

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

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

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

**PACIFIC GAS AND ELECTRIC COMPANY'S ACCESS  
AND FUNCTIONAL NEEDS (AFN) PLAN FOR PUBLIC  
SAFETY POWER SHUTOFF (PSPS) SUPPORT  
QUARTERLY PROGRESS REPORT OF ACTIVITIES BETWEEN  
JANUARY 1, 2021 AND MARCH 31, 2021**

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

Quarterly Progress Report of Activities  
Between January 1, 2021 and March 31,  
2021



## Table of Contents

<b>1</b>	<b>Introduction</b> .....	<b>1</b>
<b>2</b>	<b>External Feedback and Consultation</b> .....	<b>1</b>
2.1	Consultation with Interested Parties and Advisory Councils .....	1
<b>3</b>	<b>Customer Programs and Available Resources</b> .....	<b>8</b>
3.1	Disability Disaster Access and Resources Program .....	8
3.2	Portable Battery Program (PBP) .....	8
3.3	Other Continuous Power Programs.....	8
3.3.1	Self-Generation Incentive Program (SGIP).....	8
3.3.2	Generator Rebate Program .....	9
3.4	Programs Serving Medically Sensitive, Low-Income Customers, and Disadvantaged Communities .....	9
3.4.1	Medical Baseline Program.....	10
3.4.2	Energy Savings Assistance (ESA) Program .....	11
3.4.3	California Alternate Rates for Energy Program (CARE) / Family Electric Rate Assistance Program (FERA).....	12
3.5	Community Resource Centers (CRCs) .....	12
3.5.1	Securing CRC Sites .....	12
3.6	Food Bank Programs and Grocery Delivery Services.....	13
3.7	2-11- Referral Services .....	13
<b>4</b>	<b>Customer Preparedness Outreach &amp; Community Engagement</b> .....	<b>13</b>
4.1	Direct-to-Customer Pre-Season Outreach.....	13
4.1.1	Medical Baseline Program Acquisition and Support .....	13
4.1.2	Targeted Training and Outreach.....	14
4.2	Participation in Community Events.....	15
4.3	CBO Engagement and Community Partnerships .....	15
4.4	Tribal Community Engagement.....	16
4.5	Accessibility and Translation of Communications.....	17
<b>5</b>	<b>In-Event PSPS Customer Communications</b> .....	<b>19</b>
5.1	Notifications for Medical Baseline and Life Support Customers.....	19
5.2	Dedicated CBO Liaison During PSPS Events .....	20
5.3	In-Event CBO Engagement and Community Partnerships .....	20
5.4	Website.....	20
5.5	Other Forms of PSPS Event Notifications .....	21
5.5.1	Media Engagement .....	21
5.5.2	Multicultural Media Engagement .....	21
5.5.3	Social Media.....	21
5.5.4	PG&E Contact Center Services.....	21
5.5.5	Improvements to Interactive Voice Recording (IVR) Call Flow.....	22
5.5.6	Address Alerts for Non-PG&E Account Holders.....	22
<b>6</b>	<b>Conclusion</b> .....	<b>22</b>
	<b>Appendix A: Social Media Postings in Q1 2021</b> .....	<b>A-1</b>

**List of Tables**

Table 1. Summary of Consultation with Interested Parties and Advisory Councils ..... 2

Table 2. DDAR Program Resources Provided to Customers ..... 8

Table 3. SGIP Application and Interconnection Metrics ..... 8

Table 4. PG&E Medical Baseline Program Customer Enrollments (Jan 1 – Mar 31, 2021)..... 10

Table 5. Types and Counts of Customers Above and Beyond Medical Baseline Program..... 10

Table 6. 2021 Q1 Community Resource Centers (by PSPS Event) ..... 12

Table 7. Food Bank Programs and Grocery Delivery Partnerships ..... 13

Table 8. 2020 vs. 2021 Medical Baseline Program Acquisition Targeting Outcomes ..... 14

