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**BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA**

Order Instituting Rulemaking to Examine
Electric Utility De-Energization of Power
Lines in Dangerous Conditions.

Rulemaking 18-12-005
(Filed December 13, 2018)

**PACIFIC GAS AND ELECTRIC COMPANY'S ACCESS
AND FUNCTIONAL NEEDS (AFN) PLAN FOR PUBLIC
SAFETY POWER SHUTOFF (PSPS) SUPPORT
QUARTERLY PROGRESS REPORT OF ACTIVITIES BETWEEN
JUNE 1, 2020 AND SEPTEMBER 1, 2020**

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Dated: September 1, 2020

Attorneys for
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In accordance with Conclusion of Law 36 of the California Public Utilities Commission's Phase 2 De-Energization Decision (D.) 20-05-051, Pacific Gas and Electric Company (PG&E) respectfully submits this Quarterly Progress Report of Activities Between June 1, 2020 and September 1, 2020 regarding its efforts designed to support people and communities with access and functional needs (AFN) during Public Safety Power Shutoff (PSPS) de-energization events (AFN Plan).

Respectfully Submitted,

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Access and Functional Needs (AFN) Plan for Public Safety Power Shutoff (PSPS) Support

Quarterly Progress Report of Activities Between
June 1, 2020 and September 1, 2020



September 1, 2020

Table of Contents

1. Introduction	1
2. External Feedback and Consultation.....	2
2.1. Customer Feedback / Research.....	2
2.2. Consultation with Interested Parties and Advisory Councils	3
2.2.1. PG&E People with Disabilities and Aging Advisory Council	4
2.2.2. Statewide AFN Advisory Council.....	5
2.2.3. Other Advisory Groups.....	6
3. Customer Programs and Available Resources	6
3.1. Disability Disaster Access and Resource Program	6
3.2. Continuous Power Programs	7
3.2.1. Portable Battery Program (PBP)	7
3.2.2. Self-Generation Incentive Program (SGIP)	8
3.3. Programs Serving Medically Sensitive, Low-Income Customers and Disadvantaged Communities	9
3.3.1. Medical Baseline Program.....	9
3.3.2. Energy Savings Assistance (ESA) Program	10
3.3.3. California Alternate Rates for Energy Program (CARE) / Family Electric Rate Assistance Program (FERA).....	10
3.3.4. Tribal Engagement.....	10
3.3.5. Community Resource Centers (CRCs).....	11
3.3.6. 211 Referral Service.....	12
3.3.7. Community Foodbank Grants.....	12
4. Customer Preparedness Outreach & Community Engagement.....	12
4.1. Medical Baseline Customer Outreach	12
4.1.1. Medical Baseline Program Acquisition	12
4.1.2. Health Care Industry Strategy	14
4.2. Accessibility of Communications.....	15
4.3. Translations of Communications.....	16
4.4. Participation in Community Events.....	18
4.4.1. PG&E PSPS and Wildfire Preparedness Regional Open Houses (Webinars).....	18
4.5. CBO Engagement/Community Partnerships	19
5. In-Event PSPS Customer Communications	19
5.1. PSPS Event Notifications	20
5.2. Door Knocks for Medical Baseline and Life Support Customers.....	20
5.3. Website	20
5.4. Media	21
5.4.1. Multicultural Media Engagement.....	21
5.4.2. Social Media	22
5.4.3. Paid Media / Advertising	22
5.5. In-Event Call Center Support	22

5.6. In-Event CBO Engagement/Community Partnerships	22
Appendix A: PG&E People with Disabilities & Aging Advisory Council (PDWAAC) Mission and Scope	
24	
Appendix B: Joint IOU AFN Advisory Council Mission and Scope.....	26
Appendix C: AFN Needs Assessment Framework Example	28
Appendix D: PG&E PSPS In-Language Customer Communication Approach in 2020	29

List of Tables

Table 1: PG&E’s Proposed Outreach Evaluation Approaches	3
Table 2: 2020 Statewide PSPS AFN Meeting Schedule.....	6
Table 3: PG&E Medical Baseline Program Customer Enrollments (January-August 2020 YTD).....	10
Table 4: 2019 vs. 2020 Medical Baseline Program Acquisition Targeting Outcomes	14
Table 5: Languages Adopted for Wildfire and PSPS-related Translated Communications Based on CPUC Decisions and ALJ Ruling	17
Table 6: PG&E PDWAAC Members	25
Table 7: Joint IOU AFN Advisory Council Members	27

List of Figures

Figure 1: PSPS AFN Needs Assessment Framework.....	28
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1. Introduction

In accordance with Conclusion of Law 36 the California Public Utilities Commission (CPUC or Commission), Phase 2 De-Energization Decision (D.) 20-05-051, Pacific Gas and Electric Company (PG&E) respectfully submits this quarterly progress report regarding its efforts designed to support people and communities with Access and Functional Needs (AFN) during Public Safety Power Shutoff (PSPS) de-energization events (September 2020 AFN Progress Report). This quarterly progress report is PG&E's first progress report since we submitted the PSPS AFN Plan on June 1, 2020 and includes progress updates made over the past three months in preparing to support AFN customers before, during and after a PSPS event.

As defined in CPUC PSPS Phase 1 D.19-05-042 (pp. A6 – A7), AFN populations consist of “individuals who have developmental or intellectual disabilities, physical disabilities, chronic conditions, injuries, limited English proficiency or who are non-English speaking, older adults, children, people living in institutionalized settings, or those who are low income, homeless, or transportation disadvantaged, including, but not limited to, those who are dependent on public transit or those who are pregnant.” Based on this definition, it is estimated that over 80% of the population in PG&E's territory have one or more of the attributes referenced and thus are people with access and functional needs.

PG&E recognizes that the AFN population includes customers with limited English proficiency or who are non-English speaking. In Advice Letter 4249-G/5827-E, PG&E described its plan to support these customers during both a wildfire and PSPS event in its 2020 Community Wildfire Safety Program (CWSP) Outreach Workplan and Budget. PG&E's 2020 PSPS AFN Plan did not repeat the translations plan described in its 2020 CWSP Outreach Workplan but indicated a progress update would be provided in the quarterly AFN Progress Report. The translation-related progress is described below.

Below are highlights of just some of PG&E's activities and accomplishments since June 2020:

- Continued to collect feedback and address recommendations from multiple advisory councils on the programs, services and communications offered to AFN populations;
- Launched the Portable Battery Program (PBP) with plans to deliver more than 4,000 batteries to eligible customers in 2020;
- Performed 269 Americans with Disability Act (ADA) accessibility site reviews at proposed Community Resource Center (CRC) locations in coordination with local government agency partners and tribes, and secured 30 indoor sites and over 200 outdoor lots to be event ready;
- Increased participation in our Medical Baseline Program by almost 15% in three months (the highest program enrollment to date) by establishing an online program application, removing the enrollment requirement of the medical practitioners' signature, and using our new propensity model to identify customers to receive target marketing that had the highest likelihood to qualify for and enroll in Medical Baseline Program;
- Conducted a variety of targeted call campaigns, resulting in connecting with over 8,000 currently enrolled Medical Baseline customers and customers that self-identified as vulnerable or disabled in alignment with the Disconnect OIR. These call campaigns were to promote the Medical Baseline Program (if not already enrolled), verify contact information and communication preferences, review

emergency preparedness plans, and promote other programs and services that could help them during a PSPS event (e.g., Self-Generation Incentive Program (SGIP) and the Disability Disaster Access and Resources Programs;

- Completed proactive in-person visits to 78 Medical Baseline customers that were missing phone or email contact information and/or who we were unable to confirm receipt of their automated notification during 2019 PSPS events to ensure PG&E can reach these customers during a potential PSPS events;
- Identified and is currently establishing contracts with over 40 multicultural-media news partnerships and Community Based Organizations (CBOs) to supplement translations in over 20 languages, including indigenous languages spoken by customers that occupy significant portions of California's agricultural economy;
- Received verbal agreements from over 200 informational CBOs to share emergency preparedness and PSPS event information to their constituents, which will be supported during events by a dedicated point of contact; and
- Provided charitable funding to 34 food banks and are working to establish formal agreements with approximately 50 CBOs to offer additional resources, such as food replacement, during and after a PSPS event or wildfire.

PG&E continues to listen our customers and representatives of the AFN community to identify opportunities to refine our programs, services and communications for AFN communities impacted by PSPS events. PG&E will provide its next quarterly PSPS AFN progress report on December 1, 2020.

2. External Feedback and Consultation

This section summarizes PG&E's approaches to solicit feedback on its PSPS AFN-related programs, services, and communications.

2.1. Customer Feedback / Research

In PG&E's 2020 PSPS AFN Plan, we reported progress of the outcomes of customer research conducted in late 2019 and early 2020, including feedback from PG&E's medical baseline customer research. In 2020, we plan to assess the effectiveness of its PSPS and emergency preparedness outreach, including to AFN populations through various surveys. In Q3 2020, we are working to finalize our 2020 outreach evaluation plan and related customer survey questions as described below in Table 1.

As required by D.20-03-004,¹ on July 8, 2020, PG&E participated with other electric IOUs in a meet and confer meeting to seek feedback on the IOUs' outreach evaluation survey questions. The IOUs received no questions or input during the meet and confer. Our proposed 2020 outreach evaluation plan is outlined below.

¹ OP 19

Table 1: PG&E's Proposed Outreach Evaluation Approaches

2020 Outreach Evaluation	Audience	Purpose
Impact Metrics (15 languages)	All customers / public, including AFN	Quantify engagement outcomes, such as web traffic, radio spots, press releases issued, number of partners (e.g., CBOs), number of customers reached, number of meetings conducted, read receipts, video shares, click-through rates, conversation rates (e.g., contact info updates, Medical Baseline Program enrollment, webinar attendance)
PSPS Event Web Page Satisfaction Online Survey (15 languages)	All customers / public, including AFN	Obtain online real-time event feedback on PSPS updates webpage, including offering the survey in the 15 prevalent languages as described in section 4.3.
Open House Webinar Feedback Online Survey (English)	Attendees of CWSP webinars	Obtain post-webinar feedback to identify preparedness outreach content and webinar improvement opportunities
General Population Customer Awareness & Satisfaction Online & Phone Survey (8 languages)	Representative sample of residential customers, including AFN	Conduct pre-surveys (September 2020) and post-surveys (November 2020) ² to evaluate effectiveness of channels of communications used (including CBOs) to assess customer awareness / preparedness for PSPS and wildfire seasons
CBO Online/Phone Survey (English)	Info-based CBOs & in-language outreach CBOs	Conduct pre-surveys (September 2020) and post-surveys (November 2020) to obtain CBO feedback as a trusted advisor of translated communications to guide improvements for English and translated outreach / notifications
Listening Sessions (English)	Non-Res Critical Customers / Large Accounts, Residential Customers	Meetings and interviews with residential, large and critical customers (e.g., CLECA members, hospitals, water, telco) to obtain event execution and coordination feedback

On August 21, 2020, the CPUC issued the *Administrative Law Judge's Ruling Regarding Compliance Filings Submitted in Response to Decision 20-03-004 Related to In-Language Outreach Before, During and After a Wildfire and Surveys of Effectiveness of Outreach* (ALJ's In-Language Ruling or Ruling). The Ruling included direction for the next set of surveys that PG&E will incorporate into its strategy moving forward.

