

**PACIFIC GAS AND ELECTRIC COMPANY
2014 General Rate Case Phase I
Application 12-11-009
Data Response**

PG&E Data Request No.:	GreenliningInstitute_001-01		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_001-Q01		
Request Date:	February 4, 2013	Requester DR No.:	Greenlining-001
Date Sent:	February 15, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Christine Cowser Chapman	Requester:	Enrique Gallardo

SUBJECT: EXHIBIT 3 – GAS OPERATIONS

QUESTION 1

On page 1-17 of Exhibit 3 (Gas Operations), PG&E describes the Public Awareness and Emergency Response program and the development of metrics focused on the effectiveness of messaging. What steps is PG&E taking to ensure that the messaging is effective in reaching limited English-proficient communities?

- a. If they are available, please provide the metrics developed to measure the effectiveness of messaging.
- b. Will these metrics be applied regarding messaging in languages other than English?

ANSWER 1

PG&E provides information through a variety of communication methods in order to reach limited English-proficient communities including customer communication, customer service inquiries, partnership with community organizations, direct mail campaigns, radio ads and other media channels. A summary of some of the outreach activities developed specifically to communicate safety information to communities with limited English-proficiency within PG&E’s service territory is provided below:

- PG&E promotes the availability of non-English language information in customer gas safety bill inserts and non-customer gas safety mailings using in-language text presented in Spanish, Mandarin Chinese, Vietnamese and Tagalog. Gas safety bill inserts are distributed at least two times each year to all PG&E gas and electric customers. Non-customers receive information by mail annually.
- PG&E partners with community organizations focused on serving limited English-proficient communities through our CARE program. Gas safety information is included in packets provided to partner organizations for distribution through their outreach network.

- Gas safety information is available in more than 190 languages for all customers and non-customers who call PG&E's call center through call center staff and our language-service partner (Language Line Services). The availability of non-English information is promoted on PG&E's website and on customer communication materials. In 2012, PG&E provided information through our call center and translation service partner to more than 744,000 non-English speaking callers, including answers to safety questions.
 - Gas safety information and employee training materials are provided in Spanish to companies that perform excavation activities or agricultural activities that involved excavation.
 - Gas safety messages are provided on PG&E's website in Spanish and Mandarin Chinese.
 - PG&E makes phone calls utilizing an auto-generated phone call system to communicate with impacted customers about construction and maintenance projects. Phone messages are provided in Spanish.
 - PG&E places ads to increase awareness regarding and the need to call 811 before digging in areas identified by Gas Operations has having higher incidents of third-party damage gas pipeline assets. In 2012, the 811 awareness ad campaign included Spanish-language radio stations. Approximately 19% of the total 811 awareness media buy was directed to Spanish-language radio ads.
 - Community open house meetings are staffed by PG&E representatives that speak languages commonly spoken in local communities. Representatives that speak Spanish, Mandarin Chinese and Vietnamese regularly attend appropriate face-to-face meetings in limited English-proficient communities.
- a. Metrics for measuring the effectiveness of messaging leverage operational data regarding excavation damage and use of the 811/One Call System and survey questions designed to assess comprehension and recall of messaging related to:
- Awareness that they live or work near a gas pipeline
 - Awareness of hazards associated with an unintended gas pipeline release
 - Damage prevention awareness and need to call 811 before digging
 - Pipeline leak recognition and recommended response procedures
 - How to obtain additional safety information from PG&E including multi-lingual contact number for non-English language content
 - Pipeline reliability and what PG&E does to keep pipelines safe
 - Recall of general gas safety information
 - Perception of safety and PG&E's efforts to maintain safe gas pipelines

Survey questions and operational data are also used to understand behaviors and behavioral intent related to key gas safety messages including:

- Behaviors that demonstrate they are ready to appropriately respond to a potential gas pipeline problem
- Behaviors that demonstrate that they take appropriate actions to protect gas pipeline infrastructure from excavation damage
- Behaviors that demonstrate that they follow safe excavation procedures near pipelines
- Behaviors that demonstrate that they know what to do if they damage a pipeline while digging

Survey data and operational metrics related to assessment of the effectiveness of public awareness messaging have been included in the CPUC Outreach report provided for 2012 found at GRC2014-Ph-I_DR_GreenliningInstitute_001-Q01Atch01. Data is also collected, analyzed and reported as part of PG&E's formal public awareness effectiveness evaluation process every four years found at GRC2014-Ph-I_DR_GreenliningInstitute_001-Q01Atch02.

- b. Yes. Metrics are designed to assess awareness and understanding of concepts, actions and information and will be tracked over time to assess the need to modify messages or communication methods.

To date, PG&E has conducted surveys in Spanish that assess awareness, understanding and recall of key gas safety information as well as perception of safety and PG&E's efforts to maintain safe gas pipelines in their community.



2012 CUSTOMER SAFETY & PUBLIC AWARENESS COMMUNICATION ACTIVITY REPORT

I. INTRODUCTION

In accordance with Ordering Paragraph 1(f) of CPUC Decision 11-07-004, PG&E submits this report summarizing 2012 activities conducted by PG&E to promote public awareness regarding the location of PG&E's pipelines and confidence in the safety of gas transmission facilities that are located in urban and high consequence areas. This report also describes PG&E's partnership with community-based organizations for this effort.

In addition to summarizing 2012 activities, this report also cites key metrics the company monitors to measure the impact of customer safety outreach efforts.

II. CUSTOMER SAFETY COMMUNICATION

Summary of 2012 Activities

PG&E communicates pipeline location and safety information through a variety of methods throughout the year including bill inserts, e-mails, postcards, brochures, customer letters, facility signage, mass media advertising, phone calls to customers, press releases, participation in community meetings and events, graphics on our service vehicles and content on our web site.

Our safety communication activities include a mix of planned activities and those that were conducted in response to customer questions or community concerns.

The following is a summary of significant outreach and public awareness safety activities conducted in 2012:

- Distributed safety-focused bill inserts in two separate monthly bills and e-bill statements (April and October) each reaching more 4.1 million gas and electric customers in our service territory.
- Mailed a gas safety brochure to approximately 4,500 Core Gas customers and more than 900 residents and businesses located near compressor stations, storage facilities or gas gathering pipelines operated by PG&E.
- Mailed 335,695 postcards to non-customer homes and businesses located near PG&E transmission pipelines to promote awareness of the pipeline location and reinforce key safety messages including leak recognition, emergency response and damage prevention.
- Gas safety information distributed throughout the year encouraged recipients to use the company's online map to identify the location of PG&E transmission pipelines near their home or business or to call the Gas Helpline for more information about gas pipelines and gas safety. In 2012, PG&E recorded more than 24,000 visits to the

pipeline location page of our web site and more than 10,000 calls to our Gas Helpline.

- Utilized auto-calling technology to notify customers by phone regarding upcoming pipeline testing or maintenance activities near their home or business. Calls were conducted in English and Spanish. More than 645,000 calls were made to customers to ensure timely updates regarding project progress. Seventy-three percent of these calls were successful in reaching a customer or their voicemail.
- Mailed 270,473 customer letters with enclosed pipeline safety brochure before, during and after gas transmission and distribution pipeline testing, maintenance and construction projects.
- Provided gas safety bill insert to all new gas customers within the first 90 days of service.
- Provided information through our call center and translation service partner to more than 744,000 non-English speaking callers last year, including answers to safety questions. PG&E's translations services are offered in 192 different languages.
- Worked with schools in PG&E's service area and near transmission lines to educate children about gas and electric safety and increase school administrator awareness regarding the location of PG&E pipelines. In 2012, PG&E initiated a combination of e-mail communications, phone calls and face-to-face meetings with more than 7,000 district and school safety contacts at public and private schools near gas distribution and transmission pipelines. PG&E's safety education materials reached students in 8,243 classrooms at 5,372 different schools and resulted in more than 29,500 visits to the web site.
- Sponsored "Call Before You Dig" public service advertisements on Spanish and English radio stations from June through September reaching into communities across PG&E's service territory including: San Francisco, San Mateo, East Bay, North Bay, Monterey, Salinas, Santa Cruz, Fresno, Visalia, Tulare, Hanford, Stockton, Modesto, Merced and Sacramento.
- Outfitted PG&E service vehicles with "Call Before You Dig" bumper stickers to reinforce damage prevention messages.
- Distributed targeted agricultural excavation safety messaging and pipeline location awareness information to more than 3,800 individuals and businesses that own or operate farms or ranches adjacent to PG&E's transmission pipelines.
- Posted signage with gas safety messages in all 75 service center locations and provided gas safety brochures to individuals who visited these centers.
- Created and updated safety communication materials including the development of safety videos for the general public and training materials for excavators working near underground pipelines. Launched new gas safety information and resources on the PG&E website.

Activities Planned for 2013

In 2013, PG&E will continue ongoing safety communication through bill inserts, e-mails, customer letters, mass media advertising, the web and other customer communication vehicles. E-mail communication with customers will be expanded in 2013 and community meetings and open houses will continue to provide an ongoing forum for face-to-face communication of issues affecting local communities.

PG&E plans to continue direct communication with residents, businesses and schools within the distribution service territory and near transmission lines, compressor stations, storage facilities and gathering lines to promote awareness of the location of pipelines and provide information about pipeline replacement, testing and maintenance activities.

III. COMMUNICATION IN PARTNERSHIP WITH COMMUNITY-BASED ORGANIZATIONS

Summary of 2012 Activities

Partnerships with community-based organizations expand the reach of PG&E's efforts to communicate safety information to residents in our service territory.

For purposes of safety communication partnerships, PG&E defines a community-based organization as: 1) volunteer-driven Community Emergency Response Teams (CERT) and Neighborhood Emergency Response Teams (NERT) 2) any 501(c)(3) organization that promotes safety and/or regularly provides safety information and resources for segments of the population living in our service area 3) any neighborhood association or homeowners association that provides safety information to members and 4) organizations identified for inclusion in CARE program outreach activities. During the public awareness program annual review process, other organizations will be evaluated on a case-by-case basis for inclusion in the program.

PG&E conducted the following partnership outreach, research and strategic planning in 2012 both proactively and in response to requests from community-based organizations:

- Participated in emergency preparedness and safety events sponsored by the American Red Cross in San Francisco, Fresno, Salinas, Bakersfield and Paso Robles.
- Hosted and attended 72 open house and community meetings in 44 cities to discuss local issues and provide information about pipeline replacement, testing and maintenance activities. Approximately 600 individuals met with company representatives at open house meetings in 2012.
- Delivered emergency response training to 666 CERT and NERT members and volunteers using new training and reference materials specifically developed for this audience. CERT and NERT participation in our training workshops expanded distribution of key information to community-based organizations with emergency response capabilities in addition to professional and volunteer emergency responders agency contacts.

(Note: In 2012, PG&E hosted and co-hosted 411 First Responder Training Workshops. A total of 8,320 emergency responders attended workshops, including

the 666 CERT and NERT members and volunteers mentioned above. In addition, we mailed emergency response materials to 1,825 individual emergency response agency contacts in our service territory.)

- Identified contacts for more than 5,900 homeowner's associations and neighborhood associations in our service territory to distribute and promote gas safety information and resources.
- Delivered interactive gas safety display presentations more than 150 times at community events in 2012.

Activities Planned for 2013

In 2013, PG&E will continue to sponsor emergency response training workshops for CERT and NERT members and volunteers. In addition, PG&E will continue to utilize open house and community meetings as a way to meet face-to-face with community leaders and residents and will seek opportunities to provide gas safety information at strategic community events.

To increase the distribution of safety information through community-based partnerships in 2013, PG&E plans to:

- Expand gas pipeline safety communication with homeowner's association and neighborhood association contacts in our service territory and encourage them to share and distribute gas safety and pipeline location information to members.
- Work with local government contacts to expand distribution and availability of gas pipeline safety information on municipal websites within our service territory and near our transmission pipelines.

IV. EFFORTS TO MEASURE THE IMPACT OF SAFETY COMMUNICATION

In addition to tracking safety communication activities and their effectiveness, PG&E periodically conducts surveys and monitors operational data, including damage trends, to evaluate the impact of safety communication activities.

The graphs below summarize survey results from PG&E's gas safety customer survey¹ conducted in early May 2012, PG&E's gas pipeline testing communication surveys² conducted in the second and fourth quarters of 2012 and key operational metrics used to evaluate the impact of safety communication activities.

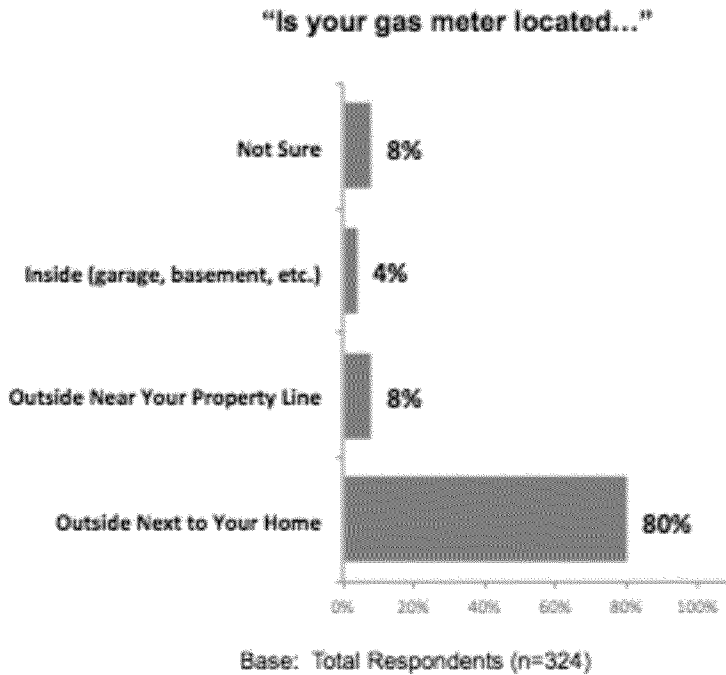
¹ Telephone sample survey conducted by PG&E in May 2012 with 402 individuals who live in geographic areas where PG&E operates gas pipelines. The 2012 gas safety customer survey has a margin of error of +/- 5% at the 95% confidence level.

² Telephone surveys conducted by PG&E in June/July 2011 with 600 individuals who received pipeline testing communication materials; in June/July 2012 with 608 individuals and in November/December 2012 with 610 individuals.

Pipeline & Meter Location Awareness

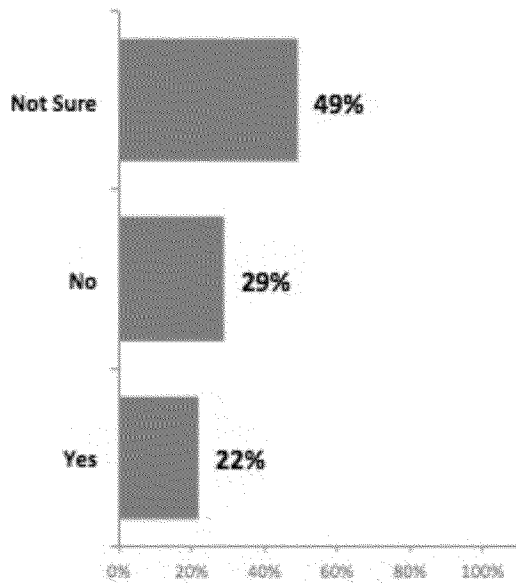
Most gas customers are aware of the location of their gas meter; however, less than a fourth of PG&E's combined gas and electric customers living within the company's gas distribution service territory are aware that they live near underground natural gas pipelines.

As noted in the graph below, feedback from a 2012 gas safety customer survey indicates that 92 percent of gas customers who participated in the survey know the location of their gas meter.



However, survey feedback also indicates that PG&E's combined gas and electric customers living within the gas distribution service territory are relatively unaware that underground gas pipelines are located near their home.

"To the best of your knowledge, is your home located near an underground natural gas pipeline?"



