- Continue to test the Opower Home Energy Report HER on a new treatment population with focused thermostat messaging and income-based segmentation to improve performance;
- Discontinue the Aclara HERs treatments in their current form. Alternatively, consider a minimally-sized new Aclara-facilitated HER campaign that builds on key lessons learned relative to the Aclara HER campaigns;
- Explore alternative treatment approaches for CARE customers, perhaps with a focus on direct-mail based treatments, as these appear to be more effective;
- Test the impact of providing a Spanish language paper HER and welcome materials in lieu of the English language materials to customers in areas with high rates of Latino population or to customers indicating a Spanish language preference to determine whether providing English-only materials creates a language barrier for Spanish speakers; and
- Continue to test treatments with the top two usage quartiles since they both produce measurable therm savings.

As in both prior campaigns, 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 2015-2016 residential conservation outreach campaign. Further details regarding the current campaign design may also be found in the August 2015 Report, “Appendix E - Evaluation of Southern California Gas Company’s 2014-2015 Conservation Campaign, August 2015, Prepared by Nexant.” Additional details regarding the conservation outreach campaigns more broadly, including prior years’ campaigns, may be found in prior Reports as well.

Figure 3: Final Residential Treatment and Control Group Assignments for the 2015-2016 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. To date, SoCalGas has excluded SMB customers until there are a sufficient number of business customers in future program cycles to conduct valid randomized control trials of default treatments.

Following is an update regarding customer engagement metrics and indicators for the 2015-2016 customer conservation campaigns as of December 31, 2015, as well as those for associated Advanced Meter-enabled energy presentation and analysis tools.

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 2016 (with a few test cells including year-round elements), SoCalGas will not have any final energy conservation results for the 2015-2016 heating season available until July 2016.

Figures 4 and 5 show the Opower and SoCalGas (Aclara-facilitated) communications campaign calendars, respectively. Samples of the customer communications outlined in these calendars can also be found in Appendix E “2015-2016 Conservation Outreach Campaign Sample Materials.”

Figure 4.a – Opower “Home Energy Report” (HER) Treatment Descriptions

Treatment and Description	Volume of Participants	Report Experience
Legacy Test Cell from 2014-2015	50,000	4 paper reports
Legacy Test Cell from 2014-2015	12,500	1 paper report, monthly email report
Legacy Test Cell from 2014-2015	12,500	4 paper reports, monthly email
New: CARE Original HER 2015-2016	13,750	4 paper reports, monthly email
New: CARE/Energy Savings Assistance (ESA) Program Test Cell 2015-2016 (Thermostat Campaign)	8,844	4 paper reports, monthly email
New: CARE/Non ESA Test Cell 2015-2016	18,656	4 paper reports, monthly email
New: Original Opower HER 2015-2016	13,750	1 paper, monthly email
New: Thermostat Campaign 2015-2016	13,750	1 paper, monthly email
New: Original Opower HER 2015-2016	13,750	4 paper reports
New: Thermostat Campaign 2015-2016	13,750	4 paper reports
New: Original HER Spanish version 2015-2016	13,750	4 paper reports

Figure 4.b – Opower “Home Energy Report” Treatment Communications Calendar

	2015		2016										
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	Oct	Nov
Paper HER	11/16	12/24	1/11	2/8	3/7*								
Email HER		12/12	1/13**	2/12	3/11	4/8	5/6	6/10	7/8	8/12	9/9	10/7	11/11

*Report 5 sent to those test cells that did not receive Report 2 due to data issues encountered

** 5 days delayed due to Opower’s internal production issues

Figure 5 – SoCalGas (Aclara-facilitated) “Seasonal Energy Update” Communications Calendar

	Test Cell 1 (Paper and Email) 18,750 My Account / Non CARE Targeted Test Cell Size					Test Cell 2 (Paper Only) 24,150 Non My Account / Non CARE Targeted Test Cell Size				
	2015		2016			2015		2016		
	Nov	Dec	Jan	Feb	Mar	Nov	Dec	Jan	Feb	Mar
Paper Report	11/9 & 11/10					11/9 & 11/10				
Frequently Asked Questions Insert	Printed in backside of Welcome Insert	12/4	1/19	2/19		Printed in backside of Welcome Insert	12/4	1/19	2/19	
Welcome Insert	11/9 & 11/10					11/9 & 11/10				
Thermostat setting reminder Decal		12/4	1/19				12/4	1/19		
Email Deployment Dates		12/3	1/7	2/2						
Customer Satisfaction Survey (Email Survey)					2/8 thru 2/19					2/8 thru 2/19
Customer Satisfaction Survey (Phone Survey)					2/8 thru 2/19					2/8 thru 2/19

9.B.1 Opower Home Energy Reports

Given the success of Opower’s Home Energy Reports in generating conservation savings for the 2013-2014 and 2014-2015 campaigns, SoCalGas is leveraging Opower’s Home Energy Report program design for a third year. SoCalGas contracted with Opower to implement numerous

treatments for the 2015-2016 conservation campaign, including continuation into a second heating season for the three 2014-2015 Opower HER test cell treatments. Eight new test cells have also been assigned to Opower HER treatments to test out variations of the HER approaches. These include further evaluation of their effectiveness for CARE and Non-CARE customers, for Spanish-language customers, and for alternative, Thermostat-focused messaging.

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 245,368 paper HERs and 22,364 e-HERs (emailed HERs) have been sent from November to December 2015.

Table 13
2015 Opower Home Energy Update Reports (Continuation + New Test Cells)

	November	December
Paper HER	176,147	69,221
e-HERs	11,234	11,130

As of December 2015, 522 (0.3 percent) Opower HER program enrollees opted-out of receiving further Opower HERs during the current campaign. A total of 8,135 e-HERs have been opened in November and December 2015, an average of 4,067 per month. E-HERs delivered an average open rate of 36.5% percent, and 3.0 percent of all e-HERs opened have resulted in click-through activity.

Customer acceptance of the Opower treatments remains strong as indicated by the low opt-out rate for recipients of these reports.