Table 9. Summary of Healthcare Industry Outreach ..... 14

Table 10. PSPS AFN-Related Community Event Participation ..... 15

Table 11. PSPS AFN-Related CBO Engagement and Community Partnerships..... 15

Table 12. PSPS AFN-Related Tribal Community Engagement ..... 16

Table 13. Accessibility and Translation of Communications Update Status ..... 18

Table 14. Summary of Q1 2021 Notifications for Medical Baseline and Life Support Customers ..... 20

Table 15. Summary of CBO Outreach During PSPS Events ..... 20

Table 16. Multicultural Media Engagement Activities (by Month) ..... 21

Table 17. Call Center Support Services During Q1 2021 PSPS Event..... 22

# 1 Introduction

In accordance with the Conclusion of Law 36 in Decision (D.) 20-05-051, Pacific Gas and Electric Company (PG&E) provides this quarterly update regarding our progress towards meeting our 2021 PSPS Access and Functional Needs (AFN) Plan and the impact of our efforts to support the AFN and vulnerable population during de-energization events (also known as Public Safety Power Shutoff (PSPS) events). This update addresses our efforts since January 1, 2021.

Since last reporting progress on PG&E's AFN activities on December 1, 2020, PG&E has achieved the following significant milestones to help serve our most vulnerable customers before, during, and after a PSPS event:

- Customers now have the ability to set language preference within their account online at pge.com to request receipt of PSPS notifications in English, Spanish, Chinese (Cantonese or Mandarin for spoken-language communications), Vietnamese, Korean, Tagalog, Russian, Arabic, Farsi, Punjabi, Japanese, Khmer, Hmong, Thai, Hindi, or Portuguese.
- Launched PSPS Address Alerts for non-PG&E account holders so that any individual served by PG&E or with interest in a location served by PG&E can sign up for PSPS event notifications in any of 16 languages delivered via phone call or SMS text. Address Alerts replace the previously available option of Zip Code Alerts.
- Hosted 28 virtual community engagements during Q1 conducting listening sessions with our Tribal and CBO partners, Regional Working Group sessions with city and county jurisdictions, and Safety Town Halls with local communities.
- Completed an analysis to inform outreach to additional Food Banks, Meals on Wheels, and Local Grocery Delivery Services, and other CBOs to provide resources and support customers during PSPS events. These partnerships provide customers with a source of food if they experience food loss due to a PSPS event.
- Formed 6 new partnerships with HealthCare Groups and the CA Rural Tribal Health Board during Q1. Joint virtual training on the Medical Baseline Program with the other CA investor-owned utilities was held with the state's In-Home Health Supportive Services (IHSS) care providers. PG&E worked with healthcare partners to promote the Medical Baseline Program through educational webinars for partners and distribution of applications and collateral. HealthCare partners will also be provided promotional material about the Disability Disaster Access and Resources Program, a partnership between PG&E and the California Foundation for Independent Living Centers (CFILC).

## 2 External Feedback and Consultation

PG&E is focused on listening to our customers and key partners to understand the needs and desires of potentially impacted communities to account for and act on the feedback received about design, implementation, and identification of opportunities to improve its support to vulnerable customers. The following section describes the feedback we have solicited since January 1, 2021, from our customers and key partners and how we plan to incorporate the feedback to enhance customers' experience.

### 2.1 Consultation with Interested Parties and Advisory Councils

PG&E continues to engage with interested parties and advisory councils to gain feedback on our approaches for serving customers before, during, and after PSPS events. Table 1 below summarizes our engagement activities with interested parties and advisory councils for Q1 2021.