Our outreach and evaluation efforts may be affected and postponed due to the California wildfires that took place in August 2020. We will submit the final outreach evaluation results by December 31, 2020.³

2.2. Consultation with Interested Parties and Advisory Councils

PG&E engages with interested parties and advisory councils to gain feedback on its approaches for serving customers before, during and after PSPS events. Below is a summary of engagements since June 1, 2020.

² Surveys planned in November may shift to December should PG&E be in an active PSPS event

³ D.20-03-004 OP16

2.2.1. PG&E People with Disabilities and Aging Advisory Council

As previously described in PG&E's 2020 PSPS AFN Plan, we launched an AFN-focused advisory council in April 2020, called People with Disabilities Aging Advisory Council (PWDAAC).⁴ We use the PWDACC to seek ongoing feedback and improvement opportunities on our PSPS-related customer programs, operations, and communications. For example, PWDACC recommended that PG&E change PG&E's vanity URL from pge.com/specialresources to pge.com/disabilityandaging. Consistent with their feedback, we also changed the term "special heating or cooling needs" in our Medical Baseline Program to "who require additional heating or cooling" and changed the "vulnerable customers" to "customers who rely on power for medical or independent living needs" when describing members of the AFN community. Further, PWDACC suggested that PG&E train and better equip our employees with more information and resources for customers during PSPS events and disasters. We are exploring the opportunity to make its broadcast webinar scheduled in September available as a podcast accessible via assistive technology, a suggestion for better accessibility by aging and blind or low vision individuals at the first PWDAAC meeting.

We invited all PWDAAC members as observers to ours full-scale, five-day PSPS exercise held August 3 – 7, 2020. Prior to the exercise, we invited PWDAAC members to provide "inject" suggestions to help ensure we are anticipating various scenarios that may arise to support the needs of the AFN community during a PSPS event.

Given the COVID-19 pandemic conditions, we conducted virtual PWDACC meetings and will continue this approach until it is safe to move to in-person meetings. The Council meetings are planned to be quarterly, however, started out monthly to establish the group and gain momentum prior to the 2020 wildfire season. To date, we have convened five PWDAAC meetings on the following dates: April 30, May 29, June 26, July 31, and August 28, reviewing these topics:

- PSPS customer needs and program changes
- Community Resource Centers (CRCs)
- Community Based Organizations (CBO), healthcare and public health engagement
- PG&E's Self-Generation Incentive Program (SGIP)
- PSPS event mitigation-system changes
- Medical Baseline Program web enrollment
- Microgrid location update
- PG&E's charitable grants for foodbanks
- Impacts to election polling locations and tabulation centers during PSPS events
- Telcom support during PSPS events
- Overview of PG&E's PSPS exercises in preparation for events

⁴ See Appendix A for the PWDAAC mission statement, scope and member organizations

2.2.2. Statewide AFN Advisory Council

In June 2020, California's electric IOUs⁵ launched the Statewide AFN Advisory Council.⁶ The first meeting took place virtually over two days on June 15 and 18, 2020. Throughout Q3 2020, the Statewide AFN Advisory Council convened several times:

- **June 15 and 18 - Kick off Meetings:** The Statewide AFN Advisory Council held virtual kickoff meetings over two days on June 15 and June 18, 2020. The first day included a deep dive into the IOUs' wildfire mitigation objectives and 2019 efforts, including a look ahead at the work underway for 2020. The second day included a listening session for the IOUs to learn of improvement opportunities and partnership capabilities. During the meetings, Council members focused on their roles during PSPS events and how best to support their constituents, considered learnings from past events, explored solutions that could be applied statewide, and discussed potential partnership opportunities.
- **July 24 - Resources for the Utility Frontline Employees:** As a follow-up to the June 18 listening session, the July 24 meeting focused on feedback and recommendations from the California Council of Developmental Disabilities (CCDD) regarding their perspective that frontline utility employees' lack the right information or resources to share with vulnerable populations when calling for help during a PSPS event. The Statewide AFN Advisory Council discussed the resources and tools that IOUs should provide frontline staff to address gaps in supporting AFN customers. As part of this, the Statewide AFN Advisory Council recommended learning more about 211 services and resources. Additionally, the Statewide AFN Advisory Council suggested that the utilities develop an AFN needs assessment framework⁷ to better understand the needs of the AFN community before, during and after a PSPS event.
- **August 14 - 211 Deep Dive Meeting:** The IOUs met with statewide 211 agencies and discussed the opportunity to establish a consistent statewide response to PSPS, based on feedback from the July 24th meeting. The Statewide AFN Advisory Council dedicated its August meeting to hearing from 211 to understand their current resources, tools, capabilities; insights from 2019 PSPS events; and opportunities to expand partnerships with 211 agencies. 211 agreed to return with recommendations for a statewide approach as well as opportunities to fill the gaps specific to PSPS events and the needs of AFN customers.
- **Future Meetings:** The Statewide AFN Advisory Council scheduled meetings through the end of 2020 (see *Table 2: 2020 Statewide PSPS AFN Meeting Schedule*).⁸

⁵ PG&E, Southern California Edison (SCE) and San Diego Gas & Electric (SDG&E)

⁶ See Appendix B for the Statewide AFN Advisory Council mission statement, scope and member roster

⁷ See Appendix C for the AFN needs assessment framework. The Statewide AFN Advisory Council plans update the framework regularly as additional needs are identified.

⁸ September, October, and November 2020 meeting dates are subject to cancellation or change should IOUs be in an active PSPS event.

Table 2: 2020 Statewide PSPS AFN Meeting Schedule

Meeting Date	Planned Agenda
September 18, 2020	2019 California Foundation for Independent Living Centers (CFILC) Pilot Deep Dive, and IOU Back Up Power Programs
October 23, 2020	To be determined
November 20, 2020	To be determined
December 11, 2020	To be determined

In addition to the monthly Advisory Council meetings, the Joint IOUs plan to host interim sessions with stakeholders to make meaningful progress in implementing the various recommendations.

2.2.3. Other Advisory Groups

As described in PG&E's 2020 AFN Plan, we continue to engage with other advisory groups to solicit input on our PSPS-related programs and services. This section summarizes recent progress with these groups in Q3 2020.

- **CPUC Disadvantaged Communities Advisory Group (DACAG):** In July 2020, PG&E provided an overview of the Community Microgrid Enablement Program (CMEP),⁹ which is designed to reduce the number of customers affected by PSPS events and mitigate customer impacts. DACAG provided feedback on the CMEP including, but not limited to, recommending we consider offering additional support in identifying potential sites and technical assistances to DACs and vulnerable communities, and advocating for zero emissions resources for the energy source for the microgrids, as DACs often suffer from pollution burdens.
- **Local Government Advisory Councils and Regional Working Groups:** PG&E's Progress Report on Phase 2 OIR De-energization Guidelines served on August 4, 2020, described our engagement with the PSPS Advisory Board established in February 2020, and the five regional working groups stood up in July 2020.¹⁰ In addition to the updates provided in the referenced Progress Report, we hosted 34 wildfire safety sessions with County Offices of Emergency Services (OES) in advance of wildfire season, which included information on plans to support the AFN community.

3. Customer Programs and Available Resources

PG&E provides AFN customers a broad range of programs and resources to prepare for and get through PSPS events.

3.1. Disability Disaster Access and Resource Program

In February 2020, we launched the Disability Disaster Access and Resource Program in collaboration with the California Foundation for Independent Living Center (CFILC). The Program is implemented by participating local Independent Living Centers (ILCs) associated with CFILC. The Program will enable the local centers to provide qualifying customers who use electrical medical devices with access to backup portable batteries through a

⁹ PG&E Advice Letter 5918-E

¹⁰ pp. 1 - 2

grant, lease-to-own or the FreedomTech low-interest financial loan program. Transportation resources, lodging and food, emergency planning, education and outreach about our programs, such as the Medical Baseline Program, will also be part of the Program. Applications for portable backup batteries will be available online and at participating ILCs. Individuals who use life-sustaining electrical support will be the highest priority to receive backup batteries. The CFILC's Disaster Resource Advisory Committee will determine battery recipients based on the applications received. CFILC already has more than 850 PG&E-funded batteries for this purpose, distributed across individual local independent living centers across various counties.

3.2. Continuous Power Programs

PG&E has several program offerings to help our most medically sensitive, financially impacted and at-risk customers build resiliency through continuous power programs, including the Portable Battery Program (PBP) and the Self-Generation Incentive Program (SGIP).

3.2.1. Portable Battery Program (PBP)

PG&E's original 2020 PSPS AFN Plan, indicated that we were exploring opportunities and funding to provide a portable battery program to help qualifying low-income, Medical Baseline customers in Tier 2 and Tier 3 High Fire Threat Districts (HFTDs) prepare for PSPS events. We launched the PBP in August 2020, in response to positive feedback from stakeholders in the AFN community and customers impacted by PSPS events. The PBP leverages CBOs to work with customers to assess their energy needs for critical medical equipment and the overall preparedness for a PSPS event. As described above, the PBP will provide a fully subsidized portable backup battery solution to low-income, medically vulnerable customers in HFTD throughout our service area, to aid these customers' resiliency during PSPS events. The PBP aims to provide sufficient power to charge critical electronic devices (e.g., cell phones or tablet computers) and operate the customers' medical devices in the event of a PSPS.

The PBP leverages the Low-Income Home Energy Assistance Program (LIHEAP) and the ESA networks to manage and deliver portable backup batteries to eligible customers. The Program offers two models for battery deployment, which are used at the discretion of the CBO in consultation with PG&E:

1. Customer owns the battery -- the LIHEAP CBO provides the battery to eligible customers with no return date; or
2. CBO owns the battery and loans it to the customer -- the CBO provides the battery to the customer for a set amount of time (likely the duration of the peak wildfire season). The battery is then returned to the CBO for redeployment.¹¹

This flexible program model allows us to expand the reach of the PBP, and ensure the Program supports those vulnerable customers that need it the most. Both models leverage the same implementation strategy, fashioned after PG&E's ESA direct install approach. Our partner CBOs will conduct outreach, assess the customer's energy needs for medical devices and the household's overall preparedness for a PSPS event, and

¹¹ The LIHEAP provider will determine the appropriate model based on the customer's unique circumstances. For example, if a customer resides in a remote area without access to CRCs, microgrids and other support services it is likely the LIHEAP provider will select the "customer ownership" model. Conversely, if the customer lives closer to support services, the LIHEAP provider may select the "seasonal loaner" model.

deliver a right-sized battery to prioritized customers. Customer prioritization is at the discretion of the CBO in consultation with PG&E. This approach provides a simple, streamlined customer experience with no up-front costs for the customer. PG&E's PBP contractors launched outreach in August 2020 and plan to deliver more than 4,000 batteries to eligible customers in 2020.