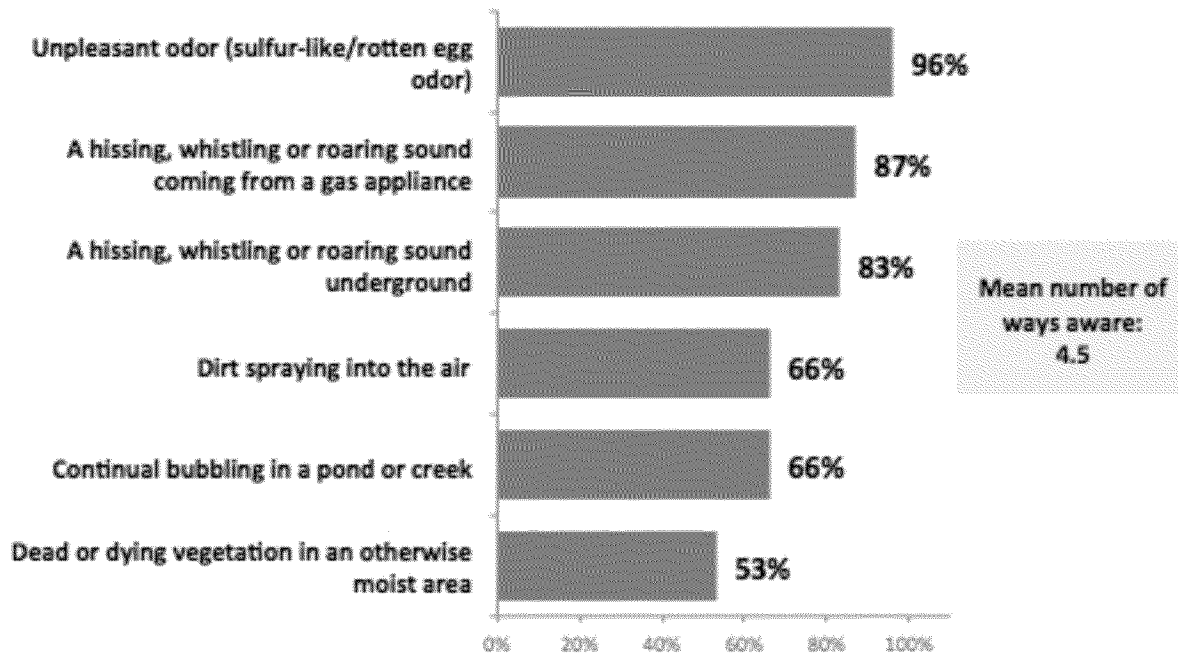
Base: Total Respondents (n=402)

Awareness of Signs of a Leak & Response Protocols

Feedback from the 2012 gas safety customer survey indicates strong awareness of odor and hissing/whistling noises as indicators of a possible gas pipeline leak. On average, respondents identified 4.5 ways to identify a possible leak. Nearly all respondents (93 percent) would notify PG&E and/or 911 if they suspect a leak.

The graph below outlines awareness regarding various signs of a potential gas pipeline leak.

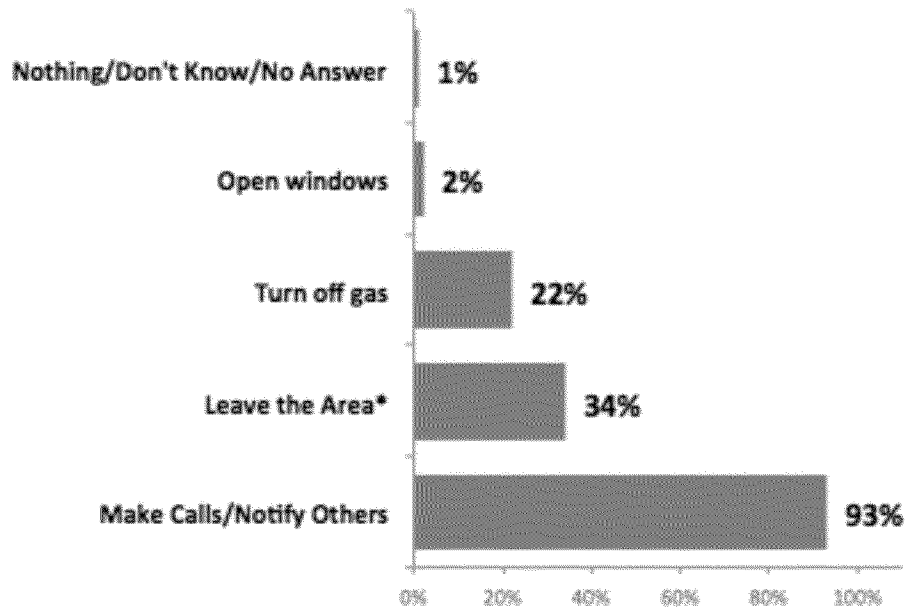
“Which of the following would you consider possible signs of a gas leak?”



Base: Total Respondents (n=402)

The graph below details the actions that respondents say they are likely to take if they detected a gas leak or damaged pipeline in or around their home.

"What actions, if any, would you take if you detected a gas leak or damaged pipeline in or around your home?"



Base: Total Respondents (n=402)

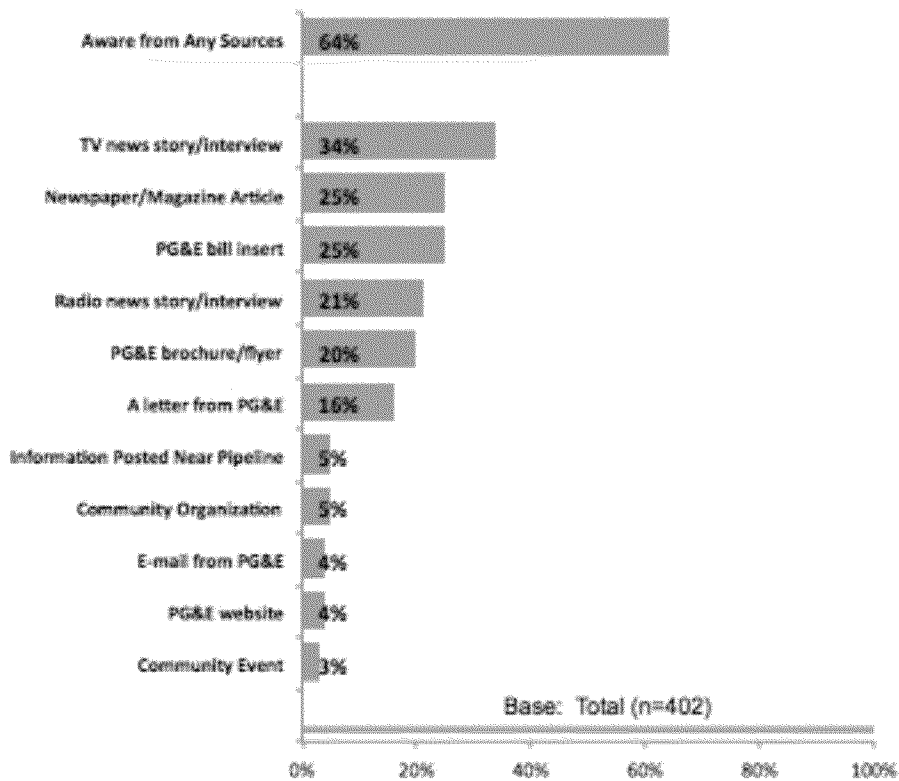
*Nearly all of those who would leave the area said they would also call PG&E and/or 9-1-1 (31% of total respondents).

Recall Receiving Information

Almost two-thirds of customers say they recall seeing, hearing or reading natural gas pipeline safety information from PG&E within the previous six months.

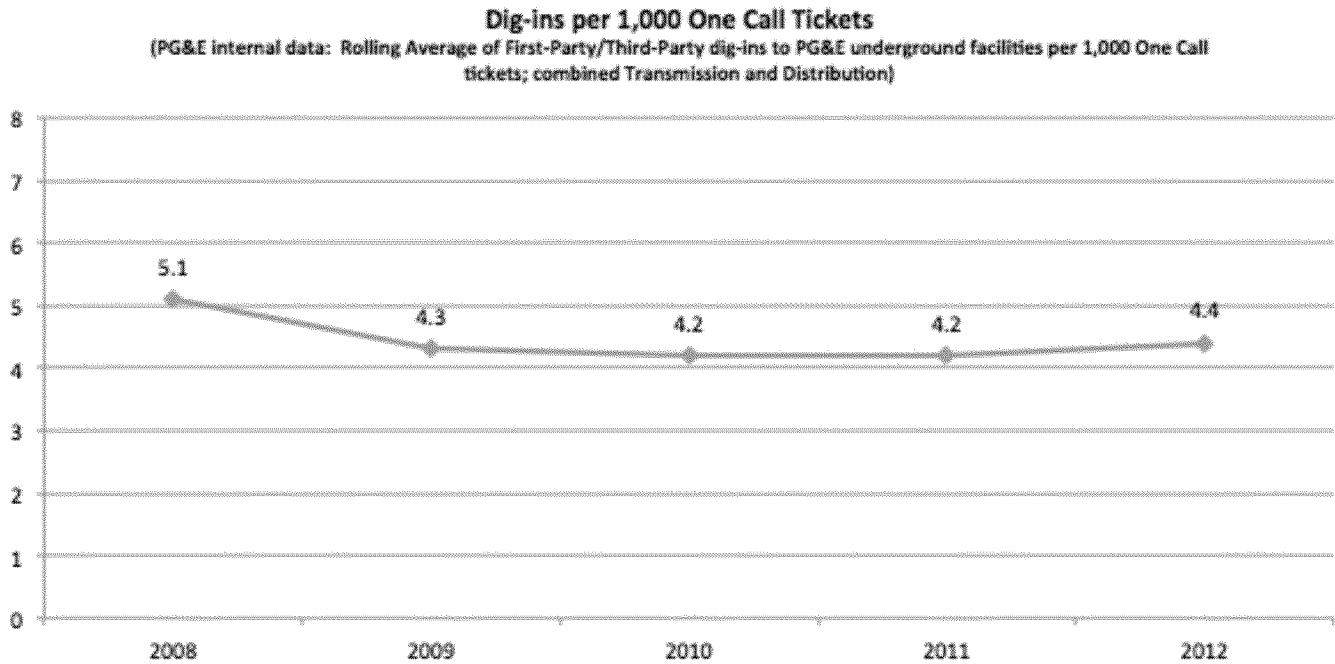
As noted in the graph below, feedback from a May 2012 customer safety survey indicates that 64 percent of customers recall hearing, reading or seeing safety information from a variety of sources.

"...have you seen, heard or read anything from PG&E in the past six months regarding natural gas pipeline safety through any of the following?"



Excavation Damage to Underground Facilities

Operational data show that PG&E's underground facilities were damaged 1,749 times last year due to excavation activity. This equates to almost five damage incidents per day and an average of 4.5 times per 1,000 One Call tickets³ in 2012.



³ Ticket count methodology changed in 2011.

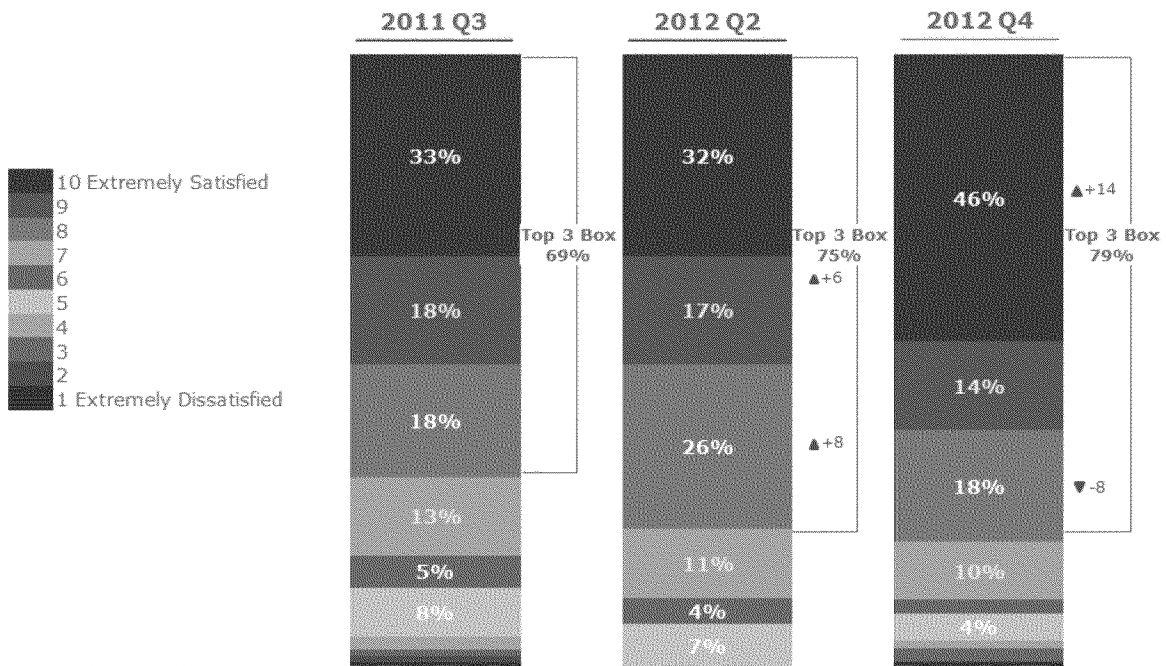
Satisfaction with Pipeline Testing Project Communication & Impact on Perception of Safety

Results from PG&E’s pipeline testing communication effectiveness surveys indicate that PG&E’s communication program for gas transmission and distribution project work is valued by those who receive it and is helping improve the perception of safety among PG&E customers.

As noted in the graph below, 79 percent of survey respondents in the fourth quarter survey said they were very or extremely satisfied with the communication they received from PG&E regarding pipeline testing in their neighborhood.

Overall Satisfaction with PG&E Communication

- Satisfaction with the communication is consistently high. In fact, satisfaction was significantly higher in 2012 Q4 than it was for either of the two previous waves.



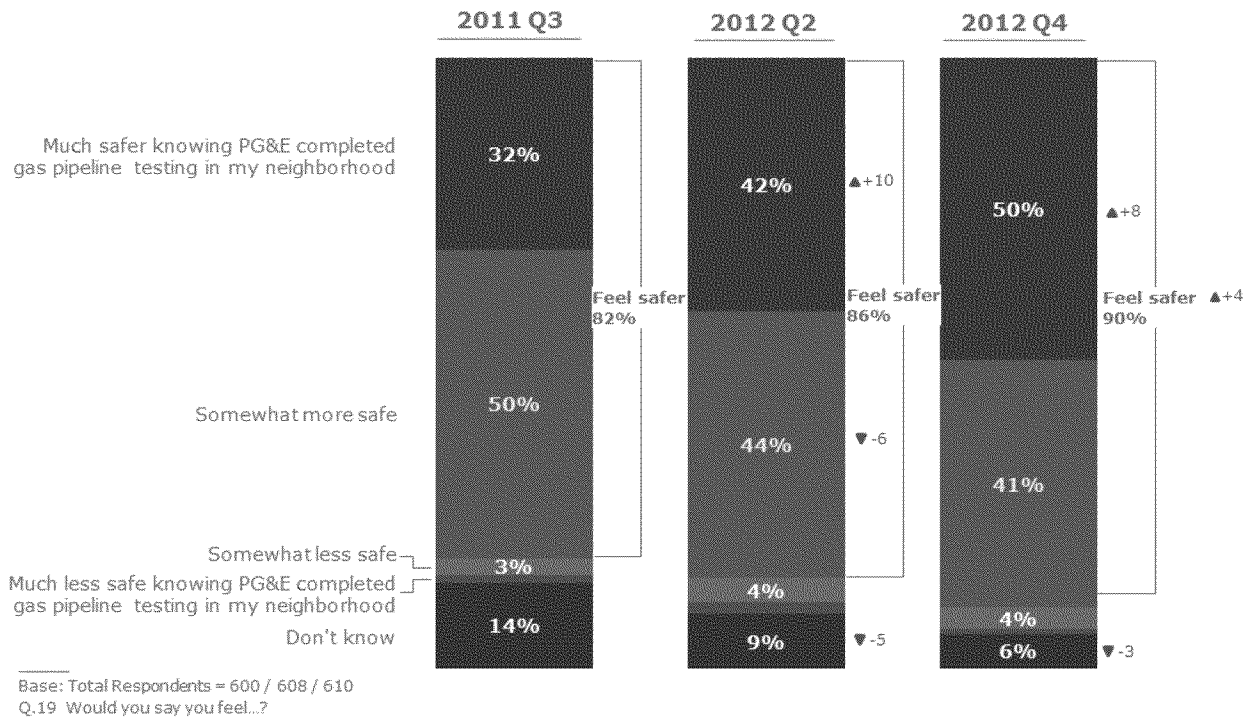
Base: Total Respondents = 600 / 608 / 610

Q.5 Overall, how would you rate your satisfaction with the communications you received from PG&E about gas pipeline testing in your neighborhood?

