



**FILED**

02/01/21  
04:59 PM

**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  
2021 ACCESS AND FUNCTIONAL NEEDS PLAN  
FOR PUBLIC SAFETY POWER SHUTOFF SUPPORT**

KENNETH LEE  
JERRY HUERTA

Pacific Gas and Electric Company  
77 Beale Street, B30A  
San Francisco, CA 94105  
Telephone: (415) 973-5035  
Facsimile: (415) 973-5520  
E-Mail: [Kenneth.Lee@pge.com](mailto:Kenneth.Lee@pge.com)

Dated: February 1, 2021

Attorneys for  
PACIFIC GAS AND ELECTRIC COMPANY



# Pacific Gas and Electric Company's 2021 Access and Functional Needs Plan for Public Safety Power Shutoff Support



February 1, 2021

# Table of Contents

<b>1</b>	<b>Introduction.....</b>	<b>3</b>
<b>2</b>	<b>External Feedback and Consultation .....</b>	<b>4</b>
2.1	Customer and Community Feedback and Research .....	5
2.2	Consultation with Advisory Councils.....	5
2.2.1	PG&E People with Disabilities and Aging Advisory Council .....	6
2.2.2	Statewide AFN Council .....	6
2.2.3	Other Advisory Groups .....	6
<b>3</b>	<b>Customer Programs and Available Resources.....</b>	<b>7</b>
3.1	Disability Disaster Access and Resources Program .....	7
3.2	Portable Battery Program (PBP) .....	8
3.3	Other Continuous Power Programs .....	8
3.4	Other Options .....	10
3.5	Programs Serving Medically Sensitive, Low-Income Customers, and Disadvantaged Communities .....	10
3.5.1	Medical Baseline Program .....	10
3.5.2	Energy Savings Assistance (ESA) Program.....	11
3.5.3	California Alternate Rates for Energy Program (CARE) / Family Electric Rate Assistance Program (FERA).....	11
3.6	Community Resource Centers (CRCs) .....	12
3.6.1	CRC Resources and Types .....	12
3.6.2	COVID-19 Considerations .....	12
3.6.3	AFN Considerations .....	13
3.7	Food Banks.....	14
3.8	Meals on Wheels Partnerships .....	14
3.9	Grocery Delivery Services .....	14
3.10	2-11- Referral Services .....	14
<b>4</b>	<b>Customer Preparedness Outreach &amp; Community Engagement.....</b>	<b>14</b>
4.1	Direct to Customer Pre-Season Outreach .....	14
4.1.1	Medical Baseline Program Acquisition and Support .....	15
<b>4.1.1.2</b>	<b>In-Home .....</b>	<b>16</b>
4.1.2	Self-Certified Vulnerable Customer and Self-Identified Person with a Disability .....	17
4.1.3	Master-Metered Tenant Education.....	17

4.1.4	Wildfire Safety Open Houses, Town Hall Webinars and Videos .....	18
4.2	Participation in Community Events .....	18
4.3	CBO Engagement and Community Partnerships .....	18
	PG&E will continue to evaluate opportunities to expand all partnership areas. ....	19
4.4	Tribal Engagement .....	19
4.5	Accessibility and Translation of Communications .....	20
<b>5</b>	<b>In-Event PSPS Customer Communications .....</b>	<b>21</b>
5.1	Notifications for Medical Baseline and Life Support Customers .....	21
	PG&E provides additional notifications for customers enrolled in its Medical Baseline Program. This is described above in Section 4.1.1.....	21
5.2	Event Notification Improvements for 2021 .....	21
5.3	Focused Efficiencies to Reduce Medical Baseline Door Knocks.....	21
5.4	Dedicated CBO Liaison During PSPS Events.....	22
5.5	Website.....	22
	5.5.1 PSPS AFN Focused Webpage .....	22
5.6	Other Forms of PSPS Event Notifications .....	23
<b>6</b>	<b>Conclusion.....</b>	<b>24</b>

## 1 Introduction

Pacific Gas and Electric Company (PG&E or Company) understands that Public Safety Power Shutoff (PSPS) de-energization events disrupt the everyday lives of all impacted customers. PG&E is particularly focused on customers and communities with access and functional needs (AFN),<sup>1</sup> as PSPS events may impair these customers more than the non-AFN population.

To identify and calculate specific customers and/or households that are considered AFN, PG&E uses the following categories for which data is available in our internal databases (e.g., Customer Care and Billing (CC&B) and others):

- Customers enrolled in the Medical Baseline (MBL) program

---

<sup>1</sup> D.19-05-042 (p. A6-A7) defines the AFN population as "... 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."

- Customers enrolled in CARE or FERA
- Customers that self-identify to receive an in-person visit before disconnection for non-payment (e.g., vulnerable)<sup>2</sup>
- Customers that self-identify as having a person with a disability in the household (e.g., disabled)<sup>3</sup>
- Customers who self-select to receive utility communications in non-standard format (e.g., in braille or large print)
- Customers who indicate a non-English language preference

Using a variety of data sources (e.g., internal PG&E data like the CC&B database, and publicly available data such as U.S. census data) to further understand the magnitude of potential members of this population, PG&E estimates that, based on the CPUC’s definition of AFN populations, over 80% of residential PG&E customers may have one or more AFN attributes. Because the AFN population is both large and diverse, PG&E recognizes the need to provide different types of offerings to help these customers through a PSPS, as well as to receive regular feedback from those customers to improve those offerings. PG&E has the opportunity to further drive customer self-identification and closely align PG&E data to more accurately represent the current AFN population.

PG&E is focused on emergency preparedness education, continuous power support, access to food replacement and timely and accurate communications for those who may have access and functional needs. PG&E’s focus in 2021 will be to enhance programs, resources and communications set forth the previous year. PG&E is committed to working with our communities and customers to gather feedback from various channels and implement improvements.

In accordance with Conclusion of Law 36 the California Public Utilities Commission (CPUC or Commission), Phase 2 De-Energization Decision (D.) 20-05-051, PG&E respectfully submits this plan regarding its efforts designed to support AFN customers and communities during PSPS de-energization events.

## **2 External Feedback and Consultation**

PG&E is focused on listening to its customers and key partners to understand the needs and desires of potentially impacted communities to account for and act on the feedback received in its design, implementation, and identification of opportunities to improve its support to vulnerable

---

<sup>2</sup> In accordance with D.12-03-054, customers that are not enrolled or qualify for the Medical Baseline Program can “certify that they have a serious illness or condition that could become life threatening if service is disconnected.” PG&E uses this designation to make an in-person visit prior to disconnection. This designation remains on their account temporarily for 90 days, and can be extended to 12 months if the customers submits an application. The customer characteristic vulnerable senior is no longer included in the Disconnect OIR based on CPUC D. 20-06-003 (pg. 14), and therefore not included in this metric.