9.B.2 SoCalGas (Aclara-facilitated) “Seasonal Energy Update” Reports

As outlined in section 9.A, in the 2015-2016 campaign, SoCalGas is testing innovative behavioral methods that more fully leverage AM data. In collaboration with Aclara, SoCalGas developed energy reports targeted to customers based on their individual weather sensitivity, called “Seasonal Energy Update” reports. The Seasonal Energy Update report campaign includes paper reports and companion cold weather period alerts targeted to customers identified through AM-enabled analytics as those with gas usage habits most sensitive to colder weather.

Two test cells were assigned to these Aclara-facilitated treatments and include the following: Test Cell 1 customers receive four paper reports, one Welcome Letter/Frequently Asked Questions, four Frequently Asked Questions inserts, one Repositionable Thermostat Setting

Reminder Decal,²¹ and three Cold Weather Email Alerts. Test Cell 2 customers receive four paper reports, one Welcome Letter/Frequently Asked Questions, three Frequently Asked Questions Insert and one Repositionable Decal.

The Aclara-facilitated Seasonal Energy Update reports contain personalized usage information to help customers understand their home energy usage when temperatures get cold and to offer tips on how to save energy. Each monthly report provides three pieces of information: 1) Comparison to Neighbors during cold weather; 2) Normal Day vs Cold Day Usage Comparison; and 3) Savings Tips. Customers are also encouraged to lower their thermostat settings to 58 degrees when they’re away and 68 degrees when they’re at home.

A total of 85,154 paper Seasonal Energy Update reports were mailed and 17,713 Cold Weather Alert emails were sent from November to December 2015.

Table 14
Aclara Home Energy Update Reports

	November	December
Paper Seasonal Energy Updates	79,604	64,572
Emailed Alerts	25,142	24,587

As of December 31st, 2015, 123 (0.2 percent) of program enrollees opted-out of receiving further Seasonal Energy Update reports. For the emailed alerts delivered in November and December 2015, on average, 34.4 percent of the email alerts have been opened and 4.4 percent of all email alerts opened have resulted in click-through activity.

Customer acceptance of the Seasonal Energy Update report treatments was also strong as indicated by both the very low opt-out rate for recipients of these reports.

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.

²¹ Note: some customers might have received the repositionable thermostat setting reminder decal twice. The decal was intended to go out in the December mailing, but due to some printing issues, not all customers received the decal in their mailing. In order to ensure that all customers received the decal, it was mailed in the January mailing as well.

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
 - * provided via email only, due to 160 character text limitation

As outlined in Section 9.A, given continued proven savings results coupled with the cost-effectiveness of BTA delivery via electronic channels (email and text), the SoCalGas 2015-2016 “Test and Learn” campaign treatments included continued testing of different BTA options and approaches. Treatments included testing the existing default (auto-enrolled) BTA, as well as a new, enhanced BTA. The new, enhanced version of the default weekly BTA email features a more graphical data display, vs. the existing text and data-intensive version of the BTA email.

The 2015-2016 campaign also incorporates testing the two versions of the BTAs with and without associated informational materials in the same population to conclusively determine whether these costly supplemental materials are necessary for achieving significant reductions from BTAs. Samples of both the current and enhanced weekly Bill Tracker Alert emails, as well as the associated supplemental paper and email communications, may be found in Appendix E “2015-2016 Conservation Outreach Campaign Sample Materials.”

Through December 2015, 308,390 SoCalGas customers are actively enrolled in Bill Tracker Alerts (see Table 16 below, which provides cumulative enrollments-to-date). These enrollments support the Advanced Meter project conservation savings goal as well as SoCalGas’ 2013-2015 Energy Efficiency behavior change program household participation goals.²²

²² 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 5% behavioral target for residential households. This five percent behavioral target remains in place through current Energy Efficiency program cycles as outlined in D.14-10-046.

Table 16
SoCalGas Bill Tracker Alerts Enrollment

Item	Count through December 31, 2015
Total Subscriptions	362,215
Auto Enrollment	306,192
Microsite – Online @ billtracker.socalgas.com	13,516
Microsite – Business Response Cards	7,611
Microsite – Hard-to-Reach Events	724
My Account/CSR – “Manage Alerts”	34,172
Total Unsubscriptions²³	53,825
By Customer (subscribed via Microsite/Auto Enrollment)	4,540
By Customer (subscribed via My Account)	1,132
By System (i.e., Account Closed)	48,153
Total Active Subscriptions	308,390

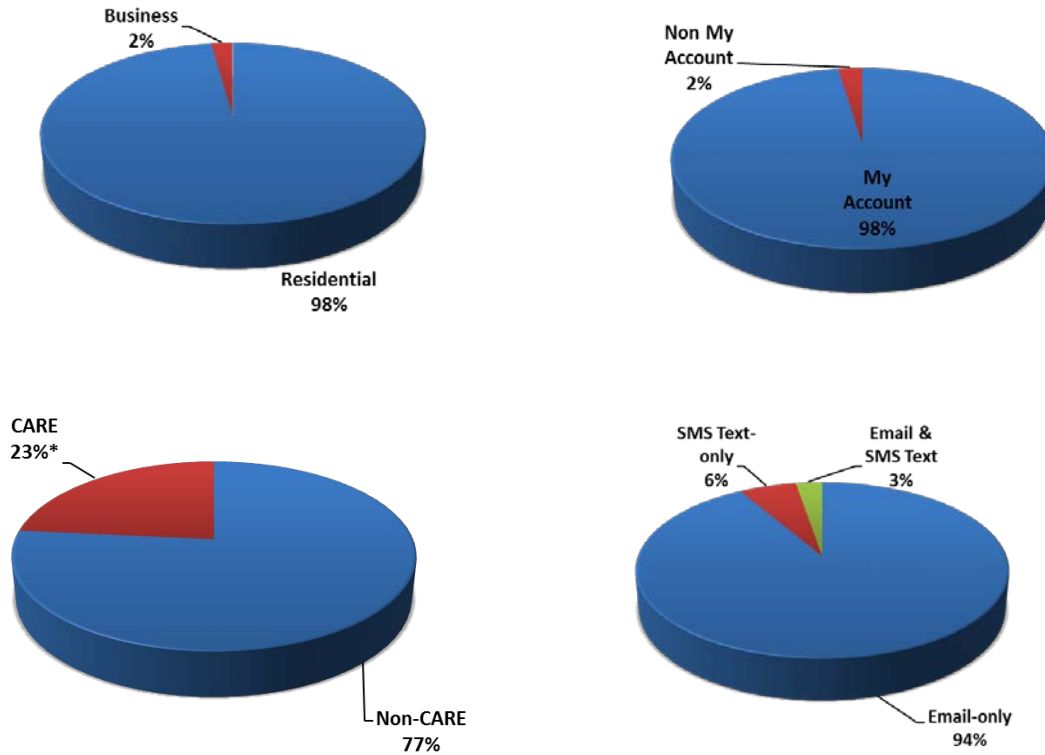
The BTAs retention rate continues to remain high at 89 percent. Eighty-nine percent of the “unsubscribes” are due to system factors, such as customer account closures, which results in a customer-initiated unsubscribe rate of less than two percent since the program’s inception. This is a strong indicator 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.

