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ALJ:	Bushey
Witness:	Bottorff/Stavropoulos

CROSS EXAMINATION EXHIBIT PG&E GAS PIPELINE COMMUNICATION STUDY

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PG&E Gas Pipeline Venting Communication Study
- SCREENER & MQ -

SAMPLE SOURCE:

1. Letter/ Directed IVR Sample (n=300)
2. Broad IVR Sample (n=300)

Introduction

Hello, my name is _____. I am calling on behalf of PG&E. We are following-up with customers to assess PG&E's ongoing communications and outreach efforts and would like to ask you a few questions. PG&E will use this information to provide the best service possible to its customers.

We are not trying to sell you anything, and anything you tell us will remain confidential.

If necessary: this will take about 12 minutes

Screener

PRELIMINARY QUALIFICATION

Pre-S1. First, I would like to ask if [**INSERT Prem Address 1**] is a...? (**READ LIST**)

- 1 Residence
- 2 Business
- 99 Refused / Don't know (**THANK AND TERMINATE**)

INTRODUCE TOPIC/ QUALIFICATION

S1. I would like to make sure that I am speaking to the person responsible for paying the gas and electric bill at this address. Am I speaking to that person?

- 1 Yes
- 2 No (**ASK TO SPEAK WITH PERSON RESPONSIBLE FOR PAYING GAS AND ELECTRIC BILL AND RETURN TO INTRODUCTION**)
- 3 No – person unavailable (**SCHEDULE CALLBACK**)
- 98 No such person (**THANK AND TERMINATE**)
- 99 Refused / Don't know (**THANK AND TERMINATE**)

AWARENESS OF TESTING

S2. Are you aware of any PG&E projects or field-work occurring in your neighborhood within the past 30 to 60 days? (**DO NOT READ LIST**)

- 1 Yes
- 2 No (**SKIP TO S4**)
- 99 Don't know (**SKIP TO S4**)

TYPE OF TESTING - UNANNOUNCED AWARENESS

- S3. What was the nature of the field work you noticed? **(DO NOT READ LIST. SELECT ALL THAT APPLY)**
- 1 Electrical work
 - 2 Gas pipeline testing
 - 97 Other type of work **(PLEASE DESCRIBE: _____)**
 - 98 None of the above
 - 99 Don't know

[INTERVIEWER INSTRUCTION: DEFER ANY INFORMATION VOLUNTEERED ABOUT COMMUNICATION CONTENT IN S3 TO LATER IN THE SURVEY]

IF CODE 2 IN S3, SKIP TO S5.

TYPE OF TESTING - ADDED AWARENESS

- S4. Are you aware of any of the following PG&E field work occurring in your neighborhood within the past 30 to 60 days? **(READ LIST; ONLY ASK OPTIONS NOT MENTIONED IN S3)**
- 1 Electrical work
 - 2 Gas pipeline testing
 - 97 Some other type of work **(PLEASE DESCRIBE: _____)**
 - 98 None of the above
 - 99 Don't know

ADDED AWARENESS OF COMMUNICATIONS

- S5. Do you recall receiving any communications from PG&E in the past 30 to 60 days regarding gas pipeline testing in your neighborhood? **(DO NOT READ LIST)**
- 1 Yes
 - 2 No **(TERMINATE)**
 - 3 Don't know/refused **(TERMINATE)**

[INTERVIEWER NOTE: COMMUNICATIONS COULD INCLUDE: LETTER, PRE-RECORDED PHONE CALL, DOOR HANGER, OR IN-PERSON VISIT]

TYPE OF MESSAGE RECEIVED - ADDED AWARENESS

- S6. Which of the following types of communications do you remember receiving from PG&E in the past 30 to 60 days regarding gas pipeline testing in your neighborhood? **(READ LIST; ASK FOR YES OR NO ANSWER; SELECT ALL THAT APPLY)**
- 1 A letter in the mail other than your bill
 - 2 A pre-recorded phone call
 - 3 A door hanger
 - 4 An in-person visit
 - 97 Some other type of communication **(PLEASE DESCRIBE: _____)**
 - 98 None **(NOT VALID WITH ANY OTHER RESPONSE)**
 - 99 Don't know/refused

READ/HEARD COMMUNICATIONS CERTIFICATION

- S7. Did you personally read or listen to any of the PG&E communications regarding gas pipeline testing in your neighborhood? **(DO NOT READ LIST)**
- 1 Yes

- 2 No (TERMINATE)
- 3 Don't know/refused (TERMINATE)

MUST ANSWER AT LEAST ONE ITEM 1 THRU 4 IN S6 AND "YES" IN S7; OTHERWISE TERMINATE.

QUOTA GROUPS:

- 1. Letter/Directed IVR (n=300)
- 2. Broad IVR (n=300)

SAVE ALL SCREENING DATA, REGARDLESS OF WHETHER QUALIFIED FOR MAIN Q'RE OR NOT

Questionnaire

OVERALL PRODUCT AND SERVICE SATISFACTION

Q1. Using a 10-point scale where "1" means you are "extremely dissatisfied" and "10" means you are "extremely satisfied," how would you rate products and/or services offered by PG&E?

