

Docket :	R.11-02-019
Exhibit No.:	
ALJ:	Bushey
Witness:	Bottorff/Stavropoulos

**CROSS EXAMINATION EXHIBIT  
PG&E DATA RESPONSES ON RESULTS OF 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)

March 19, 2012

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_001-07		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_001-Q07		
Request Date:	February 8, 2012	Requester DR No.:	001
Date Sent:	March 7, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 7**

Please provide whether PG&E commissioned any survey relating to ratepayer attitudes regarding safety after the gas pipeline explosion in San Bruno. If yes, please provide the date of the survey(s), the targeted population, the survey questions, and the survey results.

**ANSWER 7**

PG&E objects to this data request on the grounds that it is outside the scope of this proceeding, and is not reasonably calculated to the discovery of admissible evidence. The "gas pipeline explosion in San Bruno" is not within the scope of this proceeding. Subject to and without waiving the foregoing objections, PG&E responds as follows:

PG&E has commissioned a survey to a sub-group of specific customers receiving notifications and communication regarding PG&E's Gas Pipeline Safety construction work impacting their neighborhood. The intent of these surveys is to understand the effectiveness of the communications regarding our construction activities and to inform future activities.

A total of 600 computer assisted telephone interviews were issued. Interviews were conducted between September 30 and October 9, 2011. Respondents were randomly selected from areas where pipeline segments were tested within the previous 30 day period and included Oakland, Brentwood, Mountain View, Sunnyvale, San Jose, San Leandro and Tehachapi.

Attachment GasPipelineSafetyOIR\_DR\_JointParties\_001-Q07Atch01 provides the specific questionnaire utilized for this survey.

One key finding from this survey relates to ratepayer attitudes regarding safety. Ultimately, PG&E's customer outreach activities supporting Gas Pipeline Safety work improves the perception of safety among its customers.

Other key survey findings were related to the effectiveness of our communications with impacted customers.

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-05		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q05		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 5**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 4:

- a. Please provide how many interview subjects responded to Question 4.
- b. Please provide the results of Question 4, including the number of persons who responded with each numerical value within each question asked.
- c. Please provide the results of Question 4, including the number of persons who responded "don't know".

**ANSWER 5**

- a. 600 interview subjects responded to Question 4.
- b. Please see the following tables.

Q4a. Clarity of the information provided											
Extremely Dissatisfied						Extremely Satisfied					
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Don't Know</b>	<b>Total</b>
4	5	10	12	57	26	60	122	84	217	3	600

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-03		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q03		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 3**

In JointParties\_001-07, PG&E indicates that 600 computer assisted telephone interviews were conducted.

- a. Please provide whether the telephone interviews were conducted to landline telephone numbers or cell phone numbers or both. If both, please provide the approximate percentages of each group.
- b. Please provide the ethnic background of the respondents in percentages.
- c. Please provide the income categories of the respondents in percentages.
- d. Please provide the gender of the respondents in percentages.
- e. Please provide how many interview subjects were contacted and how many responded to any questions.
- f. Please provide how many interview subjects responded to the entire survey.
- g. Please provide the costs of this survey, including staffing, implementation, and any other costs.

**ANSWER 3**

- a. The sample list used to conduct the telephone interviews did not distinguish between landline telephone numbers and cell phone numbers.
- b. The ethnic background of the respondents in percentages is provided below.

Caucasian	38%
African American	8%

Hispanic	10%
Asian	24%
Multicultural	6%
Other	6%
Don't know/Refused	8%
Based on Total Respondents (n=600)	100%

c. The income categories of the respondents in percentages is provided below.

Less than \$30,000	11%
\$30,000 but less than \$50,000	8%
\$50,000 but less than \$75,000	13%
\$75,000 but less than \$100,000	14%
\$100,000 but less than \$150,000	18%
\$150,000 but less than \$200,000	8%
\$200,000 or more	6%
Don't know/Refused	21%
Based on Total Respondents (n=600)	99%*
*Does not equal 100% due to rounding	

d. The gender of the respondents in percentages is provided below.

Male	75%
Female	25%
Based on Total Respondents (n=600)	100%

e. 1,321 interview subjects were contacted and and screened.

- f. 600 interview subjects responded to the entire survey.
- g. The costs of this survey, including staffing, implementation, and any other cost is provided below.

