



Southern
California
Gas Company

A  Sempra Energy utilitySM

Low Income Oversight Board

Update on Ethnic Outreach
August 21, 2013
Sacramento, CA



Traditional Tactics Continue to Drive Enrollments



Bill Inserts

- Announce new income guidelines
- “Comparatively” low-cost
- Reach 3 million customers
- Bilingual (English/Spanish)*

Direct Mail

- Over 800,000 pieces for CARE and ESA Program
- Bilingual (English/Spanish)*

Phone Campaign / Automated Voice Messaging

- Targeting ESA eligible customers, and re-cert for CARE
- Bilingual (English/Spanish)*

* Other languages available through collateral materials

Traditional Tactics (continued)



Door-to-Door Canvassing

- Will extend through 2013
- A focused approach in Orange County for CARE
- Implementing multi-prong grassroots strategy
 - Community events invitation
 - Door hanger
 - Targeted canvassing
 - Phone campaign
 - Multi-lingual (English/Spanish/Other*)

* Depending on targeted neighborhoods, placement of canvassers who can speak Vietnamese, Korean, etc.



Framework for Ethnic Outreach

- Establish multi-lingual and large-font materials as “the norm” for Southern California Gas Company collateral.
- Use ethnic-targeted and ethnic-owned advertising to assist in Southern California Gas Company’s Customer Assistance Outreach:
 - As a stand-alone tactic
 - To complement other tactics



First Half of 2013 Review

- Using Ethnic Media to highlight involvement in the community
 - The Abilities Expo
 - Tet Festival
 - Cambodian New Year
 - Cinco de Mayo
 - Fiestas Patrias (Sept)
- Collaboration with Senior Centers, Food Pantries, VA Hospitals, 2-1-1, Faith-Based Organizations, and Community-Based Organizations



Sample Print Ads



Puede que tengas dinero extra debajo de tus narices.

PODRÍAS AHORRAR 20 POR CIENTO EN TU CUENTA DEL GAS.

A veces las mejores cosas están donde menos lo esperas, como el descuento de 20 por ciento en tu cuenta del gas cortesía de nuestro programa CARE. Hoy, más de 1.7 millones de personas en el sur de California califican para obtener estos descuentos. ¿Eres tú uno de ellos?

Averigua si calificas y busca en tu cuenta del mes de julio una solicitud, o aplica hoy mismo en SoCalGas.com/ahorrosCARE

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A SU SERVICIO... y con gusto.

Contactar:    © 2012 Southern California Gas Company. All rights reserved. Southern California Gas Company is a registered trademark of Southern California Gas Company. All other trademarks are the property of their respective owners.

SCCG-0015_CARE_N_WLEGP (M)

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THE ENERGY OF
» COMMUNITY

The energy of community starts within each one of us. Since 1867, Southern California Gas Company (SoCalGas®) has been proud to partner with the communities where we live and work. SoCalGas will be in Los Angeles at the Abilities Expo at the Los Angeles Convention Center March 30-April 1, 2012. Please stop by our booth to learn about programs and services that help limited-income customers or customers with certain disabilities or medical conditions. For more information, visit socialgas.com (search "ASSISTANCE") or call 1-800-427-2200. For the hearing impaired, TDD/TTY is available 24 hours a day by calling 1-800-252-0259.

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Glad to be of service.®

socialgas.com

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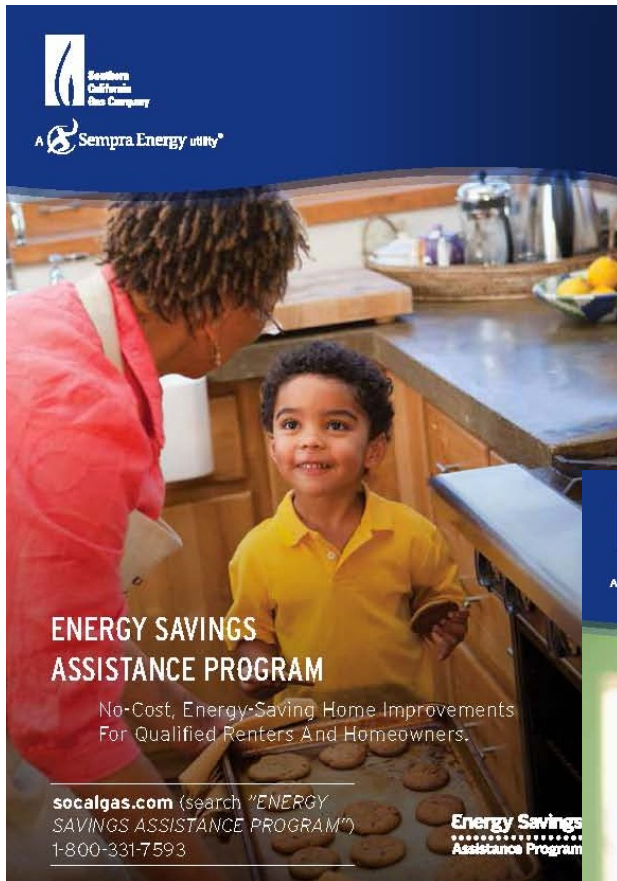
Large Font and In-language Brochures