As noted in the graph below, 90 percent of survey respondents said that they feel safer knowing that PG&E has completed gas pipeline testing in their neighborhood.

Impact on Safety and Assurance

- The percentage of customers who said they feel safer as a result of PG&E gas pipeline testing is at an all-time high, with nine in ten saying they feel safer as a result, compared to four in five in 2011.



CONCLUSION

In 2012 our safety communication activities reached more than 335,000 non-customer homes and businesses located near our transmission lines, 4.1 million gas and electric customers an average of two times each, more than 600 attendees at open house and neighborhood association meetings and many more through our participation in community events and work with community-based organizations.

Feedback from our customers suggests strong awareness regarding how to identify and respond to a possible gas leak or damaged pipeline and indicates that our communication efforts are positively impacting customer perception of safety through increased awareness of PG&E’s efforts to keep pipelines safe.

We are working to rebuild confidence in the communities we serve through our actions and through our safety communication outreach and community partnerships. This will continue to be an area of focus in 2013 and beyond.

APPENDIX – Samples of 2012 Safety Communication Materials

PG&E 2012 Bill Insert

Front/Back Panels:

Safety is PG&E's highest responsibility
 We monitor our gas pipeline operations 24 hours a day, 7 days a week, and we conduct regular inspections and leak surveys.
 To find out more about our comprehensive safety and monitoring program, visit www.pge.com/pipelinesafety.

If you have additional questions, or would like more information, please contact us at the numbers below:

For assistance in English please call
1-888-743-7431

Para ayuda en español por favor llame al
1-800-660-6789

要用粵語/國語請求協助，請致電
1-800-893-9555


Kung kailangang makipag-usap sa nakakasalita ng Tagalog, tumawag sa
1-888-743-7431

Để được giúp đỡ bằng tiếng Việt, xin gọi
1-800-298-8438

Natural gas safety: Important things to know

There's safety in knowledge. Natural gas is one of the most efficient, reliable and affordable sources of energy. Delivering it safely is PG&E's highest responsibility.

Visit www.pge.com/pipelinesafety, call us at 1-888-743-7431 or keep reading for more information.



PG&E's delivery of natural gas is subject to the safety of PG&E's pipeline system. PG&E is not responsible for any damage to property or personal injury caused by the use of natural gas.

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⁴ Bill Insert-Distributed April 2012 and October 2012

*Inside Panels:***Gas pipeline locations**

PG&E offers a comprehensive online map at www.pge.com/pipelinelocations. You can view any location in our service area—your home, place of work or any other areas of interest—to see which transmission pipelines run nearby. Also, the National Pipeline Mapping System, www.npms.phmsa.dot.gov/PublicViewer/, shows the location of liquid fuel and natural gas pipelines across the country, viewable by county.

Spot the signs of trouble

PG&E regularly inspects all of our pipelines to check for possible leaks or other signs of damage. As an additional safety precaution, we also add a sulfur-like odor to natural gas. If you smell this distinctive “rotten egg” odor, move to a safe location and immediately call 911 and PG&E at 1-800-743-5000.

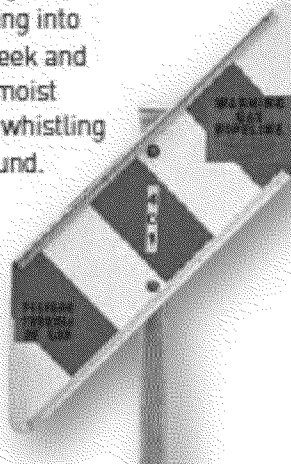
But don't rely on your nose alone. Other signs of a possible gas leak can include dirt spraying into the air, continual bubbling in a pond or creek and dead or dying vegetation in an otherwise moist area. And always pay attention to hissing, whistling or roaring sounds coming from underground.

In case of emergency

If you suspect a gas leak, leave the area immediately and move to a safe location. Then call 911 to notify local police and fire and contact PG&E at 1-800-743-5000. Warn others nearby to stay away from the area. Until you are a safe distance away, do not light a match or operate any device that might create a spark, including electric switches, doorbells, radios, televisions and garage door openers.

Before you dig, know what's below

Damage from excavation is a common cause of pipeline accidents. That's why you must always call 811 at least two working days before you dig—even in your own yard. Underground Service Alert (USA) is a free service that will notify underground utility operators in the area of your planned work. PG&E will then locate and mark our underground gas and electric facilities.




Always be aware of pipeline markers that indicate the need for extra care around a high-volume transmission line. These markers specify the approximate location, but not all pipelines follow a straight path between markers. If you or your contractor accidentally digs into a gas pipeline, do not attempt to stop the flowing gas or extinguish any fire.


SAMPLES OF COMMUNICATION MATERIALS

PG&E 2012 Transmission Right-of-Way Mailing

Postcard (Front):




You live or work near a PG&E natural gas transmission pipeline



There's safety in knowledge. Scan with your smartphone's QR reader or visit www.pge/pipelinelocations to enter your address and learn more about the location of our pipeline near you.

PG&E operates natural gas distribution and transmission pipelines across California. Transmission pipelines are typically larger diameter pipelines that transport natural gas from one region to another and connect with distribution lines that bring gas to individual homes and businesses. PG&E markers are located along transmission pipeline routes. They identify the general location of the pipeline and include the product transported, PG&E's name and an emergency phone number. Notify us immediately if you suspect unauthorized digging near our pipeline by calling 1-800-743-5000.



Postcard (Back):

® Pacific Gas & Electric Company
551 East Street
Hollister, CA 95023

There's safety in knowledge. Know where pipelines are located near your home or business and how to recognize and respond to a leak. **If you smell a "rotten egg" odor, move to a safe location and immediately call 911 and PG&E at 1-800-743-5000.** Other signs of a leak include: hissing, whistling or roaring sounds near the pipeline; dirt spraying into the air; continual bubbling in a pond or creek; and dead or dying vegetation in an otherwise moist area.

You can help prevent a natural gas fire. If you suspect a pipeline leak, warn others to stay away from the area. Do not light a match or operate any mechanical or electronic device that might create a spark.

Damage from excavation activities is a common cause of pipeline accidents. Always call 811 at least two working days before starting any project that involves digging – even in your own yard. Calling 811 connects you to Underground Service Alert (USA), a free service that coordinates with local utilities to mark the location of underground lines including pipelines.

Delivering natural gas safely to customers and across the state is PG&E's highest responsibility. We monitor our gas pipeline operations 24 hours a day, every day. We conduct regular inspections and surveys. To find out more about our safety and monitoring program, visit www.pge.com/piplinesafety.

If you have additional questions, or would like more information, please contact us at the numbers below.

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Para ayuda en español por favor llame al
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1-800-298-8438


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Farmer Excavation Safety Postcard

Postcard (Font):



**Farm and ranch equipment
can damage
underground pipelines.**



Call 811 before plowing, tilling or installing a fence.
California law requires farmers and ranchers to call 811 at least two working days before initiating agricultural excavation activities. Scan with your smartphone's QR reader to watch a short video about the 811 process or call 811 to initiate a free locate request.



Postcard (Back):

Pacific Gas & Electric Company
551 East Street
Hollister, CA 95023

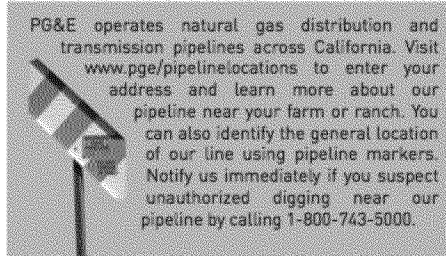


Know what's below.
Call before you dig.

Know What's Below Before You Dig

Your address indicates that you own property or operate a farm or ranch near a PG&E natural gas transmission pipeline. Always call 811 to have lines marked at least two working days before conducting the following activities:

- Plowing
- Tilling
- Terracing
- Scraping
- Chisel plowing
- Subsoiling
- Drain tile installation or repair
- Fence installation or repair
- Shaping of waterways
- Use of backhoes or bulldozers



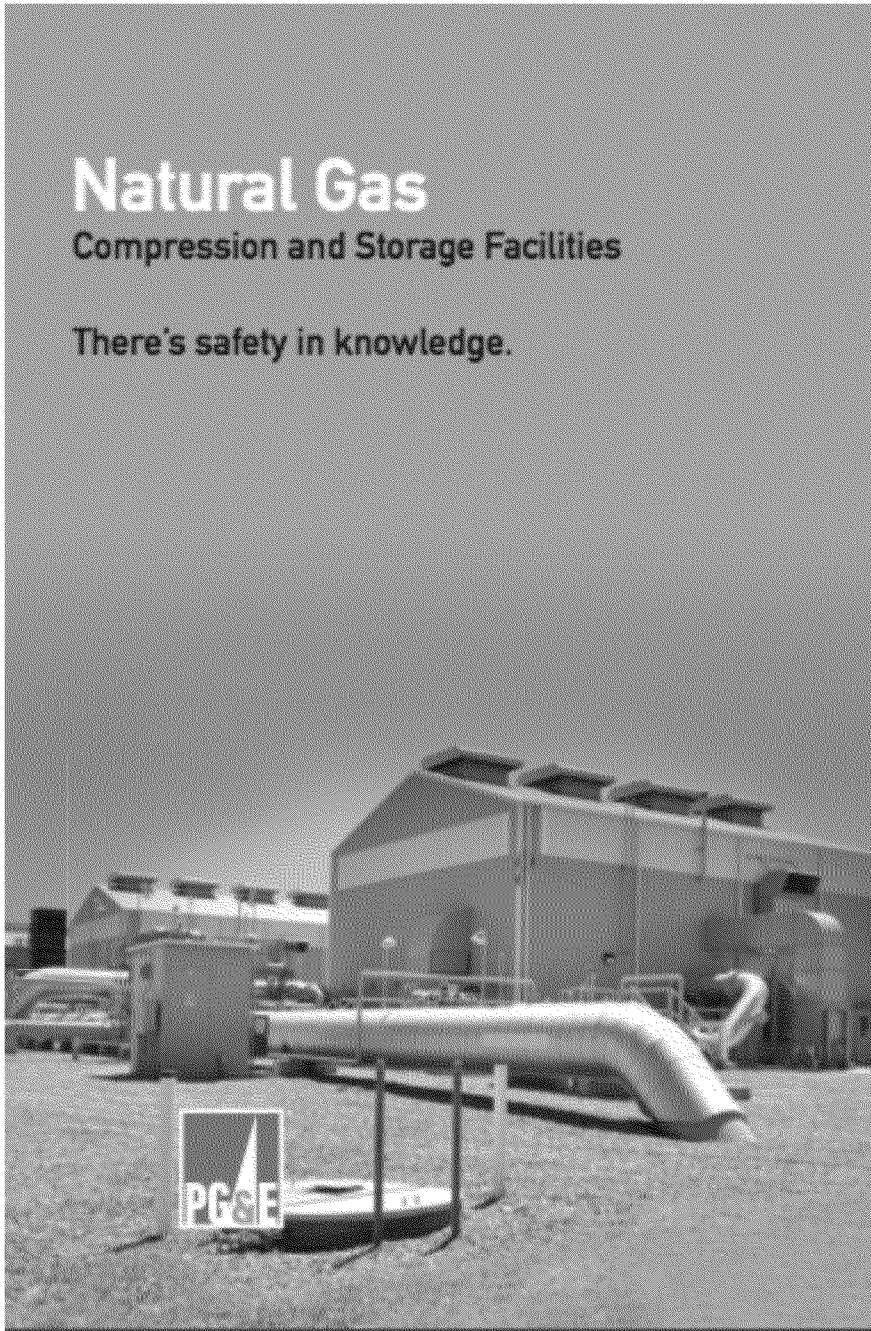
PG&E will mark the location of our pipeline using temporary flag markers and paint. Dig with care using appropriate tools and techniques. A PG&E representative may request to monitor excavation activity close to the pipeline and can help you determine the most appropriate excavation method.

If you dent, scrape or hit a PG&E pipeline while digging, immediately notify us at 1-800-743-5000 from a safe place and call 911 if you suspect a pipeline leak.

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Gas Safety Brochure for Residents Near Compressor Stations & Storage Facilities

Brochure (Front):



Brochure (Inside):

Natural Gas Compression and Storage Facilities

Natural gas is one of the most efficient, reliable, and affordable sources of energy, and pipelines are the safest way of transporting it to our communities. Delivering safe and reliable service is PG&E's highest priority.

You are receiving this material because you live or work near one of the many PG&E facilities that help ensure reliable gas service across California. PG&E has a rigorous maintenance and monitoring schedule to ensure that these facilities keep our system operating smoothly and provide the safest possible service to your community.

In addition to underground pipelines, PG&E relies on several types of gas facilities to deliver reliable gas service. As natural gas flows through the pipelines, it slowly loses pressure and slows down. To assist in moving the gas through the system, compressor stations are placed along PG&E's transmission pipelines. The gas is compressed, which increases the pressure and the speed of the flow of gas, ultimately pushing the gas further down the pipeline. Compressor stations assist with regulating the flow and pressure of a pipeline system, ensuring that gas can be delivered to even the most distant points on the system.

PG&E also relies on storage facilities such as above ground holding tanks and underground gas reservoirs. These storage facilities permit natural gas to be safely stored until it is needed. This helps ensure an adequate supply of natural gas is available to our community during times of high demand, such as cold winter days.

Know the location of PG&E facilities

You can learn where the nearest PG&E gas transmission pipelines are by using our interactive online map at www.pge.com/pipeline/locations.

Natural gas safety tips

Natural gas leaks and accidents are rare, but there's safety in knowing how to respond. Using your senses will help you recognize a leak and respond safely:

To recognize a natural gas leak or emergency:

Sight	Discolored vegetation in an otherwise green or moist area, dust or dirt blowing from an unexpected area, or flames
Sound	A whistle, roaring or hissing sound
Smell	A sulfur-like odor similar to rotten eggs

To respond safely:

DO:

1. Immediately leave the area
2. Call 911 - Then call PG&E at 1-800-743-5000
3. Keep others away from the area

To respond safely:

DO NOT:


- Do anything that could cause a fire or create a spark including:
 - Starting an engine,
 - Turning switches on or off, or,
 - Using a phone or cell phone, unless in a safe area
- Attempt to stop the gas from leaking, turn off a valve or put out a fire
- Remain near the suspected gas leak

How PG&E keeps you safe

PG&E takes significant steps to keep our natural gas facilities safe by using the latest technology and maintenance programs. We prepare and practice emergency response protocols and work closely with emergency responders to be prepared to coordinate in the event an emergency occurs. We also take additional steps to ensure the integrity of pipelines that are located in sensitive or highly populated areas. We actively patrol our pipelines, perform leak surveys and conduct pipeline inspections. For more information on how PG&E maintains the safety of our natural gas system, please visit: www.pge.com/gas.

Know what's below. Call 811 before you dig

Planting a tree, installing sprinklers, building a fence, or planning other digging? In most situations, California law requires you or others doing excavation work to call 811 at least two working days before digging. Homeowners, workers, contractors and professional excavators need to know where gas and electric lines lie underground to prevent injuries, property damage and outages. After you call 811, utility operators like PG&E will send a representative to mark the location of their underground facilities, free of charge.