	<u>Extremely Dissatisfied</u>										<u>Extremely Satisfied</u>	<u>Don't Know</u>
Overall satisfaction	1	2	3	4	5	6	7	8	9	10	99	

For the following questions, I would like you to please think specifically about the communications regarding gas pipeline testing you received from PG&E.

CONTENT OF COMMUNICATIONS RECEIVED FROM PG&E

Q2. What information can you recall specifically from the PG&E communications? Please take a moment in trying to recall this information; we would like you to be as specific as possible. **(DO NOT READ LIST; MAKE SURE RESPONDENT RECALLS FROM MEMORY ONLY; SELECT ALL THAT APPLY)**

- 1 May smell gas during testing
- 2 Field team and testing equipment will be in neighborhood
- 3 Gas will be piped in from alternate source
- 4 Traffic may be detoured
- 5 Open house available
- 6 Customer care hotline available
- 7 Foreign language hotline available
- 8 Visit Pge.com to view pipeline testing results or look for more information
- 97 Other **(PLEASE DESCRIBE: _____)**
- 98 None
- 99 Don't know

OTHER INFORMATION RECEIVED FROM PG&E

ASK Q3 FOR ALL RESPONSES NOT SELECTED AT Q2; IF ALL RESPONSES SELECTED, SKIP TO Q4

Q3. Now I'd like to ask about other types of information you may remember in the communication you received or heard. I'm going to read you a list of content that may or may not have been included. Please let me know if you recall seeing each of these by answering yes or no for each. **(RANDOMIZE AND READ LIST; ALLOW FOR YES OR NO RESPONSE TO EACH; SELECT ALL THAT APPLY)**

- 1 You may smell gas during testing
- 2 PG&E field team and testing equipment will be in your neighborhood
- 3 Gas is temporarily piped in from an alternate source
- 4 Traffic in your neighborhood may be detoured
- 5 An open house is available for additional information
- 6 A customer care hotline is available for more information
- 7 A foreign language hotline is available
- 8 Visit Pge.com to view pipeline testing results or look for more information

AREAS OF SATISFACTION

Q4. Using a scale from 1 through 10 where 1 is Extremely Dissatisfied, 10 is Extremely Satisfied, please rate how satisfied you were, in general, with the communications you received from PG&E regarding gas pipeline testing in your neighborhood on each of the following. What about...? **(RANDOMIZE)**

RANDOMIZE LIST	Extremely Dissatisfied										Extremely Satisfied	Don't Know
Clarity of the information provided	1	2	3	4	5	6	7	8	9		10	99
Timeliness of the information provided	1	2	3	4	5	6	7	8	9		10	99
Usefulness of the information	1	2	3	4	5	6	7	8	9		10	99
Your ability to follow up with PG&E in case you had any questions	1	2	3	4	5	6	7	8	9		10	99

CALL TO ACTION

Q5. Overall, how would you rate your satisfaction with the communications you received from PG&E about gas pipeline testing in your neighborhood?

	Extremely Dissatisfied										Extremely Satisfied	Don't Know
Overall satisfaction...	1	2	3	4	5	6	7	8	9		10	99

BEFORE THE COMMENCEMENT

ASK Q6 IF Q5 < 5

Q6. You rated your overall satisfaction with the communications from PG&E as a **(INSERT SCORE FROM Q5)**. Why did you give that score? **(IF NECESSARY – PROBE AND CLARIFY)**

99 Don't know/refused

CALL TO ACTION

Q7. Did you do any of the following activities regarding the gas pipeline testing in your neighborhood? **(READ LIST; YES/NO/DON'T KNOW ANSWER FOR EACH RESPONSE)**

- 1 Attend an open house for more information
- 2 Call customer care requesting more information
- 3 Visit PGE.com to view pipeline testing results or look for more information, or
- 4 Call the foreign language hotline

(SKIP TO Q12 IF NO OR DON'T KNOW ON ALL ITEMS)

[Transcribed from PG&E Questionnaire 07/20/10]

ASK IF Q7_1 (OPEN HOUSE)=YES

Q8. Were all of your questions answered by the **Open House**?

- 1 Yes
- 2 No
- 99 Don't know/refused

ASK IF Q8 = 2

Q8a. What additional information did you need?

ASK IF Q7_2 (CUSTOMER CARE)=YES

Q9. Were all of your questions answered by the **Customer Care Hotline**?

- 1 Yes
- 2 No
- 99 Don't know/refused

ASK IF Q9 = 2

Q9a. What additional information did you need?

ASK IF Q7_3 (PGE.COM)=YES

Q10. Were all of your questions answered by the **PG&E Website**?

- 1 Yes
- 2 No
- 99 Don't know/refused

ASK IF Q10 = 2

Q10a. What additional information did you need?

ASK IF Q7_4 (FOREIGN LANGUAGE HOTLINE)=YES

Q11. Were all of your questions answered by the **Foreign Language Hotline**?

- 1 Yes
- 2 No
- 99 Don't know/refused

ASK IF Q11 = 2

Q11a. What additional information did you need?