Figure 6 displays some of the customer characteristics of customers enrolled in Bill Tracker Alerts as of December 31, 2015.

²³ The majority of cancelled subscriptions are system-related (e.g., Account closures); currently 2% are due to customers unsubscribing.

Figure 6

SoCalGas Bill Tracker Alert Characteristics as of December 31, 2015



* As of December 31, 2015, California Alternative Rates for Energy (“CARE”) customers accounted for approximately 27.91% 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 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, 2015, a total of 353,664 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.

For further details regarding the new Advanced Meter-enabled online energy information feedback options rolled out to customers, please refer to prior Reports.

Appendices

Appendix A - Mass Install Timeline

This timeline represents above ground installation work only. Warehouses assigned to perform curb meter work may require extensions.

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.

Staging Location		2016				2017			
		1	2	3	4	1	2	3	4
Area A	Sun Valley	Completed 10/2014							
	Northridge	Completed 10/2015							
	LAX**								
	Bakersfield	Completed 11/2013							
	Visalia	Completed 7/2014							
	Valencia	Completed 10/2015							
	Statham (Oxnard)								
	Ward (Goleta)								
	Oakley (Santa Maria)								
Area B	Irwindale	Completed 12/2014							Installation Clean Up & Closure
	Rancho Cucamonga								
Area C	South Gate**								
	Los Angeles**								
Area D	El Centro	Completed 5/2013							
	Indio	Completed 11/2013							
	Hemet	Completed 8/2014							
	Perris	Completed 2/2015							
	Mission Viejo**								
	Anaheim**								

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

Adelanto	Cypress	La Puente	Rialto
Agoura Hills	Delano	La Quinta	Rolling Hills Estates
Alhambra	Desert Hot Springs	La Verne	Rosemead
Aliso Viejo	Diamond Bar	Laguna Hills	San Bernardino
			San Bernardino
Arroyo Grande	Dinuba	Lake Elsinore	County
Artesia	Duarte	Lake Forest	San Dimas
Azusa	Eastvale	Lancaster	San Fernando
Bakersfield	El Centro	Lawndale	San Jacinto
Baldwin Park	El Monte	Lemoore	Santa Fe Springs
Banning	Fillmore	Loma Linda	Santa Maria
Beaumont	Fontana	Lomita	Santa Monica
Bell	Fountain Valley	Lompoc	Shafter
Bell Gardens	Fresno County	Los Alamitos	Solvang
Blythe	Garden Grove	Manhattan Beach	South El Monte
Bradbury	Gardena	Maywood	South Gate
Brawley	Goleta	Menifee	Stanton
Brea	Grand Terrace	Mission Viejo	Taft
Buellton	Grover Beach	Montclair	Temecula
Burbank	Guadalupe	Moorpark	Tulare
Calexico	Hanford	Murrieta	Tulare County
California City	Hawaiian Gardens	Norco	Twentynine Palms
Calimesa	Hemet	Norwalk	Upland
Calipatria	Highland	Ontario	Ventura
Camarillo	Holtville	Palm Springs	Vernon
Cathedral City	Imperial	Palmdale	Villa Park
Cerritos	Imperial County	Paramount	Walnut
Chino	Indian Wells	Paso Robles	Wasco
Chino Hills	Indio	Perris	West Covina
Claremont	Industry	Pico Rivera	West Hollywood
Coachella	Irwindale	Placentia	Westminster
Colton	Kern County	Pomona	Westmorland
Compton	Kings County	Port Hueneme	Wildomar
Corcoran	La Canada Flintridge	Porterville	Yorba Linda
Costa Mesa	La Habra	Rancho Cucamonga	Yucaipa
Covina	La Habra Heights	Rancho Mirage	
Cudahy	La Mirada	Redlands	
Culver City	La Palma	Reedley	

Appendix C - List of Cities and Counties that are no longer Fully Installed due to increased number of sites needed for Network Optimization

Anaheim
Arcadia
Bellflower
Buena Park
Fullerton
Glendora
Jurupa Valley
Montebello
Orange
Palm Desert
Riverside
San Gabriel
Seal Beach
Temple City
Tustin
Whittier
Yucca Valley

Appendix D – Community Based Organizations, Business Organizations and Chambers

Active January 1 - December 31, 2015

Antelope Valley African American Chamber of Commerce
Antelope Valley Board of Trade
Antelope Valley Boys and Girls Club
Antelope Valley Family YMCA
Boys and Girls Club of Fontana
Claremont Chamber of Commerce
Community Action Partnership of San Bernardino
David and Margaret Youth and Family Services
Kern Economic Development Corporation
La Verne Chamber of Commerce
Lancaster Chamber of Commerce
Little Tokyo Service Center, a Community Development Corporation
Ontario Chamber of Commerce
Placentia Chamber of Commerce
Pomona Chamber of Commerce
Positive Results Corporation
Rancho Cucamonga Chamber of Commerce
Salvadoran American Leadership and Education Fund
Santa Clarita Valley Economic Development Corporation
Santa Clarita Valley Latino Chamber of Commerce
Todec Legal Center, Perris
Venice Community Housing
YWCA of San Gabriel Valley

Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials: Opower November "Home Energy Report" (HER) Front – Direct Mail



565 W. 5th Street G703A2
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.

If you have questions or no longer want to receive reports, call 1-877-858-7188.



