

PUBLIC UTILITIES COMMISSION

505 VAN NESS AVENUE
SAN FRANCISCO, CA 94102-3298



October 21, 2019

Advice Letter 5513-G

Ronald van der Leeden
Director, Regulatory Affairs
Southern California Gas Company
555 W. Fifth Street, GT14D6
Los Angeles, CA 90013-1011

SUBJECT: Emergency Disaster Relief Program Customer Outreach Plan Pursuant to Decision (D.) 19-07-015.

Dear Mr. van der Leeden:

Advice Letter 5513-G is effective as of September 9, 2019.

Sincerely,

A handwritten signature in cursive script that reads "Edward Randolph".

Edward Randolph
Deputy Executive Director for Energy and Climate Policy/
Director, Energy Division



Ronald van der Leeden
Director
Regulatory Affairs

555 W. Fifth Street, GT14D6
Los Angeles, CA 90013-1011
Tel: 213.244.2009
Fax: 213.244.4957

RvanderLeeden@socalgas.com

September 9, 2019

Advice No. 5513
(U 904 G)

Public Utilities Commission of the State of California

Subject: Emergency Disaster Relief Program Customer Outreach Plan Pursuant to Decision (D.) 19-07-015

Purpose

Pursuant to California Public Utilities Commission (Commission or CPUC) D.19-07-015, Southern California Gas Company (SoCalGas) hereby submits this Advice Letter (AL) to implement a customer outreach plan detailing the emergency customer protections for SoCalGas customers in affected areas in a state of emergency declared by the California Governor's Office or the President of the United States.

Background

The Commission established Rulemaking (R.) 18-03-011 to adopt an emergency disaster customer relief program for entities under the Commission's jurisdiction. This proceeding is predicated upon Resolutions (Res.) M-4833 and M-4835 that required the electric, gas, communications, water utilities, and service providers to take reasonable and necessary steps to help Californians affected by a series of devastating wildfires across California. As a result of this Rulemaking, the Commission established interim measures in D.18-08-004, which affirmed the provisions of Res. M-4833 and M-4835 as temporary disaster relief protection measures for customers until this proceeding developed a permanent emergency disaster relief program.

In D.19-07-015, the Commission establishes a permanent set of emergency disaster customer protection measures that the utilities are mandated to implement in the event of a qualifying emergency. The mandatory emergency disaster relief customer protections are:

(1) waive deposit requirements for affected residential customers seeking to reestablish service for one year and expedite move in and move out service requests; (2) stop estimated usage for billing attributed to the time period when the home/unit was unoccupied as result of the emergency; (3) discontinue billing; (4) prorate any monthly access charge or minimum charges; (5) implement payment plan options for residential customers; (6) suspend disconnection for nonpayment and associated fees, waive deposit and late fee requirements for residential customers; (7) support low-income residential customers, in disaster impacted zip codes which may include all zip codes in a county depending on circumstances, by (a) freezing all standard and high-usage reviews for the California Alternate Rates for Energy (CARE) program eligibility until at least the end of the year and potentially longer, as warranted; (b) contacting all community outreach contractors, the community based organizations who assist in enrolling hard-to-reach low-income customers into CARE, to help better inform customers of these eligibility changes; (c) partnering with the program administrator of the customer funded emergency assistance program for low-income customers and increase the assistance limit amount for the next 12 months for impacted customers; and (d) indicate how the energy savings assistance program can be deployed to assist impacted customers; (8) suspend all CARE and Family Electric Rate Assistance (FERA) program removals to avoid unintentional loss of the discounted rate during the period for which the customer is protected under these customer protections; and (9) discontinue generating all recertification and verification requests that require customers to provide their current income information.

Ordering Paragraph (OP) 8 of D.19-07-015 directs utilities to submit an AL setting forth a plan for customer outreach of these protections in English, Spanish, Chinese (including Cantonese, Mandarin, and other Chinese languages), Tagalog, and Vietnamese as well as Korean and Russian where those languages are prevalent within the utilities' service territories.

Emergency Disaster Relief Program Marketing Plan

Pursuant to D.19-07-015, OP 8, SoCalGas has begun to implement a plan to communicate the emergency customer protections available to impacted residential and small business customers in its service territory before and during a qualifying disaster. This Emergency Disaster Relief Program Marketing Plan is described in Attachment A.