The PBP contractor network will coordinate efforts with the California Department of Community Service and Development's Severe Weather Energy Assistance and Transportation Services (SWEATS) PSPS Pilot,¹² which allows even more customers to access important resiliency services. We will continue to coordinate with other community resources and CBOs to build their capacity to best support vulnerable customers during PSPS events. We will seek customer and stakeholder feedback on the PBP to identify continuous improvement opportunities. We plan to offer the PBP to eligible customers through 2023.

On August 25, 2020, PG&E met with Commission staff to provide more details on the PBP.

3.2.2. Self-Generation Incentive Program (SGIP)

Through SGIP, PG&E's AFN customers can access incentives to install permanent battery storage systems through the program's equity and/or equity resiliency incentive offerings.¹³

On June 29, 2020, Commission staff approved PG&E's Advice Letter 4237-G/5808-E that updated the equity resiliency program rules and budgets as ordered in D.20-01-021, and consistent with Senate Bill 700. Since May 2020, we received 3,522 applications for equity resiliency incentives, including 1,039 for Medical Baseline customers, 2,356 for well pump customers, and more than 100 for commercial and multifamily buildings. We have allocated \$168 million for equity resiliency incentive funding,¹⁴ with Medical Baseline customer applications accounting for \$26.9 million, well pump customers \$69.4 million, and commercial and multifamily customers \$71.9 million. In July and August 2020, we have interconnected over 100 SGIP equity resiliency energy storage projects to the grid including 35 Medical Baseline customer projects and 67 well pump projects.¹⁵

Additionally, we hosted and/or participated in the following SGIP outreach-related engagement, including two informational webinars with CBOs, trainings with Local ILCs, and attendance at the CPUC's SGIP coordination meeting:

1. **May 26:** Hosted a training with local Independent Living Centers within its territory
2. **June 12:** Hosted a CBO-focused SGIP overview, which included invitations to 190 CBOs, and attendance from over 50 people
3. **July 29:** The CPUC hosted a meeting with the Executive Director of Designing Accessible Communities and other advocates in the disability community to discuss SGIP and address issues regarding the application process, available funding specifically for people with disabilities dependent on power for

¹² <https://www.csd.ca.gov/Shared%20Documents/2021-LIHEAP-Draft-State-Plan-ADA.pdf>

¹³ Customer eligibility for the SGIP program equity resiliency budget is more fully described in D.19-09-027 and further clarified in D.20-01-021.

¹⁴ Of the \$270 million approved for the 2020-2024 SGIP cycle.

¹⁵ Current SGIP metrics can be found at https://www.selfgenca.com/home/program_metrics/

medical needs, marketing and promotion of the program, and a lack of contractors to install the battery storage systems.

4. **July 30:** Hosted a supplemental CBO-focus SGIP program overview webinar, which included 40 participants, as well as 28 views of the recorded webinar.

On July 16, 2020, the CPUC approved¹⁶ our marketing, outreach and education (ME&O) plan, which included a Customer Recruitment Incentive (CRI) to be paid to entities for their recruitment efforts expended for motivating customers to participate in SGIP's equity resiliency offering. Entities include CBOs, Community Choice Aggregators (CCAs), low-income solar Program Administrators, and organizations that work with individuals with access and functional needs. This incentive offers \$300 per customer for the first 30 verified customer applications, and then \$300 for every additional group of five verified customer applications. The total CRI budget is \$300,000 and no single entity participating in the SGIP CRI component may receive more than \$50,000 worth of CRIs. On August 14, 2020, we hosted a virtual meeting to discuss the CRI with CBOs.

We also received approval for the residential component of our SGIP Financial Assistance pilot. This pilot adjusts the timing of SGIP incentive payment structures to provide a fifty percent (50%) up-front payment to approved contractors installing SGIP-eligible measures for qualifying residential customers applying for equity and equity resiliency SGIP incentive funds. This payment structure removes cost barriers to enable vulnerable residential customers improve their energy resiliency before PSPS events and other emergencies.

3.3. Programs Serving Medically Sensitive, Low-Income Customers and Disadvantaged Communities

3.3.1. Medical Baseline Program

On August 17, 2020, PG&E filed an advice letter¹⁷ that, among other things: (1) confirmed that a physician assistant or nurse practitioner can authorize customer eligibility for the Medical Baseline Program, and that we will enable qualified medical professionals to authorize eligibility electronically; and (2) proposed enrollment goals and other metrics for the Medical Baseline Program.¹⁸ We await approval from the Commission to finalize these Medical Baseline Program metrics.

Table 3 below delineates customer enrollment in our Medical Baseline Program as of August 2020.

¹⁶ Resolution E-5086

¹⁷ Pursuant to D.20-06-003 OPs 39-41, and informed by SB 1338

¹⁸ PG&E Advice Letter 4293-G/5916-E

Table 3: PG&E Medical Baseline Program Customer Enrollments (January-August 2020 YTD)

	January	February	March	April	May	June	July	August YTD*
Total Start of Month Medical Baseline Program Customers	193,430	193,779	192,626	192,042	194,527	198,532	206,423	222,885
New Medical Baseline Program Customers	2,186	2,223	3,529	3,698	5,454	8,989	17,729	4,894
Medical Baseline Program Customers Removed**	(1,837)	(3,376)	(4,113)	(1,213)	(1,449)	(1,098)	(1267)	(1,186)
Total End of Month Medical Baseline Program Customers	193,779	192,626	192,042	194,527	198,532	206,423	222,885	226,593
*August 2020 YTD is as of August 19, 2020.								
** In response to the COVID-19 pandemic, PG&E suspended program removals in March 2020. However, customers may still be counted as removed from the program if they stop service and do not start re-start service with PG&E.								

As of August 19, 2020, we have 3,304 Master Meter Tenants enrolled in Medical Baseline Program, which is an increase by 64 from March 2, 2020. Medical Baseline Program outreach is detailed in Section 4.1.

3.3.2. Energy Savings Assistance (ESA) Program

In Q3 2020, PG&E's ESA contractors shared information about emergency and PSPS preparedness and details about our medical baseline program with ESA program participants as part of the ESA Program's in-home education activities. July and August ESA contractor trainings focused on these important topics.

3.3.3. California Alternate Rates for Energy Program (CARE) / Family Electric Rate Assistance Program (FERA)

Throughout Q3 2020, we provided emergency preparedness and PSPS-related training to CARE and FERA outreach contractors. Contractors incorporated these messages in their customer education that accompanies CARE and FERA program enrollments.

3.3.4. Tribal Engagement

In March 2020, we began reaching out to counties and tribes within our service territory to share county-specific plans for wildfire mitigation, system resiliency and the steps we are taking to address the feedback received during the listening sessions. Since then, our dedicated agency representatives have been working with county and tribal Offices of Emergency Services (OES) to co-host Wildfire Safety Working Sessions for their respective jurisdictions. Invitees to these events include regional key stakeholders including cities, tribes, community choice aggregators (CCAs), telecommunication providers, water agencies, and local CAL FIRE and Cal OES representatives. The purpose of the sessions is to give local agencies an opportunity to have detailed conversations regarding PG&E's wildfire safety work planned in their community and PSPS improvements for 2020. The sessions also provide an opportunity for local and tribal officials to learn about the electric system in their community, discuss their needs, and suggest further improvements to the CWSP and PSPS program. Feedback from the sessions helped to shape our local planning for PSPS events, including identifying critical

facility locations, CRC locations, and resources and local contacts for emergency response. Since the initiation of the first working session in April, we have hosted over 30 Wildfire Safety Working Sessions, which included tribal representatives.

As described in the 2020 PSPS AFN plan, we collaborated with the California Rural Indian Health Board (CRIHB) this year, and engaged with members of the California Congressional delegation, in support of CRIHB's \$5 million Fiscal Year 2021 (FY21) funding request for tribal health centers that have been repeatedly impacted by PSPS events to fund backup generators to ensure continuity of service and increase emergency preparedness. In March 2020, Congressmen Mike Thompson (D-CA/5) and Doug LaMalfa (R-CA/1) were joined by 32 of their House colleagues in sending a letter to the House Appropriations Committee in support of this effort. In July 2020, the House Interior Appropriations Subcommittee released details of their bill, and the report language includes the \$5 million request to purchase generators for Tribal Health Programs located in areas impacted by de-energization events.

We also coordinated with the Indian Health Service to conduct a needs assessment for tribal drinking water and wastewater systems, including identifying smaller, private drinking water systems on tribal lands that are not a part of the larger municipal tribal drinking water and wastewater systems. We also participated in a California Governor's Office of Emergency Services (CalOES)-established working group, which includes the U.S. Environmental Protection Agency, Indian Health Service, U.S. Department of Agriculture and other electric investor-owned utilities, with a goal to identify funding for backup power for tribal drinking water and wastewater facilities.

Finally, as described in PG&E's bi-weekly corrective action report in compliance with January 30, 2020 Assigned Commissioners Ruling,¹⁹ in July 2020, we completed focused outreach with all local governments (cities and counties) and tribes to obtain their review of existing, and identification of new, critical facilities within their jurisdictions, such as water facilities and health facilities. This engagement helped us be aware of and prioritize these facilities during PSPS events and for earlier restoration (when feasible). From this outreach, 42 local government and tribal agencies offered critical facilities lists that led us to add 175 new critical facilities designations into our system of record.

3.3.5. Community Resource Centers (CRCs)

On August 4, 2020, we submitted our PSPS CRC plan in our Progress Report on Phase 2 OIR De-energization Guidelines (see Appendix B). The plan overviews the criteria for CRC site selection, plans for and progress made to secure CRC locations, and considerations to address public health-related COVID-19 pandemic and support for disability and aging / AFN and Medical Baseline Program customers.

Due to COVID-19 pandemic and shelter-in-place/social distancing requirements, we plan to supplement indoor sites with micro sites (outdoor, open-air tents) and mobile centers (van-based), coordinating closely with local governments and tribes to adhere to local pandemic requirements. To date, we have secured 30 hard-sided sites and over 207 outdoor lots where we can deploy some combination of outdoor open-air tents, micro sites

¹⁹ Most recent report filed on August 24, 2020; pp. 27-28, 38-39

and mobile centers.

Our 2020 PSPS CRC plan incorporates the new requirements outlined in CPUC PSPS Phase 2 D. 20-05-051, including extending operating hours from 8 a.m. to 10 p.m. We are working to ensure reliable cellular service at CRC sites and bolstering efforts to ensure ADA-compliance and accessible paths of travel. As of August 12, 2020, we have performed 269 accessibility site reviews at proposed CRC locations in coordination with local government agency partners and tribes.