**Table 1. Summary of Consultation with Interested Parties and Advisory Councils**

<b>People with Disabilities and Aging Advisory Council (PWDAAC)</b>		
<b>Meeting</b>	<b>Feedback</b>	<b>Past and Future Actions Guided by Feedback</b>
<p><b>Date:</b> February 26, 2021  <b>Location:</b> Virtual  <b>Purpose:</b> Share information about the expiration of the COVID-19 emergency customer protections and seek input on PG&amp;E’s communication plan with PWDAAC members and other organizations representing individuals with access and functional needs (AFN).</p>	<ul style="list-style-type: none"> <li>• Consider the unique needs of the AFN community, including that many older adults and/or individuals with disabilities may not have access to the internet.</li> <li>• Preferred methods of communication are to leverage community-based organizations (CBOs) or other trusted partners, traditional mail, and TV/radio. Radio is especially important for individuals with vision impediments.</li> <li>• Develop a toolkit of resources about PG&amp;E programs that partner organizations and community members can access.</li> <li>• Proactively contact customers and be aware that the AFN community is being inundated with scams.</li> </ul>	<p>Many of the suggestions received have been incorporated in the AFN Plan, and are becoming best practices for reaching AFN customers and communities with critical information:</p> <ul style="list-style-type: none"> <li>• Offer materials in alternative formats such as braille, large print, and audio.</li> <li>• Communicate early, and often, and using a multichannel campaign to drive awareness.</li> <li>• Engage with media, including multi-cultural news organizations and press releases, issuing radio spot ads, etc.</li> <li>• Use CBOs and other trusted entities to serve hard-to-reach populations.</li> <li>• The toolkit PG&amp;E developed for PSPS events will be used as a foundation to create the requested toolkit for PG&amp;E’s programs that benefit low-income and customers with disabilities.</li> </ul>
<p><b>Date:</b> March 19, 2021  <b>Location:</b> Virtual  <b>Purpose:</b> First Quarter PWDAAC Meeting</p>	<ul style="list-style-type: none"> <li>• Shared PG&amp;E Customer Programs and Products for Vulnerable and AFN Customers.</li> <li>• Recap of 2021 Wind Event.</li> <li>• 2021 PPS Overview and Program Improvements and Plans to Host Virtual Community PPS Webinars.</li> <li>• PPS CBO Focus Group Recap and CBO Gap Analysis.</li> <li>• Time of Use Rate Transition Plan.</li> </ul>	<ul style="list-style-type: none"> <li>• Highlighted a CPUC-hosted Workshop on the PPS programs in California on March 29. The workshop included an afternoon session with two roundtable discussions covering local governments, tribes, and the Access and Functional Needs community.</li> <li>• PG&amp;E plans to host county-specific webinars related to PPS preparedness in 2021.</li> <li>• Analysis of Community Based Organization partnership support for our customers during PPS events. There are a few counties we are working with to increase</li> </ul>

	<ul style="list-style-type: none"> <li>Shared CPUC Hosted Workshop Scheduled on 3/29/21.</li> </ul>	<ul style="list-style-type: none"> <li>partnerships.</li> <li>Post-COVID CBO partnerships and packages to share with AFN communities.</li> <li>TOU transition materials have been created and can be shared.</li> </ul>
Future Meetings	June 11, September 17, and December 17, 2021	

### Statewide IOU AFN Advisory Council

Meeting	Feedback	Past and Future Actions Guided by Feedback
<p><b>Date:</b> January 22, 2021  <b>Location:</b> Virtual  <b>Purpose:</b> Q1 IOU AFN Advisory Council Meeting with CPUC Update and discussion on how the IOUs can further identify and reach the non-medical baseline self-identified AFN customers.</p>	<ul style="list-style-type: none"> <li>Planning for 2021 it was agreed that the Council would move from updates to co-creating solutions.</li> <li>State Council on Developmental Disabilities (SCDD) shared it is in the process of submitting a proposed amendment to Public Utilities Code section 739. The proposal recommends that IHSS, Regional Centers and Self-Certified individuals be eligible for Medical Baseline.</li> <li>Feedback is that the self-identification process tends to be labor-intensive, uncomfortable, and incomplete. A recommendation is to decouple the PSPS notifications from the Medical Baseline program and leverage Regional Centers/IHSS data to identify AFN customers while addressing the data privacy issues.</li> </ul>	<ul style="list-style-type: none"> <li>Allow time during future meetings for the CPUC AFN Coordinator to provide commission updates to Council Members.</li> <li>Develop a subcommittee to discuss SCDD's proposed amendment to Public Code 739 and develop ways to partner with statewide agencies to identify the AFN households.</li> </ul>
<p><b>Dates:</b> January 29; February 2, 12, 17; and March 5, 2021  <b>Location:</b> Virtual  <b>Purpose:</b> Subcommittee</p>	<ul style="list-style-type: none"> <li>Address the issue that was raised by SCDD that the current process of getting customers to opt into the IOU notification system is too slow, costly, and labor-intensive. More needed to be done to reach the AFN population.</li> </ul>	<ul style="list-style-type: none"> <li>Developed preliminary "game plan" for review with the full Advisory Council.</li> <li>Present to Council at the March meeting.</li> <li>Set up meetings with statewide leaders for the Regional Centers and IHSS to discuss data exchange and</li> </ul>