Three steps to a safe digging project

1. Survey proposed excavation areas, and mark the dig site with white chalk, paint or flour.
2. Call 811 before you dig, and allow utilities such as PG&E the required two working days to mark any nearby underground lines.
3. Dig with care. Determine the exact location of the underground line by using hand tools to excavate within 24 inches of the underground line.

To report an emergency or unsafe digging around a pipeline, call 1-800-743-5000 24 hours a day.

Pipeline markers

Pipeline markers designate the general route of a pipeline and include emergency contact information. However, pipelines may not follow a straight path between pipeline markers, so please call 811 before digging near a pipeline marker.

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And most importantly, know where to find more information


For assistance in English or Spanish:
1-800-743-5000

Para ayuda en español por favor llame a:
1-800-660-6799

日本語サービスセンター 日本語
1-800-493-9555

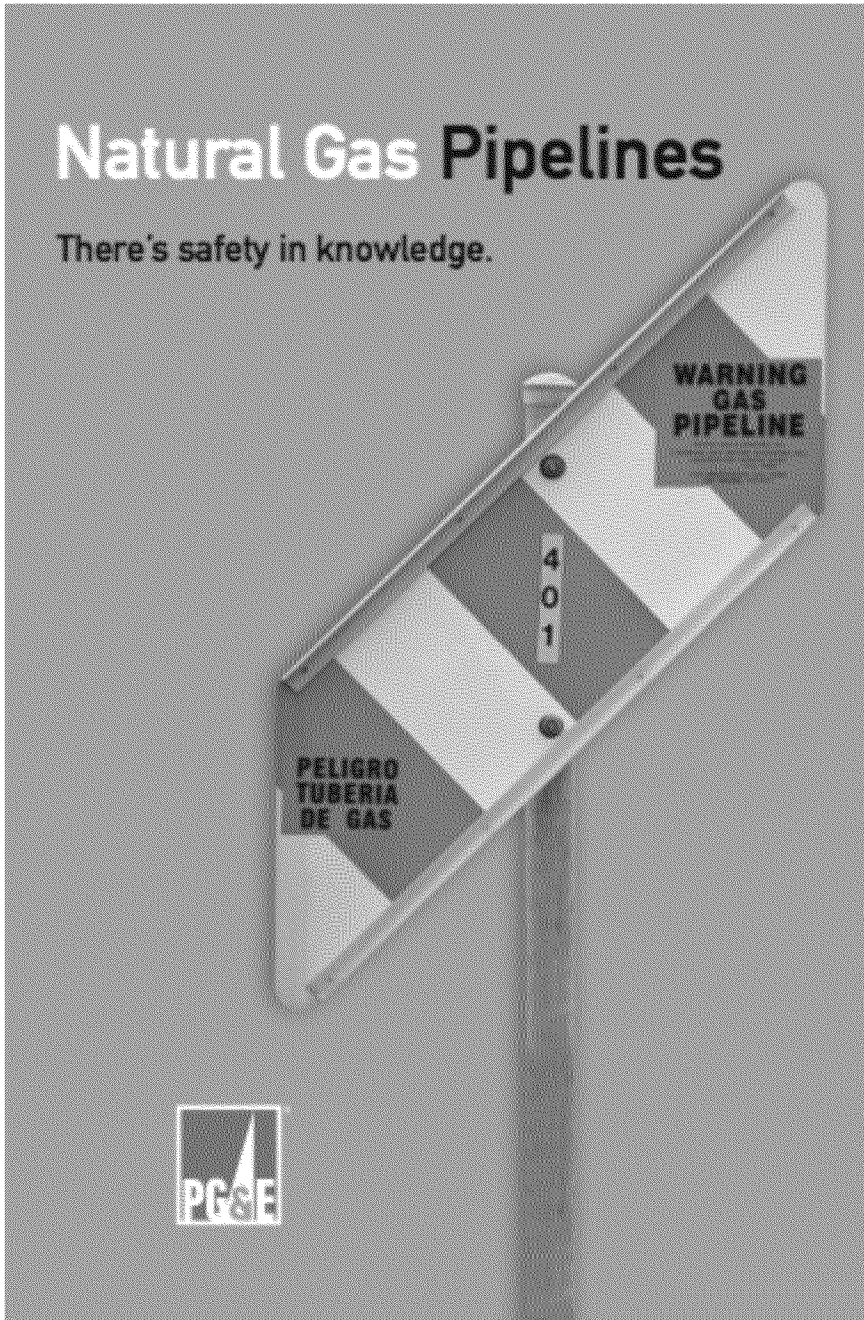
한국어 서비스 센터 (한국어)
1-800-743-5000

Dealing with a gas leak?
Call 911, or call:
1-800-298-8438



Gas Gathering Safety Brochure

Brochure (Front):



Brochure (Inside):

Natural Gas Pipelines

Natural gas is one of the most efficient, reliable, and affordable sources of energy, and pipelines are the safest way of transporting it to our communities. Delivering safe and reliable service is PG&E's highest priority.

You are receiving this information because an underground natural gas gathering pipeline is located near your home, work or community meeting place. Gathering pipelines are used to collect gas from production wells and transport it to the transmission pipelines that carry gas throughout our state. In addition to our regular maintenance and monitoring programs, we want to keep you informed about some steps you can take to ensure safety near underground pipelines.

Recognize and respond to a gas leak

Natural gas leaks and pipeline accidents are rare, but they do happen. Using your senses will help you recognize a leak and respond safely.

To recognize a natural gas leak or emergency:

Sight	Discolored vegetation in an otherwise green or moist area, dust or dirt blowing from an unexpected area, or flames
Sound	A whistle, roaring or hissing sound
Smell	A sulfur-like odor similar to rotten eggs

To respond to a natural gas leak, DO:

- 1 Immediately leave the area
- 2 Call 911. Then call PG&E at 1-800-743-5000.
- 3 Keep others away from the area

To respond safely, DO NOT:

- Do anything that could cause a fire or create a spark including:
 - Starting an engine;
 - Turning switches on or off; or,
 - Using a phone or cell phone, unless in a safe area
- Attempt to stop the gas from leaking, turn off a valve or put out a fire
- Remain near the suspected gas leak

Pipeline awareness and damage prevention

Although unlikely, underground pipelines can be damaged by natural disasters or any man-made actions such as construction or digging. If a pipeline is damaged or disrupted, natural gas may be released, which could create an emergency situation such as a fire. PG&E takes steps to keep our pipelines safe using the latest technology and maintenance programs, and we take additional steps to ensure the integrity of pipelines that are located in sensitive or highly populated areas. We also work to prevent pipeline damage by encouraging anyone planning a digging project to call 811 so that we can mark the location of any underground facilities before any digging occurs.

Identify the pipeline nearest you

You can learn where the nearest PG&E gas transmission facilities are near you by using our interactive online map at www.pge.com/gas/identifylocations. The federal government also maintains an online map of transmission pipelines at www.nema.phmsa.dot.gov.

Learn how PG&E keeps you safe

Learn more about PG&E's pipeline safety programs by visiting www.pge.com/gas/pipeline-safety or calling 1-800-743-7431.



Know what's below. Call 811 before you dig

Planting a tree, installing sprinklers, building a fence, or planning other digging? In most situations, California law requires you or others doing excavation work to call 811 at least two working days before digging. Homeowners, workers, contractors and professional excavators need to know where gas and electric lines lie underground to prevent injuries, property damage and outages. After you call 811, utility operators like PG&E will send a representative to mark the location of their underground facilities, free of charge.



Three steps to a safe digging project

- 1 Survey proposed excavation areas, and mark the dig site with white chalk, paint or flour.
- 2 Call 811 before you dig, and allow utilities such as PG&E the required two working days to mark any nearby underground lines.
- 3 Dig with care. Determine the exact location of the underground line by using hand tools to excavate within 24 inches of the underground line.

To report an emergency or unsafe digging around a pipeline, call 1-800-743-5000 24 hours a day.

Pipeline markers



Pipeline markers designate the general route of a pipeline and include emergency contact information. However, pipelines may not follow a straight path between pipeline markers, so please call 811 before digging near a pipeline marker.

And most importantly, know where to find more information

For assistance in English please call 1-888-743-7431.

Para ayuda en español por favor llame al 1-800-660-6789.

要用粵語/漢語請求協助，請致電 1-800-893-9355.


Kung kailangang makipag-usap sa nakakasalitang Tagalog, tumawag sa 1-888-743-7431.

Đã được giúp đỡ bằng tiếng Việt, xin gọi 1-800-298-8436.

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Gas transmission and distribution project communication samples:

Letter (front)

 **Pacific Gas and Electric Company**

January 25, 2013

Natural gas pipeline work is starting soon in your neighborhood

OR CURRENT OCCUPANT
1000 S 10TH ST
SAN JOSE CA 95112-2437

Dear Valued Customer:

Pacific Gas and Electric Company (PG&E) will be in your neighborhood performing a hydrostatic pressure test on our natural gas pipeline. This is part of our system-wide program to ensure the safety of the transmission pipelines that deliver gas across the region. We will be testing along Story Road between Remillard Court and S King Road in San Jose. Work will begin in mid-February and last until mid-April, although weather and other factors affecting safe working conditions could change the schedule.

Attend an open house
To learn more about this project and PG&E's safety programs, stop by anytime during our open house:
Wednesday, February 6th, 4:30 p.m. to 6:30 p.m.
Bridges Academy Cafeteria, 1702 McLaughlin Avenue, San Jose


What to expect
This test involves excavating around parts of the underground pipeline, filling the pipeline with water, and increasing the pressure to a level that is much higher than the pipeline's normal operating pressure with natural gas. The test will confirm the pipeline's safe operating pressure and reveal potential weaknesses. If the pipe does not meet acceptable standards, it will be repaired or replaced with new pipe. During this test, you will see PG&E and contractor trucks, water tanks, and heavy equipment. Your gas service will continue without interruption in most cases. If that changes, a PG&E representative will contact you.

At times, you may smell gas and hear a loud, steady noise as we vent natural gas from the pipeline using safe and common techniques. Although this is normal when crews are working, we encourage anyone who has concerns about the smell of gas to call us 24 hours a day at 1-800-743-5000.

Traffic impacts
This work will have lane and sidewalk closures along sections of Story Road, west of Highway 101 during construction. PG&E will clearly mark all work areas, and traffic flaggers will help to direct traffic. Please plan for minor delays when driving through this area.

To minimize traffic impacts during peak commute hours, crews will work in the evening and early morning hours. Work will begin at 8:00 p.m. and end at 5:00 a.m. the following day.

We appreciate your patience and cooperation. This letter does not require any action on your part.

Sincerely,

Don Hall
Executive Manager
Energy Solutions and Service

HYDPRE-T-226-13

Contact us
• For questions about this project, contact your local PG&E representative Denise York at (408) 282-7284
• For more information on pipeline safety programs, call our Gas System Help Line at 1-888-743-7431
• To learn about PG&E's natural gas system, visit www.pge.com/gas

Letter (back)

Infórmese acerca del trabajo de seguridad en las tuberías de gas de su vecindario

Pacific Gas and Electric Company (PG&E) se esfuerza por garantizar la seguridad de sus clientes y la integridad de su sistema de transmisión de gas natural. La evaluación de presión hidrostática es una técnica comprobada que evalúa la Resistencia de las tuberías, verifica seguridad a presiones operativas e identifica cualquier punto débil que pueda existir en las mismas.

Que es lo que estamos haciendo

Durante el proceso de evaluación de presión hidrostática, PG&E rellena la tubería con agua y aumenta la presión a un nivel mucho más elevado del que la tubería de gas natural opera normalmente. La presión de agua se mantiene y monitorea por varias horas. Luego de verificar la resistencia de la tubería, se vacía el agua, se seca y se pone en servicio nuevamente. Si la tubería es incapaz de mantener la presión a la que fue sometida, se investiga la causa. Cualquier punto débil que se encuentre será reparado inmediatamente y la tubería será evaluada nuevamente.

Que puede ocurrir

Ocasionalmente los clientes podrían sentir olor a gas u oír un ruido fuerte y constante mientras el gas se descarga durante la construcción. Esto es normal en este tipo de proyectos, pero puede llamarnos al 1-800-743-5000 si tiene alguna pregunta relacionada con el tema. En la mayoría de los casos, su servicio de gas natural continuará sin interrupción. Durante la construcción, usted podría ver en su vecindario vehículos de PG&E y otros tipos de equipos pesados. El tráfico será desviado si fuera necesario. Cuando el proyecto haya finalizado, coordinaremos con las agencias locales y propietarios para restaurar el área.

Para ayuda en español por favor llame al 1-800-660-6789.

天然氣管線工程即將在您的鄰里展開

Pacific Gas and Electric Company (PG&E) 致力確保用戶安全與本公司天然氣輸送系統的完整。靜態液壓測試 (Hydrostatic Pressure Testing) 是一種證明有效的測試方法，用來檢查管線的強度，確認運作時的安全壓力，並且辨識可能存在的任何管線缺失。

我們目前的工作

在進行靜態液壓測試時，PG&E 將管線注滿水，然後將管線壓力提高到比平常輸送天然氣的壓力要高得多的程度。管線必需保持這種高水壓好幾個小時，同時受到監管。管線的強度一旦獲得確認，我們就會抽乾其中的水分，並將乾燥後的管線送回原來的輸送行列。如果管線無法在測試過程中保持壓力，我們會調查原因。如果發現任何缺失會立即進行修補並且重新對管線進行測試。

您可以預期

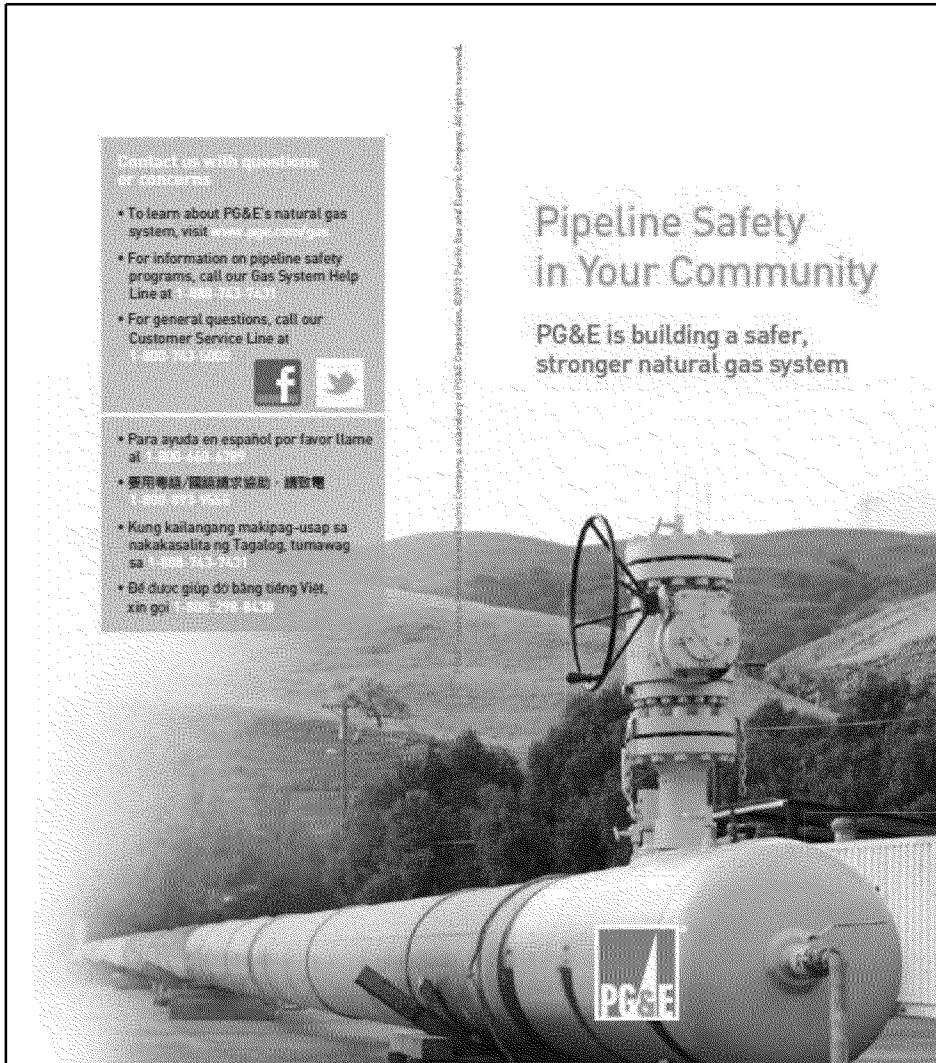
用戶可能偶爾聞到瓦斯的臭味或聽到一種穩定高亢的聲音。這是進行類似工程時的正常現象。但是如果用戶有任何安全上的疑慮，請打電話 1-800-743-5000 與我們聯絡。在大多數情形下您的瓦斯服務不會受到影響。您也許會在工程期間看到 PG&E 卡車和其他重型設備在您的鄰里間進出，車流也會依照需要改道。工程完畢後我們會與當地機構和業主配合將工程進行地區恢復原狀。要用粵語/國語請求協助，請致電 1-800-893-9555。

Kung kailangang makipag-usap sa nakakasalita ng Tagalog, tumawag sa 1-888-743-7431.