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
YOU	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 →

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Appendix E

2015-2016 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	~35	~50	~30
JAN	~100	~85	~55
FEB	~45	~60	~35

Key: ■ You, ■ All Neighbors, ■ Efficient Neighbors

> 2013-2014 <

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.

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. 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 for details.

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

runs on OPOWER®

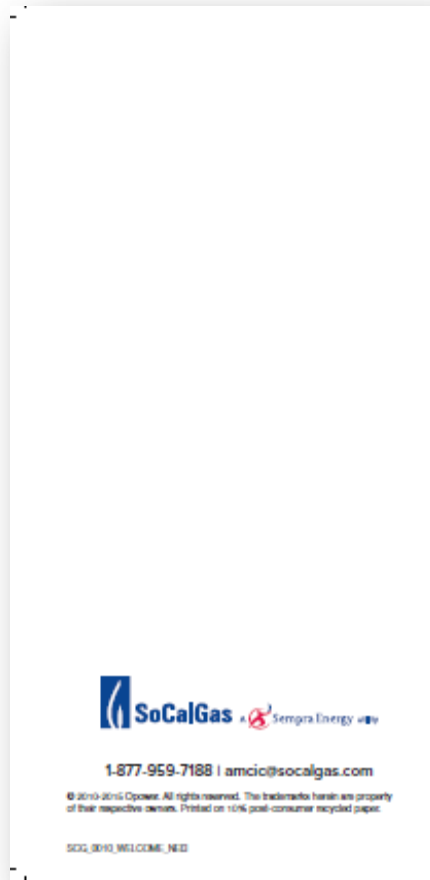
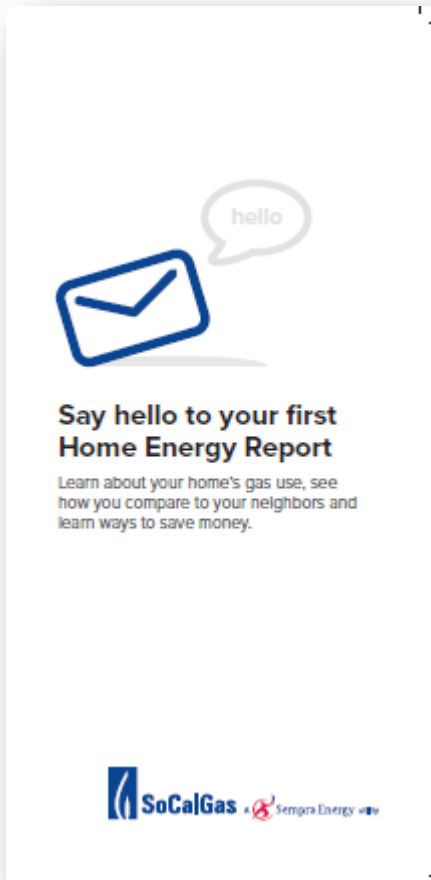
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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Opower – November HER Welcome Insert (Front and Back)



Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Opower – November HER Welcome Insert (Inside Page)

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.



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

2015-2016 Conservation Outreach Campaign Sample Materials:

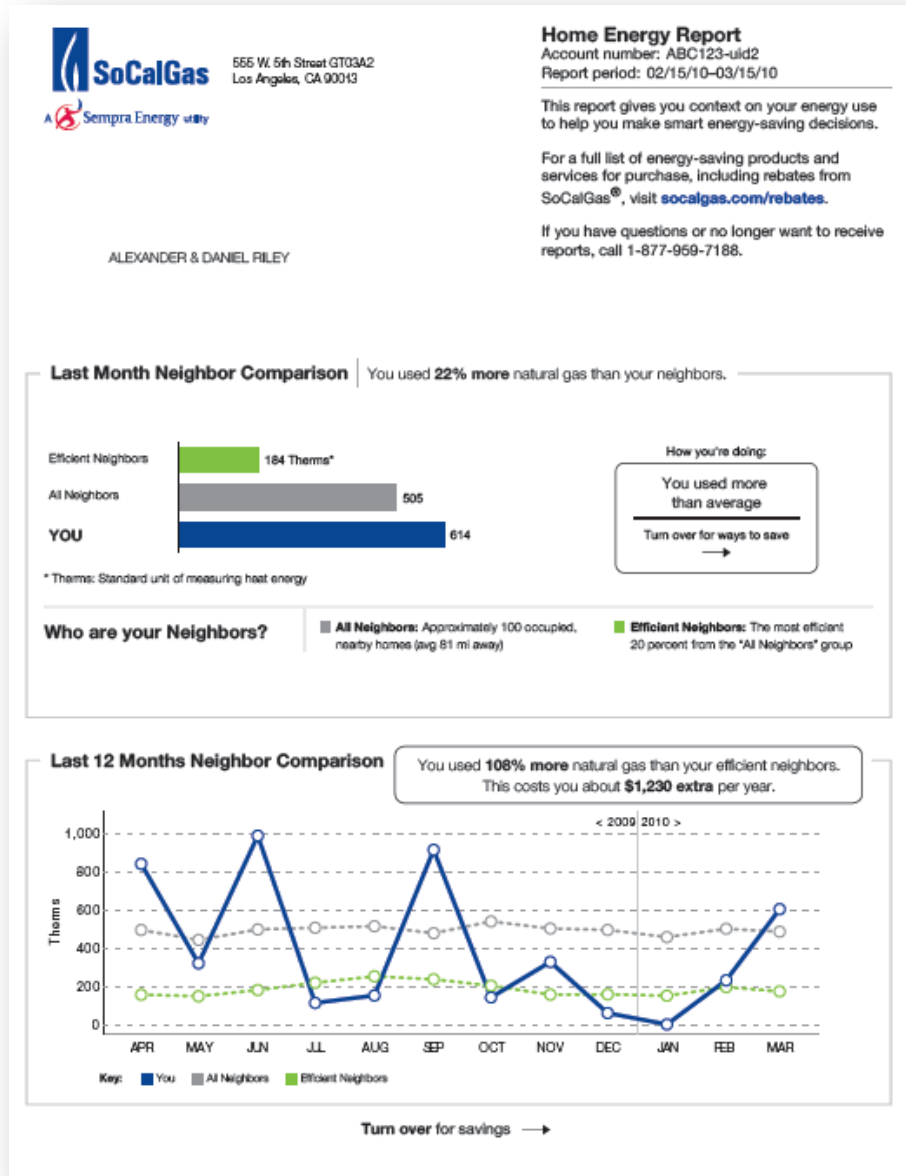
Opower - Door Hanger



Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Opower – December HER (Front) – Direct Mail