<p>developed to continue the discussions about ways to partner with statewide agencies to identify the AFN households.</p>	<ul style="list-style-type: none"> <li>• It was acknowledged that Medical Baseline is a rate applicable to only a portion of the AFN population and therefore is not a complete representation of the AFN total population.</li> <li>• Agreement on the state agencies that should be considered including IHSS, and the Regional Centers, to augment the current IOU program such as Medical Baseline and the self-certify process.</li> <li>• Work was done to define a “game plan” and align on the challenge and opportunity as well as the workstreams needed. The game plan includes the Council’s feedback and includes the workstreams to identify any AFN needs, Communications Continuous improvement, and potential targeted programs and services.</li> </ul>	<p>partnership feasibilities.</p>
<p><b>Date:</b> March 12, 2021  <b>Location:</b> Virtual  <b>Purpose:</b> Q1 IOU AFN Advisory Council Meeting with CPUC update and discussion to identify gaps in CBOs and other community groups missing from AFN customer support.</p>	<ul style="list-style-type: none"> <li>• SCDD provided an update to the proposed amendment to Public Utilities Code section 739. The proposal recommends that IHSS, Regional Centers and Self-Certified individuals be eligible for Medical Baseline.</li> <li>• CPUC shared a summary of the Phase 3 staff proposal and discussed ways for the Advisory Council to comment on the proceedings.</li> <li>• CPUC encouraged Council Members to attend the virtual AFN working session on March 29th.</li> </ul>	<ul style="list-style-type: none"> <li>• Continue with subcommittee meetings to align with the “game plan”: Committees include identifying AFN households and assessing needs, continuous improvements around customer outreach, and exploring targeted programs and services.</li> </ul>

	<ul style="list-style-type: none"> <li>Discussed draft of the “game plan” that the subcommittee developed and incorporated feedback (e.g. ensure that the plan augments the IOU efforts not replace them).</li> </ul>	
Future Meetings	April 30 and May 21, 2021	
<b>Disadvantaged Communities Advisory Group (DAC-AG)</b>		
<b>Meeting</b>	<b>Feedback</b>	<b>Past and Future Actions Guided by Feedback</b>
<p><b>Date:</b> January 22, February 19, and March 19, 2021</p> <p><b>Location:</b> Virtual</p> <p><b>Purpose:</b> Attend to ensure PG&amp;E is aware of topics discussed by the DAC-AG, and consider DAC interests in all of its program planning and present on topics of interest to the DAC-AG upon invitation.</p>	<ul style="list-style-type: none"> <li>In January, discussion on Telecom access and the lack of a safety net to ensure broadband access, due to it not being classified as a necessary utility.</li> <li>In February, debriefed Root Causes Analysis that looked at causes of August 2020 heatwave and rotating outages and noted the likelihood of more extreme weather events.</li> <li>In March, PG&amp;E presented its climate adaptation Community Engagement Plan overview.</li> </ul>	<p>Concerning the AFN community and serving customers with disabilities and access and functional needs, the DAC-AG feedback was helpful too:</p> <ul style="list-style-type: none"> <li>Recognize that many AFN customers do not have broadband access, and communication plans for PSPS need to incorporate non-digital methods.</li> <li>Understand that more customers, including AFN customers, will be impacted by increasing extreme weather events.</li> <li>Ensure AFN communities are considered in outreach efforts related to PG&amp;E’s climate adaptation Community Engagement Plan.</li> </ul>
Future Meetings	Monthly for 2021, dates TBD	
<b>Low-Income Oversight Board (LIOB)</b>		
<b>Meeting</b>	<b>Feedback</b>	<b>Past and Future Actions Guided by Feedback</b>
<p><b>Date:</b> March 11, 2021</p> <p><b>Location:</b> Virtual</p> <p><b>Purpose:</b> Present a high-level timeline of key activities as well as marketing, education, and outreach strategies for the expiration of COVID-19 emergency customer</p>	<ul style="list-style-type: none"> <li>Importance of communicating using simple, direct, and easy-to-understand language.</li> <li>IOUs should educate customers about the prevalence of fraudulent activities and how to avoid them.</li> <li>Streamline customer interactions by bundling programs and services.</li> </ul>	<ul style="list-style-type: none"> <li>Segment customers to prioritize the highest-need and tailor communications.</li> <li>Use data-driven targeting to increase the effectiveness of messages.</li> <li>PG&amp;E is working to improve its ability to bundle multiple programs for the benefit of the customer and streamline enrollment, where possible.</li> </ul>