Để được giúp đỡ bằng tiếng Việt, xin gọi 1-800-298-8438.

Enclosure with letters:

Brochure (cover)



Brochure (inside pages):

Pacific Gas and Electric Company (PG&E) has a robust program to improve the safety of our natural gas system, which serves more than four million customers in Northern and Central California. These efforts focus on high-pressure, large-diameter transmission pipelines delivering gas across our service area. Here's what we're doing:

Inspecting and modernizing pipelines

We're testing, studying and upgrading our gas system to ensure that pipelines near you are operating safely.

Hydrostatic pressure testing

We fill the pipeline with water and increase the pressure to a level that is much higher than the pipeline's normal operating pressure with natural gas. These tests verify the pipeline's strength and safe operating pressure.

Pipeline replacements

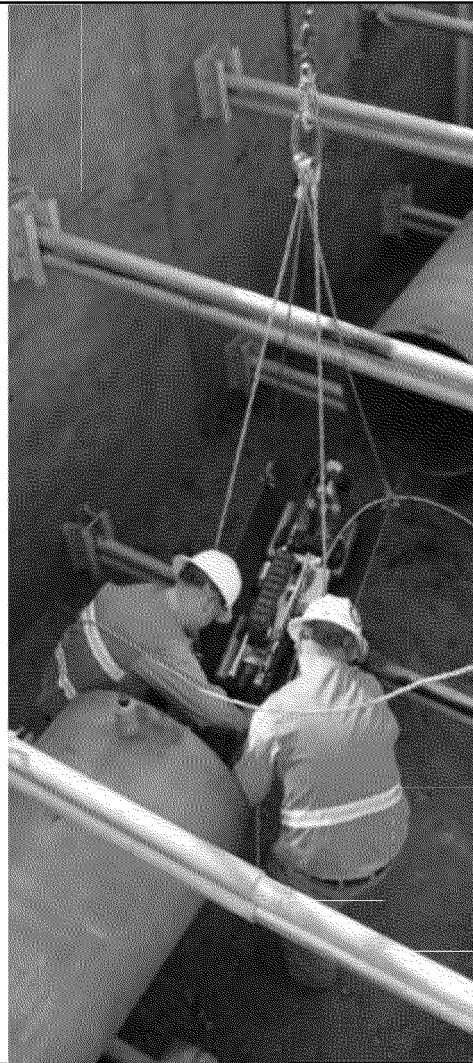
We install pipelines made with new materials and take the older pipelines out of service.

Internal pipeline inspections

We use tools with advanced cameras and sensors inside our pipelines to inspect the welding and pipeline thickness, and identify signs of corrosion or other weaknesses.

Pipeline retrofits

When internal inspection tools can't get through a pipeline for some reason, we retrofit the lines to accommodate these devices.



Modernizing pipeline valves

We're upgrading and installing valves to allow faster response during gas emergencies.

Valve automation

In selected locations, we are automating pipeline valves so they can be operated remotely from our 24-hour gas control center. Some of these valves will also close automatically if a significant change in pipeline pressure is detected.

Improving record keeping

We're overhauling our pipeline records system, making sure that all records are traceable, verifiable and complete.

Going electronic

We are collecting, scanning, and indexing documents from dozens of PG&E field offices, and transitioning away from paper-based record keeping toward a modern electronic data management system.



Taking immediate safety steps

We've already taken action to improve the safety of our system while our long-term projects are being planned or under construction.

Leak surveys

We routinely survey our entire network of gas pipelines for leaks. We will soon increase the frequency of those surveys, and we have added new technology to improve their effectiveness.

Reducing pressure

In selected areas, we have temporarily reduced the pressure of gas flowing through our pipelines as an added safety measure.



What to expect

Smells and sounds

Occasionally during our work, customers may smell gas or hear a loud, steady noise as natural gas is safely released from the pipeline. This is a normal occurrence when we are working on our pipelines. However, we encourage you to call us at 1-800-743-5000 if you have concerns about a potential gas leak.

Sights

You will see PG&E trucks and heavy equipment in your neighborhood, and many of these projects involve large-scale digging. Traffic will be routed around work areas. After the work is complete, we coordinate with local agencies to restore any paving or landscaping disturbed during construction.

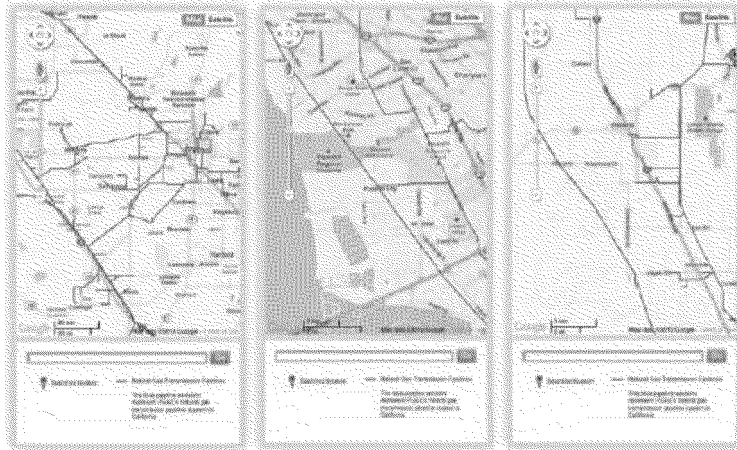
Continuous gas service to customers

In most cases, your gas service will continue without interruption. If that changes, a PG&E representative will contact you.

Pipelines in your community

Pipeline maps

Visit us online at www.pge.com/pipelinelocations to see an interactive map that shows you where pipelines are located in your community. Or, call our Gas System Help Line at 1-888-743-7431 to request a map.



Gas safety

Gas odors

While PG&E is working in your area, you may smell or hear gas being cleared from the pipeline. This is safe and normal, however, we encourage you to call us at 1-800-743-5000 if you have concerns about a gas odor.

Separate from our construction projects, the following signs may indicate a gas leak:

Smell: Distinctive "rotten-egg" odor

Sound: Hissing, whistling or roaring from appliances or underground

Sight: Dirt spraying into the air, continual bubbling in a pond or creek, dead or dying vegetation in an otherwise moist area

Plan ahead, stay safe

Call 811 before you dig:

Even small digging projects can damage underground utility lines. Call 811 before digging to have a representative visit for free to mark underground utilities nearby. Every job requires a call—from planting a tree to installing a deck. For more information about 811 and safe digging practices, visit www.call811.com or call 811.

Safety starts at home:

To schedule a free PG&E safety inspection of your gas furnace and appliances, call 1-800-743-5000.



Web-based Map:

The screenshot shows the PG&E website interface. At the top, there is a navigation bar with links for 'For My Home', 'About PG&E', 'Media Newsroom', 'Careers', 'Contact Us', and 'Support'. A search bar and 'Go' button are on the right, along with a 'Login' link. Below this is a secondary navigation bar with categories: 'Manage My Energy', 'Customer Service', 'Save Energy & Money', 'Environment', and 'Education & Safety'. On the left side, there is a vertical menu titled 'How the System Works' with sub-links for 'Natural Gas System', 'Gas System Overview', 'Leak Updates', 'Gas Pipeline Safety', 'Gas Transmission Pipelines', 'FAQ', 'Electric System', 'Hydrostatic System', 'Grid and Program Area', 'Self-Energy', 'Golden Gate Power Plant', 'Workshops & Training', 'For Teachers & Kids', 'Gas & Electric Safety', 'Digging & Yard Safety', and 'Natural Disaster Safety'. The main content area is titled 'Gas Transmission Pipelines' and contains the following text:

PG&E has a comprehensive inspection and monitoring program to ensure the safety of its natural gas transmission pipeline system. PG&E monitors system status in real time on a 24-hour basis, and regularly conducts leak inspections, surveys, and patrols of all of our natural gas transmission pipelines. Any issues identified as a threat to public safety are immediately addressed.

Below is an interactive map that can help you to learn more about pipelines in your neighborhood.

The map is titled 'Gas Transmission Pipeline System Map' and shows a map of California with blue lines representing natural gas transmission pipelines. A legend below the map indicates that a pin icon represents a 'Searched location' and a blue line represents 'Natural Gas Transmission Pipelines'. A text box explains: 'The blue pipeline sections represent PG&E's natural gas transmission pipeline system in California'. The map includes a search bar with the text 'Enter Address' and a 'Go' button. Below the map, there are three additional sections:

- Log in to My Energy:** A section for users to log in with their PG&E My Energy account. It includes a 'PG&E' logo, fields for 'Username' and 'Password', a 'Forgot your username or password?' link, a 'Log In' button, and a link for 'Don't have an account? Sign up here.'.
- Gas Pipeline Safety:** A section providing information on PG&E's safety program, including links to 'Learn about safety measures PG&E is taking to make you safer' and 'Learn about Hydrostatic Pressure Testing'.
- Gas System Resources:** A section with links to 'Download the American Gas Association's Pipeline Safety FAQ II' and 'PG&E Hotline for Gas Transmission Pipeline Location Information: 1-888-743-7431'.

Additional fact sheets available for customers at open houses:

In-Line-Inspection:

Pipeline Safety in Your Community
Inspecting Inside Pipelines

As part of our recent, multi-year program to improve the safety of our natural gas system, Pacific Gas and Electric Company (PG&E) is in the middle of a robust program to improve the safety of our natural gas system. One important aspect of this program is inspecting inside our pipelines. These advanced inspection methods are safe and reliable, and they have been successfully used by PG&E and the natural gas industry for 30 years.

What we're doing
 PG&E is expanding our in-line pipeline inspection program to cover more miles of pipeline than ever before. Our inspectors follow the following steps:

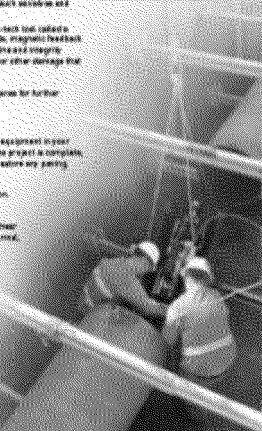
1. **Inspect the area carefully.** PG&E coordinates with local government agencies and inform nearby customers about construction.
2. **Inspect the pipeline.** The goal of this is to identify the inspection.
 - **Inspected cameras.** In some cases, we use high-resolution video to assess the condition of the pipeline (leak, weld, and components such as valves and elbows).
 - **High-tech "smart pig."** In other pipelines, we insert a high-tech tool called a "smart pig" which uses a combination of GPS location data, magnetic field data and other technology to confirm the thickness of the pipeline and integrity of welds. These tools also identify any leaks, corrosion or other damage that may exist.

PG&E then analyzes the inspection results and may identify an area for further inspection or repair.


What to expect
 During construction, you will see PG&E trucks and other heavy equipment in your neighborhood, and traffic may be restricted as needed. When the project is complete, we will coordinate with local agencies and property owners to restore any parking, fencing or landscaping disturbed during the work.

In most cases, your gas service will continue without interruption. If that changes, a PG&E representative will contact you.

As part of the inspection process, customers may smell gas or hear a loud, steady noise as natural gas is safely released. This is normal, but customers are invited to call us at 1-800-735-3889 with any safety concerns.



Additional information:
 • To learn about PG&E's natural gas system, visit www.pge.com.
 • For information on pipeline safety programs, call our Gas Safety Help Line at 1-800-735-3889.
 • For general questions, call our Customer Service Line at 1-800-735-3889.



Pipeline Replacement:

Pipeline Safety in Your Community
Replacing Pipelines

As part of our recent, multi-year program to improve the safety of our natural gas system, Pacific Gas and Electric Company (PG&E) is replacing portions of our large transmission pipelines. In our plans, we're installing new pipelines using industry recognized and proven installation techniques.

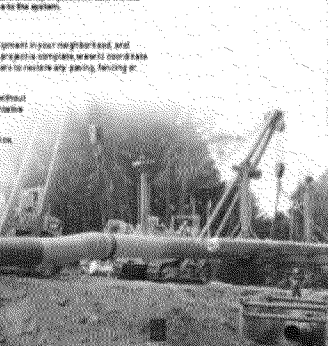
What we're doing
 PG&E is identifying the transmission pipelines in our gas network that need to be replaced. Some of these pipelines will be replaced before the benefits of modern manufacturing and construction techniques. Pipeline replacement involves the following steps:

1. **Inspect the area carefully.** PG&E coordinates with local government agencies and inform nearby customers.
2. **Excavate the area.** Our crews safely make space for the new pipeline by excavating to its or near the surface. The new pipeline is then placed in the ground.
3. **Inspect and test.** Throughout the installation, we inspect the new pipeline's installation and with X-ray technology. We also test the pipe with high-pressure water to verify its safety and strength before it goes into service.
4. **Connect the new pipe.** When the new pipeline is safely in place, we take the old pipe out of service and connect the new one to the system.


What to expect
 You will see PG&E trucks and other heavy equipment in your neighborhood, and traffic may be restricted as needed. When the project is complete, we will coordinate with local agencies and affected property owners to restore any parking, fencing or landscaping disturbed during the work.

In most cases, your gas service will continue without interruption. If that changes, a PG&E representative will contact you.

As the old pipeline is taken out of service, customers may smell gas or hear a loud, steady noise as natural gas is safely removed from the pipe. This is normal, but customers are invited to call us at 1-800-735-3889 with any safety concerns.



Additional information:
 • To learn about PG&E's natural gas system, visit www.pge.com.
 • For information on pipeline safety programs, call our Gas Safety Help Line at 1-800-735-3889.
 • For general questions, call our Customer Service Line at 1-800-735-3889.



Pipeline retrofitting:

Pipeline Safety in Your Community Retrofitting for Pipeline Inspections

As part of our safety program to enhance the safety of our natural gas system, Pacific Gas and Electric Company (PG&E) is assessing the condition of our large transmission pipelines with a variety of advanced tools. To locate these inspection devices, two crews of our pipeline crew, PG&E is adding above-ground access points. We're also modifying sections of pipelines to allow these devices to travel through them.

What we're doing

Many of our pipelines were designed and constructed before modern inspection tools called "smart pigs" were developed. These important devices travel through large pipelines to inspect welds and pipeline thickness, and identify any weaknesses or anomalies. "Smart pigs" involve the following steps:

1. Inform the community. PG&E coordinates with local agencies to identify work areas and inform nearby customers about construction.
2. Install the access points. Crews excavate to make space for the new above-ground access points and to prepare for pipeline modifications.
3. Clear the pipeline. Crews turn off the flow of gas to the sections to be modified and release gas using safe and controlled methods.
4. Modify the pipeline. To make sure "smart pigs" can safely navigate through the pipeline, our crews remove tight bends and diameter changes, and replace fittings and valves.
5. Test the new features. The new pipelines and equipment are pressure tested, and valves and controls are checked to ensure they're operating properly.

