

**SOUTHERN CALIFORNIA GAS COMPANY**  
**(DATA REQUEST CALADVOCATES SC-SCG-2019-07)**  
**Date Received: October 24, 2019**  
**Date Submitted: November 7, 2019**

---

**QUESTION 1:**

Please identify the marketing campaign of which the banner ad reading “Natural Gas is Affordable, Clean, and Renewable” is a part (see attachment A for example).

- a. Which business area oversees this campaign?
- b. Please describe the campaign’s objective.



Attachment A.pdf

**RESPONSE 1:**

This activity was not part of a marketing campaign. SoCalGas’ internal communications group created the banner as a part of the company’s communications activity.

- a. SoCalGas’ communications group manages all communications for company messaging.
- b. The objective of the banner is to speak to who SoCalGas is as a natural gas company and the company’s vision.

**SOUTHERN CALIFORNIA GAS COMPANY**  
**(DATA REQUEST CALADVOCATES SC-SCG-2019-07)**  
**Date Received: October 24, 2019**  
**Date Submitted: November 7, 2019**

---

**QUESTION 2:**

For the campaign identified in question 1, state all SoCalGas staff costs.

- a. Please identify the account (cost center) and Invoice Order (IO) where each cost resides. Include designation of whether that account was originally recorded to a ratepayer or shareholder funded account.

**RESPONSE 2:**

A SoCalGas communications' employee created the banner, but as stated in Question 1, was not associated with a specific marketing campaign. There were no costs associated with creating the banner other than the employee's salary. A percentage of the employee's time was charged against the Cost Center 2200-2204 and Shareholder I/O 300796601.

**SOUTHERN CALIFORNIA GAS COMPANY**  
**(DATA REQUEST CALADVOCATES SC-SCG-2019-07)**  
**Date Received: October 24, 2019**  
**Date Submitted: November 7, 2019**

---

**QUESTION 3:**

For the campaign identified in question 1, state all non-staff costs.

- a. Please identify the account (cost center) and IO where each cost resides. Include designation of whether that account was originally recorded to a ratepayer or shareholder funded account.
- b. For each cost identified, provide all associated contract agreements, contract agreement amendments, and invoices to date. Please use the following naming convention these supporting documents: [Counter Party Name – Contract =“C”/ Amendment = “A”/ Invoice = “I” – Date Originated (Month and Year) – ID number (Contract Agreement Number/ Amendment Number/ Invoice Number)] EX: “Company – C – May2019 – 123456.”

**RESPONSE 3:**

There are no non-staff costs associated with creating the banner.

**SOUTHERN CALIFORNIA GAS COMPANY**  
**(DATA REQUEST CALADVOCATES SC-SCG-2019-07)**  
**Date Received: October 24, 2019**  
**Date Submitted: November 7, 2019**

---

**QUESTION 4:**

The banner ad referenced in question 1 directs to SoCalGas' website "Our Vision." The "Our Vision" page lists "Local Municipalities that have adopted Balanced Energy Resolutions." For each local municipality (103 total) listed on <https://www.socalgas.com/vision/balanced-energy-resolutions>, in attachment B please provide the costs associated with lobbying each municipality to adopt a balanced energy resolution as listed below. Include the cost center, IO, and general ledger (G/L) account and designation of whether that account was originally recorded to a ratepayer or shareholder funded account.

- a. Employee Labor
- b. Employee Expenses
- c. Materials Cost
- d. Other Costs



Attachment B.xlsx

**RESPONSE 4:**

There are no lobbying costs associated with the municipalities in attachment B that have adopted Balanced Energy Resolutions. It is appropriate for SoCalGas to present our, and our customers', view with respect to what is happening from an energy perspective in the state. Such discussion allows local governments to take those views into consideration in making informed and balanced decisions.

SoCalGas' Regional Public Affairs ("RPA") initiated outreach to municipalities about how to achieve the State's 2030 and 2050 emission reduction goals. RPA discussed the importance of using all the tools and resources at the state's disposal – including electricity and natural gas to achieve these goals. RPA further discussed how a balanced energy policy in California takes into account existing infrastructure, customer choice, affordability and reliability. RPA also provided interested municipalities with inclusive language for their consideration as a resolution.

The inclusive language is consistent with state goals. The balanced energy resolution states: *"That the city or county supports balanced energy solutions that provide it with the decision-making authority and resources needed to achieve the state's climate goals and supports proposed state legislation and regulation that retains local control by allowing all technologies*

**SOUTHERN CALIFORNIA GAS COMPANY**  
**(DATA REQUEST CALADVOCATES SC-SCG-2019-07)**  
**Date Received: October 24, 2019**  
**Date Submitted: November 7, 2019**

---

*and energy resources that can power buildings and fuel vehicles, and also meet or exceed emissions reductions regulations.”*

Indeed, the California Public Utility Commission (CPUC) has acknowledged a future energy resource mix that includes natural gas. In September 2019, the CPUC issued the document titled, “Building Decarbonization: Fact vs. Fiction,” which includes the following language:

**Myth #1: The CPUC is mandating that all buildings stop using natural gas**

**Reality:** There is no such mandate. The BUILD and TECH programs create incentives for utility customers to invest in new low carbon-emitting building technologies. The programs will be created in accordance with state statute and do not include any mandate to dismantle or diminish California’s existing natural gas pipeline infrastructure.

The document further stated:

**Myth #2: Californians will be forced to retrofit their homes**

**Reality:** Nobody will be forced to convert any of their appliances. Both BUILD and TECH are entirely voluntary programs. If a homebuilder does not want to construct new residential housing that utilizes near-zero-emission building technologies, they do not have to. Similarly, a consumer planning to retrofit her home with a new appliance will have no obligation to purchase electric appliances instead of natural gas appliances. Consumers will continue to be free to purchase whatever appliance best meets their needs.

As stated in the direct GRC testimony of Gina Orozco Mejia, RPA’s engagement with local governments on this issue is consistent with traditional RPA activities: *“...RPA’s primary focus is supporting field operations through its work with regional and local governments and municipal districts on issues regarding permitting, proposed regulations, franchises and emergency preparedness and response. RPA also informs county, city officials and special districts about SoCalGas issues that could impact customers. To a somewhat lesser degree, RPA is also a point of contact in the communities SoCalGas serves, educating stakeholders about SoCalGas construction activities, customer programs and service offerings, responding to customer and media inquiries, and resolving customer complaints. These activities are crucial to mitigating operational costs that would otherwise put upward pressure on customer rates.”* (GOM-81, Lines 17-25)

*“RPA also provides elected officials with information – both proactively and in response to inquiries – about pending operational and regulatory matters that could impact customers, planned or proposed rate changes, utility safety, and utility programs and services. By informing elected officials, RPA enables them to share critical information with their*

**SOUTHERN CALIFORNIA GAS COMPANY**  
**(DATA REQUEST CALADVOCATES SC-SCG-2019-07)**  
**Date Received: October 24, 2019**  
**Date Submitted: November 7, 2019**

---

*constituents, thereby allowing those constituents to realize the full benefits of SoCalGas' service." (GOM-83, Lines 8-12).*

Educating municipalities about various means of achieving state goals for greenhouse gas reductions that preserve customer choice and energy affordability is related to pending regulatory matters before the Commission and is consistent with RPA's role.