protections and seek broad input from the LIOB members and CPUC representatives.		
Future Meetings	One meeting per quarter, to occur in June, September, and December 2021, dates TBD	

**Local Government Advisory Councils and Working Groups**

Meeting	Feedback	Past and Future Actions Guided by Feedback
<b>Date:</b> February 11, 2021 <b>Location:</b> Virtual <b>Purpose:</b> Provide a forum for local governments to provide feedback on the 2021 Advisory Committee cadence and meeting topics, agency outreach approach, and 2021 PSPS improvements.	<ul style="list-style-type: none"> <li>Marin County Emergency Services Coordinator concurred with including AFN customer support and outreach as the proposed topic for tabletop exercise.</li> <li>Committee members noted a more detailed AFN customer support update for the next meeting would be helpful.</li> </ul>	<ul style="list-style-type: none"> <li>The next meeting is focused on customer preparedness and resources as it relates to the AFN Community.</li> </ul>
Future Meeting	April 8, 2021	

**Customer Advisory Panel, Low-Income and Communities of Color**

Meeting	Feedback	Past and Future Actions Guided by Feedback
<b>Date:</b> March 17, 2021 <b>Location:</b> Virtual <b>Purpose:</b> Seek input from member organizations on PG&E's 2020 PSPS outcomes, 2021 PSPS planning, and communication plan to reach low-income and communities of color with information about the expiration of the COVID-19 emergency customer	<ul style="list-style-type: none"> <li>Work with cities and counties to promote and share PSPS information and resources.</li> <li>Make it as easy and accessible as possible for customers to access PSPS resources, such as the portable battery program.</li> <li>A "high-touch" approach is needed: invest more time and resources into reaching those with the most significant barriers to accessing information and resources.</li> <li>A communication strategy should</li> </ul>	<p>Many of the suggestions offered have been incorporated into PG&amp;E's AFN planning process, and represent best practices in communicating with hard-to-reach customers and communities:</p> <ul style="list-style-type: none"> <li>Use multi-lingual and multi-channel campaigns.</li> <li>Engage multi-cultural news organizations, press releases, radio spots, etc.</li> <li>Leverage CBOs, advisory groups, community associations, civic groups, and cities and counties.</li> <li>Recognize the need to invest more in reaching the customers who are faced with the most barriers to accessing information and resources.</li> </ul>

protections.	utilize multicultural media, such as radio, newspapers, TV, and be tailored to reach community members where they are, such as by having information available in a local supermarket.	
Future Meetings	Quarterly meetings to occur June 8, September 15, and December 8, 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 provide a progress update on our programs and available resources 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) through the Disability Disaster Access and Resources Program (DDAR) to deliver a readiness program that supports people with disabilities and older adults before, during, and after a PSPS. Table 2 below includes the number of customer energy assessments and resources provided to customers through DDAR.

**Table 2. DDAR Program Resources Provided to Customers**

Resources / Engagement with Customers Before, During and After 2021 PPS Events	Approximate Resources Provided to Customers
Customer Energy Assessments	217
Batteries Delivered	131
Food Vouchers	30
Hotel Stays	22
Gas Cards	18
Transportation	0

#### 3.2 Portable Battery Program (PBP)

The PBP provides free portable backup battery solutions to low-income, Medical Baseline customers in Tier 2 and 3 High Fire Threat Districts (HFTDs) or who have experienced 2 or more PPS events to support resiliency during PPS events. The program is currently reviewing contracts for 2021 to reflect lessons learned in the pilot phase of the program and is targeting approval of contracts in Q2 2021. Thus, there has been no outreach in Q1 2021.

