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ALJ:	Bushey
Witness:	Bottorff/Stavropoulos

## **CROSS EXAMINATION EXHIBIT PG&E GAS PIPELINE COMMUNICATION STUDY**

Robert Gnaizda, Of Counsel  
Shalini Swaroop, Senior Staff Attorney

1758 El Camino Real  
San Bruno, CA 94066  
(650) 952-0522  
[RobertGnaizda@gmail.com](mailto:RobertGnaizda@gmail.com)

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GLOBAL MARKET RESEARCH

120 Fifth Avenue, New York, NY 10011  
 Tel 212.633.1100 | Fax 212.633.2696  
 radius-global.com

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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 ORIENTATION**

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 PROJECTS**

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**)

**TYPES OF PROJECTS - BROADLY 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 - AWARE 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 INFORMATION RECEIVED - AWARE 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 COMMUNICATION CONTRIBUTION

- 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)**

<b>RANDOMIZE LIST</b>	<b>Extremely Dissatisfied</b>										<b>Extremely Satisfied</b>	<b>Don't Know</b>
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?

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

BEFORE THE FOLLOWING

**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)**

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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)**

Continuation of Form OIR 0701 (07/01)

**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?

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**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?

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**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?

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**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?

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**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.)**

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- 98 None
- 99 Don't know

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**Demographics**


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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!