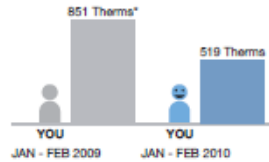
Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Opower – December HER (Back) – Direct Mail

Personal Comparison

How you're doing compared to last year:



So far this year, you used **39% less** natural gas than last year.

★ You're on pace to use less in 2010.

Looking for ways to save even more? Visit socialgas.com/rebates

* Therms: Standard unit of measuring heat energy

Personalized tips | For a complete list of energy-saving investments and smart purchases, visit socialgas.com/rebates

Quick Fix

Something you can do right now

Buy ENERGY STAR®

The Department of Energy tests the energy efficiency of many home appliances and electronics, and the best earn the official ENERGY STAR® label. In 2007 Americans saved \$16 billion on their energy bills thanks to this program.

The ENERGY STAR® label can be found on efficient models of clothes washers, refrigerators, televisions, computers and many other products.

Visit www.energystar.gov for more details.

SAVE UP TO
\$600 PER YEAR

Smart Purchase

An affordable way to save more

Choose an efficient refrigerator

Your refrigerator is on 24 hours a day, seven days a week. As a result, it uses more electricity than any other appliance.

You could save up to 40% on your refrigerator's energy costs when you replace a model manufactured before the year 2001 with an efficient ENERGY STAR® unit.

Remember that models with a freezer on the top are generally more efficient than side-by-side models.

SAVE UP TO
\$2,500 PER YEAR

Great Investment

A big idea for long-term savings

Choose an efficient clothes dryer

Clothes dryers use almost 10 times more energy than clothes washers. If you are planning to replace your clothes dryer, choose one that can help reduce energy costs and make clothes-drying more convenient.

Look for a dryer with a moisture sensor and various settings for drying time and temperature. Use the yellow EnergyGuide label to compare energy use across different models and choose the most efficient one.

SAVE UP TO
\$15 PER YEAR



runs on OP@WER®

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:


Opower – December HER – email


81102015 Hi Jane Doe, your Home Energy Report is here




Acct# *****00e1

You used 70% less than your efficient neighbors.

 **Great**

 Good

 Using more than average

You	1 therms
Efficient Neighbors	5 therms
All Neighbors	12 therms

Nov 29, 2013 - Jan 9, 2014
This comparison is based on approx. 100 nearby homes that are most similar to yours.
[Learn more.](#)

Ways to Save

Replace your old refrigerator
Your refrigerator is on 24/7. As a result, it uses more electricity than any other appliance. You could save up to 40% on its energy costs when you replace a model manufactured before 2001 with an ENERGY STAR® unit.

Replace your old clothes washer
Consider buying a new ENERGY STAR® clothes washer — it can use about 20% less energy and 35% less water than conventional models by handling larger loads and leaving clothes less damp before they enter the dryer.
Save up to \$10 per year

Replace your inefficient light bulbs
Inefficient incandescent bulbs are costly to run and replace in the long term. Use compact fluorescent light (CFL) bulbs — they use 75% less energy and last at least ten times longer.

[SEE MORE WAYS TO SAVE](#)

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Opower – Thermostat Campaign

SoCalGas
A Sempra Energy utility
555 W. 5th Street, 6th Floor
Los Angeles, CA 90013

Home Energy Report
Account number: 01652270529
Report period: 12/02/14–12/31/14

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 SoCalGas®, visit socialgas.com/rebates.

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

ARRON SMITH

Last Month Neighbor Comparison | You used **78% more** natural gas than your neighbors.

Category	Therms*
Efficient Neighbors	32
All Neighbors	49
YOU	87

* Therms: Standard unit of measuring heat energy.

How you're doing:
You used more than average
Turn over for ways to save →

Who are your Neighbors?

- All Neighbors:** Approximately 100 occupied, nearby homes that are similar in size to yours (avg. 1,834 sq ft)
- Efficient Neighbors:** The most efficient 20 percent from the "All Neighbors" group

Live in the comfort zone.
Set your thermostat to 68° when home and 58° when away.
It's comfortable and efficient.

Turn over for savings →

Paper HER

Live in the comfort zone.

Set your thermostat to **68°** when home.
It's comfortable and efficient.

SoCalGas
A Sempra Energy utility

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Live in the comfort zone.

Set your thermostat to **58°** when away.
It's comfortable and efficient.

SoCalGas
A Sempra Energy utility

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Door Hanger

SoCalGas
A Sempra Energy utility
P.O. Box 66013
Anaheim, CA 92816-6013

Live in the comfort zone.

68° home

Envelope

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

SoCalGas A Sempra Energy utility
May 01–Jun 01

You used more natural gas than your neighbors.

Category	Therms*
Efficient Neighbors	33
Neighbors	35
You	55

* Therms: Standard unit of measuring heat energy.

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

Live in the comfort zone.
Set your thermostat to 68° when home and 58° when away.
It's comfortable and efficient.

68° home

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Aclara-Facilitated – November “Seasonal Energy Update” – Direct Mail (Front)






SoCalGas
A Semptra Energy utility

Your Seasonal Energy Update

November 2015
Account number:

Colder days are coming soon! Get ready with these simple tips to stay warm and lower your natural gas bill.

Last Winter **Cold Day** Usage Comparison*

You		5 Therms
Typical Neighbors		3 Therms
Efficient Neighbors		1 Therm

70%

You used about 70 percent more natural gas than your typical neighbors.