#### 3.3 Other Continuous Power Programs

##### 3.3.1 Self-Generation Incentive Program (SGIP)

The Self-Generation Incentive Program (SGIP) provides incentives for permanent battery systems that can provide whole-home backup power during PPS in addition to providing grid and customer benefits. See Table 3 for an overview of relevant SGIP application and interconnection metrics.

**Table 3. SGIP Application and Interconnection Metrics**

<b>Key Application Metrics</b>	<p>5,943 Equity Resiliency applications received since program reopening:</p> <ul style="list-style-type: none"> <li>• 2,324 MBL</li> <li>• 3,140 well pump</li> <li>• 201 commercial and multifamily</li> <li>• 990 Waitlisted (586 MBL, 235well pump, 30 commercial and multifamily)</li> </ul>
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	<p>100% of \$275M 2020-24 funds already allocated:</p> <ul style="list-style-type: none"> <li>• 51% residential versus 49% commercial and multifamily</li> <li>• \$45.7M MBL, \$85.6M well pumps, \$140.3M commercial and multifamily</li> <li>• \$33.7M Waitlisted (\$15M MBL, \$ 6.4M well pump, \$ 8.8M commercial and multifamily)</li> </ul>
<p><b>Key Interconnection Metrics</b></p>	<p>March YTD 456 Equity Resiliency Budget (ERB) projects interconnected to grid (1,143 inception-to-date):</p> <ul style="list-style-type: none"> <li>• 210 MBL (503 ITD)</li> <li>• 231 well pump (626 ITD)</li> <li>• 338 of the 456 ERB interconnected projects are in HFTD</li> <li>• Feb/Mar: New interconnections ramping up 246 and 234 new interconnection applications</li> </ul>

**3.3.2 Generator Rebate Program**

In October 2020, PG&E launched the Well Pump Generator Rebate Pilot Program, which included an outreach campaign on October 14, 2020 to residential customers who rely on well water for their water service. With the previous version of this program, low-income residential customers on PG&E’s CARE/FERA program who relied on pumped wells for water service and resided in a Tier 2 or 3 HFTD received a \$500 rebate for qualifying backup generators. Customers that were not enrolled in the CARE/FERA program qualified for a \$300 rebate, if they resided in Tier 2 or 3 HFTD and were dependent on well pumps. To date, PG&E has paid out 330 applications for the program.

PG&E plans on continuing and expanding the program, now called the Generator Rebate Program, in 2021, and will continue the program until limited funds are exhausted. The expanded program includes 3 key changes. The first change includes adding Medical Baseline customers in Tiers 2 or 3 HFTD to the eligibility criteria, while maintaining the well pump customers who reside in Tiers 2 or 3 HFTD. With the addition of this eligibility criteria, PG&E’s second change to the program includes adding specific portable power stations (also known as portable batteries) that have been tested through PG&E’s Codes and Standards team to the qualified product list. Lastly, with the addition of higher priced products, PG&E is expanding the rebate structure and offering leveled rebates based on retail pricing. Level 1 will be a \$300 rebate for products that are priced between \$0-\$500, Level 2 will be a \$500 rebate for products priced between \$501-\$1,000 and Level 3 will a \$1,000 rebate for products priced over \$1,000. The rebate will be capped at the product pricing so that customers cannot receive a higher rebate than what they paid for the product. In addition, low-income residential customers on PG&E’s CARE/FERA program that are eligible for the program will also receive a \$200 additional rebate at each tier, so long as the rebate does not exceed the price of the product. Eligible customers must purchase the product between January 1, 2021 through December 31, 2021 to be considered for a rebate. PG&E recommends that eligible well-pump customers purchase from the portable generator qualified product list, and for eligible medical baseline customers to purchase from the portable power stations (portable batteries) qualified product list. Promotion of the Generator Rebate Program occurs as part of the CWSP Webinars held weekly for customers and will begin publicly shared in May 2021.

