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Appendix 4

Slides in Support of PGE Response to Recommendations in
Evaluation Draft Report

Mobile App Pilot: PG&E's Response to Recommendations

June 2023



Together, Building
a Better California



Executive Summary

PG&E agrees with many of Opinion Dynamics' recommendations on how to improve the Report It mobile app program. This year, PG&E plans to implement many of the recommendations, including:

- **Establishing Report It as a permanent program.** PG&E is currently evaluating the recommendation for expanding the program system-wide
- **Enhancing Marketing, Education, and Outreach** to share successes from the pilot and to better educate customers on the types of issues that should not be submitted through the app
- **Improving the customer experience** (i.e., helping customers understand when and why a report is closed; adding more options to provide feedback)
- **Improving data accessibility, tracking, and analytics** to better understand full benefits of the program



Establish a Permanent Program

- PG&E will establish Report It as a permanent program. PG&E is currently evaluating the recommendation for expanding the program system-wide.
 - PG&E has always allowed and will continue to allow customers throughout the territory to submit tickets.*
 - PG&E will continue to market the program towards 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.
- PG&E plans to continue to support the app on both Android and Apple platforms.
 - PG&E is also currently exploring whether a mobile-friendly webpage would get more use and should be considered in place of a mobile app.

**Per Decision 20-10-003, “The customer base and geographic area to be targeted by PG&E’s mobile app pilot should include all customers in Tier 2 and Tier 3 HFTDs, which represent a large portion of PG&E’s total service territory and a sufficient area to conduct the pilot.” PG&E chose to allow anyone outside of Tier 2 and Tier 3 HFTDs to submit a concern during the pilot, if they registered first.*



Enhance Marketing, Education, and Outreach (ME&O)

- In PG&E's June 2023 marketing email to customers in Tier 2 and Tier 3, PG&E incorporated several of Opinion Dynamics' recommendations including:
 - Testing different email subject lines
 - Acknowledging that customer submissions help PG&E keep communities even safer
- PG&E also plans to update the Report It webpage this year with Opinion Dynamics' recommendations, including:
 - Sharing statistics demonstrating the effectiveness of the pilot, as well as success stories from submissions made through the mobile app
 - Acknowledging that customer submissions help PG&E keep communities even safer
 - Education around how to distinguish between emergencies that require calls to 9-1-1 and non-emergencies suitable for the app.

Report your non-emergency safety concerns with the Report It mobile app [GET OUR APP »](#)

With **Report It**, you can help us prevent wildfires.

The goal of the Report It app is simple: to allow anyone to easily submit photos of non-emergency electrical equipment safety concerns for PG&E to review.

Thank you for working with us to help keep communities even safer

We use drones, helicopters, cameras and more to inspect our equipment. Since launching Report It, we've received more than 2,000 submissions. Your submission on the Report It app can help make the system even safer.

Before: Large woodpecker holes

After: A new pole was installed

Improve the Customer Experience

- PG&E also plans to update the Report It webpage this year with Opinion Dynamics' recommendations, including:
 - Updating the mobile app 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)
 - 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
 - Improving the app and program before scaling to more users or geographies (e.g., code refactor and updating internal tools for tracking and processing submissions)
 - Adding a survey link to PG&E response emails to collect feedback on the response process
 - Maintaining robust feedback monitoring process





Improve Data Accessibility, Tracking, and Analytics

- PG&E is leveraging the lessons learned and processes developed from the evaluation to streamline future data requests.
 - 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.
- PG&E agrees with Opinion Dynamics' recommendations to:
 - Track or rank multiple data points to better understand the full benefits and costs of ignition avoidance. PG&E plans to include more data science and analytics around ignition risk/avoidance.
 - Continue to track and identify duplicate submissions along with who is providing duplicate submissions and when they are submitted.

Appendix



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Recommendations that PG&E partially agrees with

Recommendation	Does PG&E agree with this recommendation?	PG&E's planned actions	PG&E's notes
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.	<p>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.</p> <p>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.</p>
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	<p>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.</p> <p>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.</p>	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.



Recommendations that PG&E partially agrees with

Recommendation	Does PG&E agree with this recommendation?	PG&E's planned actions	PG&E's notes
<p>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.</p>	In Part	<p>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).</p> <p>PG&E does not agree that non-English language pop-ups should be put in the app.</p>	<p>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.</p>
<p>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.</p>	In Part	<p>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.</p>	<p>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.</p>



Recommendations that PG&E disagrees with

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.
<p>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.</p> <p>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.</p>	No	None	<p>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.</p> <p>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.</p>