We understand that visiting a CRC during the COVID pandemic may prove infeasible for many of our vulnerable customers. Our PBP battery deliveries, described in more detail in Section 3.2.1, help reduce the risk of COVID exposure for some of PG&E's most vulnerable customers, who might otherwise have to visit a CRC for support.

3.3.6. 211 Referral Service

In August 2020, 211 launched the "Text PSPS to 211-211" campaign to make customers aware of the opportunity to receive information and resources regarding food, medical, recovery, shelter, and AFN support. This campaign directs customers to PG&E's website to update their contact information and asks non-PG&E account holders to sign up for PSPS Zip Code Alerts. This aligns with our continuous support of Interface Family Resources to provide 211 resources throughout PG&E service territory, including HFTDs.

3.3.7. Community Foodbank Grants

In consultation with the California Association of Food Banks (CAFB), we are providing grant funding to 34 food banks across our service territory to help address food insecurity for vulnerable community members. The funding will help the nonprofit food banks provide critical food support to residents coping with the impacts of the COVID-19 pandemic. The funding also helps them prepare for natural disasters and potential PSPS events.

4. Customer Preparedness Outreach & Community Engagement

The following describes our PSPS and emergency preparedness activities related to customer outreach and community engagement.

4.1. Medical Baseline Customer Outreach

Details of our Medical Baseline Program and AFN community outreach is in our Progress Report on Phase 2 OIR Implementation of De-energization Guidelines, submitted on August 4, 2020.²⁰ We outline our current and future Medical Baseline Program outreach in Advice Letter 4293-G/5916-E, including reference to the launch of our online Medical Baseline Program application form, which worked with the Medical Baseline Program acquisition campaign (section 4.1.1 below) to drive program enrollment.

4.1.1. Medical Baseline Program Acquisition

As described in our 2020 PSPS AFN Plan, we created a propensity model this year to identify customers with the highest likelihood to qualify for and enroll in Medical Baseline Program. We developed the model by testing

²⁰ PG&E Progress Report on Phase 2 OIR De-energization Guidelines pp. 26-31

more than 300 independent variables to determine a shortlist of qualified predictors for enrollment. We used this propensity model to launch a targeted Medical Baseline Program customer acquisition campaign in Q2 2020. Campaign highlights include:

- **Search Engine Marketing:** We launched search engine marketing in April 2020, receiving over 5.2 million impressions and over 705,000 clicks to date. This paid search campaign includes both English and Spanish advertisements and is planned to continue through September 2020. It uses both traditional search-targeted branded keywords and Gmail Ads delivered to Gmail inboxes.
- **Display Advertising:** Beginning in early May 2020, we added digital media display as another tactic in the Medical Baseline Program customer acquisition campaign. To date, display advertising has delivered over 19.6 million impressions and over 19,000 clicks. Display advertising is also serving ads in both English and Spanish and is planned to continue through September 2020.
- **Customer Bill Inserts:** On June 1, 2020, we included a Medical Baseline Program bill insert in all customers' bill packages and included a Medical Baseline Program promotional message in the monthly residential email newsletter we send to 3.3 million customers.
- **Direct to Customer Letters:** On June 19, 2020, we sent 840,000 letters with a program application and pre-paid return envelope to prospective Medical Baseline Program customers estimated as the top 40% most likely to be eligible (propensity model deciles 1–4). The letter included program information translated into 12 languages.²¹
- **Direct to Customer Emails:** On June 20, 2020, we sent nearly 1.4 million emails to the top 70% of customers forecasted to be eligible (propensity model deciles 1–7) and re-sent the email one week later to 940,000 customers who did not open the first email. On June 25, 2020, we sent a second email to 3.3 million residential customers that also included a promotional message about the Medical Baseline Program.

Table 4 summarizes PG&E Medical Baseline Program acquisition campaign statistics as of July 22, 2020.

²¹ These languages are Spanish, Chinese (Mandarin & Cantonese), Vietnamese, Tagalog, Russian, Korean, Arabic, Punjabi, Farsi, Japanese, Khmer, and Hmong. For more information, see PG&E Advice 4249-G/5827-E, filed May 15, 2020.

Table 4: 2019 vs. 2020 Medical Baseline Program Acquisition Targeting Outcomes

Goal: Increase engagement with prospective Medical Baseline Program customers through multi-channel outreach and awareness campaigns

Year	Total Channel Count	Direct Mail		Email			Bill Insert		Digital Media	
		Customers Reached	# Touches	Customers Reached	# Touches	Avg. Click Rate	Customers Reached	# Touches	Total Impressions	Total Conversions (Clicks)
2019	2	N/A		2,242,989	2	3.06%	N/A		57,990,787	84,134
2020 (YTD)*	4	840,000	1	5,640,000	3	TBD**	3,300,000	1	24,800,000	724,000

*2020 YTD data is as of July 22, 2020.

** 2020 average click rate data is not available because digital campaign is scheduled to remain in market through September 2020. Average click rates are calculated as an average over the lifespan of the full campaign and can be reported once 2020 campaign is concluded.

Since launching the Medical Baseline Program enrollment acquisition campaign in June 2020, creating the online application, and removing the requirement of the medical practitioners' signature,²² PG&E has received over 31,000 new applications in less than three months, and ultimately increased participation by almost 15% -- from ~199,000 in June 2020 to ~227,000 customers in August 2020.²³ This is the highest enrollment in the program to date.

4.1.2. Health Care Industry Strategy

PG&E recognizes that engagement with health care practitioners, medical associations, and medical device suppliers is a key opportunity to encourage enrollment in the Medical Baseline Program.²⁴ To this end, we developed a health care outreach strategy to identify and engage appropriate contacts in the industry. This includes major health care providers, county Health and Human Services and Public Health Departments, In-Home Supportive Services, durable medical supply equipment companies, and the Hospital Council and Hospital Association.²⁵

Given the wide range of stakeholders in the healthcare industry, we are reviewing and refining existing outreach resources to meet the targeted audiences' needs. We will begin hosting annual training for county health

²² In light of the COVID-19 pandemic, shelter-in-place requirements and customers' limited access to medical practitioners, PG&E made significant revisions to its Medical Baseline Program requirements for the coming year. On May 1, 2020, PG&E filed in Advice Letter 4244-G/5816-E (and supplemented with two additional Advice Letters Advice 4244-G-A/5816-E-A and Advice 4244-G-B/5816-E-B), which included the following modifications to the Medical Baseline Program: (1) Allowing customers to self-certify their eligibility to enroll in the Medical Baseline Program without a signature from a qualified medical professional; (2) Suspending all customer removals from the Medical Baseline Program; and (3) No longer sending forms to customers that require them to re-certify for the Medical Baseline Program through a doctor or other eligible medical professional.

²³ Note, as described in Table 3, some customers are removed from the program if they stop service and do not start re-start service with PG&E.

²⁴ A requirement of D.20-06-003 OP 39, and identified as an opportunity in PG&E's medical baseline customer research as described in PG&E's 2020 PSPS AFN Plan (pp. 4 – 7)

²⁵ PG&E's existing contacts with these organizations are either operational in nature for PSPS, or billing-related contacts. PG&E will leverage these contacts to develop additional contacts to assist in outreach to increase awareness and enrollment.

workers who perform in-home visits during the first quarter of 2021 and supplying these workers with translated outreach materials in 12 languages.

Additionally, on July 8 and July 13, 2020, we hosted webinars that were attended by more than 460 key CBO and county public health office contacts representing AFN communities. These webinars provided information on our 2020 PSPS program and an in-depth training on its Medical Baseline Program, including a walk-through of how to complete the Medical Baseline Program application followed by a robust question and answer session. After the webinars, we shared the presentation and a recording of the webinars.

Following the webinars, PG&E's ADA Coordinator e-mailed County Public Health Officers and the Deputy Director of the California Department of Public Health (CDPH) to coordinate on future outreach opportunities. In July 2020, the California IOUs helped CDPH draft a letter to its certified health care partners to increase awareness of Medical Baseline Program.

PG&E is engaging with industry contacts as part of its health care outreach strategy:

- Collaborating with the California Hospital Council (CHC) and California Hospital Association (CHA) to discuss partnership opportunities, including promoting PG&E's Medical Baseline Program. We presented at the Hospital Council's Membership Meeting on August 27, 2020 and shared a link to our customer resource toolkit, which includes information about our Medical Baseline and the Disability Disaster Access and Resources programs, with CHC's members.
- Engaging with the California Association of Medical Providers (CAMP) and the California Association of Nursing Facilities for outreach and dissemination of PSPS, Medical Baseline, and other program information, and working directly with healthcare providers such as Adventist Health and Partnership HealthPlan of CA. We will present at CAMP's Member Conference in October 2020.
- Continuing to look for more opportunities to present at meetings and conferences in the healthcare industry to more broadly promote the Medical Baseline Program and the other programs for people with disabilities and aging.

PG&E employees in our Customer Service Offices (CSO) department are proactively contacting customers who have self-identified as having a disability or are vulnerable to promote the Medical Baseline Program, verify contact information and communication preferences, review emergency preparedness plans, and promote other programs and services that could help them during a PSPS event. CSO employees are performing these same proactive outreach calls to our Medical Baseline Program customers. This customer call campaign also promotes SGIP and the Disability Disaster Access and Resources programs with the CFILC. As of August 19, 2020, our staff have conducted over 30,000 customer calls and reached over 8,000 customers with a success rate of 27%.

4.2. Accessibility of Communications

In early 2020, PG&E partnered with C Space, a research and consulting firm, for four co-creation workshops with customers to identify ways we can improve customer preparedness for PSPS events. We held a virtual three-day workshop specifically for customers with disabilities and access and functional needs in May 2020.

We will use the feedback from these co-creation workshops to better prepare AFN customers for PSPS events. As a result of the co-creation workshops, we are developing training for customer-facing employees to ensure we are using plain language with attention to the readability and reading comprehension levels, to make it easier for customers to read and understand PG&E's communications, alerts, and notifications.

On June 23, 2020, PG&E collaborated with NorCal Services for Deaf and Hard of Hearing to record the customer CWSP/PSPS webinar in American Sign Language (ASL), which will be posted on pge.com in September. We are working with the Deaf and Hard of Hearing CBOs and agencies to share this link within the Deaf community and post the link on their websites. We recorded the PSPS "Watch and Warning" notifications in ASL on August 11, 2020. During PSPS events, these notifications will include a list of affected counties and will be shared with our Deaf and Hard of Hearing CBO and agency partners.

As noted above, we have solicited input on our PSPS, Medical Baseline rate plans and other AFN resources from representatives of people/communities with access and functional needs, and independent living centers in various forums including PG&E's People with Disabilities and Aging Council, PSPS Affinity group PSPS preparedness webinar, and during multi-cultural media briefings.

PG&E CWSP/PSPS customer information and materials are available in alternate formats, including Braille and large print, upon request.

