

PACIFIC GAS AND ELECTRIC COMPANY
Wildfire Mitigation Plans
Rulemaking 18-10-007
Data Response

PG&E Data Request No.:	CalAdvocates_045-Q06		
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Request Date:	March 1, 2021	Requester DR No.:	CalAdvocates-PGE-2021WMP-11
Date Sent:	March 3, 2021	Requesting Party:	Public Advocates Office
PG&E Witness:		Requester:	Henry Burton

The following questions related to PG&E's 2021 Wildfire Mitigation Plan (WMP) Update.

QUESTION 06

As part of the implementation of your WMP in 2020, what specific actions did PG&E take in 2020 to improve the accuracy of its customer contact information, in order to comply with the Commission's PSPS notification requirements?¹

ANSWER 06

In 2020, PG&E took the following actions to improve the accuracy of customer contact information.

- We launched a variety of targeted campaigns prior to PSPS season. We used direct mail, outcall campaigns, social media posts, website popups, bill inserts, and monthly emails to electric customers, asking them to provide or confirm their contact information. PG&E's home webpage, along with many other webpages, includes a prompt for customers to update their contact information either through online tools "Your Account" or by calling our Contact Center.²
- For our access and functional needs (AFN) customers, we implemented a targeted campaign to encourage customers to update their contact information. This effort included a focused campaign to increase enrollments, and thereby collect updated contact information, in the medical baseline program.³
- Launched a proactive door knock campaign to reinforce the importance of updating contact information for medical baseline customers who required a door knock during the 2019 PSPS events.
- To support critical facilities, PG&E leveraged its account managers, implemented outbound call campaigns, and launched a targeted direct mail/email campaign to

¹ Resolution ESRB-8.

² Pacific Gas and Electric Company's Progress Report on Phase 2 OIR Implementation of De-Energization Guidelines, August 4, 2020, p.12

³ Pacific Gas and Electric Company's Progress Report on Phase 2 OIR Implementation of De-Energization Guidelines, August 4, 2020, p.27

encourage critical facility providers to provide updated contact information for each location.⁴

- In addition, during PSPS events, we included prompts in our customer notifications requesting customers to contact PG&E if the contact information was inaccurate.⁵
- By June 2020, we reduced the total number of customers with missing or invalid contact information by 75% (from approximately 68,000 to less than 17,000). We reduced the number of Medical Baseline customers with missing or invalid contact information by 90% (from approximately 800 customers to 80).⁶ By December 2020, we reduced the total number of customers with missing or invalid contact information by 7% (to less than 16,000).
- Following PSPS events in September, October, and December 2020 PG&E sent customers a postcard indicating we were unable to notify them during recent PSPS events due to missing or invalid contact information and the need to update contact information online or by calling our Contact Center.

⁴ Pacific Gas and Electric Company's Progress Report on Phase 2 OIR Implementation of De-Energization Guidelines, August 4, 2020, p.24

⁵ For examples of these messages, see PG&E's compliance report for the PSPS protocols initiated for the December 7, 2020 (ESRB-8 Report) Appendix p. 20 and Appendix p.23.

⁶ Pacific Gas and Electric Company's Progress Report on Phase 2 OIR Implementation of De-Energization Guidelines, August 4, 2020, p.12