FILED
07/03/23
01:22 PM
A1907019

Appendix 3

PG&E's Response to Recommendations (PG&E Response to Recommendations)

Table 1. PG&E Response to Recommendations

Recommendation	Does PG&E agree with this recommendation?	PG&E's Planned Actions	PG&E's Notes
We recommend that the PG&E Report It mobile app be elevated out of pilot status to become a permanent PG&E electric safety program.	Yes	PG&E plans to make PG&E Report It a permanent program (elevated out of pilot status).	
As a part of the transition, we recommend that PG&E make available the resources necessary to optimally expand the mobile app's reach throughout PG&E's electric service territory.	In Part	PG&E is currently evaluating the recommended approach for a system-wide program.	PG&E has always allowed and will continue to allow customers throughout the territory to submit tickets, which is above and beyond the requirements of the Phase I decision. PG&E has not actively marketed the program outside of Tier 2 and Tier 3 areas to date as these are not the highest risk areas. PG&E plans to continue to focus program marketing efforts on customers in Tier 2 and Tier 3 High Fire Threat Districts (HFTDs). PG&E plans to continue to allow anyone outside of Tier 2 and Tier 3 HFTDs to submit a concern through the app if they register first.
We encourage a robust ME&O campaign that encourages both awareness of wildfire prevention and how to correctly distinguish between emergencies that require calls to 9-1-1 and non-emergencies suitable for the app.	In Part	PG&E has robust wildfire prevention ME&O. The PG&E Report It program is included in wildfire prevention ME&O, such as the Wildfire Safety Webinars. PG&E plans to update the instructions in the app and on the PG&E Report It web page for further clarity on how to distinguish between emergencies that require calls to 9-1-1 and non-emergencies suitable for the app in 2023. PG&E does not agree that an ME&O campaign is the right channel to educate customers on how to distinguish between emergencies.	PG&E believes that education around how to correctly distinguish between emergencies is likely to be most useful in the app and on the PG&E Report It web page. The customer is most likely to be engaged at those two points. It's also information they need to know at the point of submission.

In preparation for any future evaluations, build on existing partnerships across the utility (e.g., call center, risk management, marketing) to address the specific data and evaluability gaps we outline in the Metric to Data Source Mapping and Evaluability Assessment table.	Yes	PG&E plans to build on existing partnerships across the utility to address the specific data and evaluability gaps outlined in the Metric to Data Source Mapping and Evaluability Assessment table.	

Recommendation	Does PG&E agree with this recommendation?	PG&E's Planned Actions	PG&E's Notes
Make raw data easily accessible to key staff, e.g., triage lead and product manager, who manage distinct aspects of the app, to support future evaluations.	Yes	PG&E plans to continue to make raw data easily accessible to key staff.	PG&E believes this information is already easily accessible to key staff. Raw data includes personal data, including Sensitive Personal Information, so access is restricted to individuals with a business need. Data without Sensitive Personal Information is shared more broadly through a dashboard that is updated daily.
Leverage the lessons learned and processes developed to provide data for this evaluation to streamline future data requests. Providing data for this evaluation was challenging due to the specific metric definitions, in that it required pulling data from multiple sources, across several departments, into new kinds of reports or formats in order to address specific evaluation metrics. Keep these processes in place, such that PG&E can quickly refresh and distribute this data more efficiently upon request.	Yes	PG&E is keeping the processes in place to retrieve data that were developed during the evaluation so that data can be quickly refreshed and distributed.	
Continue with plans to make additional improvements prior to scaling the app to more users or geographies; and maintain robust feedback monitoring processes.	Yes	PG&E plans to continue to make improvements to the app before scaling the app to more users or geographies. This includes a code refactor (in progress), updating internal tools for tracking and processing submissions, and updating the mobile app experience to better educate customers on the types of concerns to submit through the mobile app. PG&E plans to maintain our robust feedback monitoring process.	

Track or rank multiple data points in combination, such as ignition risks with location data, equipment, and labor costs to increase the utility's understanding of the full benefits and costs of ignition avoidance.	Yes	PG&E plans to include more data science and analytics around ignition risk/avoidance.	

Recommendation	Does PG&E agree with this recommendation?	PG&E's Planned Actions	PG&E's Notes
Determine if the app's programming could support a map-based alert for any report submissions pertaining to Tier 1 High Hazard Zones (HHZ) (i.e., the areas with the highest risk of wildfire) that encourages the user immediately call 9-1-1 if the issue is an emergency.	No	None	PG&E does not agree with this recommendation. The location of the issue does not pre-determine if it is an emergency or non-emergency.
Continue to support the PG&E Report It for both Android and Apple iPhone platforms.	Yes	PG&E plans to continue to support the app on both Android and Apple platforms.	PG&E is currently exploring whether a mobile-friendly webpage would get more use and should be considered in place of a mobile app.
Continue to track and identify duplicate submissions along with who is providing duplicate submissions and when they are submitted. There is an important distinction between a safety concern that is reported by more than one user and one that is already known to PG&E. The former indicates a degree of customer awareness and concern, e.g., multiple people alerting PG&E to the same issue. This could help PG&E, over time, better understand user behavior. Ideally, duplicates will come from multiple users rather than a single user providing multiple submission for the same issue, i.e., misusing the app or worrying their report was not received.	Yes	PG&E plans to continually improve the data and quality of the data collected. Improvements are being implemented within the database to clearly track each submission type uniquely.	