<sup>3</sup> Customers can self-identify with PG&E that they have a person in the household with a disability. This customer designation currently has no end date. In accordance with D.12-03-054, if customers have previously been identified as disabled and identified a preferred form of communication, the utility shall provide all information concerning the risk of disconnection in the customer’s preferred format (e.g. phone, text, email, TDD/TTY).

customers. The following section describes PG&E's approaches for collecting feedback from customers and key partners, which enable PG&E to more strategically act on the lessons learned through outreach, community partnerships, and notifications, as applicable.

PG&E is focused on continuously learning from previous PSPS events and listening to its customers and key partners about how the company can improve by collecting feedback and taking action to enhance customers' experience.

## **2.1 Customer and Community Feedback and Research**

In 2021, PG&E will continue to solicit and evaluate customer feedback about the PSPS program, including support, services, and resources offered to AFN customers and local communities, as well as PG&E's implementation of the PSPS protocols. PG&E will solicit feedback through a variety of channels, including consultation with the two Disability Advisory Councils formed in 2020. PG&E has listening sessions and working groups planned in 2021 with local governments, tribes, and critical facilities; webinars for customers and communities; wildfire and PSPS awareness studies; feedback via digital channels; co-creation sessions with customers, partners, and PG&E employees; notification message testing; and real-time event feedback on the PSPS updates webpage. As a result of this feedback and research from community-based organizations (CBOs), local governments, and tribes who support AFN populations, PG&E is committed to customer-related improvements, including reducing wildfire potential, improving situational awareness, and reducing the impacts of PSPS events on customers and communities. This also includes reducing the potential number of impacted customers and duration and frequency of events, as well as providing timelier and more accurate event information for all stakeholders, revising the content of customer notifications, optimizing approaches for providing translations, and providing important resources to vulnerable customers. PG&E views CBO and customer feedback, in combination with post-PSPS event reviews, to be important parts of its ongoing continuous improvement process.

Additionally, in order to gain the most holistic understanding of the Medical Baseline Program, PG&E will survey current and prospective Medical Baseline customers during Q1 of 2021. Key findings from the research conducted on the Medical Baseline Program and PSPS events suggest that once enrolled in the Medical Baseline Program, customers are generally satisfied but there remain opportunities to drive program awareness and improve enrollment. PG&E directly addresses these findings by the propensity modeling and ongoing outreach campaigns, including the health care practitioner awareness strategy, as described in Section 4.1.

Moving forward in 2021, PG&E will continue to proactively seek feedback from its customers and relevant partners, agencies, and organizations such as CBOs, to evaluate more opportunities to improve its programs and services for customers.

PG&E views CBOs and customer feedback, in combination with post-PSPS event reviews, to be important parts of its on-going continuous improvement process.

## **2.2 Consultation with Advisory Councils**

In 2021, PG&E is committed to ongoing engagement with interested parties and advisory councils to gain feedback on its approaches for serving customers before, during and after PSPS events as discussed in more detail below.

### **2.2.1 PG&E People with Disabilities and Aging Advisory Council**

In 2020, PG&E launched an AFN-focused advisory council, called the People with Disabilities and Aging Advisory Council (PWDAAC). The PWDAAC is a diverse group of recognized CBO leaders supporting people with developmental or intellectual disabilities, physical disabilities, chronic conditions, injuries, and older adult communities, as well as members and advocates from within these communities. The PWDAAC met December 18, 2020 and will continue to meet quarterly and on an Ad Hoc basis as needed in 2021. There were two key areas identified by the PWDAAC in 2020. The first is for PG&E is to improve the battery resource allocation and distribution with CBO partners by evaluating process changes to execute resources more efficiently. The second is to host regional CBO Resource Partner Strategy workshops to connect various resource partners and share best practices. PG&E will convene the Council at least four meetings per year. PG&E envisions convening the council quarterly, although the frequency or timing may be modified near the PSPS season. PG&E will continue to solicit feedback from the Council regarding PSPS, Medical Baseline, and other programs that support the AFN community. Due to COVID-19 pandemic conditions, PG&E will host virtual meetings until it is safe to hold in-person meetings.

### **2.2.2 Statewide AFN Council**

In 2021, PG&E will continue to actively engage with the other California electric investor-owned utilities (IOUs) to continue the Statewide Joint IOU AFN Advisory Council launched in 2020. The first statewide AFN Disability Advisory Council Meeting was held on January 22 with the primary objective of partnering to identify and reach non-medical baseline, self-identified AFN customers during PSPS events and other major disasters and determine gaps in services and resources. PG&E will work with San Diego Gas & Electric (SDG&E) and Southern California Edison (SCE) to continue to engage with members, advocates, and leaders across all populations identified as vulnerable, to inform a more holistic and strategic view on how to help the many constituencies served by the utilities. The joint IOUs aim to convene the Council for no less than four meetings per year. The meetings will be held virtually given the current COVID-19 pandemic conditions and will move to in-person meetings when it is safe to do so. The first meeting was held on January 22, 2021. The AFN Disability Advisory Council will meet monthly during the first quarter and will move to quarterly in Q2.

### **2.2.3 Other Advisory Groups**

PG&E will also continue to engage with and solicit feedback on its AFN Plan from other existing advisory groups, including:

- **Disadvantaged Communities Advisory Group:** An advisory group that meets quarterly led by the CPUC and California Energy Commission (CEC), with representatives from disadvantaged communities. The purpose of this group is to review and provide advice on proposed clean energy and pollution reduction programs and determine whether those proposed programs will be effective and useful in disadvantaged communities. PG&E engages with this group on a broad range of topics impacting disadvantaged communities and plans to provide information and gain input about its wildfire mitigation activities, including PSPS, in Q2 2021.



- **Low Income Oversight Board (LIOB):** A board established to advise the CPUC on low-income electric and gas customer issues and programs. PG&E also engages with this group throughout the year on issues relevant to low-income programs and communities and plans to provide information and gain input about its wildfire mitigation activities, including PSPS, in Q2 2021.
- **Local Government Advisory Councils and Working Groups:** Pursuant to the PSPS Phase 2 Decision (D.20-05-051), PG&E will include representatives from the AFN community on both the PSPS Regional Working Groups and PSPS Advisory Board. PG&E is in the process of establishing these coordination venues. Additionally, PG&E hosts local wildfire safety sessions with each County Office of Emergency Services (OES) in advance of wildfire season. PG&E's plans to support AFN populations are included in these sessions for awareness and opportunity for feedback.
- **Customer Advisory Panel, Low-Income and Communities of Color:** PG&E will continue to solicit input from members of its Low-Income and Communities of Color Customer Advisory Panel, which assists PG&E by providing input on outreach and engagement strategies with communities of color and underserved communities on a broad spectrum of topics, including supplier diversity, consumer education, and employment training opportunities. PG&E has presented its wildfire mitigation activities, including PSPS, to this Advisory Panel in the past and plans to highlight its 2021 plan and seek feedback at the meetings to be held in Q1 and Q2 of 2021.

### 3 Customer Programs and Available Resources

To aid in the support and preparedness of PG&E's most vulnerable customers, PG&E provides customers who may have access and functional needs with a broad range of programs and resources before and during PSPS events. PG&E is committed to continuously identifying improvements and new opportunities. We describe its approaches for support below.

