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**SOUTHWEST GAS CORPORATION**

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March 30, 2015

AZ CORP COMMISS  
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Docket Control  
Arizona Corporation Commission  
1200 West Washington Street  
Phoenix, AZ 85007-2996

Re: **Docket No. G-01551A-10-0458, Decision No. 72723**

In compliance with Decision No. 72723, Southwest Gas Corporation submits an original and thirteen copies of its seventh Customer Communication Improvement Report.

If you have any questions or require additional information, please contact me at 602-395-4058.

Respectfully submitted,

Matthew Derr  
Regulatory Manager/Arizona

Arizona Corporation Commission  
**DOCKETED**

**MAR 30 2015**

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**Southwest Gas Corporation**

**Customer Communication Improvement Report**

**March 30, 2015**

## **Introduction**

In compliance with Decision No. 72723 (Docket No. G-01551A-10-0458), Southwest Gas Corporation ("Southwest Gas" or "Company") hereby submits its seventh Customer Communication Improvement Report ("Report") to highlight the Company's progress in enhancing customer communication. The goal of the initiatives identified in this Report, and past Reports, is for Southwest Gas to communicate more effectively and immediately with its customers.

This Report provides an update on the Company's ongoing commitment to communicate with its customers utilizing different communication methods. Southwest Gas continues to investigate additional opportunities to enhance its customer communication.

## **Communicating Natural Gas Safety**

The Company utilizes a number of previously identified tactics to communicate important natural gas safety information to its customers. Recent examples of the Company's enhanced customer communications include improvements to Southwest Gas' safety webpages.

The Company created a safety video that is available for view on the [www.swgas.com](http://www.swgas.com) website. The video highlights safety messaging including recognition and response for gas leaks, 811 "Call Before You Dig" and pipeline safety. The video can be used for meetings with public officials, first responders, excavators, and the general public at outreach events and on local municipal channels. Additionally, the video was also promoted on the Company's social media platforms.

In December 2014, the Company's safety webpages were expanded to include information available in Spanish. The translated webpages mirror the existing 40-plus pages of English content and can be found at [www.swgas.com/es/safety](http://www.swgas.com/es/safety). The pages were created for customers and non-customers to view information on natural gas safety, pipeline safety and excavator safety.

## **Other Communication Improvements**

As reported in the annual Customer-Owned Yard Line (COYL) annual report, the COYL website was launched in English and Spanish to further educate customers about what a COYL is, the benefits of replacing the COYL, the survey and replacement process, as well as provide contact information to obtain additional information. The COYL website can be found at [www.swgas.com/coyl](http://www.swgas.com/coyl). Collateral materials utilized for the program were updated to reflect the website.

The Company continued its dedication and enhancements to its Public Awareness program by running numerous safety messages in various channels including print, radio and Pandora internet radio (a free online music streaming service). The

messaging included key points about the signs of a natural gas leak and what to do if a leak is suspected. These various channels continue to be utilized in 2015.

Finally, the Company implemented print and radio advertising geared towards “all-electric” and “non-gas” residents. Utilizing the existing recognition and response messaging, the new advertising included messages to alert non-gas customers that natural gas may be nearby in their neighborhoods, even if they don’t use natural gas in their homes.

### **Conclusion**

Southwest Gas is committed to effectively communicating with its customers. In its effort to enhance communications with its customers, Southwest Gas will continue to identify and research new and improved communication tools and tactics. The Company will continue to update the Commission on the progress of its communication strategies and tactics in future reports.