4.3. Translations of Communications

In accordance with D.20-03-004, on May 15, 2020, PG&E filed the 2020 CWSP Outreach Workplan and Budget (Outreach Workplan), which included our approach to identify prevalent languages in our territory to be used for PSPS and wildfire-related communications. Based on the CPUC's definition of language prevalence²⁶ and authorized data sources,²⁷ we ultimately identified a total of 12 non-English written languages,²⁸ and languages spoken by indigenous people that occupy significant roles in California's agricultural economy.

On August 21, 2020, the CPUC issued the *Administrative Law Judge's Ruling Regarding Compliance Filings Submitted in Response to Decision 20-03-004 Related to In-Language Outreach Before, During and After a Wildfire and Surveys of Effectiveness of Outreach* (ALJ's In-Language Ruling or Ruling). The Ruling approved PG&E's in-language plans with conditions, including the requirement to treat Portuguese, Hindi and Thai as prevalent languages covered by D.20-03-004. The Ruling requires the IOUs to submit a compliance filing addressing minority languages²⁹ if spoken by more than 1,000 speakers in PG&E's territory. We are reviewing the dataset referenced in the Ruling to determine applicability and will submit a compliance filing at the direction of the Wildfire Safety Division (WSD) detailing findings and updating in-language plans to reflect the requirements set forth in the Ruling.

²⁶ D.20-03-004 OP 1

²⁷ D. 20-03-004 OP 4, 6, 8, 9

²⁸ The Outreach Workplan references 12 total languages in written form, and includes 13 total languages spoken form, which is used for customer notifications. This is because Chinese is one language in written form, and two languages in its spoken form: Cantonese and Mandarin.

²⁹ ALJ In-Language Ruling, pp. 6-7

Table 5 below specifies the 15 total languages adopted by different CPUC Rulings.

Table 5: Languages Adopted for Wildfire and PSPS-related Translated Communications Based on CPUC Decisions and ALJ Ruling

Original Languages Supported for Wildfire / PSPS Communications Based on PSPS Phase 1 D.19-05-042 (Issued May 30, 2019)	New Languages Adopted in 2020 Based on CPUC CWSP Outreach D.20-03-004 (Issued March 18, 2020)	Additional New Languages Required Based on ALJ In-Language Ruling (Issued August 21, 2020)
1. Spanish	7. Arabic	13. Portuguese
2. Chinese (Mandarin & Cantonese)	8. Punjabi	14. Hindi
3. Vietnamese	9. Farsi	15. Thai
4. Tagalog	10. Japanese	
5. Russian	11. Khmer	
6. Korean	12. Hmong	
	Indigenous Languages	

PG&E currently has the six original languages available in PSPS customers notifications, “critical” webpages,³⁰ and emergency website, which includes PSPS planning and event information (when a PSPS event active). Our 2020 customer preparedness outreach primarily included the 12 languages as directed by D.20-03-004. We are currently translating our key messages into the new languages adopted by the CPUC D.20-03-004 and will operationalize those translations on our website and in customer notifications; those will be available on our emergency website and PSPS customer notifications by Q4 2020.

In the summer of 2020, PG&E met with multicultural media organizations to ask that they cross-promote our language services so that customers with limited English proficiency can obtain event information. For more detail on our planned 2020 translation approaches and examples provided on its website and notifications that was shared with multicultural media organizations, see Appendix D: PG&E PSPS In-Language Customer Communication Approach in 2020.

Given the recent timing of the ALJ In-Language Ruling, we are prioritizing the channels for these three additional languages to deliver them on our emergency website with PSPS planning event information and “critical webpages” in October 2020. The following translations will be available in our automated customer notifications for these three new languages:

- Automated phone calls in English include an option (press *) to reach a live agent interpreter to get event information that speaks these three new languages, among others;³¹
- Text messages sent in English include a link to PG&E’s website for more languages and updates where they can select their language on the emergency web site; and

³⁰ PG&E describes its approaches for translating various types of materials in its print media and web content in its 2020 Outreach Workplan (e.g., clarifying instances when full translations are made available vs. tagline translations) (pp. 11-12)

³¹ PG&E will not be able to provide automated phone call translations in these three new languages during the 2020 wildfire season, as the programming changes would require taking the notifications platform offline for a few days of system “downtime.” PG&E does not want to take this risk during wildfire season, and believes the services offered will support these customers in the given time frame allotted to implement the new language translations for 2020 wildfire season.

- Emails sent in English include an in-language header that will point them to the relevant translated PSPS event updates home page on the emergency website.

We are also identifying additional multi-cultural media organizations and CBOs who may be able to supplement translated communications in the three additional languages identified in the ALJ's In-Language Ruling.

Further, we are creating a webpage in English, and all 15 languages, that describes our language support services for customers. This includes how to set their language preference, confirming expectations for translated notifications, and clarifying actions customer can take when they receive PSPS event notifications. This page will be live on our website in September 2020 and we will promote it with multi-cultural media organizations and CBO partners to share with their constituents.

We are in the process of securing contracts with six CBOs that can provide in-language communications to customer in a variety of indigenous languages both for preparedness outreach and in-event communications during PSPS events. These six CBOs provide translation support in one or more of the following indigenous languages: Mixteco, Tlapaneco, Triqui, Zapoteco, Maya, Nahuatl, Chatino, Chinanteca, and Katz el. During a PSPS event, these CBOs plan to provide customers with PSPS updates through a variety of channels, including providing updates on live radio and TV, website and social media postings (e.g., Facebook posts and live streams), conducting in-person community events/meetings, and sending texts and providing flyers. As more fully described in section 5.6, PG&E's dedicated point of contact for CBOs will maintain communication with these entities during a PSPS event to ensure they are provided with the most up to date information to provide notifications to their constituents.

4.4. Participation in Community Events

In 2020, we planned to mirror its 2019 community engagement strategy, which included participating in over 240 community events focused on customers with disabilities, seniors, and low-income customers. Before the COVID-19 pandemic and shelter-in-place requirements, we participated in 13 events, but many more were rescheduled and delayed by community partners. We continue to look for virtual events to attend, such as the Annual Supported Life Conference in October 2020. We will seek rescheduling and outreach opportunities as shelter-in-place orders are lifted and it becomes safe for PG&E employees and customers to gather.

4.4.1. PG&E PSPS and Wildfire Preparedness Regional Open Houses (Webinars)

As described in PG&E Progress Report on Phase 2 OIR De-energization Guidelines,³² between April and August 2020, we held 15 regionally-focused webinars and two territory-wide webinars with customers and community members to share details on local wildfire safety work progress and answer questions from participants.

To facilitate residential customer participation, all webinars took place after standard working hours, from 5:30 p.m. to 7:00 p.m. For customers who are deaf or hard of hearing and those with limited English proficiency, each webinar included closed captioning in English, and translated closed captioning in Spanish and Chinese. Over 5,000 participants attended these webinars. The presentation portion of the webinar was recorded in 13

³² pp. 2 - 3

languages, including ASL, and will be posted on PG&E's website in September 2020.

On August 31 and September 2, 2020, we also provided two customer-focused webinars in-language in Chinese and Spanish, respectively. We promoted these webinars through existing multi-cultural media relationships and sent communications to customers that have their language preference set to Spanish or Chinese. We will report back on attendance of these translated webinars in its Q4 2020 AFN progress report.

4.5. CBO Engagement/Community Partnerships

PG&E expanded coordination with CBOs for both PSPS preparedness and event coordination.

- **CBO PSPS Outreach:** Since the start of 2020, we contacted over 260 CBOs to share information about PSPS preparedness and seek their input/agreement to share PG&E PSPS information and resources with their customers during PSPS events. Over 200 of these CBOs have agreed to share this information; and many CBOs will help us provide customers with resources (e.g., in-language support, food replacement partnerships) during PSPS events.
- **Formal CBO Engagements:**
 - **In-language CBO Partnerships:** PG&E is in the process of executing contracts with six CBOs to provide in-language communication support before and during PSPS events to support customers who come from indigenous communities that occupy significant roles in California's agricultural economy. The scope of these engagements is more fully described in section 4.3.
 - **Resource Partnerships:** PG&E is engaging with approximately 50 CBOs to offer additional resources (e.g., food replacement) during and after a PSPS event or wildfire. We expect to execute contracts with these CBOs in September 2020 to provide resources in the 2020 wildfire season.
- **Affinity Group Preparedness Webinars:** On July 8 and July 13, 2020, we held wildfire safety and PSPS preparedness webinars for representatives of people and communities with access and functional needs. The webinars had approximately 170 and 260 attendees, respectively, representing approximately 100 and 130 organizations. These attendees included city, county and tribal government representatives and CBOs. The preparedness webinars included subtitles in English, Spanish and Chinese, and an ASL interpreter. The presentation included a summary of PG&E's efforts to mitigate wildfire risk, engage with local organizations during events, and information on event notifications. PG&E shared an overview of resources available to customers, including the Medical Baseline Program, CRC overview (including COVID-19 contingencies), funding and incentives for backup power resources through the SGIP, as well as PG&E's Disability Disaster Recovery Program offerings (transportation, backup power, hotel and food vouchers).

5. In-Event PSPS Customer Communications

PG&E redesigned its customer notification based on feedback from customer research and notification message testing and feedback received by interested stakeholders (e.g., Center for Accessible Technology). Below summarizes progress made since filing its AFN Plan on June 1, 2020.

5.1. PSPS Event Notifications

PG&E describes event notification improvements and tests made to the customer notifications in our Progress Report on Phase 2 OIR De-energization Guidelines.³³

5.2. Door Knocks for Medical Baseline and Life Support Customers

In Q3 2020, we identified 78 Medical Baseline Program customers with no contact information in our system (phone and email). In late July 2020, we began proactive in-person visits to contact these customers before the start of fire season and possible PSPS events. If we made successful contact, employees explained the PSPS notification process, stressed the importance of acknowledging the notifications, and gave customers the information they need to update their contact information. From this outreach:

- 35 customers successfully contacted
- 27 could not be contacted in person, door hangers were left when possible (e.g., Dogs, locked gates, blocked access, or inaccessible roads are a few reasons which would preclude our field employees from leaving a door hanger)
- 12 are pending and are expected to be resolved
- 4 were cancelled for several reasons including, but not limited to, the customer no longer participated in the Medical Baseline Program, or the customer previously updated contact information.

We will continue working to keep Medical Baseline customer contact data up-to-date and complete.