#### 3.1 Disability Disaster Access and Resources Program

In 2021, PG&E continues our partnership with the California Foundation for Independent Living Centers (CFILC)<sup>6</sup> through the Disability Disaster Access and Resources Program (DDAR). This collaboration is a readiness program to support people with disabilities and older adults before, during, and after a PSPS.

DDAR is implemented by participating local Independent Living Centers (ILCs) that are coordinated by the umbrella CFILC organization.<sup>8</sup> The program enables ILCs to support people with disabilities, medical and independent living needs, and older adults before, during, and after PSPS events by providing program outreach, assessments, personalized emergency planning discussions, and delivering portable batteries to those who qualify. CFILC offers PSPS in-event support for qualifying customers by providing hotel accommodations, accessible transportation to hotels and Community Resource Centers (CRCs), food vouchers, gas cards for fuel, and backup batteries. Customers may be provided batteries through various options, which include long-term loan program, short term loan program, lease to own and financial loan.

Also, CFILC responds to Medical Baseline customer escalations received from PG&E's Call

Center during PSPS events and provides the above-mentioned resources accordingly. In Q1 2021, CFILC will analyze 2020 program activities and propose improvements to the program for 2021. They will partner with PG&E to host regional collaboration meetings with external PSPS resource partners. The purpose of these meetings will be for resource partners to align with the other partners within their region for a better understanding and coordination of resources available in regions. This effort will improve the overall customer experience for the 2021 wildfire season.

### **3.2 Portable Battery Program (PBP)**

The PBP was launched in August 2020, leveraging input from the five Low Income Home Energy Assistance Program (LIHEAP) providers, Richard Health and Associates (RHA), and The Energy Alliance Association (TEAA) as local assessment and delivery partners. The Program provides support for low-income, Medical Baseline customers, and other AFN populations that are higher risk for PSPS events. PBP supports customers through multi-level outreach completed by both PG&E and local entities. Local Delivery Partners complete customer assessments, determine the type of portable battery that would best serve the assessed customer, and coordinate delivery of the battery to the customer's house.

In 2020, PG&E procured several battery sizes (ranging from 400Wh to 6,000Wh) to accommodate the power needs for a variety of medical devices. The larger 5,000Wh batteries were loaned out to higher energy demand customers, as well as given to various CBO Resource Partner Food Banks in high fire-threat areas.

Like the DDAR Program, PBP enables local resources to focus on understanding customer needs through conversation, discussing emergency plan preparedness, and assessing the best resiliency solution for each customer during a PSPS event. PBP partners contact customers, assess their energy needs<sup>4</sup> for medical devices and the household's overall preparedness for a PSPS event, and deliver a right-sized battery to qualified customers.

In 2021, PG&E plans to continue refine PBP, which includes streamlining the customer experience to minimize confusion and maximizing logistical efficiencies with the DDAR program and amongst local delivery partners. PG&E will focus on enhancing the capabilities of local resources to support assessments and deliveries of batteries to qualified customers in preparation for the 2021 PSPS wildfire season.

PG&E benchmarked these activities with the other IOUs throughout 2020 to identify best practices and share lessons learned. In 2021 PG&E and the other IOUs will continue to expand this collaboration which could include coordination on battery technology and program design.

### **3.3 Other Continuous Power Programs**

The Self-Generation Incentive Program (SGIP) provides incentives for permanent battery systems that can provide whole-home backup power during PSPS in addition to providing grid

---

<sup>4</sup> The number of completed energy assessments and battery deliveries depend on customers who respond to outreach, are willing to participate, and have medical devices that are eligible to be supported by a battery.

and customer benefits. Since 2019 with the passage of AB 1150, SGIP has evolved to focus on supporting vulnerable customers (e.g., MBL) in High Fire Threat Districts (HFTDs) and customers who have experienced two or more PSPS events to improve regional resiliency. PG&E is the Program Administrator for SGIP in our service territory and coordinates the program marketing and outreach with efforts to support the continuous power needs of the AFN Community.

Launched in April 2020, the SGIP Equity Resiliency Budget (SGIP ERB) provides incentives that can cover up to 100% of project cost, including battery cost, installation, and rewiring, for customers who are considered Equity Resiliency<sup>5</sup>.

In 2020, SGIP received over 5,900 ERB applications, which included approximately 2,000 Medical Baseline Customers and 3,000 Electric Well Pump customers. There were also 677 Equity Resiliency interconnections in 2020. The entire \$270M SGIP ERB for 2020-2024 was fully subscribed by the end of September 2020 (four months after the budget opened)— setting the stage for a big year of project installations and interconnections in 2021.

To support the SGIP ERB, PG&E developed and submitted a Residential Equity Resiliency Marketing Plan to improve awareness and encourage adoption of the Medical Baseline program for qualified customers in HFTDs or those who experience 2 or more PSPS events. PG&E's strategies included direct outreach, partnering with outreach-focused contractors and CBOs, training local ILCs, and more. PG&E believes this helped drive interest in SGIP and batteries and the uptick in Medical Baseline applications.

PG&E also launched the Developer Advance Financial Assistance Pilot Program that provides an upfront payment incentive for approved developers installing SGIP-eligible battery projects for qualifying residential customers applying for Equity and Equity Resiliency SGIP budget categories. In exchange, developers provide customers with a no-money-down battery installation to remove cost barriers and ensure that vulnerable residential customers can participate in the SGIP program to improve their energy resiliency. The pilot was approved in July 2020 and PG&E was able to help over 200 Medical Baseline customers remove cost barriers to participate in the SGIP program. PG&E will continue efforts on the Developer Advance Pilot in 2021.

SGIP program design is an ongoing effort led by the CPUC, and PG&E is actively participating to shape rules to benefit our AFN customers in the future and will work with stakeholders to evaluate

---

**<sup>5</sup> Equity Resiliency Residential Criteria:**

- Must meet one of the following: 1) Be a Medical Baseline Customer 2) Notified PG&E of a medical condition that could be life-threatening if power is lost 3) Have SASH, DAC-SASH, MASH or SOMAH incentives reserved 4) Rely on electric pump wells for water supplies
- AND meets one of the following: 1) Lives in a Tier 2 or 3 High Fire Threat District 2) Lost power in a PSPS event 2+ times

**Equity Resiliency Non-Residential Criteria:**

- Must either 1) serve critical facilities or infrastructure to one or more disadvantaged communities 2) Serve critical facilities or infrastructure to one or more income qualified community
- AND meets one of the following: 1) Located in a Tier 2 or 3 HFTD 2) Lost power in a PSPS event 2+ times

the program's ability to support AFN customers.

### **3.4 Other Options**

PG&E built awareness and educated customers about commercially available temporary backup power options not available through SGIP and pointed customers to [pge.com/backuppowers](http://pge.com/backuppowers) to identify and compare a variety of backup power options.