ASK IF Q7_1 (OPEN HOUSE) = 2/3 (NO/DON'T KNOW)

Q12. Before today, were you aware that PG&E sponsored an open house for anyone wanting additional information about the gas pipeline testing in your neighborhood?

- 1 Yes
- 2 No (SKIP TO Q14)
- 99 Don't know (SKIP TO Q14)

Q13. Why did you choose **not** to attend the open-house? **(DO NOT READ, SELECT ALL THAT APPLY, PROBE)**

- 1 Had all the information I needed
- 2 Called PG&E instead
- 3 Went to the PG&E website instead
- 4 Too busy
- 5 Forgot about it
- 6 Not interested/not concerned
- 7 Someone else attended
- 8 Inconvenient location
- 9 Inconvenient day/time
- 97 Other **(PLEASE SPECIFY):** _____
- 99 Don't know/refused

ASK IF Q7_2 (CUSTOMER CARE) = 2/3 (NO/DON'T KNOW)

Q14. Before today, were you aware that there was a PG&E customer care line you could call for more information about the gas pipeline testing in your neighborhood?

- 1 Yes
- 2 No (SKIP TO Q16)
- 99 Don't know/refused (SKIP TO Q16)

Q15. Why did you choose **not** to call PG&E's customer care line for more information about gas pipeline testing in your neighborhood? **(DO NOT READ, SELECT ALL THAT APPLY, PROBE)**

- 1 Had all the information I needed
- 2 Went to the open house instead
- 3 Went to the PG&E website instead
- 4 Too busy
- 5 Forgot about it
- 6 Not interested/not concerned
- 7 Someone else called
- 97 Other **(PLEASE SPECIFY):** _____
- 99 Don't know/refused

ASK IF Q7_3 (WEBSITE) = 2/3 (NO/DON'T KNOW)

Q16. Before today, were you aware that you could go to PG&E's website to review the results of the gas pipeline testing in your neighborhood?

- 1 Yes
- 2 No **(SKIP TO Q18)**
- 99 Don't know/refused **(SKIP TO Q18)**

Q17. Why did you choose **not** to visit PG&E's website to view the gas pipeline testing results online? **(DO NOT READ, SELECT ALL THAT APPLY, PROBE)**

- 1 Had all the information I needed
- 2 Went to the open house instead
- 3 Called PG&E customer care line instead
- 4 Too busy
- 5 Forgot about it
- 6 Not interested/not concerned
- 7 Someone else visited the website
- 98 Other **(PLEASE SPECIFY)**: _____
- 99 Don't know/refused

IMPACT ON OVERALL OPINION OF PG&E

Q18. As a result of the information you received from PG&E regarding gas pipeline testing, has your overall opinion of PG&E ...?

- 1 Improved
- 2 Stayed the same
- 3 Gotten worse
- 99 Don't know **(DO NOT READ)**

IMPACT ON SAFETY AND ASSURANCE

Q19. Would you say you feel...? **(READ LIST)**

- 1 Much safer knowing PG&E completed gas pipeline testing in my neighborhood
- 2 Somewhat more safe
- 3 Somewhat less safe, or
- 4 Much less safe knowing PG&E completed gas pipeline testing in my neighborhood
- 99 Don't know **(DO NOT READ)**

As with the PG&E example:

Q20. What advice would you give PG&E so that they can improve their communications about pipeline testing to customers in the future? **(TYPE IN FULL VERBATIM RESPONSE. PROBE AND CLARIFY.)**

- 98 None
- 99 Don't know

Demographics

We are nearly finished. These last few question are for classification purposes only.

GENDER

D1. (RECORD GENDER; DO NOT READ)

- 1 Male
- 2 Female

AGE

D2. I'm going to read you some age groups. Please stop me when I read the age group you happen be in? **(READ LIST, START WITH OLDEST AGE GROUP)**

- 1 18 to 24 years old
- 2 25 to 34 years old
- 3 35 to 44 years old
- 4 45 to 54 years old
- 5 55 to 64 years old
- 6 65 years or older
- 99 **(DO NOT READ) REFUSED**

EDUCATION

D3. Which of following best describes your highest level of education? **(PLEASE CHECK ONE)**

- 1 Some high school or less
- 2 High school graduate
- 3 Some college or vocational training
- 4 Bachelors degree
- 5 Graduate or professional degree
- 99 **(DO NOT READ) REFUSED**

INCOME

D4. I'm going to read you some income categories. Please stop me when I read the category that best describes the combined annual income of all members of this household. **(READ HIGHEST TO LOWEST)**

- 1 Less than \$30,000
- 2 \$30,000 but less than \$50,000
- 3 \$50,000 but less than \$75,000
- 4 \$75,000 but less than \$100,000
- 5 \$100,000 but less than \$150,000
- 6 \$150,000 but less than \$200,000
- 6 \$200,000 or more
- 99 **(DO NOT READ) REFUSED**

QUESTION D5

D5. Which of the following best describes your ethnic background? **(READ LIST)**

- 1 Caucasian
- 2 African American
- 3 Hispanic
- 4 Asian
- 5 Multicultural
- 97 Other
- 99 **(DO NOT READ) REFUSED**

Those are all the questions we have for you today. Thank you so much for your participation!