Protest

Anyone may protest this AL to the Commission. The protest must state the grounds upon which it is based, including such items as financial and service impact, and should be submitted expeditiously. The protest must be made in writing and must be received within 20 days of the date of this AL, which is September 29, 2019. The address for mailing or delivering a protest to the Commission is:

CPUC Energy Division
Attention: Tariff Unit
505 Van Ness Avenue
San Francisco, CA 94102

A copy of the protest should also be sent via e-mail to the attention of the Energy Division Tariff Unit (EDTariffUnit@cpuc.ca.gov). A copy of the protest should also be sent via both e-mail and facsimile to the address shown below on the same date it is mailed or delivered to the Commission.

Attn: Ray B. Ortiz
Tariff Manager - GT14D6
555 West Fifth Street
Los Angeles, CA 90013-1011
Facsimile No.: (213) 244-4957
E-mail: ROrtiz@socalgas.com

Effective Date

SoCalGas believes this AL is subject to Energy Division disposition and should be classified as Tier 1 (effective pending disposition) pursuant to General Order (GO) 96-B. It is in compliance with D.19-07-015. Therefore, SoCalGas respectfully requests that it be made effective on September 9, 2019, which is the date submitted.

Notice

A copy of this AL is being sent to SoCalGas' GO 96-B service list and the Commission's service list in R.18-03-011. Address change requests to the GO 96-B service list should be directed via e-mail to tariffs@socalgas.com or call 213-244-2837. For changes to all other service lists, please contact the Commission's Process Office at 415-703-2021 or via e-mail at Process_Office@cpuc.ca.gov.

Ronald van der Leeden
Director - Regulatory Affairs

Attachments



ADVICE LETTER SUMMARY

ENERGY UTILITY



MUST BE COMPLETED BY UTILITY (Attach additional pages as needed)

Company name/CPUC Utility No.:

Utility type:

ELC GAS WATER
 PLC HEAT

Contact Person:

Phone #:
E-mail:
E-mail Disposition Notice to:

EXPLANATION OF UTILITY TYPE

ELC = Electric GAS = Gas WATER = Water
PLC = Pipeline HEAT = Heat

(Date Submitted / Received Stamp by CPUC)

Advice Letter (AL) #:

Tier Designation:

Subject of AL:

Keywords (choose from CPUC listing):

AL Type: Monthly Quarterly Annual One-Time Other:

If AL submitted in compliance with a Commission order, indicate relevant Decision/Resolution #:

Does AL replace a withdrawn or rejected AL? If so, identify the prior AL:

Summarize differences between the AL and the prior withdrawn or rejected AL:

Confidential treatment requested? Yes No

If yes, specification of confidential information:

Confidential information will be made available to appropriate parties who execute a nondisclosure agreement. Name and contact information to request nondisclosure agreement/ access to confidential information:

Resolution required? Yes No

Requested effective date:

No. of tariff sheets:

Estimated system annual revenue effect (%):

Estimated system average rate effect (%):

When rates are affected by AL, include attachment in AL showing average rate effects on customer classes (residential, small commercial, large C/I, agricultural, lighting).

Tariff schedules affected:

Service affected and changes proposed¹:

Pending advice letters that revise the same tariff sheets:

¹Discuss in AL if more space is needed.

Protests and all other correspondence regarding this AL are due no later than 20 days after the date of this submittal, unless otherwise authorized by the Commission, and shall be sent to:

CPUC, Energy Division
Attention: Tariff Unit
505 Van Ness Avenue
San Francisco, CA 94102
Email: EDTariffUnit@cpuc.ca.gov

Name:
Title:
Utility Name:
Address:
City: State:
Telephone (xxx) xxx-xxxx:
Facsimile (xxx) xxx-xxxx:
Email:

Name:
Title:
Utility Name:
Address:
City: State:
Telephone (xxx) xxx-xxxx:
Facsimile (xxx) xxx-xxxx:
Email:

ATTACHMENT A

Advice No. 5513

Emergency Disaster Relief Program Marketing Plan

Southern California Gas Company (SoCalGas) Emergency Disaster Relief Program Marketing Plan

Overview

The Emergency Disaster Relief Program Marketing Plan consists of two distinct campaigns: (1) Continual Outreach and (2) Disaster Notification and Activation.

The Continual Outreach campaign will include a continual outreach campaign targeted to all residential and small business customers throughout SoCalGas' service territory. The campaign will provide continual and ongoing outreach on emergency customer protections offered by SoCalGas in the event of a qualified disaster. The campaign goals are:

- a. Provide customer education on emergency protections available before a disaster occurs;
- b. Reach the broadest customer audience possible using a broad multi-channel approach;
- c. Enhance customer retention of the emergency protections available before a disaster occurs; and
- d. Make it easier for customers to find information on emergency protections available before a disaster occurs.