PG&E is exploring opportunities to support customers with resiliency measures ahead of the 2021 PSPS season. The Well Pump Generator Rebate Program was launched in May 2020 and supports rural customers who rely on well-water powered electricity. Eligibility includes low-income, residential customers on PG&E's CARE/FERA program who rely on pumped wells for water service and reside in a Tier 2 or 3 HFTD. These customers can receive a \$500 rebate for qualifying backup generators. Eligible customers not enrolled in the CARE/FERA program can qualify for a \$300 rebate. The team is looking to expand upon this program in 2021.

PG&E continues to benchmark programs with IOU partners sharing lessons learned and best practices.

### **3.5 Programs Serving Medically Sensitive, Low-Income Customers, and Disadvantaged Communities**

Before, during, and after PSPS events, PG&E will continue to promote relevant programs that serve customers who may have access and functional needs to support safety and preparedness, rate discounts, energy efficiency programs, and resiliency. PG&E will continue to use these programs to assist low-income and disadvantaged communities by reducing their energy burden.

#### **3.5.1 Medical Baseline Program**

The Medical Baseline Program, also known as Medical Baseline Allowance, is an assistance program for residential customers who have special energy needs due to qualifying medical conditions. The program includes two different kinds of support to customers:

1. **A lower rate on their monthly energy bill:** All residential customers on this program receive an allotment of energy every month at the lowest price available on their rate, called the Baseline Allowance.
2. **Extra notifications in advance of a PSPS event:** Medical Baseline customers who are identified as potentially being impacted by a PSPS event will receive a customized notification via phone, text, and email that requests a confirmation of received notification. We send additional notifications to these customers to attempt to verify receipt of notifications, with hourly notification retry attempts for those customers who have not confirmed receipt of their notification. PG&E conducts site visits (referred to as "door knocks") if these notifications were not previously confirmed by the customer. These extra notification steps are intended to ensure our medically sensitive customers know when to prepare and activate their emergency plans.

To qualify for the Medical Baseline Program, a California-licensed medical practitioner certifies that a full-time resident in the home has one of the following medical issues that require heating and/or cooling and/or it is medically necessary to prevent deterioration of the patient's medical

condition: paraplegic, quadriplegic, hemiplegic, multiple sclerosis or scleroderma, a compromised immune system, life-threatening illness, or any other condition. However, due to COVID-19's unique impact on customers' ability to see their doctors, PG&E submitted Advice Letter 4244-G/5816-E and supplements<sup>6</sup> to suspend all customer removals from the Program and allow customers to enroll without authorization from a qualified medical practitioner. PG&E extended these protections through April 16, 2021,<sup>7</sup> consistent with the Commission's direction to provide protections to residential and small business customers in response to COVID-19 in Resolution M-4842.

### **3.5.2 Energy Savings Assistance (ESA) Program**

The ESA program provides free home weatherization, energy-efficient appliances, and energy education services to income-qualified PG&E customers throughout our service territory.<sup>8</sup> The ESA program emphasizes long-term and enduring energy savings, serving all willing and eligible low-income customer populations by providing program measures such as refrigerators, water heaters, furnaces, light-emitting diodes (LEDs), appliances, attic insulation, and other weatherization measures at no cost to the customer. The ESA program is available to both homeowners and renters of all housing types.

PG&E's ESA program contractor network is made up of both private contractors and CBOs that have close ties to the communities in which they serve, and we believe this will continue to be an important channel for PG&E's PSPS outreach. In addition to the program offerings to qualifying customers, PG&E includes emergency planning education as part of the on-boarding and regular training with ESA contractors, so these contractors can share emergency preparedness and PSPS messaging with ESA program participants. Furthermore, PG&E has requested funding for its future ESA program<sup>9</sup> to be able to distribute YETI coolers to ESA participants who reside in Tier 2 or 3 HFTDs, allowing them to keep food cold for an extended duration and possibly prevent food spoilage during an outage. PG&E will begin providing these resources if this funding is authorized in 2021.

### **3.5.3 California Alternate Rates for Energy Program (CARE) / Family Electric Rate Assistance Program (FERA)**

The California Alternate Rates for Energy Program (CARE) and Family Electric Rate Assistance Program (FERA) are PG&E discount programs that help eligible customers afford their energy

---

<sup>6</sup> PG&E submitted Advice 4227-G/5784-E on March 19, 2020 and supplemental advice letters on April 3, 2020 and May 21, 2020. The Commission approved Advice 4227-G/5784-E on July 27, 2020.

<sup>7</sup> For more information, see Advice 4244-G/5816-E (and supplements) and 4370-G/6066-E.

<sup>8</sup> Authorized in D.16-12-022 as modified by D.17-12-009. To qualify for the ESA program, a residential customer's household income must be at or below 200% of FPG, as required in D.05-10-044. The 2017-2020 ESA program continues to follow the policy and guidance outlined in D.07-12-051, which required the IOUs to offer all eligible customers the opportunity to participate in the program, and to offer participants all cost-effective energy efficiency measures by 2020.

<sup>9</sup> Funding requested in Application (A.) 19-11-003: PG&E's six-year Energy Savings Assistance and California Alternate Rates for Energy Programs and Budget for the 2021-2026 Program Years.

bills. Over 1.6 million customers are receiving bill discounts through these two programs.<sup>10</sup>

Training for CARE outreach contractors will continue quarterly in 2021 for new contractors and as a refresher for existing contractors. The training also highlights emergency preparedness programs, as well as a PSPS overview, to be used in holistic customer education about relevant PG&E programs during enrollment.

### **3.6 Community Resource Centers (CRCs)**

To minimize outage impacts and to serve our communities and more vulnerable customers during a PSPS event, PG&E opens CRCs in impacted counties and tribal communities to provide customers and residents a safe location to meet their basic power needs, such as charging medical equipment and electronic devices.

#### **3.6.1 CRC Resources and Types**

PG&E mobilizes CRCs in impacted communities to open as soon as possible from the time of de-energization until the time electric service is fully restored. CRC standard operating hours are from 8:00 AM-10:00 PM. PG&E will open a combination of indoor, outdoor, micro, and/or mobile CRCs with a variety of resources available to customers including:

- PSPS event information
- ADA-compliant restrooms and hand-washing stations
- Tables and chairs
- Power strips to meet basic charging needs (including charging for cell phones and laptops)
- Medical device charging
- Wi-Fi and cellular service access
- Information cards with in-language resources
- Water, snacks, and other essential items

At Indoor CRC's, PG&E also offers visitors heating and cooling, which may include blankets, bagged ice, or battery chargers.





#### **3.6.2 COVID-19 Considerations**

Due to COVID-19, PG&E will continue to adapt its 2021 CRC approach to reflect appropriate public health considerations. In some cases, indoor CRCs will be replaced with Micro CRCs (smaller, open-air tents) and Mobile CRCs (vans) to accommodate physical distancing and COVID-19 guidelines. Table 1 below outlines the different CRC types and resources.