Recommendation	Does PG&E agree with this recommendation?	PG&E's Planned Actions	PG&E's Notes
There are opportunities for PG&E to look at not just their own processes, but also the customer pathway within the app and the pilot as a whole. For example: ▪ PG&E may wish to remind customers to check their SPAM folders when expecting a reply to their submission, and then assess if users are more satisfied with PG&E's response. ▪ More description or explanation regarding submission resolution may satisfy customers' need to feel their concern was adequately addressed; for example, if a report is closed, provide more detail as to why. Users may believe they are using offline mode when they are not; this also warrants further exploration of the customer journey.	Yes	PG&E agrees that there are opportunities to improve the customer experience, including: ▪ Reminding customers to check for updates in their SPAM and Junk email folders ▪ Improving explanations for why a report is closed ▪ Examining the offline mode and how often it is utilized ▪ Adding a survey link to PG&E response emails to collect feedback on the response process PG&E plans to do this in 2023.	
The majority of submissions (85%) are from the general public. If PG&E plans to encourage use by other groups (such as road crew workers), then targeted outreach (in addition to its pilot phase presentations) is warranted. Additionally, we would also anticipate PG&E working with its own safety personnel or partners to incorporate the PG&E Report It into any existing protocols for reporting. This would necessitate PG&E partners confirming their own interest and the feasibility of integrating the app into their own systems. We do not, at this stage, have enough data to determine the potential of safety personnel incorporating PG&E Report It into their work. However, we do believe these individuals could be influencers in their own communities and if familiar with the app – and satisfied with it – could serve as a valuable referral.	No	None	When PG&E conducted outreach and education to vegetation management contractors and joint-pole partners, they expressed a preference for their existing reporting processes. They did not see a need to use PG&E Report It. PG&E's own safety personnel (the System Inspections team) use an internal app to report safety concerns. The internal app is better suited for the System Inspections team to use because the internal app and associated processes were built for the expertise and knowledge of PG&E safety personnel.

Recommendation	Does PG&E agree with this recommendation?	PG&E's Planned Actions	PG&E's Notes
Consider opportunities to better support non-English language speakers in reporting safety concerns. It is likely not feasible to develop a non-English language version of the app or fully non-English language ME&O materials. However, PG&E could consider developing non-English language pop-ups in the app or components to ME&O materials that direct non-English language speakers to the best resources to support them; such as the call center, which can support over 250 languages.	In Part	PG&E agrees the call center can best support customers in non-English languages if they have a safety concern to report. PG&E plans to look into the best places to direct non-English language speakers to call to report a safety concern (e.g., on the Report It webpage). PG&E does not agree that non-English language pop-ups should be put in the app.	Putting in-language popups in the app is not likely to be effective as the user would have gone through multiple English steps first. The key will be to put in-language callouts into webpages letting non-English speakers know they can call to report an issue in their language.
We believe there are opportunities for the pilot staff to work with PG&E's marketing team to develop and test the efficacy of different marketing messages for outreach, education, and increased use prior to fire season and significant storms.	Yes	In PG&E's June 2023 Report It email campaign, the pilot staff is working with PG&E's marketing team to test different subject lines. The pilot staff will continue to work with the marketing team to test messages for outreach and education.	
Greater customer education is warranted. The PG&E Report It response team's time for triage and processing (current review time is eight hours according to staff) will improve if PG&E can reduce the number of invalid submissions regarding non-PG&E assets. Identify which types of assets customers mistake for PG&E's. Then consider adding information to the PG&E Report It app. For example, if customers typically mistake telecom wires for power lines, add a photo or a drawing showing a pole with multiple wires, and label each one according to its ownership. We noted a diagram within the app that labels wires, but does not explicitly state which ones do not belong to PG&E. ▪ While only 8% of total submissions were emergencies, community safety may improve if customers are better able to identify emergencies and report them properly, i.e., not via the PG&E Report It.	Yes	PG&E plans to update the mobile app in 2023 to better educate customers on the types of concerns that should not be reported in the app (e.g., non-PG&E assets and emergencies).	On the PG&E Report It app webpage, there are videos, illustrations and education to help reduce the amount of invalid submissions. PG&E Report It mobile app (pge.com)

Recommendation	Does PG&E agree with this recommendation?	PG&E's Planned Actions	PG&E's Notes
Customer education also includes reinforcement. We recommend using a variety of media, i.e., email, print, website, social, to remind customers, particularly prior to peak reporting periods, of what constitutes an emergency.	In Part	PG&E agrees that more customer education about what constitutes an emergency (and therefore should not be reported in the app) is warranted. However, PG&E believes this is better suited in the app and on the PG&E Report It web page and plans to update these in 2023. PG&E also supports the email channel.	Email was the most successful acquisition tactic in the pilot and it had the lowest cost per acquisition. Print had the worst response and had the highest cost per acquisition. As a result, PG&E would not recommend dedicated print campaigns as was ordered in the pilot. We believe being part of other wildfire campaigns in print would provide a better ROI vs a dedicated print piece.
Thank customers at large for using the app and acknowledge that customer submissions help PG&E identify and correct safety regulation violations as well as safety hazards. The fact that 86% of site visits resulted from customer reports signals to the public how important and impactful their participation is.	Yes	In PG&E's June 2023 Report It email campaign, PG&E is including an example from the app showing a safety concern that was reported and remediated.	
Share statistics on PG&E's website and in targeted customer communications. These should include the number of ignition risks, safety hazards and safety violations that users have reported and PG&E has resolved. This message and the above communicate PG&E accountability and are integral to reestablishing the public's trust.	Yes	PG&E plans to update the Report It web page in 2023 to include statistics and success stories from submissions through the app.	