- Customer Assistance information available in:
 - English/Spanish
 - Chinese
 - Vietnamese
 - Korean
 - Tagalog
- CARE application available in 13 different languages*
- In addition . . .
 - Braille brochure
 - Customer Assistance DVD in closed captioning and American Sign Language (ASL), available in the above six languages.
 - 30 second spots for CARE and ESA Program, available in the above six languages



* English, Spanish, Arabic, Thai, Armenian, Chinese, Farsi, Hmong, Khmer, Korean, Russian, Tagalog, Vietnamese

In-language Brochures



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ENERGY SAVINGS ASSISTANCE PROGRAM

No-Cost, Energy-Saving Home Improvements For Qualified Renters And Homeowners.

socalgas.com (search "ENERGY SAVINGS ASSISTANCE PROGRAM")
1-800-331-7593

Energy Savings Assistance Program



Southern California Gas Company
A Sempra Energy utility

ENERGY SAVINGS ASSISTANCE PROGRAM
含綠能戶補助計畫
住戶節能免費計畫

ENERGY SAVINGS ASSISTANCE PROGRAM
무비용, 에너지 절약 가정주거 개선과
지력이 되는 일차원 및 주택 소유자에 해당.

ENERGY SAVINGS ASSISTANCE PROGRAM
Mga Bayad, Tula sa Kurapang na mga
Pagpapahusay sa Tahanan Para Sa Mga
Kasambahay/Unosap at Mga May-Ari ng Tahanan.

ENERGY SAVINGS ASSISTANCE PROGRAM
Tien Trong Nhà Cấn Miễn Phí Tầm Kém Năng Lượng
Cho Người Thuê Nhà và Chủ Nhà Hộ Đủ Điều Kiện.

Energy Savings Assistance Program



Southern California Gas Company
A Sempra

EL PROGRAMA ENERGY SAVINGS ASSISTANCE PROGRAM

Mejoras sin costo que ahorran energía en el hogar para inquilinos y propietarios que reúnen los requisitos.

socalgas.com/espanol (busque las palabras clave "ENERGY SAVINGS ASSISTANCE PROGRAM")
1-800-331-7593

Energy Savings Assistance Program



Southern California Gas Company
A Sempra Energy utility

客戶協助計劃
고객 지원 프로그램
PROGRAMANG PAGTULONG SA KOSTUMER
CÁC CHƯƠNG TRÌNH TRỢ GIÚP KHÁCH HÀNG



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Over the summer...

- SoCalGas is in the process of informing its customers of the CARE program with an annual bill insert.
- The insert is scheduled to go to about 3 million residential customers not on CARE.
- Customers can mail back the postage-paid application to enroll in CARE.



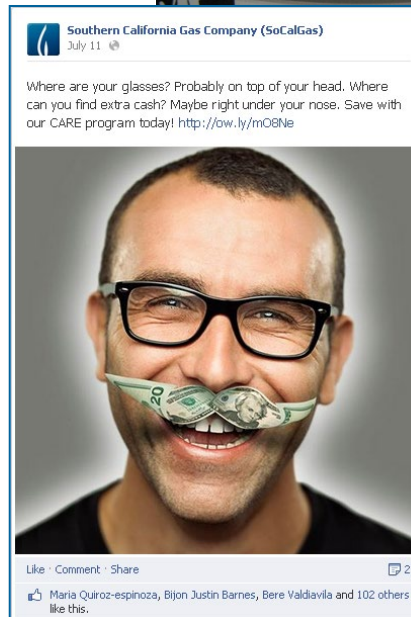
To Strengthen the Bill Insert and Generate Awareness . . .

- Print campaign to reinforce the bill insert and encourage customers to apply for CARE if eligible:
 - Ethnic-Targeted, Ethnic-Owned Print Media: ~\$110,000:
 - Hispanic: Eastern Group Publications, La Opinion, HOY, La Nueva, El Aviso, San Fernando Valley/El Sol, La Nueva Voz
 - African-American: LA Watts Times, Our Weekly, Los Angeles Sentinel, The Wave Publication
 - Asian: California Journal for Filipino Americans, Asian Journal, The Korean Daily, The World Journal for Los Angeles



Other Media Used for Program Awareness

Digital Media, Outdoor Ad, and Social Media encouraging customers to apply for CARE if eligible:



Advertising in Rural and Remote Areas

- Throughout the year, Radio Campesina will provide Spanish-language spots encouraging customers to enroll in CARE if eligible.
 - \$40,000 for Radio Campesina: radio and on-location grassroots events
 - \$7,500 for Mundo Fox: includes community event, TV interviews, social media support
 - \$5,000 for La Prensa Hispana: print media
 - Directed towards rural areas in the service territory, especially Tulare and Kern counties



Mobile and Online Advertising

- SoCalGas launched a mobile campaign in May-July promoting the ESA Program
 - \$50,000 ethnic-owned media
 - Targeting Hispanic, African-American, and Asian-American consumer groups



Partnerships with Ethnic-Owned Companies



- SoCalGas continues to partner with several ethnic-owned companies to complement promotion of Customer Assistance Programs.
 - Los Kitos produces edu-comic books on CARE and ESA Program for children in English and Spanish.
 - Imprenta Communications Group will assist with grassroots community efforts to target underserved, low-income Hispanic and Asian communities in Orange County.



Questions?