**Table 1: Types of Community Resource Centers**

---

<sup>10</sup> As of 1/11/21

				
Details/Resources	Indoor	Tent	Micro	Mobile
<b>CRC Overview</b>	Indoor site (i.e., Community Center)	Soft-sided tent at outdoor site	Open air tents at outdoor site	Sprinter van and tents at outdoor site
<b>If Physical Distancing Required</b>	Grab-and-go bags*; metering and physical distancing	N/A; due to size limits of tent, will not use	Grab-and-go bags*; metering and physical distancing	
COVID-19 Health and Safety Measures	×	×	×	×
ADA-Accessible Restroom and Hand-Washing Station	×	×	×	×
Heating and Cooling	×	×		
Device Charging	×	×	×	×
Wi-Fi Service	×	×	×	×
Bottled Water	×	×	×	×
Non-Perishable Snacks	×	×	×	×
Tables and Chairs	×	×	×	×
Bagged Ice	×	×		
Blankets (quantities limited)	×	×	×	×
Security Personnel	×	×	×	×
Wind/Weather-Resistant	×	Limited		

\*Bag contains device charger, water, snacks and info card. \*\*On-site charging for medical devices only. \*\*\*Tables and chairs for customers charging medical devices.

As of December 18, 2020, PG&E has secured 260 event-ready outdoor sites and 98 event-ready indoor sites for a total of 358 sites. These sites will be ready for deployment in 2021. PG&E will continue to identify potential sites for both indoor and outdoor CRC locations.

### 3.6.3 AFN Considerations

PG&E has taken the following steps to base the CRC plan on local demographic data so that it meets a variety of safety needs for the AFN population including, people with disabilities, Medical Baseline customers, and the aging community.

- ADA evaluation and remediation investment at indoor sites, along with compliance checklists for onsite personnel
- Consultation with counties and tribes via PG&E's Local Public Affairs (LPA), Public Safety Specialist (PSS), and tribal liaison teams regarding CRC locations based on specific and/or local demographics
- Public transit evaluation of distance and accessibility for indoor and outdoor sites
- Creation of accessible parking either through restriping, signage, and/or cones
- Provision of:
  - ADA-accessible, portable restroom and hand-washing station at all CRC sites
  - Braille and printed copies of information cards with in-language resources
  - Clear face shields for customers who cannot wear a face mask due to medical conditions and/or are hard of hearing and/or utilize lip reading as a communication method
  - Signage created per accessibility standards
- Prioritization of medical equipment charging at all CRC sites

- Illuminated traffic directional signage to the location on a roadway (not being able to find the location was raised as an issue by the ADA community)

### **3.7 Food Banks**

PG&E's Community Resilience Fund has previously provided grants to food banks to support services to vulnerable customers during emergencies, including wildfires, power outages, and PSPS. This program will assess the needs of food banks and provide grants in 2021.

In 2020, PG&E partnered with 21 local food banks to provide food replacement to families during a PSPS event and three days following service restoration. PG&E will continue to support the partnerships established with these local food banks through the PSPS season in 2021. PG&E will also look for opportunities to further expand local food bank partnerships into areas that are more likely to experience a PSPS event.

### **3.8 Meals on Wheels Partnerships**

PG&E partnered with 18 Meals on Wheels providers through our service area to provide seniors who are impacted by a PSPS event with one additional meal (or two) per day for the duration of a PSPS event. PG&E will maintain these partnerships through 2021. PG&E will also look for opportunities to expand Meals on Wheels partnerships into areas that are more likely to be impacted by a PSPS event.

### **3.9 Grocery Delivery Services**

PG&E has partnered with Food For Thought in Sonoma County. Food For Thought provides groceries to customers who are impacted by a PSPS event and are homebound due to advanced medical conditions. PG&E will maintain the partnership with Food For Thought through the 2021 PSPS season. PG&E will also work with Food For Thought and their network to identify opportunities in other counties that may provide similar services.

### **3.10 2-1-1- Referral Services**

PG&E has a long standing relationship with 2-1-1 through our charitable grant program. This year's funding for 2-1-1, from the charitable grant program, is planned for the late Q1, early Q2 timeframe. PG&E provided regular updates to Interface Children & Family Services 211 Program. PG&E will continue to work with 211 through the Statewide IOU AFN Advisory Council and explore opportunities to expand its partnership in 2021.

## **4 Customer Preparedness Outreach & Community Engagement**

PG&E provides information about PSPS and emergency preparedness to customers and communities in several different ways. These activities are described below:

### **4.1 Direct to Customer Pre-Season Outreach**

PG&E contacts customers directly to build awareness and increase participation in the Medical Baseline Program. PG&E also helps vulnerable customers prepare for PSPS events.



#### **4.1.1 Medical Baseline Program Acquisition and Support**

To drive awareness and enrollment in the Medical Baseline Program, PG&E plans to execute multi-channel acquisition efforts through digital media (such as paid search, social media, and/or banner ads), direct-to-customer outreach (tactics like direct mail, email, and/or PG&E bill package). Informational webinars and cross-promotion on PG&E's website will also continue to reinforce program awareness and enrollment objectives. As part of an ongoing data-driven acquisition strategy, PG&E will continue to leverage Medical Baseline propensity data to identify and efficiently target acquisition efforts to households with the highest likelihood to qualify for and enroll in the Medical Baseline Program.

In addition, PG&E will continue cross-promoting Medical Baseline where appropriate, including:

- Integration into CARE / FERA program outreach
- Providing program education and application materials to ESA contractors, and
- Featuring Medical Baseline Program information in new residential customer "Welcome" materials

PG&E will continue support for existing Medical Baseline customers, including providing PSPS and emergency preparedness information and resources and incremental PSPS event notifications. Medical Baseline Program participants are encouraged to update emergency contact information and acknowledge notifications during PSPS events.

PG&E will also continue program education among existing Medical Baseline customers to reinforce program awareness, provide preparedness information and resources, encourage updating of contact information, and remind Medical Baseline customers to acknowledge notifications during PSPS events.

In addition to the efforts mentioned above, PG&E will educate and engage HealthCare Industry Providers through a variety of channels to increase their awareness of the program. See Section 4.1.1.1, Health Care Industry Strategy for more information.

PG&E provides additional notifications for customers enrolled in its Medical Baseline Program<sup>11</sup> due to potentially life-threatening implications that power outages may have on a customer who relies on either gas or electric service for life sustainability or mobility due to medical conditions.

Throughout a PSPS event, PG&E sends automated notifications to Medical Baseline customers via phone, text, and email. All notifications to Medical Baseline customers request a confirmation that the notification was received, and the notifications continue on an hourly basis until the customer verifies receipt of the notifications (e.g., by answering the phone, pressing any key to confirm receipt, or opening their email). If a customer does not confirm receipt, PG&E will conduct door knocks to confirm the message is received in advance of de-energization. These extra notification steps are taken to ensure our medically sensitive customers are aware it is time to prepare and activate their emergency plan.

If during the door knock site visit, it is determined that translation support is needed, PG&E

---

<sup>11</sup> Notifications also include Medical Baseline customers that are tenants of master metered accounts

representatives can use Language Line Services to communicate with the customer by either using the “Mobile Insight” app for video interpretation or by reaching an interpreter over the phone for assistance. If a customer is not home when the door knock visit takes place, a door hanger is left at the customer’s door to notify the customer that PG&E visited.