The Disaster Notification and Activation campaign will include disaster notification and activation, targeted to those residential and small business customers impacted by the declared disaster and will provide specific outreach messaging. The campaign goals are:

- a. Provide customer education on emergency protections available for impacted customers;
- b. Reach the broadest audience of impacted customers possible using a broad multi-channel approach;
- c. Make it easier for impacted customers to find information on how to apply for emergency protections available; and
- d. Provide any community specific or disaster impacted zip code information on emergency service locations and information on service restoration.

Continual Outreach Campaign

The Continual Outreach campaign will employ a broad mix of channels and tactics to educate residential and small business customers about customer protections available to them should a disaster occur. All communications will focus on making customers aware about the support available and direct them to socialgas.com as the primary source of information about those customer protections. The campaign will utilize the following channels and tactics to communicate the emergency disaster relief protections offered by SoCalGas in the event of a qualifying disaster.

Socalgas.com

- Dedicated Emergency Disaster Relief webpages will provide an explanation of all the emergency protections available to impacted customers, how to utilize or invoke each protection, and criteria for eligibility. The page will be available in English, Spanish, Chinese, Tagalog, Vietnamese, Korean and Russian. All webpages will be continually available on an ongoing basis.

Digital Advertising (e.g., Next Door Community Board)

- Will remind customers about the protections available and will be utilized quarterly.

Social Media (e.g., Facebook, Twitter and/or Instagram)

- Will remind customers about the protections available and will be utilized regularly during Summer and Fall, and/or when relevant to other news events.

Outbound emails

- Will remind customers about the protections available and will be utilized during Summer and Fall, and/or when relevant to other news events.

Newsletters (Safety and Community Newsletters)

- Will remind customers about the protections available and will be utilized regularly during Summer and Fall, and/or when relevant to other news events.

Leverage appropriate Community Outreach Activities

- Handouts and community event attendees will remind customers about the protections available at community events.

MyAccount notifications (Messaging targeted to MyAccount customers)

- Will remind customers about the protections available and will be utilized regularly during Summer and Fall.

Local Governments

- Handouts, education and on-site communication will be provided to help inform about the protections available (depending on activity, size/scope of disaster and needs of customers).

Leverage community-based organizations

- Handouts and education will be provided to community-based organizations to help inform customers about the protections available.

Bill messaging and envelope messaging

- Will remind customers about the protections available and will be utilized during Summer and Fall.

Bill inserts

- Will remind customers about the protections available and will be utilized annually prior to Summer.

Home Energy/Safety Guide

- Will remind customers about the protections available, this guide is provided year-round to all new customers.

Disaster Notification and Activation Campaign

The Disaster Notification and Activation campaign will be activated when the California Governor's Office or the President of the United States has issued an emergency declaration in SoCalGas' service territory because a disaster has "resulted in the loss or disruption of the delivery or receipt of utility service and/or resulted in the degradation of the quality of the utility service"¹ to residential and small business customers. The declaration will trigger marketing tactics listed below. Messages will be targeted to engage consumers across several platforms in affected areas. All communications will focus on making customers aware about the support available and direct them to socialgas.com as the primary source of information about the event, protections available, any community or geographically specific information, emergency service locations and information on service restoration. When activated, event-specific emergency disaster notification will be implemented through the following channels:

Socalgas.com

- Event-specific homepage notification banner will be implemented.
- Dedicated webpage with links to Safety pages and ongoing Emergency Disaster Relief webpages. Will be available in multiple languages including but not limited to, English, Spanish, Chinese, Tagalog, Vietnamese, Korean and Russian.

Social Media posts (e.g., Facebook, Twitter or Instagram).

- Will remind customers about the protections available and will be targeted to impacted customer areas.

Customer Contact Centers

- Utilizing inbound calls and outbound dialing when appropriate, will provide customers impacted by the disaster information regarding service interruptions, restoration efforts, along with relief support.

Earned Media

- Will be used to support the campaign with news releases, media messaging alignment, on-camera or radio interviews and media responses.

MyAccount notifications

- Online banners targeted to MyAccount customers.

Local Governments (City/County Assistance centers)

- Handouts, education and on-site communication will be provided to help inform about the protections available (depending on activity, size/scope of disaster and needs of customers).

¹ See D.19-07-015 at p. 63.

Community based organizations

- Handouts and education will be provided to help inform customers about the protections available (depending on activity, size/scope of disaster and needs of customers).

On-site Information Booth (Activation dependent on activity)

- Handouts and on-site communication will be provided to help inform customers about the protections available (depending on activity, size/scope of disaster and needs of customers).