

**PUBLIC UTILITIES COMMISSION**

505 VAN NESS AVENUE  
SAN FRANCISCO, CA 94102-3298



December 15, 2023

Shivani Sidhar  
Director, Regulatory Affairs  
Semptra Energy  
601 Van Ness Avenue, Suite 2090  
San Francisco, California, 94102  
[ssidhar1@semprautilities.com](mailto:ssidhar1@semprautilities.com)

**Subject: Utility Enhanced Communication Tools Including Opt-in Text Messages**

Dear Ms. Sidhar,

Winter 2022-23 saw extraordinarily high natural gas prices, which resulted in higher customer gas bills. In response to the CPUC's investigation into the causes of the high gas prices, SoCalGas and SDG&E informed the CPUC that the utilities took steps to notify customers in advance of the price spikes as early as September 2022 and provided information about financial assistance and energy savings tips. SoCalGas and SDG&E also indicated that they used a broad array of channels to communicate with customers, including website, email, social media, and stakeholder outreach.

Additionally, as part of SoCalGas' participation in Energy Division's October 26, 2023, workshop on utility preparations for winter 2023-24, SoCalGas and SDG&E discussed their plans to promote energy-savings tips and proactively engage customers ahead of seasonal bills.

The CPUC appreciates SoCalGas and SDG&E's willingness to incorporate lessons learned from last winter's communications campaign, including text message alerts to notify customers if there is an increase in natural gas commodity costs.

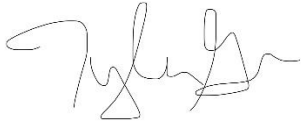
It is critical that customers receive important and timely information about the potential for high bills and are made aware of ways to reduce consumption and save on energy costs. As such, I am directing SoCalGas and SDG&E to enhance their communications strategies as soon as practicable and to inform customers on how to sign up for opt-in text message alerts regarding high gas bills as well as energy saving tips both directly and through its existing media channels and community partnerships.

Sincerely,

A handwritten signature in black ink that reads "Leuwam Tesfai".

Leuwam Tesfai  
Deputy Executive Director for Climate and Energy Policy

California Public Utilities Commission

A handwritten signature in black ink, appearing to read 'Tyler Gamble', with a stylized flourish at the end.

Tyler Gamble  
Deputy Executive Director for Strategic Communications and External Affairs  
California Public Utilities Commission

CC: Simon Baker, Bruce Kaneshiro, Jean Spencer, Terrie Prosper, Allison Brown