Vendor Cost	\$48,000
PG&E Labor	\$6,300
Total Cost	\$54,300

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-04		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q04		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 4**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 1:

- a. Please provide how many interview subjects responded to Question 1.
- b. Please provide the results of Question 1, including the number of persons who responded with each numerical value.
- c. Please provide the results of Question 1, including the number of persons who responded "don't know".

**ANSWER 4**

- a. 600 interview subjects responded to Question 1.
- b. Please see the table below.

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?											
Extremely Dissatisfied						Extremely Satisfied					
<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>Don't Know</b>	<b>Total</b>
3	3	8	9	65	25	95	162	72	151	7	600

- c. Please see the response to part (b).



Q4b. Timeliness of the information provided											
Extremely Dissatisfied						Extremely Satisfied					
1	2	3	4	5	6	7	8	9	10	Don't Know	Total
7	4	6	9	52	31	59	105	93	212	22	600

Q4c. Usefulness of the information											
Extremely Dissatisfied						Extremely Satisfied					
1	2	3	4	5	6	7	8	9	10	Don't Know	Total
8	8	9	16	74	29	70	114	77	189	6	600

Q4d. Your ability to follow up with PG&E in case you had any questions											
Extremely Dissatisfied						Extremely Satisfied					
1	2	3	4	5	6	7	8	9	10	Don't Know	Total
8	7	7	5	73	27	54	104	71	206	38	600

c. Please see the response to part (b).

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-06		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q06		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 6**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 6.

- a. Please provide how many interview subjects responded to Question 6.
- b. Please provide the results of Question 6, including the number of persons who responded with each numerical value.
- c. Please provide the results of Question 6, including the number of persons who responded "don't know".

**ANSWER 6**

PG&E asked Question 6 to survey respondents who answered Question 5 with a score of less than 5.

- a. 30 interview subjects responded to Question 6.
- b. Please see the following table.

<b>Communications (Net)</b>	<b>22</b>
Problems with Messages – Too Long, Too Fast, Vague, etc.	5
Poor communication/communication is just ok	4
Got a number of phone calls/calls were annoying	3
Did not say where they were testing/working	2

Would prefer to get emails	2
Would rather receive a text	1
All the information you need is on the website	1
Did not hear anything about it	1
They did not let me know they were coming to my house	1
Expecting more detail/information	1
They didn't give a time	1
<b>Company Image (Net)</b>	<b>5</b>
They have a bad history/don't trust their employees	3
They should have started testing long ago	1
Should have spent money on testing instead of public relations	1
<b>Miscellaneous (Net)</b>	<b>4</b>
Work was being done all night/Have been inconvenienced by the work	2
I did not notice any work	1
Other	1
<b>Don't Know/No Answer</b>	<b>1</b>
<b>Total Respondents*</b>	<b>30</b>
*Sub-totals (nets) don't sum to 30 because multiple responses were allowed.	

c. Please see the answer to part (b).

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-07		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q07		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 7**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 7.

- a. Please provide how many interview subjects responded to Question 7.
- b. Please provide the results of Question 7, including the number of persons who responded with each numerical value within each question asked.
- c. Please provide the results of Question 7\_1 (Open House).
- d. Please provide the results of Question 7\_2 (Customer Care).
- e. Please provide the results of Question 7\_3 (PGE.com).
- f. Please provide the results of Question 7\_4 (Foreign Language Hotline).

**ANSWER 7**

- a. 600 interview subjects responded to Question 7.
- b. Please see the following table.

	Q7_1 Attend an open house for more information	Q7_2 Call customer care requesting more information	Q7_3. Visit PGE.com to view pipeline testing results or look for more information	Q7_4. Call the foreign language hotline
Yes	23	35	65	12
No	577	565	535	588
Total	600	600	600	600

- c. Please see part the response to (b).

- d. Please see part the response to (b).
- e. Please see part the response to (b).
- f. Please see part the response to (b).

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-08		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q08		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 8**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 11.

- a. Please provide how many interview subjects responded to Question 11.
- b. Please provide the results of Question 11.

**ANSWER 8**

- a. PG&E asked Question 11 to survey respondents who answered Yes to Question 7\_4. 12 interview subjects responded to Question 11.
- b. Please see the following table.