What to expect

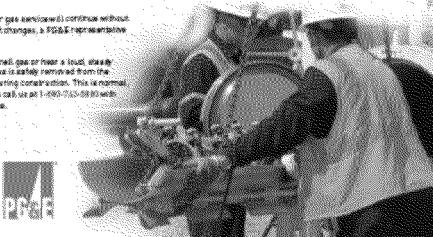
Access points are normally installed on PG&E property or right-of-way. However, we do excavate in nearby areas when we modify pipelines to accommodate the "smart pigs."

In most cases, your gas service will continue without interruption. If that changes, a PG&E representative will contact you.

Customers may smell gas or hear a loud, steady noise as natural gas is safely removed from the pipe periodically during construction. This is normal, but customers can call us at 1-800-733-8888 with any safety concerns.

Contact it with confidence for construction

- To learn about PG&E's natural gas system, visit www.pge.com
- For information on pipeline safety programs, call our Gas System Help Line at 1-800-733-8888
- For general questions, call our Customer Service Line at 1-800-733-8888



Valve automation:

Pipeline Safety in Your Community Automating Pipeline Valves

Pacific Gas and Electric Company (PG&E) is expanding the use of automated pipeline valves as part of our robust program to improve the safety of our natural gas system. With automated valves, PG&E can quickly stop the flow of gas and improve response times during an emergency.

What we're doing

In selected locations, we are automating pipeline valves so they can be operated remotely from our 24-hour gas control center. Some of these valves will also close automatically if a significant change in pipeline pressure is detected. We have several types of automation projects, including adding valves, adding or changing automation on existing valves, or installing valves in new locations. The work involves the following steps:

1. Inform the community. PG&E coordinates with local agencies and informs nearby customers about construction.
2. Prepare the pipeline. When we're placing a new valve on the pipeline, our crews turn off the flow of gas to the section where the valve is located and release gas using safe and controlled methods.
3. Install valve automation. We purchase equipment and controls in place to automate the valve's operation.
4. Test and connect the valve. Before we make the new controls operational, we test them to ensure they're working properly.

What to expect

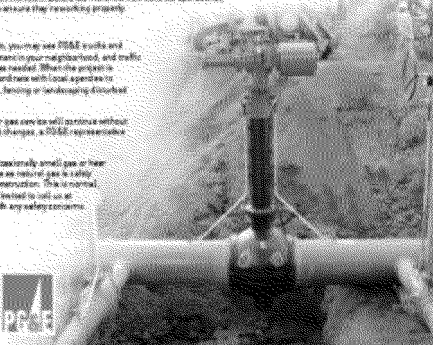
During construction, you may see PG&E work and other heavy equipment in your neighborhood, and traffic will be reduced as needed. When the projects are complete, we'll coordinate with local agencies to restore any gating, fencing or shuttling if occurred during the work.

In most cases, your gas service will continue without interruption. If that changes, a PG&E representative will contact you.

Customers may occasionally smell gas or hear a loud, steady noise as natural gas is safely released during construction. This is normal, but customers are invited to call us at 1-800-733-8888 with any safety concerns.

Contact it with confidence for construction

- To learn about PG&E's natural gas system, visit www.pge.com
- For information on pipeline safety programs, call our Gas System Help Line at 1-800-733-8888
- For general questions, call our Customer Service Line at 1-800-733-8888



Hydrostatic pressure testing:

Pipeline Safety in Your Community
Hydrostatic Pressure Testing

Pacific Gas and Electric Company (PGE) runs a comprehensive program to ensure the safety of our natural gas transmission system. One important aspect of our program is pipeline strength testing, called "hydrostatic pressure testing." This proven technique is used throughout the industry to confirm pipelines' safe operating pressures and identify any weak points.

What we're doing:
PGE is pressure testing gas transmission pipelines in some parts of our service area this year before. Today involves the following steps:

1. **Shut the pipeline:** PGE coordinates with local agencies and informs nearby customers about construction.
2. **Isolate the pipeline:** One end of the line of gas to be tested.
3. **Clear the pipeline:** Natural gas is released using safe and controlled methods. The pipe's interior is mechanically cleaned.
4. **Test the pipeline strength:** The pipeline is filled completely with water. The water is then pressurized to a level much higher than normal operating pressure and the test pressure is held and monitored for a minimum of eight hours.
5. **Reconnect the gas system:** When testing is over, the pipeline's strength and leaks are checked. The pipeline is emptied of water, dried and placed back into service.

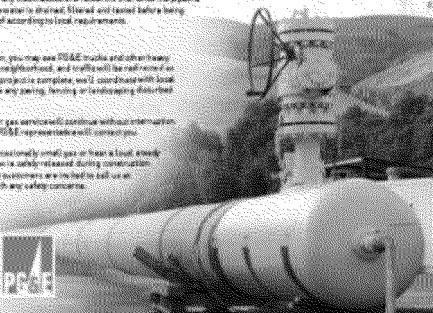
If the pipe is unable to maintain its test pressure, we investigate the cause, immediately repair any weaknesses and retest the line. Once the pipeline passes its test, the water is drained, filtered and reused before being properly disposed of according to local requirements.

What to expect:
 During construction, you may see PGE trucks and other heavy equipment in your neighborhood, and traffic will be rerouted as needed. When the project is complete, we'll coordinate with local agencies to restore any paving, lighting or landscaping disturbed during the work.

In most cases, your gas service will continue without interruption. If that changes, a PGE representative will contact you.

Customers may occasionally smell gas or hear a loud, steady noise as natural gas is safely released during construction. This is normal, but customers are advised to call us at 1-888-232-3888 with any safety concerns.

For more information:
 • To learn about PGE's natural gas service, visit www.pge.com.
 • For information on pipeline safety or repairs, visit our Gas System-Check List at www.pge.com.
 • For general questions, call our Customer Service Line at 1-888-232-3888.



Sample of construction signs posted during project:

Pipeline Safety in Your Community

Natural Gas Pipeline Replacement
 Building a safer, stronger natural gas system



www.pge.com/gas

Pipeline Safety in Your Community

Automating gas shut-off valves: Improving PG&E response time to stop the flow of gas

Thank you for your patience while we work as quickly and safely as possible.

Contact us with questions or concerns

- To learn about PG&E's natural gas system, visit www.pge.com/gas
- For information on pipeline safety programs, call our Gas System Help Line at 1-888-743-7431
- For general questions, call our Customer Service Line at 1-800-743-5000



Pipeline Safety in Your Community

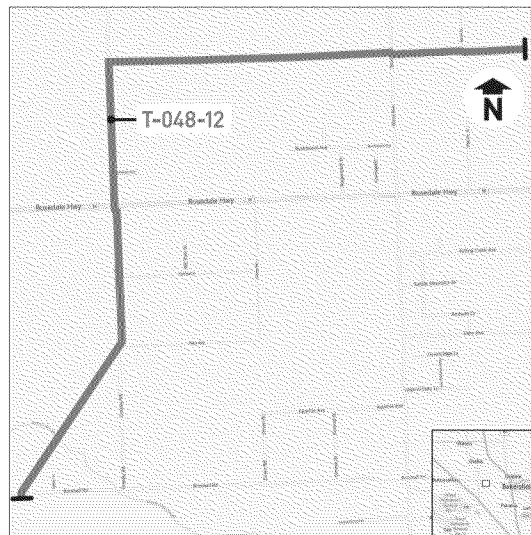
PG&E Gas Safety Project

Hydrostatic Pressure Testing Verifying the safe pipeline operating pressure and identifying any areas for repair

Thank you for your patience while we work as quickly and safely as possible.

Contact us with questions or concerns

- To learn about our natural gas system, visit www.pge.com/gas
- For information on fieldwork and pipeline safety programs, call our Gas System Help Line at 1-888-743-7431
- For general questions, call our Customer Service Line at 1-800-743-5000 at any time



**PACIFIC GAS AND ELECTRIC COMPANY
2014 General Rate Case Phase I
Application 12-11-009
Data Response**

PG&E Data Request No.:	GreenliningInstitute_001-15		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_001-Q15 (c,d,e)		
Request Date:	February 4, 2013	Requester DR No.:	Greenlining-001
Date Sent:	February 19, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Jess Brown/Steve Phillips	Requester:	Enrique Gallardo

SUBJECT: EXHIBIT 5 – CUSTOMER CARE

QUESTION 15

On page 1-10 of Exhibit 5 (Customer Care), PG&E states that it seeks to “engage [its] customers in discussions regarding the gas and electric safety and reliability work going on in their communities so that they have a clear understanding of the safety measures [PG&E is] taking, the necessity of the work, and the potential impact on their neighborhood.” To accomplish this, the Customer Care testimony states it is “committed to expanding [its] communications and involvement in this area.” Please explain how PG&E intends to expand communications in this area.

- a. How does PG&E plan to expand communications in the area of electrical safety and reliability? Will surveys be conducted?
- b. Which customers, if any, will PG&E ask to participate in the assessment?
- c. Will any of the public safety outreach and education initiatives led by the Safety Committee, mentioned on page 1-10, be tailored for limited English-proficient customers? If so, please explain how.
- d. What steps will PG&E take to ensure limited English-proficient customers are engaged in providing input into PG&E’s Key Safety Initiatives?
- e. Will any of the Key Safety Initiatives led by the Safety Committee, mentioned on page 1-10, be tailored for small and medium business customers? If so, please explain how the Safety Committee will tailor the Key Safety Initiatives program for small and medium business customers.

ANSWER 15

- c. PG&E aims to make a reasonable effort to provide safety information in the customer's primary language, with a focus on English, Spanish and Chinese speakers, and with knowledge of the targeted audience. For example, if PG&E knows that a particular geographical area has a large Spanish-speaking population, PG&E makes a reasonable effort to ensure materials are available in-language. The team distributing the information decides exactly which pieces must be translated, as they can best determine the specific needs of their audience. Across PG &E's service area, PG&E provides a dedicated Spanish-language hotline which received more than 500,000 calls in 2012, as well as an on-demand translation service that allows PG&E to provide in-language phone service in more than 100 languages. PG&E also has safety information available online in both Spanish and Chinese.

Selected examples of in-language safety outreach for 2013:

- i. Pipeline Safety Enhancement Plan customer materials: customer letters and fact sheets about projects such as hydrostatic pressure testing, valve replacement, in-line inspections and pipeline replacement all include Spanish and Chinese translations. In areas where PG&E is hosting an open house regarding the work and there is a large population of non-English speakers, PG&E will make a reasonable effort to have a PG&E staff member who can speak the preferred language.
 - ii. Electric Safety and Reliability improvements: customer letters and fact sheets about projects such as TGRAM (Transfer Ground Rocker Arm Main) all include Spanish and Chinese translations.
 - iii. 811 Radio Advertisements: In 2012, PG&E ran radio advertisements in Spanish and English describing Call 811 Before You Dig. PG&E plans to re-use these ads in both Spanish and English in 2013.
 - iv. Contractor and Agricultural Worker safety information: PG&E makes safety information for contractors and agricultural works available in English and Spanish. Free materials are available upon request at www.pge.com/safety. In addition, if a contractor digs in to a PG&E pipeline or causes damage to an electrical facility, PG&E provides a booklet of safety information in English, Spanish and Chinese.
 - v. PG&E has committed to offering customers the choice to receive paper energy statements in English, Spanish or Chinese in 2013. The energy statements typically include a "bill message" often a safety tip, such as 811 information, that is printed directly onto the energy statement.
- d. PG&E makes a reasonable effort to engage and gather feedback from all customers, including both English and non-English speakers. However, selected surveys on particular outreach plans do include outreach specifically to Spanish and Chinese

speakers. PG&E also works closely with its community based organizations through the CARE program to gather input and ensure communications are effective.

- e. The Key Safety Initiatives outlined on page 1-10 represent a summary of safety initiatives within Customer Care, one component of which is the Customer Care Safety Committee (Safety Committee). The other activities, outlined on p. 1-10 lines 33-34 through p. 7-11 lines 1-7, are examples of safety initiatives that support Customer Care’s goal of promoting safety for customers and employees. These examples are executed by other lines of businesses within Customer Care, not by the Safety Committee.

To support Customer Care’s goal to promote safety for customers, the Customer Energy Solutions (CES) organization has plans to expand in the area of electric and gas safety reliability (see response to part “a”). Below is a summary of the electric and gas safety and reliability activities discussed in the CES Chapter Exhibit (PG&E-5) Chapter 7 (see Table 7-4, see testimony p. 7-27).

Work Category	Description
Local Events	Event coordination, event collateral, event promotion and display materials to support locally focused events at schools, fairs, community events etc.
Locally Targeted Media	Locally targeted media and outreach focused on seasonal, weather related or other safety and reliability issues - Examples include: What to do in the event of downed lines in areas with heavy vegetation. Digging safely in agricultural areas (multi-lingual).
Locally Targeted Outreach	Targeted and integrated customer education and outreach (direct mail, leave-behinds, door hangers, etc.) to inform customers about how to safely handle electricity and gas, avoid hazards and deal with dangerous situations.
Printed collateral and online communications	Support materials and online content - includes multi-lingual and materials formatted for visual and hearing accessibility.
Labor	Labor costs associated to manage production of collateral and execution of safety and reliability campaigns and events.

This work is intended to increase general understanding of how to handle potentially hazardous situations involving electricity and gas. PG&E plans to focus electric and gas safety and reliability outreach efforts in schools, community events, and other customer interactions in field. PG&E will also tailor events, collateral and other outreach for Large Commercial and Industrial (LC&I) and Ag Customers, Small and Medium Business (SMB) customers, and the local community based on customer needs. For example, PG&E has developed a fact sheet specifically for SMB customers, to communicate some of PG&E's efforts to upgrade its electric and gas systems to improve safety and reliability for customers.

PG&E will continue to tailor messaging for SMB customers (e.g. "call before you dig" messaging specifically for contractors, landscapers, etc.). PG&E will also develop printed collateral and online communications in multiple languages and formats (e.g. low vision customers), which will allow customers to self-select and adjust language preferences and size of text.

**PACIFIC GAS AND ELECTRIC COMPANY
2014 General Rate Case Phase I
Application 12-11-009
Data Response**

PG&E Data Request No.:	GreenliningInstitute_001-03		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_001-Q03		
Request Date:	February 4, 2013	Requester DR No.:	Greenlining-001
Date Sent:	February 15, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Rich Yamaguchi	Requester:	Enrique Gallardo

SUBJECT: EXHIBIT 3 – GAS OPERATIONS

QUESTION 3

On page 1-27 of Exhibit 3 (Gas Operations), PG&E describes hiring an additional 120 gas service representatives through 2014. How will PG&E ensure that these gas service representatives will communicate effectively with limited English-proficient customers?

- a. Will these representatives receive training in cultural competence?
- b. Will the company actively seek to hire locally within the community being served?
- c. Please describe how PG&E will ensure that the new hires reflect the diversity of the community/ies the new hires will serve.

ANSWER 3

- a. New GSRs receive training on effectively communicating with customers. When working with non-English speaking customers, GSRs contact PG&E's Customer Call Center language hotline for assistance. Alternatively the GSR can contact another GSR if he/she knows that the GSR can speak the language that is needed at that time. Cultural competency is not part of the curriculum at this time.
- b. Yes, PG&E hires locally within the communities it serves. Local area management is involved in selecting local applicants where the GSR positions are open. For most yards, GSRs are required to live within a 30 minute drive from the yards they work out of.
- c. As stated in the response to part (b) above, PG&E hires locally within the community it serves. Our recruiting team seeks to source a diverse pool of applicants and ensures that hiring managers follow a consistent selection process which together should result in hires that are reflective of the relevant labor market. For additional information see Exhibit (PG&E-8), Chapter 2, "Workforce Diversity and Inclusion Policy."

**PACIFIC GAS AND ELECTRIC COMPANY
2014 General Rate Case Phase I
Application 12-11-009
Data Response**

PG&E Data Request No.:	GreenliningInstitute_001-05		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_001-Q05		
Request Date:	February 4, 2013	Requester DR No.:	Greenlining-001
Date Sent:	February 19, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Barry Anderson	Requester:	Enrique Gallardo

SUBJECT: EXHIBIT 4 – DISTRIBUTION

QUESTION 5

On page 1-9 of Exhibit 4 (Electric Distribution), PG&E describes providing Enhanced Customer Communications to keep customers informed about outage information and estimated restoration times. What modes of communication (online, phone calls, text messages, etc.) will be used to communicate to customers?