#### **4.1.1.1 Health Care Industry Strategy**

PG&E recognizes that ongoing engagement with healthcare practitioners, medical associations, and durable medical device suppliers in 2021 is a key opportunity to increase enrollment in the Medical Baseline Program. PG&E’s qualitative research indicates that Healthcare Providers can play a key role in driving patient awareness and consideration of Medical Baseline Program benefits.

To supplement the multi-channel acquisition strategy, PG&E developed a health care industry outreach strategy in 2020. This strategy includes identifying the appropriate industries (e.g., major healthcare providers, County Health and Human Services departments, In-Home Supportive Services, social workers, medical device suppliers, medical associations) and the right contacts to share messages.<sup>12</sup>

Furthermore, PG&E expects to launch a web-based Medical Practitioner Portal in Q2 2021. Medical practitioners will be provided with education and training that allows them to use the portal and easily certify patient eligibility for the Medical Baseline Program, and/or re-certify eligibility for ongoing program participants. Coupled with the customer-facing online application (launched in 2020), this new tool further streamlines program enrollment, making participation and recertification faster and easier for customers and practitioners.

PG&E will build upon the foundational relationships established in 2020 to educate these healthcare partners about our Medical Baseline Program to encourage awareness and enrollment. PG&E will distribute a Medical Baseline Program fact sheet that has been translated into multiple languages. This fact sheet highlights the savings and safety benefits of the Medical Baseline Program for people with critical energy needs. The fact sheet can be used to educate both healthcare providers and their patients. However, PG&E acknowledges that the COVID-19 pandemic continues to place a heavy burden on health care providers and may limit the health care industry’s ability to support PG&E’s Medical Baseline Program recruiting goals. As such, our plans may be modified as the pandemic evolves in 2021.

#### **4.1.1.2 In-Home Supportive Services (IHSS) and Medical Baseline Program Training**

PG&E has committed to completing four training sessions in 2021 to educate In-Home Supportive Services partners on PSPS, the Medical Baseline Program, and the new Medical Practitioner Portal that will be deployed in Q2 of 2021.

---

<sup>12</sup> PG&E’s existing contacts with these organizations are either operational in nature for PSPS, or billing-related contacts. PG&E will need to determine new contacts at these organizations.

#### **4.1.2 Self-Certified Vulnerable Customer and Self-Identified Person with a Disability**

Customers can self-certify for PG&E's Vulnerable Customer status if the customer or someone in the household has a serious illness or condition that could become life-threatening if their electric or gas service is disconnected for nonpayment of their energy bill. Vulnerable customers receive an in-person visit from a PG&E representative before disconnection of service.<sup>13</sup> The representative posts a notice within 48-hours before or at the time of disconnection for nonpayment. Customers can self-certify as a vulnerable customer by calling PG&E's Contact Center or downloading the application from our website. The Vulnerable Customer status remains on the customer's account for 90 days. If the illness or medical condition extends beyond 90 days, the customer must complete the Vulnerable Customer Application to request a one-year extension. A customer who has self-certified themselves as vulnerable will not require a medical practitioner certification.

PG&E is reviewing additional communications to this AFN population before and during PSPS events. PG&E will be promoting this option through outreach with the health care industry and other health partners and CBOs, as well as medical baseline outreach as an alternative for individuals who do not qualify for the Medical Baseline Program.

#### **4.1.3 Master-Metered Tenant Education**

PG&E will continue to drive awareness of the PSPS program to customers that are tenants of master-metered<sup>14</sup> accounts. This includes sending a tenant education kit to master-metered owners via direct mail and email (if an email address is available). This kit contains a letter to remind master-metered owners to maintain contact information for their tenants and distribute PSPS notification details to their tenants in the event of a PSPS event, as well as provide PSPS overview flyers that can be posted in communal areas. PG&E will also reach out to master-metered owners, among other channels, to promote Address Level Alerts, an education tool that can be utilized by tenants to receive PSPS notifications for a specific address. These alerts will be available via SMS or telephone calls in multiple languages.

Additionally, Medical Baseline master-metered customers will be provided a letter encouraging them to call and update their contact number on file. This is managed separately from the customer of record data and leveraged during a PSPS event to both send direct PSPS notifications via phone and include these customers in the Medical Baseline door knock process

---

<sup>13</sup> As part of the COVID consumer protections, the Commission ordered a moratorium on residential customer disconnections until April 16, 2020. The Commission is considering an extension of this protection, among others, as part of Draft Resolution M-4849, up for Commission vote on February 11, 2021.

<sup>14</sup> A master-metered tenant does not receive electricity and/or natural gas directly from PG&E holding the franchise to provide distribution-level services. PG&E provides the master-metered customer (for example, a mobile home park owner/operator, or apartment complex owner) who then distributes the electricity, natural gas, or both to the master-metered tenant.

if the phone notification is not acknowledged.

#### **4.1.4 Wildfire Safety Open Houses, Town Hall Webinars and Videos**

PG&E plans to conduct 12 Safety Town Halls and approximately 24 Community Wildfire Safety Program (CWSP) Open Houses in 2021 targeted to various regions within the service territory. Due to the COVID-19 pandemic, PG&E will implement similar best practices established in 2020 by hosting these town halls and open houses as virtual webinars with a continued focus on supporting customers that may have access and functional needs. PG&E will prioritize areas that are at a higher risk of wildfire or have seen higher impacts from PG&E activities such as vegetation work and PSPS events for county specific or smaller regional Open Houses. Along with webinars, PG&E will utilize short and long videos that can be shared on our website and with our partners. Webinars generally include closed captioning in English, Spanish, and Chinese. Recordings and transcripts will be available on pge.com.

PG&E anticipates that:

- 9 of these Town Hall webinars will be regionally focused and will target 2-4 counties each time.
- 3 Town Hall webinars will be targeted to all customers.
- 2 webinars will be targeted to CBOs that support seniors and those with access and functional needs.

#### **4.2 Participation in Community Events**

PG&E will continue to leverage opportunities to participate in community events in a virtual environment. As the COVID-19 vaccine is implemented and it becomes safe for PG&E employees and customers to gather in a public setting, PG&E intends to reach out to organizers and identify opportunities or in-person community events to meet in person. In the interim, PG&E will look to CBO partners to host webinars and provide presentations focused on programs and resources that support people with disabilities and aging and low-income customers.

#### **4.3 CBO Engagement and Community Partnerships**

PG&E recognizes the important roles that CBOs play in the community and will continue to leverage CBOs to support those customers who may have access and functional needs. PG&E coordinates with CBOs that have existing relationships and serve a variety of populations, including disadvantaged and hard to reach communities, to conduct outreach to customers before and during a PSPS event. PG&E continues to engage with a diverse group of CBOs to identify contacts, resources, and communication capabilities.