What is a Therm? A standard unit of measuring heat energy. One therm equals approximately 100 cubic feet of natural gas.
Who are your Neighbors?
● Typical Neighbors: Households in your area that experience similar weather.
● Efficient Neighbors: Households in your area that use less natural gas during cold weather.

*November 2014 - March 2015

Set your Thermostat and Save!

58°	Away
68°	At Home

Every two degrees you lower your thermostat, you could reduce your heating costs by up to 4-5 percent.



Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Aclara-Facilitated – November “Seasonal Energy Update” – Direct Mail (Back)

Your Usage On a Normal Day vs. Cold Day, Last Winter

Day Type	Usage
Normal Day	1 Therm*
Cold Day	5 Therms*

5X
You used nearly 5X more on a cold day compared to a normal day.

* Your average daily natural gas usage
What is a Therm? A standard unit of measuring heat energy. One therm equals approximately 100 cubic feet of natural gas.
● **Normal Day:** Your average daily gas usage during the cold months.
● **Cold Day:** Your average daily gas usage on the 5 coldest days.

Here are some simple ways to keep your costs down this winter:

Lower your Thermostat to 68 degrees

Bundle up!

Close Windows and Doors on the Coldest Days

Need help?

Get more details on how your home uses natural gas and the steps you can take to lower your bills. Visit “Ways to Save” at myaccount.socalgas.com.

**Get started today...
lower your Thermostat!**

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Aclara-Facilitated – November “Seasonal Energy Update” – Welcome Letter (Front)



Welcome to
Your Seasonal Energy Update
from SoCalGas®!

Your Seasonal Energy Update will be sent to you throughout the colder months. These personalized updates can help you better understand how your household uses natural gas when temperatures get cold, and how to use energy more wisely to lower your bills.

We'll also send you a personalized email reminder when cold temperatures are expected.

Each report contains these three features:

1 **Comparison to Neighbors**
Learn how your natural gas use compares with households in your area when it gets cold.



2 **Normal Day vs. Cold Day Comparison**
See how much more you use on a cold day as compared to a normal day.



3 **Savings Tips**
Act now to save energy and money this season.



We hope these reports will help you better understand and manage your natural gas usage during the colder months.

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Aclara-Facilitated – November “Seasonal Energy Update” – Welcome Letter (Back)



Seasonal Energy Update Frequently Asked Questions & Reference Guide

Q. Why am I receiving this Seasonal Energy Update report?

A. The report you received is part of a pilot program from SoCalGas to help customers like yourself understand your seasonal energy usage patterns through the fall and winter months, and to discover opportunities where you might be able to save energy and reduce your gas bills. These reports are being distributed for a limited time to a select group of SoCalGas customers in the pilot program. The reports will then be evaluated before potentially offering them in subsequent years or expanding the number of customers who will receive them.

Q. How was I selected to be part of this program?

A. You were selected for this program because you may have potential to save energy and money this winter. Based on historical data, your household gas usage has shown to be sensitive to cold weather and amongst those with highest average gas usage on cold days.

Q. How many reports will I receive and how often will they be sent? What if I'd rather not receive them?

A. Program participants will receive four monthly paper reports, and for some participants who are enrolled in SoCalGas' My Account website, up to three email reminders. The reports are provided monthly from November 2015 through February 2016. You may call 888-873-4894, 24/7, if you would prefer to stop receiving these reports.

Q. Which neighbors/households is my gas usage being compared to in the “Cold Day Usage Comparison” chart on the front side of the Seasonal Energy Update report?

A. Your household's average daily gas usage for the five coldest days last winter is compared to that of other households in your area that have similar usage levels and experience similar weather. For the first two monthly reports, the comparison period is last winter (November 2014 through March 2015). For the January 2016 and February 2016 monthly reports, the comparison period is the most recent two prior months.

- **“Households in your area that experience similar weather”:** “Your area” refers to one of six SoCalGas-defined climate zones. These geographically defined climate zone areas are comprised of High Mountain, High Desert, Low Desert, Coastal, Valley and Inland Valley. They were developed by SoCalGas for purposes of factoring in regional weather conditions to forecast gas supply needs for SoCalGas' service territory.
- **Households with similar usage levels** are those households in your area that used average or greater than average gas usage during the comparison period.
- **Typical Neighbors:** The bar shown is approximately the average daily gas usage on the five coldest days during the comparison period for households in your area experiencing similar weather.
- **Efficient Neighbors:** The bar shown is the average daily gas usage for the 20% of households in your area that have the lowest average daily gas usage for the five coldest days during the comparison period.

Q. Please provide further details for the “Your Usage on a Normal Day vs. Cold Day” chart on the back side of the Seasonal Energy Update report:

A. The comparison highlighted in this chart -- for the November 2015 and December 2015 reports -- is a comparison of your average daily gas usage for the five coldest days last November 2014 through March 2015, to your average daily gas usage during this same period. For reports dated January 2016, the comparison period is for the most recent two months, November 2015 through December 2015. For reports dated February 2016, the comparison period is for the most recent two months, December 2015 through January 2016.

Q. Is my information kept confidential?

A. Yes, in accordance with SoCalGas' Privacy Policy and Privacy Notice, which may be viewed at www.socalgas.com.

For further information or questions regarding this report, please call 888-873-4894, 24/7, or visit:
<http://pages.socalgas.aclara.com/WSFAQ/>

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Aclara-Facilitated – “Seasonal Energy Update” – Frequently Asked Questions Insert



Seasonal Energy Update Frequently Asked Questions & Reference Guide

Q. Why am I receiving this Seasonal Energy Update report?

A. The report you received is part of a pilot program from SoCalGas to help customers like yourself understand your seasonal energy usage patterns through the fall and winter months, and to discover opportunities where you might be able to save energy and reduce your gas bills. These reports are being distributed for a limited time to a select group of SoCalGas customers in the pilot program. The reports will then be evaluated before potentially offering them in subsequent years or expanding the number of customers who will receive them.