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

Yes	12
No	0
Total	12

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-09		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q09		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 9**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 13.

- a. Please provide how many interview subjects responded to Question 13.
- b. Please provide the results of Question 13.

**ANSWER 9**

- a. 70 interview subjects responded to Question 13.
- b. Please see the following table.

Q13. Why did you choose not to attend the open-house?

Too busy	28
Not interested/not concerned	19
Had all the information I needed	13
Inconvenient day/time	5
Other	7
Don't know/refused	2
<b>Total*</b>	<b>70</b>
*Total doesn't sum to 70 because multiple responses were allowed.	

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-10		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q10		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 10**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 14.

- a. Please provide how many interview subjects responded to Question 14.
- b. Please provide the results of Question 14.

**ANSWER 10**

- a. 565 interview subjects responded to Question 14.
- b. Please see the following table.

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?

Yes	388
No	174
Don't know	3
<b>Total</b>	<b>565</b>



**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-11		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q11		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 11**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 15.

- a. Please provide how many interview subjects responded to Question 15.
- b. Please provide the results of Question 15.

**ANSWER 11**

- a. 388 interview subjects responded to Question 15.
- b. Please see the following table.

Q15. Why did you choose not to call PG&E's customer care line for more information about gas pipeline testing in your neighborhood?

Had all the information I needed	169
Not interested/not concerned	145
Too busy	34
Went to the PG&E website instead	12
Trust company	7
Have no need	5
Someone else called	2
Do not trust what they tell me	2

Other	8
Don't know/refused	15
<b>Total*</b>	<b>388</b>
<b>*Total doesn't sum to 388 because multiple responses were allowed.</b>	

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-12		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q12		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 12**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 16.

- a. Please provide how many interview subjects responded to Question 16.
- b. Please provide the results of Question 16.

**ANSWER 12**

- a. 535 interview subjects responded to Question 16.
- b. Please see the following table.

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?

Yes	176
No	355
Don't know	4
<b>Total</b>	<b>535</b>

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-13		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q13		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 13**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 17.

- a. Please provide how many interview subjects responded to Question 17.
- b. Please provide the results of Question 17.

**ANSWER 13**

- a. 176 interview subjects responded to Question 17.
- b. Please see the following table.

Q17. Why did you choose not to visit PG&E's website to view the gas pipeline testing results online?

Not interested/not concerned	75
Had all the information I needed	41
Too busy	29
Do not have a computer/no access to the Internet	11
Trust company	3
Forgot about it	2
Do not trust what they tell me	2

Someone else visited the website	1
Other	7
Don't know/refused	9
<b>Total*</b>	176
<b>*Total doesn't sum to 176 because multiple responses were allowed.</b>	

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-14		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q14		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 14**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 18.

- a. Please provide how many interview subjects responded to Question 18.
- b. Please provide the results of Question 18.

**ANSWER 14**

- a. 600 interview subjects responded to Question 18.
- b. Please see the following table.

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

Improved	166
Stayed the same	393
Gotten worse	26
Don't know	15
<b>Total</b>	<b>600</b>

**PACIFIC GAS AND ELECTRIC COMPANY  
Gas Pipeline Safety OIR  
Rulemaking 11-02-019  
Data Response**

PG&E Data Request No.:	JointParties_002-15		
PG&E File Name:	GasPipelineSafetyOIR_DR_JointParties_002-Q15		
Request Date:	March 8, 2012	Requester DR No.:	002
Date Sent:	March 12, 2012	Requesting Party:	NAAC, BEC, LBCGLA
PG&E Witness:	Greg Hoaglin	Requester:	Shalini Swaroop

**QUESTION 15**

In JointParties\_001-07, PG&E attached a survey conducted from September 30, 2011 to October 9, 2011. These questions are in regards to Question 19.

- a. Please provide how many interview subjects responded to Question 19.
- b. Please provide the results of Question 19.

**ANSWER 15**

For your reference, Question 19 is provided.

- a. 600 interview subjects responded to Question 19.
- b. Please see the following table.

Q19. Would you say you feel...?

Much safer knowing PG&E completed gas pipeline testing in my neighborhood	189
Somewhat more safe	302
Somewhat less safe	17
Much less safe knowing PG&E completed gas pipeline testing in my neighborhood	8
Don't know	84
<b>Total</b>	<b>600</b>