- **Informational Partners:** PG&E is actively engaged with CBOs to provide education and awareness information to its customers through a variety of channels. PG&E will continue to leverage this relationship to share relevant information to CBOs who will further share the information with their consumers. PG&E will look to expand informational partnerships to increase the number of CBOs in our network in 2021.
- **Resource Partnerships:** In addition to the partnership with the CFILC, PG&E has established resource partnerships with food banks, Meals on Wheels providers, in-language CBOs, and a food delivery provider. The focus in 2021 will be to strengthen these partnerships and look

to expand partnerships in counties not currently supported and likely to be impacted by a PSPS event. In 2021, PGE will perform a gap analysis to determine which counties and communities will need additional resources depending on the number of previous PSPS events. Through this analysis, PG&E will conduct outreach to additional CBOs who could potentially provide resources to customers before, during, and after a PSPS event.

- **Regional Collaboration Meetings:** PG&E will host regional meetings to build awareness of CBOs who provide resource support for PSPS events in a similar area. PG&E has divided its service territory into 10 regions to support local collaboration efforts. These regional meetings will be for ILCs, Food Banks, In-Language Partners, Meals on Wheels, and Food Delivery services with whom PG&E has established partnerships. Each region will have the ability to network with the other CBOs in their area.
- **CBO Virtual Fair:** To connect PG&E's network of CBOs (informational and resource), PG&E will be hosting a CBO virtual fair. The purpose of this fair will be to share the most up-to-date information on PG&E's programs, but also to familiarize CBOs with the resources available through the existing partnerships throughout PG&E's service area.

PG&E will continue to evaluate opportunities to expand all partnership areas.

#### **4.4 Tribal Engagement**

PG&E will continue to work with tribal governments to prepare their communities for PSPS events and obtain feedback from those that were impacted by PSPS events, including seeking input on opportunities to address Medical Baseline and AFN populations within their communities. PG&E has scheduled several listening sessions with tribal governments during Q1 of 2021.

PG&E continues to work with tribes in the following ways related to PSPS and emergency preparedness:

- Continuing engagement with the California Rural Indian Health Board in their request of Congressional support to obtain funding for backup generation for all tribal health facilities in the state of California.
- Coordinating with the Indian Health Service (the federal agency that oversees operations and maintenance of tribal drinking water systems) to conduct a needs assessment for tribal drinking water and wastewater systems, including the identification of smaller, private drinking water systems on tribal lands that are not a part of the larger municipal tribal drinking water and wastewater systems.
- Coordinating with the Indian Health Services to provide PSPS preparedness training for all tribal health facilities in the PG&E service area.
- Seeking input from tribes to identify critical facilities within their jurisdictions, including the identification of drinking water meters and health facilities, to improve PG&E's situational awareness of these systems during PSPS events, for earlier restoration where possible.
- Conducting Wildfire Safety Working Sessions with tribal, county and local governments. These are held at the county level and include all tribes geographically located within a county.<sup>14</sup> Each presentation enables tribes to obtain additional information and services

for tribal AFN community members.

- Increased collaboration and outreach with Tribal Health to promote the Medical Baseline Program, CARE/FERA, and other programs and services that support tribal AFN and aging populations.

PG&E will continue to listen to customers and interested partners to explore additional opportunities to better serve its most vulnerable customers during PSPS events.

#### **4.5 Accessibility and Translation of Communications**

Throughout 2020, PG&E expanded the list of languages used for Community Wildfire Safety Program (CWSP) and PSPS communications and notifications from six non-English languages to 15 non-English-languages.<sup>15</sup> This includes the translation of in-event PSPS notifications, as well as PG&E's website and other critical wildfire safety and PSPS preparedness materials. PG&E will promote our in-language options, encouraging customers to select their preference, using various channels including direct mail, social media, multi-media partners, and CBOs.

PG&E also has contracts with five CBOs to provide in-language communications to customers in a variety of indigenous languages both for preparedness outreach and in-event communications during a PSPS event. These CBOs provide in-language outreach using social media, in-person communications, and one-on-one phone calls in one or more of the following languages: Mixteco, Tlapaneco, Triqui, Zapoteco, Maya, Nahuatl, Chatino, Chinanteca, and Katz el.

Another option for in-language support is our Contact Center. PG&E's Contact Center is equipped to provide translation support in over 250 languages.

To support customers that are deaf or hard of hearing, PG&E has also published a video in American Sign Language (ASL) to explain the PSPS process. PG&E collaborates with NorCal Services for Deaf and Hard of Hearing to record PG&E's PSPS event notifications in ASL and messaging directing customers to pge.com for a current list of affected counties. A PSPS overview video recorded in ASL also directs customers to PG&E's address look-up tool during PSPS events. PG&E shares these PSPS ASL recordings on our social media channels (e.g., Facebook and Twitter). PG&E also includes NorCal Services for Deaf and Hearing and other Deaf agencies in PSPS CBO communications so that the information and links can be shared within the Deaf community.

Further, PG&E engages with multicultural media outlets throughout the year in an effort to promote safety initiatives, including PSPS, to monolingual or difficult-to-reach populations that may not have access to mainstream television media and/or read/speak English. PG&E shares news releases and coordinates interview opportunities with media outlets to help educate non-English speaking customers on various PG&E programs, including the CWSP, PSPS, emergency preparedness, public safety, consumer protections, and income qualified programs, to name a few. PG&E also schedules media visits with these organizations to discuss other partnership

---

<sup>15</sup> These include Spanish, Chinese, Tagalog, Russian, Vietnamese, Korean, Farsi, Arabic, Hmong, Khmer, Punjabi, Japanese, Thai, Portuguese and Hindi.

opportunities (e.g., Public Service Announcements, advertising, event sponsorships).

PG&E remains committed to the continuous improvement of its websites to better meet the diverse needs of its customers. As we launch new features and functionality to [www.pge.com](http://www.pge.com) and <https://pgealerts.alerts.pge.com/>, we ensure compliance with Web Content Accessibility Guideline (WCAG) standards. Any new digital platforms planned for development, for example, a mobile app, will ensure compliance with WCAG standards. We also seek to improve the customer experience with ongoing manual and functional usability testing for key components.

## 5 In-Event PSPS Customer Communications

PG&E will continue to use all communication channels available during an event, including direct-to-customer notifications sent via phone, text and email, which will be supplemented by website, call-center support, media engagement (multi-cultural news outlets, earned and paid media, social media), and collaboration with Public Safety Partners and CBOs. Using the multi-channel communication approach enables PG&E to notify and engage with potentially impacted public safety partners, critical facilities, Medical Baseline customers, all other customers, and the general public.

### 5.1 Notifications for Medical Baseline and Life Support Customers

PG&E provides additional notifications for customers enrolled in its Medical Baseline Program.<sup>16</sup> This is described above in Section 4.1.1.