5.3. Website

Following the PSPS outages in 2019, we have made significant improvements to our website's content and user experience, including stability and capacity. These improvements are detailed in our Progress Report on Phase 2 OIR De-energization Guidelines.³⁴ Key highlights relevant to the AFN community include:

- Testing for ADA accessibility on both web and mobile views;
- Developing an "all-in-one" map that includes both PSPS planned outages and actual outages (previously two separate maps and webpages);
- Developing more precise event maps at the parcel-level (not buffered polygons that may falsely indicate certain addresses are included or excluded from the event);
- Developing lower bandwidth options, including "no map" outage tools on the website;
- Using more concise language and layouts, including testing the reading level of the website to perform at 9th grade reading level or lower;
- Establishing a web performance protocol; and
- Establishing a fully multi-lingual alert site that mirrors the English site with translated content currently available in six additional languages, with plans to offer 12 non-English languages by Q4 2020, and an additional three additional languages (Portuguese, Hindi and Thai) in October 2020, as required by the recent Administrative Law Judge ruling issued on August 21, 2020 regarding compliance filings submitted in response to D. 20-03-004.

³³ For more details on PG&E's notification updates, please reference PG&E's Progress Report on Phase 2 OIR De-energization Guidelines served on August 4, 2020, pp. 13-14

³⁴ Progress Report on Phase 2 OIR De-energization Guidelines, p. 10

In addition, we are in the process of updating several recently translated key PSPS and wildfire related web pages in order to ensure that the content is available in all the previously identified languages.

We also updated the AFN targeted web page (www.pge.com/disabilityandaging) to include updated resources available during a PSPS event and make the page more intuitive for customers seeking information. The draft page was also vetted with the PWDAAC prior to pushing live.

5.4. Media

Before and during PSPS events, PG&E engages with the media, including multi-cultural news organizations, issuing press releases, augmenting paid advertising, issuing radio spot advertisements, conducting and live streaming news conferences with ASL translators, and participating in media interviews. In turn, these media organizations may provide communications on the radio, broadcast, tv, and online.

The following are highlights of PG&E's media engagement efforts to prepare for the 2020 wildfire season:

- Maintained a dedicated team of local media representatives to quickly respond to inquiries from media outlet about wildfire safety work;
- Provided regular updates to the media on PG&E's wildfire progress, including issuing 20 press releases in 2020 on wildfire safety preparedness; and
- Provided media advisories to local outlets to help raise awareness about each of PG&E's regional open house webinar event.

5.4.1. Multicultural Media Engagement

In additional to the general media engagement described above, PG&E is also focused on enhancing and formalizing its coordination with multi-cultural media organizations for both preparedness outreach and in-event communications. The following summarizes PG&E's multi-cultural media engagement activities in Q3 2020:

- **May 2020:** Provided two in-language Public Information Officer (PIO) PSPS trainings in Spanish and Chinese;
- **June 2020:** Conducted a multi-cultural media briefing with partner organizations including, CalOES, Listos California, Fremont Fire Department, and CFILC. Attendees included 21 representatives from 19 multi-cultural media outlets;
- **July 2020:** Identified 36 multicultural media outlets in our service territory to help serve as a trusted source information for our customers that have limited English proficiency (LEP). These outlets support more than 20 different language segments, including media groups that serve indigenous communities. We are formalizing contracts with these media partners to supplement PG&E communications. The intent is they would share translated and culturally sensitive CWSP/PSPS preparedness and/or event information with diverse communities using various communications channels including radio and TV programming, e-newsletter and social media; and

- **August 2020:** Held a special online training session with these participating multi-cultural media outlets to share PG&E's approaches for providing translated services and to coordinate its communications with these outlets before and during a PSPS event. There were over 50 attendees.

To date in 2020, we have secured a total of 63 in-language news stories on wildfire safety and education.

5.4.2. Social Media

PG&E continues enhancing its social media communications. We currently use Facebook, Instagram, Nextdoor and Twitter. We plan to include ASL videos and provide translated social media posts. We continue to work with multi-cultural media organizations and CBOs to assist with in-language communications, and who can share our social media posts before and during PSPS events.

5.4.3. Paid Media / Advertising

In August 2020, we launched PSPS awareness and preparedness radio and digital banner ads in Spanish, Cantonese and Mandarin. In September 2020, we will expand PSPS awareness and preparedness ads to include TV and pre-roll video (e.g., advertising videos that play prior to watching a featured video) in Spanish, Cantonese and Mandarin.

5.5. In-Event Call Center Support

PG&E operates four contact centers in the state of California and provides 24/7 emergency live agent service for customers to report emergencies and obtain PSPS-related updates, as needed. PG&E's call centers continue to be equipped to provide translation support in over 250 languages. PG&E included messaging noting this capability in direct mail collateral to customers in 2020.

5.6. In-Event CBO Engagement/Community Partnerships

As described above in section 4.3 and 4.5, we are in the process of securing contracts with six CBOs that can provide in-language communications in a variety of indigenous languages – both for preparedness outreach and in-event communications to the communities they serve during PSPS events. Additionally, we established (and tested) a process to provide in-event updates to information-only CBOs who have agreed share event information that will be provided by PG&E's dedicated CBO contact described below.

We have a dedicated team during PSPS events to engage with resource CBOs (e.g., CFILC and the indigenous language CBOs), as well as information-only CBOs, to manage two-way communication leading up to and during a PSPS event. This is an extension of the Customer Strategy branch in the Emergency Operations Center (EOC). Partner CBOs will be invited to a once daily Cooperator Call that shares PSPS situational update to key partners. They will receive updates via email and have access to a dedicated email box during events. In addition, PG&E will refer Medical Baseline customer escalations to participating regional ILCs to coordinate the appropriate support through the Disability Disaster Access Resource Program during PSPS events.

As described in PG&E's Progress Report on Phase 2 OIR De-energization Guidelines,³⁵ we conducted event

³⁵ pp. 4 - 6

exercises and a tabletop exercise with CFILC and local ILCs on July 27 and August 25 to test the in-event communications processes planned with PG&E's newly established dedicated point of contact for CBOs.

Appendix A: PG&E People with Disabilities & Aging Advisory Council (PDWAAC) Mission and Scope

PG&E's mission is to safely and reliably deliver affordable and clean energy to its customers and communities every single day, while building the energy network of tomorrow.

To help achieve this mission, PG&E established an external People with Disabilities & Aging Advisory Council (PDWAAC), composed of a diverse group of recognized Community Based Organization leaders supporting the developmental or intellectual disabilities, physical disabilities, chronic conditions, injuries, and older adult communities.

Advisory Council Mission:

The PDWAAC advances PG&E's mission by providing independent expertise to help ensure that PG&E's customer programs, operations, and communications incorporate best practices to improve support for these populations now and in the future.

Council Scope:

- Actively identify issues, opportunities, and challenges related to PG&E's ability to minimize the impacts of Wildfire Safety, namely Public Safety Power Shutoff, and other emergencies to Northern and Central California over the long term;
- Serve as a sounding board and offer insights, feedback, and direction on PG&E's customer strategy, programs and priorities;
- Share experiences, perspectives, and best practices for improving PG&E's customer performance; and
- Engage on legislative and regulatory issues, as appropriate.

Size and Qualifications:

The PDWAAC will consist of members representing a diverse mix of expertise, backgrounds, and perspectives of the AFN population. Ideally, the Council will consist of no more than 15 external members to allow more frequent engagement and collaboration, however, this is not a strict limitation if circumstances warrant greater membership representatives.

PG&E will seek Council members that compliment a diverse representation of developmentally or intellectually disabled, physically disabled, medically sensitive, and or aging populations from throughout PG&E's service territory that can speak and act on behalf of the represented organization.

The following table includes the names of organizations that are represented by the current members of the PDWAAC.

Table 6: PG&E PDWAAC Members

Organizations Represented by PG&E PWDAAAC Members
Disability Rights California
FREED
Center for Independent Living
State Council for Developmental Disabilities North Coast
Alta CA Regional Center
Area 4 Representative from Area Agency on Aging
LightHouse for the Blind and Visually Impaired (San Francisco)
World Institute on Disability
County of Santa Cruz In Home Support Services
California Commission on Aging
Kings County Commission on Aging
Chief of Accessibility CalOES

Appendix B: Joint IOU AFN Advisory Council Mission and Scope

Advisory Council Mission:

The Council advances the mission of each of the IOUs by providing independent expertise to help ensure that customer resources incorporate best practices to improve service now and in the future. California IOUs all have a similar mission focused on safely and reliably delivering affordable clean energy to the customers and communities they serve. They worked jointly to establish a statewide external AFN Advisory Council, comprised of a diverse group of recognized Community Based Organization leaders supporting the AFN population, members and advocates from within the AFN community as well as leaders from various State Agencies.

Council Scope:

- Actively identify issues, opportunities, and challenges related to the joint IOUs ability to minimize the impacts of Wildfire Safety strategies, namely Public Safety Power Shutoff, and other emergencies throughout California over the long term.
- Serve as a sounding board and offer insights, feedback, and input on the IOUs customer strategy, programs, and priorities.
- Share experiences, perspectives, and best practices for improving the IOUs customer performance.
- Identify opportunities for partnerships with participating organizations to provide additional resources to the most vulnerable customers impacted by emergencies related to wildfire and Public Safety Power Shutoffs (PSPS).
- Help Identify the needs of the various AFN constituents as it relates to emergencies related to wildfire and PSPS.
- Make recommendations that will help guide, but not require, each IOU to implement the recommendations in their outreach and program efforts. Where possible, the three IOUs will work to align, but each may deem it appropriate to tailor their respective approaches based on the unique needs of their communities and based on their partnerships with regional and local AFN-supporting organizations.
- Assist to amplify the message amongst the constituency they represent.
- Provide an informal opportunity for parties to have open discussions and learn about the IOUs outreach efforts. It is not intended to be used as a forum to influence/litigate specific agendas.
- Work to provide consistent services/resources where possible across the state.

Ongoing Regional Efforts:

Each IOU will develop/continue to access their regional AFN resources that will complement the engagement with this Statewide AFN Advisory Council.

Council Membership, Size and Qualifications:

The Council will consist of members representing a diverse mix of expertise, backgrounds, and perspectives from across the IOU service territories. It is recommended that all Council members have some focus statewide. Ideally, the Council will consist of no more than 20 members to allow more frequent engagement and collaboration, but this is not a hard cap if circumstances warrant greater size. Term of services should be 2 years with overlapping terms so that the Council will have experienced members couple with new ones to ensure a

dynamic and innovative group.

The joint IOU Liaisons seek Council Members that compliment a diverse representation of the low income, limited English, and/or medically sensitive populations and those with disabilities from throughout the state that can speak and act on behalf of the represented organization.

Council members will be identified by the IOUs and the Advisory Council members as the needs arise through a collaborative process that will evolve overtime. We will work to evaluate the Council membership on a quarterly basis.

We reached out to over 25 organizations that have a statewide presence. We currently have 20 organizations actively participating on the council (see list below in Table 7).