- a. In which languages will messages be sent?

ANSWER 5

PG&E provides phone calls, text messages and, once PG&E has implemented a preference tracking system, emails to notify customers about outage status.

Additionally, PG&E already offers an outage map, with estimated restoration times as available, on PG&E's website.

- a. At this time, outage notifications are only planned in English.

**PACIFIC GAS AND ELECTRIC COMPANY
2014 General Rate Case Phase I
Application 12-11-009
Data Response**

PG&E Data Request No.:	GreenliningInstitute_001-06		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_001-Q06		
Request Date:	February 4, 2013	Requester DR No.:	Greenlining-001
Date Sent:	February 19, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Kevin Dasso	Requester:	Enrique Gallardo

SUBJECT: EXHIBIT 4 – DISTRIBUTION

QUESTION 6

On page 2-40 of Exhibit 4 (Electric Distribution), PG&E describes its Customer Connections Online initiative. PG&E describes several means of communicating with customers, including automated outbound calls, emails, SMS text messages, etc. In which languages will communication be possible for each mode of communication?

ANSWER 6

The communications will initially be in English until the application is stable and PG&E is confident it is meeting customer needs. PG&E will consider expanding to additional languages in the future.

**PACIFIC GAS AND ELECTRIC COMPANY
2014 General Rate Case Phase I
Application 12-11-009
Data Response**

PG&E Data Request No.:	GreenliningInstitute_001-04		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_001-Q04		
Request Date:	February 4, 2013	Requester DR No.:	Greenlining-001
Date Sent:	February 21, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Susie Martinez	Requester:	Enrique Gallardo

SUBJECT: EXHIBIT 4 – DISTRIBUTION

QUESTION 4

On page 1-6 of Exhibit 4 (Electric Distribution), PG&E describes a public education campaign concerning electric safety and what to do when a wire is down. If they are available, please provide any metrics developed to measure the effectiveness of messaging.

- a. Will these metrics be applied regarding messaging in languages other than English?
- b. What procedures is PG&E taking to ensure that the public education is effective for limited English-proficient communities?

ANSWER 4

In 2012, there were two metrics used to measure the effectiveness of the campaign: Brand Favorability and Trust. The Brand Favorability metrics are available in attachment GRC2014-Ph-I_DR_GreenliningInstitute_001-04Aatch01.

- a. In 2012, the metrics drew on respondents from English speakers only, rather than any specified ethnic/cultural group. For 2013, PG&E will instruct our third party vendor to segment populations (general and ethnic) for effectiveness metrics.
- b. PG&E communicates Safety “Wires Down” messages through various channels: ethnic print, out-of-home, digital banners, radio, video and internet, in multiple languages, to include: Spanish, Cantonese/Mandarin, Tagalog, and Hmong. As discussed in response to subpart “a” of this question, the Company will measure the effectiveness of our outreach through our third party vendor.

Critical Work Metric – Brand Favorability

October: Methodology changed to better reflect PG&E customer demographics in sample population.

Month: November 2012

Metric: Brand Favorability

Description:

- A survey that measures overall opinion of the PG&E brand throughout the service territory
- Survey responder target is 2,500 per month

Performance

Results:

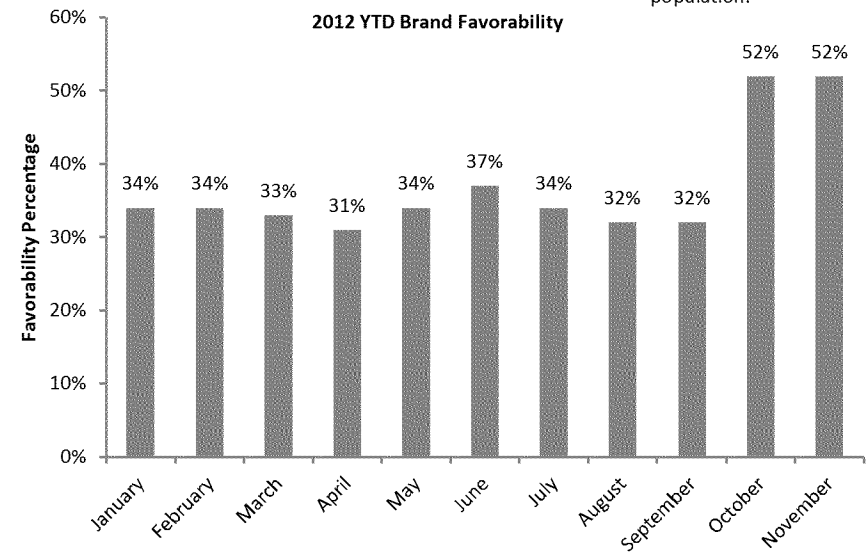
Month Results			YTD Results		
Actual	Plan	Variance	Actual	Plan	Variance
52%	52%	0%	52%	52%	0%

Full Year		
Forecast	Plan	Variance
52%	41%	11%

Explanation:

- Methodology changed in October to broaden sample size and enhance polling parameters across PG&E service territory.
- Progress based on Customer Satisfaction and Brand Advertising Campaign.

Source: Ad Awareness and Impact Study, Targetbase telephone survey, October 2012.



Actions:

Milestone/Activity	Date	Owner
For December, run print ads throughout the service territory and bus wraps in Sacramento	12/31/2012	█
Coordinate with business units on 2013 brand campaign strategy	1/31/2013	█
Establish agency of record for 2013	3/31/2013	█
Launch next phase of brand campaign, focusing on back to basics strategy	5/31/2013	█

- █ Not Started
- █ On schedule
- █ On schedule with some concerns
- █ At risk requiring leadership support
- █ Complete

**PACIFIC GAS AND ELECTRIC COMPANY
2014 General Rate Case Phase I
Application 12-11-009
Data Response**

PG&E Data Request No.:	GreenliningInstitute_002-02		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_002-Q02(f)		
Request Date:	April 26, 2013	Requester DR No.:	Greenlining-002
Date Sent:	May 9, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Jess Brown	Requester:	Enrique Gallardo

SUBJECT: SMB SERVICE IMPROVEMENT

QUESTION 2

On page 1-2 of Exhibit 5 (Customer Care), PG&E explains that it is “increasing and improving the energy services available to [its] small and medium business customers.”

f. How many accounts does each ES&S account manager handle at a time?

ANSWER 2

f. Energy Solutions & Service (ES&S) has two groups of account managers, one assigned to large commercial & industrial and agricultural (LC&I and Ag) customers and the other assigned to small and medium business (SMB) customers. Account managers working with LC&I and Ag customers have designated customer account assignments. Account managers working with SMB customers are intended to provide customer service to the overall SMB population and do not have specific customer account assignments.

On average, in 2012, LC&I and Ag account managers managed approximately 59 customer accounts each (total number of LC&I and Ag customers with an assigned account manager in 2012 divided by the total number of LC&I and Ag account managers in 2012). On average, in 2012, SMB customer account managers were assigned to manage approximately 4,069 customer accounts each (total number of SMB customers in 2012 divided by the total number of SMB account managers in 2012).

Note: The total number of SMB customers is based on Person ID. The number of customer accounts managed by SMB account managers is also based on Person ID.

PG&E Data Request No.:	GreenliningInstitute_001-16		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_001-Q16		
Request Date:	February 4, 2013	Requester DR No.:	Greenlining-001
Date Sent:	February 13, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Jess Brown	Requester:	Enrique Gallardo

SUBJECT: EXHIBIT 5 – CUSTOMER CARE

QUESTION 16

On page 1-13 of Exhibit 5 (Customer Care), PG&E indicates that “the basic service PG&E will provide to customers in 2014 will require an increase of approximately 145 full-time employees compared to 2011” which PG&E says “will improve business customer satisfaction with a return to higher staffing levels to provide basic customer service for small and medium business customers.” Please explain how this change will improve customer satisfaction among small and medium business customers.

- a. How did PG&E determine that an increase of approximately 145 full-time employees would improve customer satisfaction?
- b. Will these new employees solely focus on improving customer satisfaction for small and medium business customers? Will new employees assist residential customers as well?
- c. Will any of these new employees be bilingual? If so, what languages will they speak? How many new employees will be bilingual? Does PG&E provide a pay differential for bilingual employees?
- d. What process does PG&E plan to use to determine how to meet the needs of limited English-proficient business customers? What criteria will PG&E use to determine how many bilingual speakers to hire? What criteria will PG&E use to determine which languages will be needed? What data will PG&E used to determine this need?
- e. Will PG&E assess customer satisfaction once the new employees are hired? How will PG&E assess customer satisfaction?

ANSWER 16

- a. In 2007, PG&E was able to provide a higher level of service and address basic customer service needs by having a staff of approximately 176 full-time employees. By 2011, there were 64 equivalent employees providing basic customer service to customers.

Given the complex environment of time-varying rates, energy tools and resources that are available to customers, PG&E recognizes the growing need to 'get back to back to basics' and provide customers with basic customer services, including, but not limited to; addressing billing issues, new service requests, planned gas or electric shutdowns, providing outage and reliability communications; helping customers understand rate options; providing a higher level of direct support so customers can better manager their energy costs; and resolving other utility issues as a result of these increased interactions. PG&E believes that providing these basic customer services and meeting these basic customer needs will improve business customer satisfaction.

PG&E is proposing an increase of 145.8 full-time employees, moving PG&E to a staffing level comparable to 2007, to increase time spent with assigned Large Commercial & Industrial (LC&I) and Ag customers and provide service to 30% of the Small and Medium (SMB) population compared to approximately 3% of the SMB population in 2011. The increase of 145.8 full-time employees was determined based on several assumptions and calculations provided on WP 7-23, lines 1-3. PG&E has also provided a break-down in the table below.

Cost Assumptions: Assumes 1920hrs = 1 full-time position; labor rate of \$150,000/position (see WP 7-69); labor escalation rate of 2.75% (see Exhibit (PG&E-10), Chapter 3). Reference: WP 7-20

Line	Customer Account Services Resource Requirements		Assumptions	Calculations	Full-time Positions (FTEs)	Reference
1	Large Customers	An estimated increase of approx. 23,490 hours will be required in order to increase time spent providing customer service to LC&I and Large Ag customers by 25% from 2011.	Based on 2011 hours spent providing customer service to Large Customers (~93,950 hours) and an increase by 25% from 2011. Assumes 1920 hours per position.	93,950 hours x 25% = 23,490 hours 23,490 hours /1920 hours per position= 12.2 positions	12.2	WP 7-69 line 7
2	SMB Customers	An estimated increase of approx. 256,625 hours will be required in order to successfully increase customer service and interactions with SMB customers more than eight-fold over 2011. This considers the time required for meeting preparation, in-person/phone based interactions, and follow up subsequent to meeting. This will allow PG&E to service approximately 30% of the SMB population.	Based on 2011 hours spent providing customer service to SMB Customers (~28,930 hours) and an increase of more than eight-fold from 2011. 324,000 SMB customers x 30% = 97,200 SMB customers Assumes 1920 hours per position. Assumes 324,000 SMB customers.	Approximately 28,930 hours x 8.8 = approximately 256,625 hours 256,625 hours /1920 per position = 133.6 positions	133.6	WP 7-69 line 7
3	Total Positions				145.8	

b. The increase of 145.8 full-time employees will focus on increasing time spent with LC&I and Large Ag customers and increasing service and interactions with SMB customers (see response to 16a). The Energy Solutions and Services (ES&S) department is also involved in community events, such as energy management workshops, to promote the efficient use of energy and ways to manage energy costs. During these events, the ES&S customer account managers also help address basic customer service needs and questions from residential customers related to, among others, rate options, reliability, billing, etc.

c. Given the diverse population within PG&E's service territory, PG&E's Energy Solutions and Service Department (ES&S) leverages its current account manager staff, and other internal and external resources to meet the basic customer service needs of its diverse customer base.

Currently, ES&S has 62 employees who are bilingual, either fluent or proficient in one or more of the following languages: English, Spanish, Chinese, Vietnamese, Tagalog, among others. ES&S customer account managers utilize their language skills in their in-person and over the phone interactions with customers, on an as needed basis. Customer account managers may also utilize other resources to communicate with limited English-speaking customers. For in-person interactions, customer account managers may partner with third party programs/local government partnerships and leverage their language skills to communicate with customers. For over the phone interactions, customer account managers may utilize PG&E's internal language line, which provides translation services to over 190 languages to communicate with customers (see Exhibit (PG&E-5) Chapter 2).

ES&S recognizes the need to communicate with customers based on the customer's language preference. ES&S will continue to adjust communications based on customer preferences and utilize current customer account manager staff, as well as internal and external resources to meet language needs. Similarly, ES&S will take language skills, including types of languages, into consideration for future ES&S staffing as needed.

PG&E does not provide a pay differential for bilingual employees.

d. ES&S account managers follow a general process (see response to 9a) to determine the needs of their customers regardless of language. ES&S account managers may determine that language barriers exist based on interactions with customers and/or experiences within their local community. Currently, if these situations occur, customer account managers may utilize their language skills and/or seek other language sources to help communicate with the customer.

To determine how to meet the needs of limited English-proficient customers, including the number of bilingual speakers to hire and languages needed in the future, ES&S will take several factors into consideration, including but not limited to; assessing demographics in PG&E's service territory; identifying customer language preferences;

speaking to customer account managers to determine language needs and/or barriers experienced during interactions with customers and the community; assessing customer account manager language skills; evaluating available resources for language interpretation and translation (e.g. PG&E’s language line); and other resource options such as increasing bilingual ES&S staff.

e. PG&E will continue to assess customer satisfaction through the on-going, GRC-funded customer service tracking studies conducted by the customer research staff. The GRC-funded customer service tracking studies conducted by the customer research staff, for the Customer Care organization are summarized in the table below.

a. Survey	Customer Type	Survey Description	Frequency/Survey Timing
Gas Utility Residential Customer Satisfaction Study	Residential Customers	Online survey of residential customers nationwide to assess satisfaction with their utility (conducted by J.D. Power & Associates).	Online survey of approximately 1,100 PG&E residential gas customers; surveyed over four waves per 12-month period; reported annually.
Electric Utility Residential Customer Satisfaction Study	Residential Customers	Online survey of residential customers nationwide to assess satisfaction with their utility (conducted by J.D. Power & Associates).	Online survey of approximately 2,400 PG&E residential electric customers; surveyed over four waves per 12-month period; reported annually.
Gas Utility Business Customer Satisfaction Study	Small to Large Business Customers (average monthly gas bills of \$200 to \$50,000)	Online survey of business customers nationwide to assess satisfaction with their utility (conducted by J.D. Power & Associates).	Online survey includes approximately 580 PG&E business gas customers; surveyed over two waves per 12-month period; reported annually.
Electric Utility Business Customer Satisfaction Study	Small to Large Business Customers (average monthly electric bills greater than \$250)	Online survey of business customers nationwide to assess satisfaction with their utility (conducted by J.D. Power & Associates).	Online survey of approximately 970 PG&E business electric customers; surveyed over two waves per 12-month period; reported annually.
Residential Customer Satisfaction Survey	Residential Customers	Random telephone survey of residential customers within PG&E’s service territory (conducted by BMI).	Ongoing telephone interviews of 750 residential customers completed each quarter (3,000 annually); reported quarterly.
Business Customer Satisfaction Survey	Small Business Customers (with three or fewer service agreements and \$20,600 or less per year in charges, or with four or more service agreements and \$11,300 or less per year in charges; gas-only customers who pay \$5,000 or less per year in charges also qualify) AND	Random telephone survey of small and medium business customers within PG&E’s service territory (survey conducted by BMI).	Ongoing telephone interviews of 900 business customers completed each quarter (3,600 annually); reported quarterly.