### 5.2 Event Notification Improvements for 2021

PG&E made several changes to customer notifications in 2020 based on customer feedback received during the 2019 season and will continue to make improvements this year. Among them are:

- Shortened Interactive Voice Recording (IVR) notification messaging (redrafted/edited). These messages will be tested and surveyed for customer feedback prior to launching
- Expanding the in-language content to Address Alerts which will be available in all 16 languages<sup>17</sup>

### 5.3 Focused Efficiencies to Reduce Medical Baseline Door Knocks

PG&E provides door knocks to customers who are on the Medical Baseline program and have not acknowledged PG&E's PSPS notifications. The continued focus will be to reduce the need for Medical Baseline Door Knocks.

- **Proactive Communications to Reduce Door Knocks:** PG&E will look to understand why some Medical Baseline customers did not respond to PG&E's call, SMS, or email notifications and build a strategy to improve acknowledgment of these messages. This

---

<sup>16</sup> Notifications also include Medical Baseline customers that are tenants of master metered accounts

<sup>17</sup> English, Spanish, Chinese, Tagalog, Russian, Vietnamese, Korean, Farsi, Arabic, Hmong, Khmer, Punjabi, Japanese, Thai, Portuguese and Hindi.

may be a combination of proactive education and updating contact information.

- **Staffing and support for PG&E employees performing Door Knocks:** Ensuring that PG&E has staff resources in place to support Medical Baseline Door Knocks in small, medium, and large PSPS events. Providing employees who are performing Door Knocks with the resources and tools needed to successfully engage with the AFN population. Also, ensuring that these employees are aware of the resources available for customers.

#### 5.4 Dedicated CBO Liaison During PSPS Events

In 2020, PG&E established a CBO Liaison to maintain ongoing communications with CBO before, during, and after PSPS events, which will continue into the 2021 PSPS season. Following feedback from PG&E's AFN-focused advisory council PWDAAC, PG&E established daily coordination calls with CBO resource partners supporting PSPS events to provide an open forum to answer questions, offer suggestions regarding how they can best support their customers, and facilitate more localized coordination among the partners. PG&E will continue to host this call to create a unified and working relationship between PG&E's Emergency Operation Center (EOC) and CBO resource partners.

#### 5.5 Website

PG&E remains committed to the continuous improvement of its websites to better meet the diverse needs of its customers. As we launch new features and functionality to pge.com and pgealerts.alerts.pge.com, we ensure compliance with WCAG 2.0 AA standards. We also seek to improve the customer experience with user testing for key components.

In 2021, website improvements we anticipate providing include:

1. **Capturing Language Preference:** The logged-in state of pge.com is for PG&E Online account holders to access their account information online. PG&E will expand options for online accounts so customers can easily select their language preference for receiving notifications in any of the 16 languages available.
2. **Improving PSPS Content:** PG&E will update the content and readability of content at pge.com and pgealerts.alerts.pge.com based on customer feedback provided throughout the 2020 season.
3. **Adjusting Script Language:** PG&E will augment current notification scripts to incorporate customer feedback received. Specifically, we expect to increase the clarity of messaging and shorten the script length.
4. **PSPS Address Alerts:** PG&E will offer Thai, Hindi, and Portuguese interactive voice response calls, as well as adding the ability to receive an SMS text in any of the 16 languages.

##### 5.5.1 PSPS AFN Focused Webpage

In 2020 PG&E launched a webpage focused on resources for those who may have accessibility, financial, language, and aging needs and may need assistance before, during, and after a PSPS event. This website highlights PSPS impact mitigation resources that are available during an event, including an overview of services provided through PG&E's partnerships with the CFILC, Food Banks, Meals on Wheels, In-Language support, and food delivery. Customers can view contact information for all resource partners and view a video of an ASL interpreter.



PG&E will continue to host this webpage with dedicated resources for those customers who may have access and functional needs. Also, we will optimize to improve the user experience as new resources are available.

## 5.6 Other Forms of PSPS Event Notifications

PG&E is committed to ensuring all potentially impacted customers, and interested parties, are made aware of potential PSPS events, for these stakeholders to adequately prepare as needed. PG&E uses the forms of in-event communications listed below as well as those described above:

- **Media Engagement:** 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, and, when available, running paid advertising on radio and digital channels. In turn, these media organizations may provide communications on the radio, broadcast, tv, and online.
- **Multicultural Media Engagement:** In addition to the general media engagement described above, PG&E is focused on enhancing coordination with multi-cultural media organizations. PG&E currently has a partnership with 36 multi-cultural media organizations that provide information in-language through multiple outlets. PG&E is planning on hosting in-language PSPS webinars with our multicultural media partners. PG&E will look for opportunities to expand media partnerships that cover other languages.
- **Social Media:** PG&E uses social media, including Facebook, Instagram, Twitter and NextDoor, to direct users to its website where they can access important emergency preparedness information, as well as PSPS event updates and resources (e.g., CRC locations). In 2021, PG&E will continue to expand its use of social media platforms to provide customers with information that allows them to better prepare for emergencies and effectively manage their energy use. PG&E will also be making more content available to CBOs and other supporting agencies that provide support to the AFN community. This will also include an increase of ASL videos on social media platforms and explore posting content to keep AFN communities safe and informed.
- **PG&E Call Center Services:** PG&E currently operates three 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 contact centers are equipped to provide translation support in over 250 languages and 10 indigenous languages. During 2020 PSPS events, PG&E ensured minimal wait times of less than 10 seconds on average for customers and will continue to implement this strategy for 2021.
- **In-Language Notifications and Address Alerts:** PG&E will be expanding the number of language preferences available. Once the preference has been set, customers can receive an alert in-language. In addition, PG&E will make modifications to existing in-language notifications in-line with changes being made to English scripts. For example, PG&E is shortening the Watch and Warning scripts for all languages in 2021, so the corresponding in-language scripts will be re-translated to match. PG&E will also work towards functional parity for all languages that were not fully implemented, including new

capabilities such as Address Level Alerts (ALA) referenced below.

- **Improvements to Interactive Voice Recording (IVR) Call Flow:** PG&E will be looking to make messaging more concise and improve ease-of-use for navigating the IVR menu.
- **Address Alerts for Non-PG&E Account Holders:** PG&E has established alerts for non-account holders, which may be defined as individuals who are served by PG&E but are not responsible for paying the utility bill. This population may include master metered tenants, renters, or the transient population and may be seniors, low-income, non-English speakers, or individuals with a disability and/or AFN population partners like CBOs, care providers, family, or friends. In 2019 PG&E launched Zip Code Alerts to provide this population with the ability to opt-in to direct notification from the utility by zip code. Beginning in Q2 2021, PG&E will promote Address Level Alerts (ALA), a new address specific notification option which will replace Zip Code Alerts. This enhanced notification option was developed as a direct result of feedback from the PWDAAC Council. Details about ALA are available on pge.com, with Interactive Voice Recording (IVR) as the currently available channel. In Q2 2021, SMS and in-language (English + 15 languages) will launch, and PG&E will begin actively promoting the full suite of options to encourage adoption before the 2021 event season.

## **6 Conclusion**

PG&E will continue to ensure that all customers are aware of and prepared for potential power outages, especially the most vulnerable populations. PG&E will continue to listen to its customers and community partners, soliciting feedback to enhance communications and resources throughout the year.