



Date: November 11, 2015

To: Patrick H. West, City Manager *T.M.*

From: Edward Farrell, Acting Director, Long Beach Gas and Oil *EF*

For: Mayor and Members of the City Council

Subject: Department of Long Beach Gas and Oil 2016 Calendar

Attached please find the Long Beach Gas and Oil 2016 Calendar which is funded by gas utility revenues and serves an important safety function.

The calendar fulfills a 2005 requirement from the Federal Department of Transportation (DOT), which regulates the natural gas industry, to increase consumer knowledge on how to safely use natural gas.

While such safety information in the past had been provided via a utility bill stuffer, DOT has determined that practice was insufficient because:

- Few people take the time to read the stuffers
- Few people retain the stuffers for future reference
- Many natural gas users, such as apartment tenants, do not receive the utility bill

As a result, the industry has largely gone to utilizing calendars as a cost-effective means to convey important safety information, as people keep the calendars handy year-round.

Please note that taxpayer money is NOT used to pay for the calendar. All the design work was done internally, and the cost for **both** printing and mailing the calendar as bulk mail to every resident and business in Long Beach and Signal Hill is **46 cents per calendar**. Historically, calendars purchased from American Public Gas Association would have cost LBGO approximately \$1.89, a significant price increase per calendar.

For more information, please contact Edward Farrell at extension 8-2121.

Attachment

cc (memo only): Tom Modica, Assistant City Manager
 Jyl Marden, Assistant to the City Manager
 All Department Heads