Q. How was I selected to be part of this program?

A. You were selected for this program because you may have potential to save energy and money this winter. Based on historical data, your household gas usage has shown to be sensitive to cold weather and amongst those with highest average gas usage on cold days.

Q. How many reports will I receive and how often will they be sent? What if I'd rather not receive them?

A. Program participants will receive four monthly paper reports, and for some participants who are enrolled in SoCalGas' My Account website, up to three email reminders. The reports are provided monthly from November 2015 through February 2016. You may call 888-873-4894, 24/7, if you would prefer to stop receiving these reports.

Q. Which neighbors/households is my gas usage being compared to in the “Cold Day Usage Comparison” chart on the front side of the Seasonal Energy Update report?

A. Your household's average daily gas usage for the five coldest days last winter is compared to that of other households in your area that have similar usage levels and experience similar weather. For the first two monthly reports, the comparison period is last winter (November 2014 through March 2015). For the January 2016 and February 2016 monthly reports, the comparison period is the most recent two prior months.

- **“Households in your area that experience similar weather”:** “Your area” refers to one of six SoCalGas-defined climate zones. These geographically defined climate zone areas are comprised of High Mountain, High Desert, Low Desert, Coastal, Valley and Inland Valley. They were developed by SoCalGas for purposes of factoring in regional weather conditions to forecast gas supply needs for SoCalGas' service territory.
- **Households with similar usage levels** are those households in your area that used average or greater than average gas usage during the comparison period.
- **Typical Neighbors:** The bar shown is approximately the average daily gas usage on the five coldest days during the comparison period for households in your area experiencing similar weather.
- **Efficient Neighbors:** The bar shown is the average daily gas usage for the 20% of households in your area that have the lowest average daily gas usage for the five coldest days during the comparison period.

Q. Please provide further details for the “Your Usage on a Normal Day vs. Cold Day” chart on the back side of the Seasonal Energy Update report:

A. The comparison highlighted in this chart -- for the November 2015 and December 2015 reports -- is a comparison of your average daily gas usage for the five coldest days last November 2014 through March 2015, to your average daily gas usage during this same period. For reports dated January 2016, the comparison period is for the most recent two months, November 2015 through December 2015. For reports dated February 2016, the comparison period is for the most recent two months, December 2015 through January 2016.

Q. Is my information kept confidential?

A. Yes, in accordance with SoCalGas' Privacy Policy and Privacy Notice, which may be viewed at www.socalgas.com.

For further information or questions regarding this report, please call 888-873-4894, 24/7, or visit:
<http://pages.socalgas.aclara.com/WSFAQ/>

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Aclara-Facilitated – “Seasonal Energy Update” – Email

This message contains graphics. If you do not see the graphics, [click here to view](#)



Cold Weather Alert
Tips to keep you warm

Last Winter Cold Day Usage Comparison* Account Number: *****71879

You		61 Therms
Typical Neighbors		35 Therms
Efficient Neighbors		21 Therms

70%
You used about 70% more natural gas than your typical neighbors.

What is a Therm? A standard unit of measuring heat energy. One therm equals approximately 100 cubic feet of natural gas.

Who are your Neighbors?

- Typical Neighbors: Households in your area that experience similar weather.
- Efficient Neighbors: Households in your area that use less natural gas during cold weather.

*November 2014 - March 2015

Here are some simple ways to keep your costs down this winter:

<p>Lower your Thermostat to 68 Degrees</p> 	<p>Install a Programmable Thermostat</p> 	<p>Maintain your Heating System</p> 
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2015-2016 Conservation Outreach Campaign Sample Materials:

Aclara-Facilitated – “Seasonal Energy Update” – Repositionable Sticker

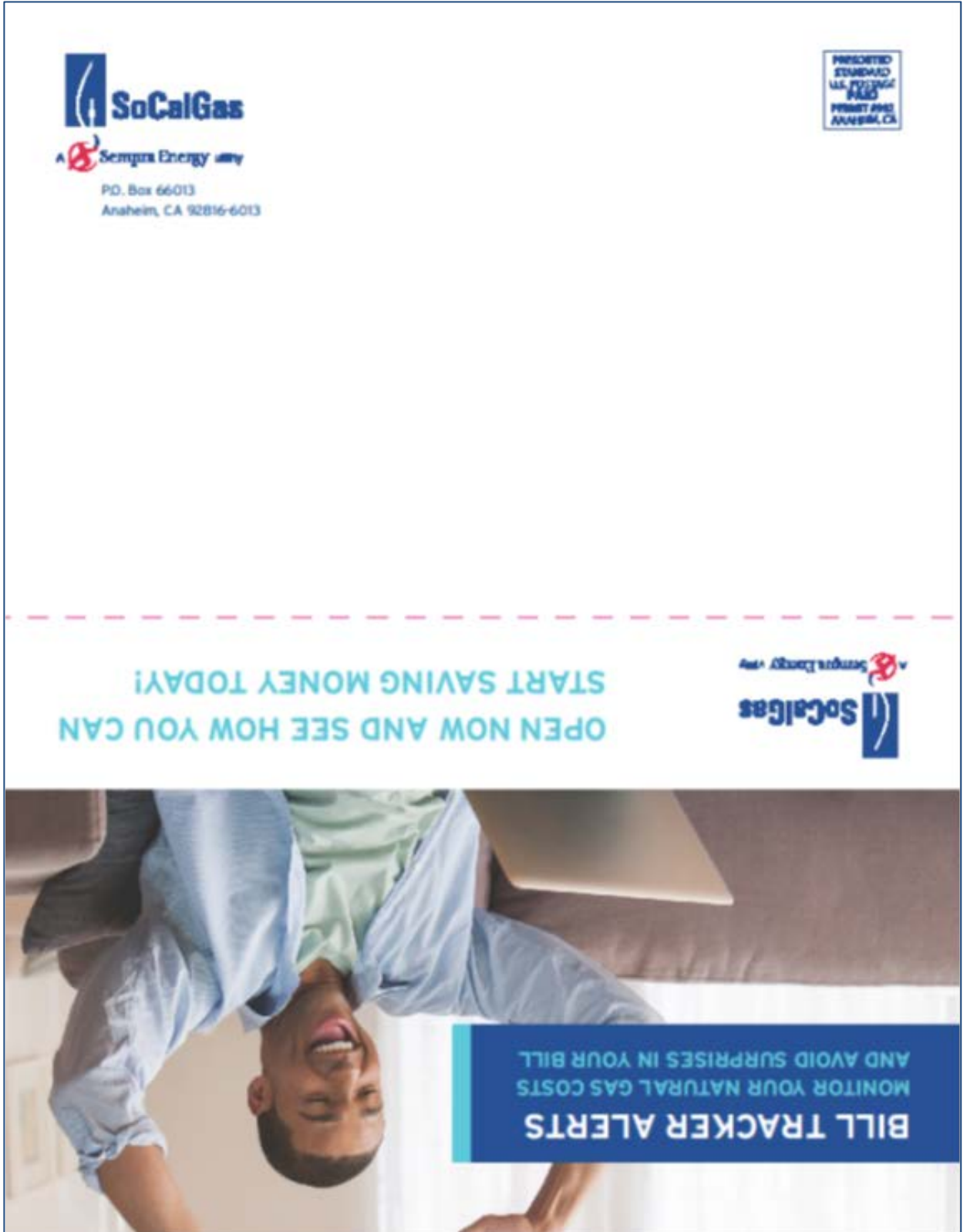


Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Bill Tracker Alerts – Self-Mailer Envelope accompany to Letter

November – Direct Mail Envelope



Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

Bill Tracker Alerts Supplemental Letter – November letter



WELCOME TO BILL TRACKER ALERTS
SEE HOW YOU CAN SAVE MONEY!

INTRODUCING BILL TRACKER ALERTS

Congratulations, you are now registered for SoCalGas® Bill Tracker Alerts. These weekly alerts can help you better manage your monthly natural gas bill. By monitoring your natural gas costs throughout the billing cycle, you'll help avoid surprises at the end of the month!

HOW DOES IT WORK?

- Bill-to-date
- Last month's bill; same month from last year's bill
- Projected next bill
- Days elapsed and remaining in the current billing cycle

If you would like to receive Bill Tracker Alerts through text messages, log in to myaccount.socalgas.com and go to the "Manage My Account" tab to manage your preferences. If you no longer want to receive Bill Tracker Alerts, simply log in to your SoCalGas My Account or call 1-800-427-2200.




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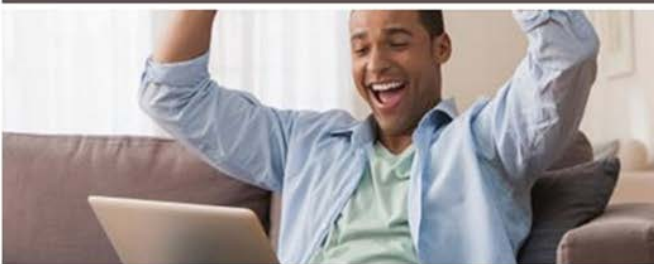
Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

SoCalGas – November Bill Tracker Alert Welcome email



Welcome to Bill Tracker Alerts



Congratulations!

You are now registered for SoCalGas® 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 could avoid surprises at the end of the month.


Your Bill Tracker Alerts will include:





- Bill-to-Date
- Projected Next Bill
- Last Month's Bill; Same Month Last Year Bill
- Days Elapsed and Remaining in the Current Billing Cycle

Take advantage of all of this information to help reduce 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](#)

 **Conserve water**
California is in a drought. Please help conserve water. No effort is too small.

Connect with us:    

[socialgas.com](#) | [Ways to Save](#) | [Pay Bill Online](#) | [Rebate Programs](#)

 **[Forward This Email](#)**

If you received this email from a friend or a colleague [subscribe now](#).

Make sure you receive our emails by adding webmaster@socialgas.messages2.com to your address book. Please do not reply to this email. Email sent to this address cannot be answered. For assistance, please visit our [Help Center](#). Southern California Gas Company values your privacy. For more information, view our [Privacy Policy](#) and [Privacy Notice](#).


This email has been sent to %EMAIL% 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.

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

SoCalGas – Existing Weekly Bill Tracker Alert email



SoCalGas® Bill Tracker Notification



Your Bill Tracker Update

Use this weekly update to help manage your monthly natural gas bill.

Account Number:	<last 5 digits *****67890>
Bill to Date:	amount in \$\$ (up to \$99,999)
Projected Next Bill:	in \$\$ (up to \$99,999)
Days remaining in the current billing cycle:	(e.g., 23)
Days elapsed in the current billing cycle:	(e.g., 5) [Email alerts only]
Last Month's Bill:	in \$\$ (up to \$99,999) [SCG CIS Data]
Last Year, Same Month's Bill:	(current bill cycle month) in \$\$ (up to \$9,999)

Log in to My Account to set up a savings goal by visiting "[Ways to Save](#)" – our personalized interactive tool.

[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 to your address book. Please do not reply to this email. Mail sent to this address cannot be answered.

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: <AM100>

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Appendix E

2015-2016 Conservation Outreach Campaign Sample Materials:

SoCalGas – “New & Improved” Weekly Bill Tracker Alert email




SoCalGas® Bill Tracker Notification

Your Weekly Bill Tracker Update

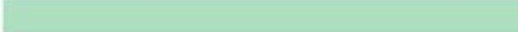
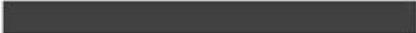
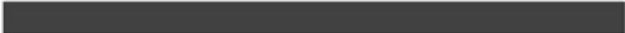
{customer first name}, here is your update for {account number (nickname)}

My Bill to Date:

21 days elapsed:  10 days remaining

\$28 Bill to Date \$36 Projected Next Bill*





Your Bill Comparison

Projected Next Bill:		\$36
Last Month's Bill:		\$30
Same Month Last Year:		\$40

Log in to My Account and visit [“Ways to Save”](#) – to view your daily and hourly natural gas usage and costs, set up a savings plan and more!

[Log In »](#)

*The calculation of the projected next bill is based on the same level of gas usage in the remainder of the month as was used in the period to date for the month.

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