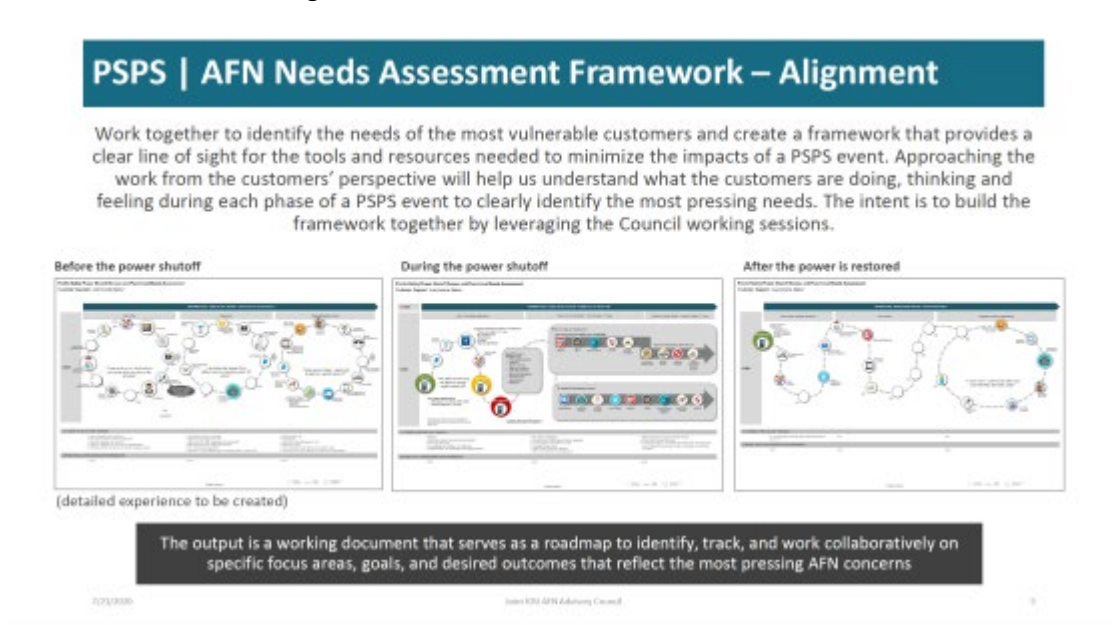
Table 7: Joint IOU AFN Advisory Council Members

Joint IOU AFN Advisory Council Members
211
California Association of Adult Day Services (CAADS)
California Association of Area Agencies on Aging
California Council of the Blind
California Department of Aging (CDA)
California Department of Development Services
California Department of Social Services Adult Program Division (CDSS)
California Foundation for Independent Living Centers (CFILC)
California Office of Emergency Services (CalOES)
California Partnership for Inclusive Disaster Strategies
California Public Utility Commission (CPUC)
Center for Accessible Technology (CforAT)
County Welfare Directors Association (CWDA)
Department of Rehabilitation (DOR)
Disability Policy Consultant
Disability Rights California (DRC)
Listo California
NorCal Services for the Deaf and Hard of Hearing
State Council on Developmental Disabilities (SCDD)
The Arc of California

Appendix C: AFN Needs Assessment Framework Example

Figure 1 below is an example of the PSPS AFN Needs Assessment that was jointly developed by members of the Statewide AFN Advisory Council.

Figure 1: PSPS AFN Needs Assessment Framework



Appendix D: PG&E PSPS In-Language Customer Communication Approach in 2020



PG&E Emergency Website

Overview

During the October 7 PSPS event, pge.com was unavailable for customers due to the increase of visitors. The website had 197k page requests an hour, compared to the average of approximately 6.5k page requests an hour.



Enhancements

- Moving pge.com into the cloud for **improved scalability**
- Building a **new standalone, cloud based website** specifically for emergencies
 - ✓ Automatically redirects traffic from pge.com to alert site when an event is active (no need to learn new URLs)
 - ✓ Developing “all-in-one” map that includes both PSPS planned outages and actual outages (previously two separate maps / webpages)
 - ✓ Developing **lower bandwidth options**, including “no map” on website
 - ✓ More concise language and layouts
 - ✓ Tested the **new landing page** to accommodate **5M page requests an hour** and to load within **4 to 7 seconds**
 - ✓ **Fully multilingual site** – Translated content (currently available in 7 languages) mirrors English version of the site. Tested for **ADA accessibility**.

Some of the measures included in this presentation are contemplated as additional precautionary measures intended to further reduce the risk of wildfires.

2



Multi-lingual Web and Notifications

Overview

Throughout the summer and fall, PG&E will be further expanding multi-lingual features



Current Functionality

- ✓ **Emergency site available in 7 languages**
 - English, Spanish, Chinese, Vietnamese, Tagalog, Korean, Russian
- ✓ **Notifications available in 8 languages***
 - **Notifications sent directly in Spanish** (if language preference set by customer as Spanish)
 - For customers that don't have Spanish selected as preferred language, translated notifications in 7 languages are available to be heard or read in automated calls and emails
 - Customers can press * to be transferred to PG&E's call center to connect with an interpreter
- ✓ **Language line with interpreters available in 250 languages**



Future Functionality

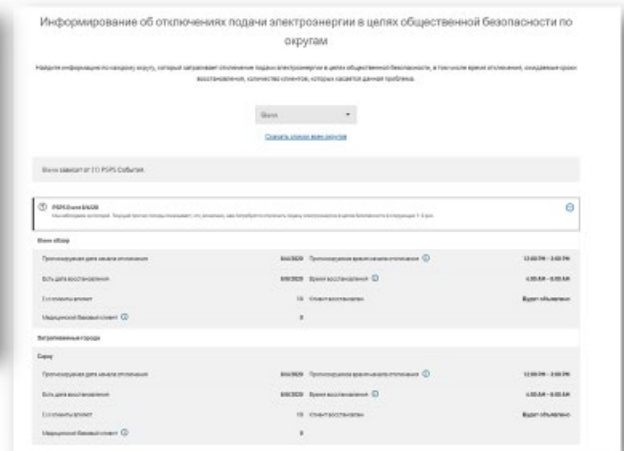
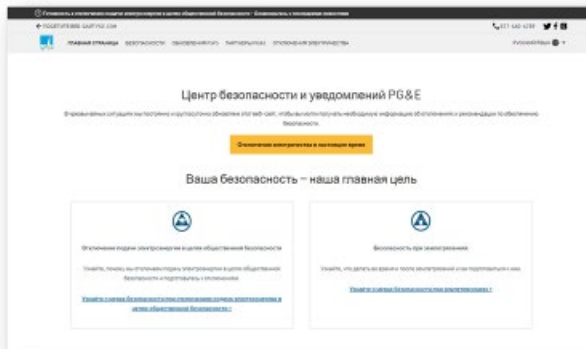
- ✓ **Emergency site available in 13 languages**
 - + Arabic, Japanese, Farsi, Khmer, Punjabi, Hmong
- ✓ **Outage map and PSPS Address Lookup tool available in 13 languages**
- ✓ **Notifications available in 13 languages**
 - Sent in-language based on preference, or same options available above to opt to listen/read in-language if preference not set

*Chinese is 1 written language, and includes 2 spoken languages (Cantonese & Mandarin), leading to 1 additional language for notifications
Some of the measures included in this presentation are contemplated as additional precautionary measures intended to further reduce the risk of wildfires.

3



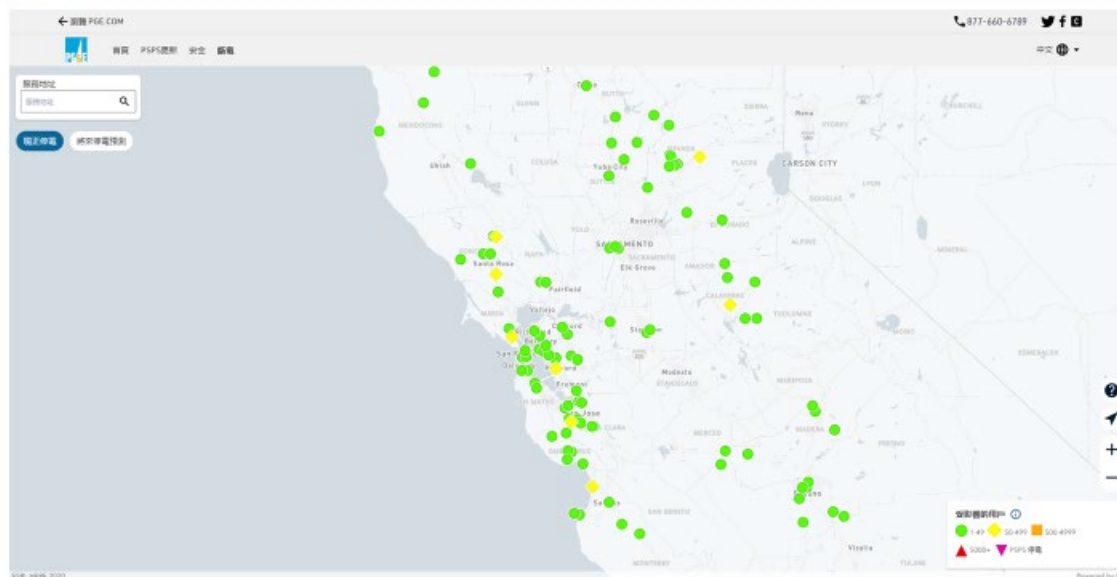
Event Updates - Russian



Community Resource Center - Korean



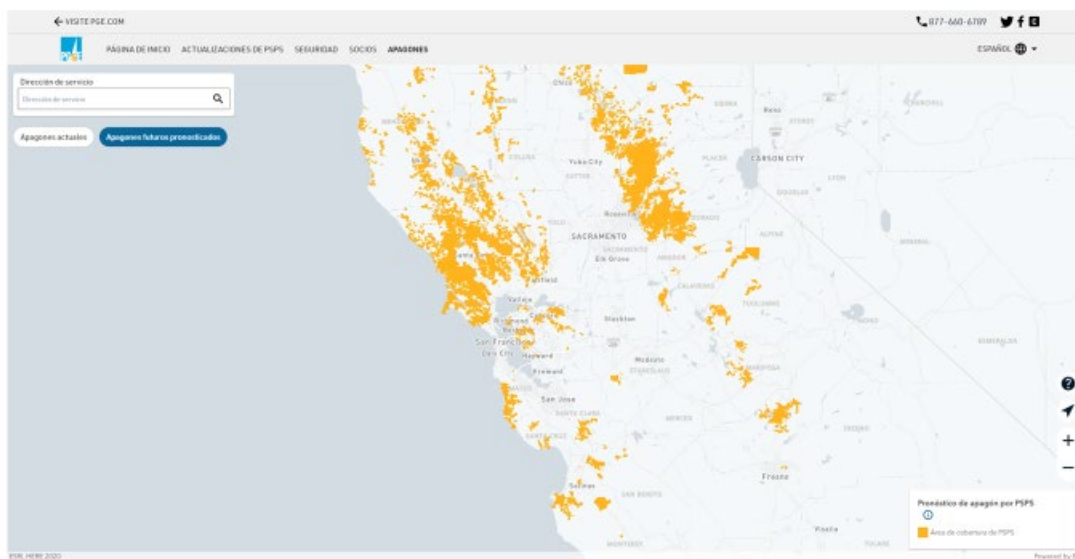
Current Outages - Chinese



Some of the measures included in this presentation are contemplated as additional precautionary measures intended to further reduce the risk of wildfires.

