

APPENDIX C:
Customer Survey

Appendix C

High Pressure Delivery Tariff Survey

EMAIL

You may have recently received a phone call from your SoCalGas® Account Executive to discuss a proposed tariff that SoCalGas is considering. Your feedback is very important to us, so we would like for you to participate in a short survey regarding this proposed tariff.

The survey should only take about 5-10 minutes to complete and as a thank you for completing the survey, you can elect to receive an e-gift card from a major online retailer in the amount of \$25 (please allow 4-6 weeks for delivery).

Please visit the link below to access the survey. Please note that this survey will close on [March 2nd].

www.linktosurvey.com

Thank you in advance for your feedback,
Customer Research
SoCalGas

Terms & Conditions

Instruction

Please note that you are now on a website hosted by Vision Critical. Vision Critical is not part of Southern California Gas Company. The Terms and Conditions and Privacy Policy of this website will apply, which may be viewed here: [Terms and Conditions](#), [Privacy Policy](#).

Introduction

Instruction

Welcome! This is a follow-up to the recent call from your SoCalGas® Account Executive regarding SoCalGas' proposed tariff that would provide commercial and industrial customers, such as yourself, with the option of high pressure natural gas suitable for a number of applications, including fueling natural gas vehicles and industrial combined heat and power systems. We would like to ask you a few questions about this proposed tariff, which should only take about 5 to 10 minutes of your time. As a thank you for completing the survey, you will receive an e-gift card from a major online retailer in the amount of \$25 (please allow 4-6 weeks for delivery).

Introduction _a

Instruction

Before we get started, let's review some of the key points of this proposed tariff:

Key points 1&2

Instruction

- SoCalGas is planning to file an application with the California Public Utilities Commission (CPUC) asking for authority to offer this optional service to all customers.
- Under the high pressure delivery tariff, **SoCalGas will provide customers with high pressure natural gas by designing, constructing, operating and maintaining facilities on customer property.** The facilities will include, at a minimum, a compressor and may include storage, dryers and dispensers based on customer need and request.

Key points 3&4

Instruction

- SoCalGas plans to **contract with third parties to design, construct, operate and maintain facilities but will own and maintain the equipment** and remain the single point of contact throughout the term of the contract – typically 10 to 15 years.
- Customers who elect to use the service will be charged **a monthly fee** for the high pressure delivery tariff **on their regular utility bill.**

There are **NO up front costs** to customers.

At the end of the term of agreement, customers will have the option of extending the contract or purchasing the residual value of the assets.

Key points 5&6

Instruction

- Federal, state and local grant **funding, incentives and rebates** received by SoCalGas as part of designing, constructing, operating, and maintaining high pressure delivery tariff facilities will be passed through **to the customer in the form of lower monthly fees.**
- For those customers intending to use the high pressure delivery tariff to offer retail (public) fueling, the customer will be responsible for setting and controlling retail fuel price.

Any revenue or profit earned from these retail sales will flow entirely to the customer.

Let's get started

Instruction

Now that you've had a chance to read the specifics of this proposed tariff, we'd like to get your feedback.

Beneficial to CNG Vehicle & Station Operators

Single Choice Question

Based on the information that you just read, how beneficial do you see this proposed service for CNG vehicle and station operators?

- Very Beneficial
- Somewhat Beneficial
- Not Very Beneficial
- Not At All Beneficial

More/Less Likely Build/Replace CNG Station

Single Choice Question

Would this new service make you more or less likely to either build a new CNG station or replace/enhance an existing one?

- More Likely
- Less Likely
- No Influence

Accelerate CNG vehicle adoption

Single Choice Question

Would this tariff motivate you to adopt the use of CNG vehicles at your facility sooner?

- Yes
- No
- Not Sure
- We already use CNG vehicles at our facility

Most appealing

Single Choice Grid

Which aspects of the high pressure delivery tariff are most appealing to you? Please rank at least the top 2 that appeal to you most (You must rank at least your top 2, but can rank all 5 if you would like).

- Additional customer options/choice of service providers
- Direct utility involvement
- CPUC oversight

- No upfront capital costs
- All grant funding, rebates and incentives received automatically going to the customer in form of lower cost

Gift Card Contact

Multiple Choice Question

Thank you very much for your time today. If you would like to receive the \$25 e-gift card, please provide your contact information below. Please note: If you do not provide your email address, you will not be able to receive your e-gift card, as it will be delivered via email (please allow 4-6 weeks for delivery).

If you do not want or cannot accept the gift card, please click next below to complete the survey (do not provide your contact information). Thank you.

- Name:
- Email:
- Company Name:

Report #1 (Survey: High Pressure Delivery Tariff Survey)

Exported: 8:44AM Mar 04, 2011

Beneficial to CNG Vehicle & Station Operators (Single Choice)

Based on the information that you just read, how beneficial do you see this proposed service for CNG vehicle and station operators?

	Total
Total	64
Very Beneficial	43
	67%
Somewhat Beneficial	17
	27%
Not Very Beneficial	4
	6%
Not At All Beneficial	0
	0%

Data: Live data, including completes
Display: Showing Count and % of column

More/Less Likely Build/Replace CNG Station (Single Choice)

Would this new service make you more or less likely to either build a new CNG station or replace/enhance an existing one?

	Total
Total	64
More Likely	49
	77%
Less Likely	3
	5%
No Influence	12
	19%

Data: Live data, including completes
Display: Showing Count and % of column

Accelerate CNG vehicle adoption (Single Choice)

Would this tariff motivate you to adopt the use of CNG vehicles at your facility sooner?

	Total
Total	64
Yes	15
	23%
No	1
	2%
Not Sure	5
	8%
We already use CNG vehicles at our facility	43
	67%

Data: Live data, including completes
Display: Showing Count and % of column

Most appealing (Single Choice Grid)

Which aspects of the high pressure delivery tariff are most appealing to you? Please rank at least the top 2 that appeal to you most (You must rank at least your top 2, but can rank all 5 if you would like).

	Additional customer options/choice of service providers	Direct utility involvement	CPUC oversight	No upfront costs	All grant funding, rebates and incentives received
Rank 1	6 9%	5 8%	6 9%	46 72%	24 38%
Rank 2	11 17%	9 14%	4 6%	8 13%	26 41%
Rank 3	12 19%	18 28%	5 8%	4 6%	5 8%
Rank 4	7 11%	8 13%	15 23%	1 2%	4 6%
Rank 5	11 17%	8 13%	16 25%	4 6%	2 3%

Data: Live data, including completes
Display: Showing Count and % of column

Most appealing - Additional customer options/choice of service providers (Single Choice Grid)

	Total
Total	64
Rank 1	6
	9%
Rank 2	11
	17%
Rank 3	12
	19%
Rank 4	7
	11%
Rank 5	11
	17%

27%

Data: Live data, including completes
Display: Showing Count and % of column

Most appealing - Direct utility involvement (Single Choice Grid)

	Total
Total	64
Rank 1	5
	8%
Rank 2	9
	14%
Rank 3	18
	28%
Rank 4	8
	13%
Rank 5	8
	13%

22%

Data: Live data, including completes
Display: Showing Count and % of column

Most appealing - CPUC oversight (Single Choice Grid)

Total