	Medium Business Customers (with three or fewer service agreements and between \$20,600 and \$136,000 per year in charges, or with four or more service agreements and between \$11,300 and \$136,000 per year in charges; gas-only customers who pay between \$5,000 and \$50,000 per year in charges also qualify)		
Account Manager Customer Satisfaction Survey	All business customers with an account representative	Email and phone survey of assigned business customers to measure satisfaction and experience with account reps and identify ways to improve satisfaction (survey conducted by Hiner & Partners)	Email and phone survey of approximately 1,800 assigned business customers; Survey conducted and reported annually (one wave per 12-month period).
Gas Pipeline Venting Communication Survey	Residential Customers	Evaluate effectiveness of and satisfaction with the communications around pipeline testing among affected customers.	Phone survey of residential and business customers; reported semi-annually in Q2 and Q4.
Wireless Satisfaction Study	Telecom Business Customers (e.g. AT&T)	Measure satisfaction with the program and identify ways to improve it.	Email survey of business customers leasing space via our NRD product offering; reported annually.

**PACIFIC GAS AND ELECTRIC COMPANY
2014 General Rate Case Phase I
Application 12-11-009
Data Response**

PG&E Data Request No.:	GreenliningInstitute_002-08		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_002-Q08(a)		
Request Date:	April 26, 2013	Requester DR No.:	Greenlining-002
Date Sent:	May 9, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Jess Brown	Requester:	Enrique Gallardo

SUBJECT: BASIC SERVICE HIRING – SMB FOCUS

QUESTION 8

On page 1-13 of Exhibit 5 (Customer Care), PG&E indicates that “the basic service PG&E will provide to customers in 2014 will require an increase of approximately 145 full-time employees compared to 2011” which PG&E says “will improve business customer satisfaction with a return to higher staffing levels to provide basic customer service for small and medium business customers.” PG&E indicated that PG&E is proposing an increase of 145.8 full-time employees, moving PG&E to a staffing level comparable to 2007, to increase time spent with assigned Large Commercial & Industrial (LC&I) and Ag customers and provide service to 30% of the Small and Medium (SMB) population compared to approximately 3% of the SMB population in 2011.

- a. Please explain how PG&E determined that 30% of the SMB population should be serviced.

ANSWER 8

- a. In response to DRA-82-Q17Atch01, PG&E shows that the number of service interactions with SMB customers in 2012 has more than doubled compared to 2011 (11,069 interactions in 2011 compared to 28,767 interactions in 2012), which has resulted in increased time spent with these customers on service related activities from 3% of the SMB population in 2011 to 8% in 2012. With approximately 310,000 SMB customers defaulting to Peak Day Pricing in 2014, PG&E recognizes the need to continue to provide greater communications and service to these SMB customers given the complexity of rates and availability of detailed energy usage information as a result of metering technology. The increased interactions with SMB customers regarding PDP will also lead to increased basic service interactions with some of these customers. PG&E determined that 30% of the SMB population will need support from PG&E to address their basic service needs based on historically

increasing service needs, interactions and time spent with SMB customers as a result of increased outreach to SMB customers in 2014.

Note: The 310,000 SMB customers defaulting to PDP is based on the number of service agreements eligible for PDP out of the total SMB population of 490,000.

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Data Response**

PG&E Data Request No.:	GreenliningInstitute_002-02		
PG&E File Name:	GRC2014-Ph-I_DR_GreenliningInstitute_002-Q02(a)(b)(c)(d)(e)(g)		
Request Date:	April 26, 2013	Requester DR No.:	Greenlining-002
Date Sent:	May 8, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Jess Brown	Requester:	Enrique Gallardo

SUBJECT: SMB SERVICE IMPROVEMENT

QUESTION 2

On page 1-2 of Exhibit 5 (Customer Care), PG&E explains that it is “increasing and improving the energy services available to [its] small and medium business customers.”

- a. Are bilingual assessors assigned to conduct assessments for SMB customers with limited English-proficiency (LEP)?
- b. If bilingual assessors are not assigned to conduct assessments for LEP SMBs, are interpreters provided to conduct the assessment?
- c. Are SMBs asked if they prefer an Energy Solutions and Services (ES&S) account manager that speaks a particular language?
- d. Are assessments programmed for every customer or only customers that request them?
- e. How many ES&S account managers does PG&E currently employ?
- f. How many accounts does each ES&S account manager handle at a time?
- g. Is PG&E tracking customer awareness of the use by SMB customers of energy management tools developed by PG&E?

ANSWER 2

- a. PG&E interprets the term “assessors” to mean the customer account managers within the Energy Solutions and Service (ES&S) department. Currently, PG&E has 62 bilingual ES&S account managers serving PG&E’s Large, Commercial, Industrial & Agricultural (LC&I and Ag) customers and Small and Medium Business (SMB) customers, and local communities (see response to Greenlining-001-Q28). These ES&S account managers are not assigned to customers based on language, but will utilize their language skills based on the needs of the customer.
- b. As PG&E stated in response to Greenlining-001-Q17c, ES&S account managers follow a general process to determine the needs of their customers, then tailors and

adjusts based on customer needs. ES&S account managers may determine that language barriers exist and bilingual services are needed based on their interactions with customers and/or experiences within their local community. Currently, if these situations occur, customer account managers may utilize their language skills and/or seek other language resources to help communicate with the customer.

In response to Greenlining-001-Q16c, PG&E states that it provides translation and interpretation resources used by ES&S customer account managers for both in-person and over-the-phone customer interactions

- c. ES&S account managers follow a general process to determine the needs of their customers (see response to Greenlining-001-Q9a). During an interaction with the customer, an ES&S account manager may determine that a language barrier exists and ask if the customer prefers to speak with another ES&S or PG&E representative that speaks a particular language. When an SMB customer calls into the Business Customer Service Center (BCSC) they may also indicate if they would prefer an ES&S or PG&E representative that speaks a particular language. As stated in response to Greenlining-001-Q16, PG&E provides translation and interpretation resources used by ES&S customer account managers for both in-person and over-the-phone customer interactions.
- d. PG&E interprets this question as it relates to whether the assessments, similar to the example provided in response Greenlining-001-Q9a, are available to all customers. PG&E provides energy assessment solutions for all business customers, which are available in the form of a “do-it yourself” energy assessment, over-the-phone energy assessment, and onsite energy assessment. Customers can utilize the Business Energy Check-up tool available through My Energy that allows SMB customers to compare their energy usage to similar businesses and receive customized integrated demand side management recommendations for saving energy and reducing their energy costs (see response to Greenlining-001-Q9b). Customers also have the option of contacting PG&E’s Business Customer Service Center (BCSC) where representatives are available to guide them through the Business Check-up tool over the phone. Customers may also request an onsite energy assessment by contacting the BCSC or their ES&S customer account manager.
- e. In 2012, there was an average of 204 ES&S account managers providing service to Large Commercial, Industrial and Agricultural (LC&I and Ag) and Small and Medium Business Customers (SMB).
- g. PG&E interprets this question as it relates to the tracking of SMB customer awareness of energy management tools developed by PG&E.

The customer research staff within the Customer Insight and Strategy (CIS) department conducts two awareness surveys for small business customers. The

Small Ag Awareness Survey and SMB Awareness surveys measure the effectiveness of the outreach in educating customers about the transition to Time-varying rates. This includes, among other things, educating transitioning customers about energy management tools (e.g. My Energy) that are available to help customers manage energy usage. These surveys are targeted for Small Agricultural customers and Small and Medium business (SMB) customers prior to defaulting to TVP. PG&E also plans to measure awareness and understanding of key messaging elements, including energy tools for each customer segment defaulting to TOU and PDP.

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Data Response**

PG&E Data Request No.:	GreenliningInstitute_002-09		
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Date Sent:	May 8, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Jess Brown	Requester:	Enrique Gallardo

SUBJECT: ES&S ASSESSMENT – LEP FOCUS

QUESTION 9

PG&E also explains that to determine how to meet the needs of LEP customers, including the number of bilingual speakers to hire and languages needed in the future, ES&S account managers will take several factors into consideration, including but not limited to; assessing demographics in PG&E’s service territory; identifying customer language preferences; speaking to customer account managers to determine language needs and/or barriers experienced during interactions with customers and the community; assessing customer account manager language skills; evaluating available resources for language interpretation and translation (e.g. PG&E’s language line); and other resource options such as increasing bilingual ES&S staff.

- a. How does PG&E assess demographics in PG&E’s service territory?
- b. How does PG&E identify customer language preferences?
- c. How does PG&E assess customer account manager language skills? Does PG&E seek customer feedback about customer account manager language skills?
- d. How does PG&E evaluate available resources for language interpretation and translation (e.g. PG&E’s language line)?
- e. How does PG&E assess other resource options such as increasing bilingual ES&S staff?

ANSWER 9

- a. To determine how to meet the needs of Limited English Proficient (LEP) customers, including the number of bilingual speakers to hire and languages needed in the future, the Energy Solutions & Service (ES&S) department may leverage other research that has been conducted to help assess demographics within PG&E’s service territory. ES&S may collaborate with marketing to help identify languages necessary to communicate effectively with customers based on previous outreach efforts. For example, ES&S may utilize the data provided in response to NAAC-006-

Q1Atch01, which summarizes outreach efforts to SMB customers for key language groups for specific areas within PG&E's service territory.

- b. PG&E's ES&S department identifies customer language preferences based on their interactions with customers and/or experiences within their local community (see response to Greenlining-001-Q17c.). ES&S may also leverage information shared by other departments regarding customer language preferences.
- c. PG&E does not have a formal process for assessing customer account manager language skills. PG&E is aware of the number of ES&S account managers who are fluent and proficient in Spanish, Chinese, Vietnamese, Tagalog, among other languages; where these employees are located within PG&E's service territory; and whether their language skills have been utilized to communicate with customers. Customers may provide feedback through the surveys outlined as part of PG&E's response to Greenlining-002-Q06a. ES&S Supervisors may also contact customers directly to obtain feedback from customers regarding their experience with a particular customer account manager as part of the performance evaluation process for customer facing ES&S employees.
- d. Please refer to PG&E's response to question 18 (c) of the GreenliningInstitute_001 data request.
- e. In response to Greenlining-001-Q17c., PG&E explains that ES&S account managers follow a general process to determine the needs of their customers, then tailors and adjusts based on customer needs.

ES&S account managers and ES&S Leadership may determine that language barriers exist and bilingual services are needed based on their interactions with customers, community leaders, and other organizations within the local communities they serve. If PG&E finds there is a need which may not be met with existing resources, PG&E leadership would look to fill this gap and recruit candidates with the bilingual skills required to meet the needs of that local community. ES&S may also leverage information from other departments to help determine if there is a need for increasing bilingual staff.

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Data Response**

PG&E Data Request No.:	GreenliningInstitute_001-25		
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Request Date:	February 4, 2013	Requester DR No.:	Greenlining-001
Date Sent:	February 13, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Steve Phillips	Requester:	Enrique Gallardo

SUBJECT: EXHIBIT 5 – CUSTOMER CARE

QUESTION 25

On page 4-29 of Exhibit 5 (Customer Care), PG&E explains that its “automated collections system ensures all necessary steps and notifications are completed,” regarding collections of delinquent payments.

- a. Please describe what necessary steps and notifications must be completed.
- b. Are notifications sent in languages other than English?
- c. Please describe if any steps or notifications are tailored for limited English-proficient customers?

ANSWER 25

- a. Pursuant to PG&E’s tariffs, Rule 8 Sections A and B define notifications that PG&E must provide to residential and non-residential customers, respectively, regarding collection of delinquent payments:

Residential

- 15-Day Notice
- 48-Hour Notice
- Outbound phone call attempt

Other Residential Circumstances

In addition to the items above, when it is known to PG&E that individually metered residential service to a tenant(s) in a multifamily accommodation is in the name of the owner, manager, or operator and the account is in arrears, PG&E shall make every good faith effort to give the tenant(s) notice at least 10 days before service can be terminated.

Also, in addition to the items listed in the “Residential” section above, when service is master-metered (with or without sub-meters) to a multifamily accommodation and the account is in arrears, PG&E shall make every good faith effort to give posted notice at least 15 days before service can be terminated.

In the event a customer has designated a third party on their account for notification, PG&E will send a Third Party Letter to the designee at the same time a 15-Day Notice and 48-Hour notice is sent to the customer.

In the case that a customer is coded as medical or life support, in addition to the items listed under “Residential” above, PG&E will also send a warning letter followed by a certified letter as well as make phone call attempts. As a last attempt PG&E will make a field visit to the premise to deliver a disconnection warning letter that provides the customer with options on how to pay their bill.

In the event that a customer is coded as vulnerable, in addition to the items listed under “Residential” above, PG&E will make a field visit to the premise to deliver a disconnection warning letter that provides the customer with options on how to pay their bill.

Non-Residential

- 7-Day Notice
- b. Currently, the notifications are sent only in English. PG&E plans to provide notices in Spanish and Chinese later in 2013.
- c. A limited English-proficient customer may submit a Third Party Notification application that will allow PG&E to send notification to a third party of the customer’s choice when the customer receives a 15-Day Notice and 48-Hour Notice. Customers may also contact PG&E via phone, where PG&E supports many different languages.

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Data Response**

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Date Sent:	May 10, 2013	Requesting Party:	Greenlining Institute
PG&E Witness:	Steve Phillips	Requester:	Enrique Gallardo

SUBJECT: NOTIFICATIONS – LOW INCOME & LEP

QUESTION 14

On page 4-29 of Exhibit 5 (Customer Care), PG&E explains that its “automated collections system ensures all necessary steps and notifications are completed,” regarding collections of delinquent payments.

- a. PG&E states that in the event that a customer is coded as vulnerable, in addition to the notifications made to residential customers, PG&E will make a field visit to the premise to deliver a disconnection warning letter that provides the customer with options on how to pay their bill.
- b. How does PG&E determine that a customer is vulnerable? Which characteristics or factors indicate vulnerability?
- c. PG&E states that currently, the notifications are sent only in English but PG&E plans to provide notices in Spanish and Chinese later in 2013.
- d. What steps are being taken to ensure notifications will be sent in Spanish and Chinese? Who will provide the translation?
- e. Are LEP customers given notice in their native language at any point prior to the disconnection? Are interpreters used during the call attempt? Are bilingual workers sought out to make these calls?

ANSWER 14

- a. The sentence is a statement and does not require a response.
- b. PG&E does not make the determination; customers are able to self-certify that they meet the criteria for being a vulnerable customer. Customers who declare they have a serious illness or condition that could become life threatening if service is disconnected are considered vulnerable and the account in PG&E’s Customer Care and Billing System (CC&B) is then coded with that designation.
- c. This sentence is a statement and does not require a response.
- d. PG&E plans to make credit notices available in Spanish and Chinese as part of PG&E’s Bill Redesign project in 2013. PG&E is making the system and process

changes to allow credit notices to be issued in both Spanish and Chinese if a customer indicates they would prefer to receive their bills and notices in those languages. The translations are provided by an external vendor PG&E retained to provide translation services, and are further reviewed by PG&E staff with fluency in these languages.

- e. Automated disconnect outcalls are only made in English. Also, as described in the Response to 3 d., CSR handled credit related outreach calls are only conducted in English. However, if a Credit Representative reaches a customer who indicates a preference to conduct the call in a language other than English, the CSR can utilize the third party language service to complete the call in the customer's preferred language.

In addition, under the provisions of Senate Bill (SB) 120 (2009), PG&E is required to notify tenants by letter of the possible disconnection of service resulting from non-payment of the utility service it provides to the premise. In addition to English, the letter is translated into Spanish, Chinese, Tagalog, Vietnamese, and Korean. SB 120 only applies to customers whose mailing addresses are different from the premise which indicates a possible tenant/landlord relationship. Calls are not made to tenants to notify them of the potential for disconnection. Calls to PG&E by the tenants in response to receipt of the letter can be accommodated by PG&E's language interpretation services in any of 180 languages.

Tenants of a master metered facility will receive a physical disconnection notification posted at the premise that is also translated into Spanish, Chinese, Tagalog, Vietnamese, and Korean. Calls are not made to tenants to notify them of the potential for disconnection. Calls to PG&E by the tenants in response to the posting can be accommodated by PG&E's language interpretation services in any of 180 languages.