8

Future Forecasted Outages - Spanish

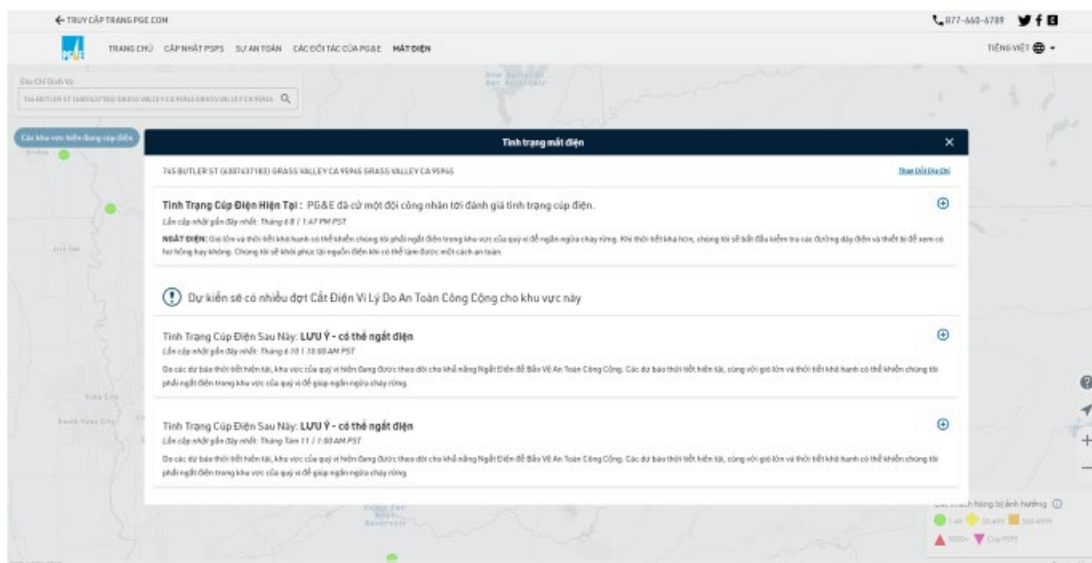


Some of the measures included in this presentation are contemplated as additional precautionary measures intended to further reduce the risk of wildfires.

3



Current Outage Map Details - Vietnamese



Some of the measures included in this presentation are contemplated as additional precautionary measures intended to further reduce the risk of wildfires.

8



Address Lookup Tool (Watch Phase) - Tagalog

12148 VEE CT NEVADA CITY CA 95959 NEVADA CITY CA 95959

Palitan ang Address

Mga Kasalukuyang Kalagayan ng Pagkawala ng Koryente: Nagtatala na ng kawani ang PG&E upang suriin ang pagkawala ng koryente.

Huling Pag-update: Hunyo 8 | 1:47 PM PST

PAGPATAY SA KORYENTE: Dahil sa malakas na hangin at tanyag kondisyon, pinatay ang koryente sa inyong lugar upang maiwasan ang sunog na mabilis kumalat. Kapag maganda na ang panahon, sisimulan na naming suriin ang mga linya ng koryente at kagamitan kung may posibleng nasira. Ibabalik ang koryente kung ligtas nang gawin ito.

Oras ng Simula	Hunyo 2 3:16 PM PST
Tantiyang Pagbabalik ng Koryente	Upang Ipahayag
MGA APEKTADONG KOSTUMER	21,519

Itong Address ay nasa Babala ng PSPS

Lagay ng Pagkawala ng Koryente sa Hinaharap: TINGNAN - posibleng pagsasara ng koryente

Huling Pag-update: Agosto 11 | 1:00 AM PST

[Tingnan ang Mapa ng Pagkawala ng Koryente](#)

Dahil sa mga kasalukuyang ulat ng panahon, nasa ilalim ngayon ng Pagbabantay para sa Pagpatay sa Koryente para sa Kaligtasang Pampubliko ang inyong lugar. Dahil sa kasalukuyang ulat ng panahon, kasama ang malakas na hangin at mga kalageyag tuyot ay baka kailangang patayin namin ang inyong koryente para mahadlangan ang sunog na mabilis kumalat.

Some of the measures included in this presentation are contemplated as additional precautionary measures intended to further reduce the risk of wildfires.

9

In-Language PSPS Notifications



Set Your Language Preference to Receive PSPS Notifications In-language

Applicable in these languages

español 中文 tiếng việt Tagalog 한국어 русский язык

Sign in to your PG&E account and set your preference (English only)

OR

Call 1-866-743-6589 to talk to a customer service representative and set your language preference



Email in-language



SMS text in-language



Phone call in-language

這是 PG&E。現在時間是
월요일 10월 12일 오전 11시: 我們
打電話來是要通知您有關
PSPS 斷電的警報。要繼續收聽
中文訊息，請按 1。

工作人員已成功在 123 Main St
恢復供電。如果這個地點的電
力尚未恢復，請上網站
pge.com/outages 或致電 1-800-
743-5002。

此期間造成的不便，敬請見
諒；感謝您的耐心配合。

要重聽訊息，請按「井」字鍵。
再見。



Get Information In-language When You Receive a Phone Call in English

Applicable in these languages

español 中文 tiếng việt Tagalog 한국어 русский язык عربي فارسی Hmoob ལྷོ་ཁྱེད་ 日本語 ਪੰਜਾਬੀ



When you answer the phone, wait to hear an option for your language

Para continuar en español, marque 3
要繼續收聽國語訊息，請按 4
要繼續收聽粵語訊息，請按 5
Para magpatuloy sa Tagalog, pindutin ang 6
Để tiếp tục bằng tiếng Việt, bấm số 7
한국어로 계속 진행하려면 8을 누르세요
Чтобы продолжить на русском языке, нажмите 9

Hear details about the
PSPS event in-language

Hear an overview message
about the PSPS event
in-language before being
transferred to a customer
service representative who
can provide details
in-language (with an
interpreter)

لسماع المعلومات باللغة العربية، اضغط 1
[ਪੰਜਾਬੀ] ਵਿੱਚ ਜਾਣਕਾਰੀ ਸੁਣਨ ਲਈ 2 ਦਬਾਓ
برای شنیدن اطلاعات به زبان فارسی، 3 را فشار دهید
情報を日本語でお聞きになりたい場合は、4を押してください
ເພື່ອຮັບຂໍ້ມູນ(ມາຣ໌ໂຊ) ກຸງ 5
Txhawm rau mloog cov lus qhia ua Lus Hmoob nias 6



Tip! When speaking with an agent—know the English word for your language so you can tell the rep when you call.



Get Information In-language When You Receive a Voice Message in English

Applicable in these languages

español 中文 tiếng việt Tagalog 한국어 русский язык عربي فارسی Hmoob ལྷོ་ཁྱེད་ 日本語 ਪੰਜਾਬੀ

When you receive a voice message, call the 800 number at the beginning of the message

This is PG&E calling on Friday, September 18 at 2:30 pm with a PSPS outage alert. On September 20, your power may be shut off for safety. To hear this message in another language call [1-800-xxx-xxxx](tel:1-800-xxx-xxxx).

Due to current weather forecasts 123 Main St is currently under a Watch for a Public Safety Power Shutoff. Weather forecasts including high winds and dry conditions, may require us to turn off your power to help prevent a wildfire.

-
-
-
(Message continues)



When you call the 800 number, wait to hear an option for your language and select it to get an overview with an option to speak to a customer service representative for details in-language (with an interpreter)



Tip! When speaking with an agent—know the English word for your language so you can tell the rep when you call.

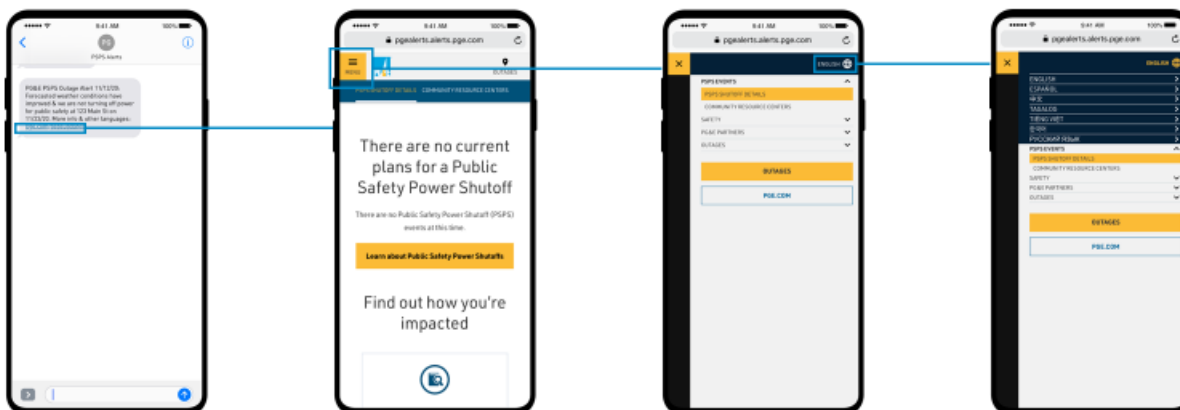


Get Information In-language From an SMS Text Message Sent in English

Applicable in these languages

español 中文 tiếng việt Tagalog 한국어 русский язык عربي فارسی Hmoob ལྷོ་ཁྱེད་ 日本語 ਪੰਜਾਬੀ

Click the link in the text message and select your language from the drop down menu

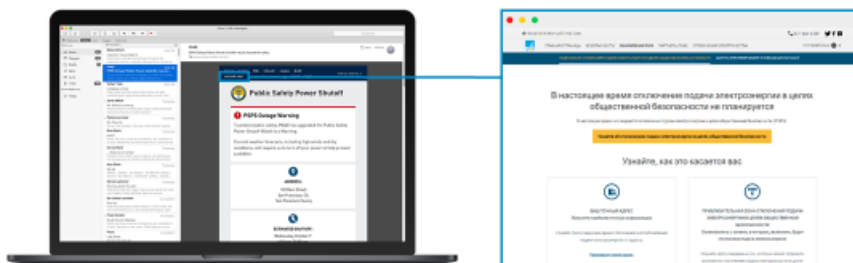


Get Information In-language From an Email Notification Sent in English

Applicable in these languages

español 中文 tiếng việt Tagalog 한국어 русский язык عربي فارسی Hmoob ལྷོ་ཁྱེད་ 日本語 ਪੰਜਾਬੀ

Click the link in your language at the top of the email to get to the website in your language



Tip! Sites like translate.google.com can translate English web pages or help you find the word.