**3.4 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.

### 3.4.1 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. PG&E continued to encourage customer participation in the Medical Baseline Program (see Section 4.1.1, which describes the outreach we conducted to drive enrollment in the program).

Table 4 shows the growth in customer enrollments by month in the Medical Baseline Program.

**Table 4. PG&E Medical Baseline Program Customer Enrollments (Jan 1 – Mar 31, 2021)**

	Jan	Feb	Mar	YTD
Total Start of Month MBL Program Customers	245,583	248,193	250,007	250,007
New MBL Program Customers	4,237	4,317	4,917	13,471
MBL Program Customers Removed <sup>1</sup>	1,627	2,503	2,694	6,824
<b>Total End of Month MBL Program Customers</b>	<b>248,193</b>	<b>250,007</b>	<b>252,230</b>	<b>252,230</b>

As of March 31, 2021, we have 3,355 Master Meter Tenants enrolled in the Medical Baseline Program, which is an increase of 0.8% since the last reporting enrollment in our Q4 2020 AFN Progress Report.

#### 3.4.1.1 Identification and Support for Disabled and Vulnerable Customers Not Enrolled in the Medical Baseline Program

Following CPUC Phase 2 PSPS Ruling, “each electric investor-owned utility shall identify, above and beyond those in the medical baseline population, households that self-identify to receive an in-person visit before disconnection for nonpayment or receive utility communications in a non-standard format or self-identify as having a person with a disability in the household, to help provide support for those with medical needs during a de-energization event.” **Error! Reference source not found.** provides the types and counts of customers that meet these designations as of March 31, 2021.

Through the end of March 2021 when COVID-19-related consumer protections were in place, customers removed include those that either stopped service or indicated they no longer qualify.

**Table 5. Types and Counts of Customers Above and Beyond Medical Baseline Program**

<sup>1</sup> Through the end of February 2020, customers removed from the Medical Baseline Program include those that did not respond to request for self-certification or re-certification, stopped service, or indicated they no longer qualify for the program. Starting in March 2020, when COVID-19-related consumer protections were in place, customers removed include that those that stopped service or indicated they no longer qualify.

Types of Customers Above and Beyond Medical Baseline Program	Number of Customers (through Mar 31, 2021)
Self-identify to receive an in-person visit before disconnection for non-payment (e.g., vulnerable) <sup>2</sup>	70
Self-identify as having a person with a disability in the household (e.g., “disabled”) <sup>3</sup>	20,435
Preference to receive utility communications in non-standard format (e.g., in braille or large print)	1,121

PG&E continues to include customers that self-identify as having a vulnerable and/or disabled person in their household in our medical baseline acquisition outreach efforts. See Section 4.1.1 for more information about the outreach provided.

During a PSPS event, customers who receive utility communications in a non-standard format or self-identify as having a person with a disability in the household are notified with the general customers impacted (unless enrolled in the Medical Baseline Program or self-identify to receive an in-person visit before disconnection for non-payment,). All notifications include a reference to resources available to customers including a link to [www.pge.com/disabilityandaging](http://www.pge.com/disabilityandaging). These customers are also eligible for assistance as part of CFILC’s DDAR program, as enrollment in the medical baseline program is not a requirement to obtain resources.

### 3.4.2 Energy Savings Assistance (ESA) Program

PGE’s ESA program provides free home weatherization, energy-efficient appliances, and energy education services to income-qualified PG&E customers throughout our service territory.<sup>4</sup>

In Q1 2021, PG&E’s ESA contractors continued to share information about emergency preparedness, PSPS, and the Medical Baseline Program. ESA contractors have shared this information with over 26,200 customers through 31, 2021. Some of these sessions were done virtually due to COVID-19. Others were done through in-home educational activities, following all public safety protocols.

PG&E has requested funding for its future ESA program<sup>5</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

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<sup>2</sup> In accordance with D.12-03-054, customers that are not enrolled or qualify for the Medical Baseline Program can “self-identify 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, customers who have previously been identified as disabled and who have 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).

<sup>4</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>5</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.



duration and possibly prevent food spoilage during an outage. PG&E will begin providing these resources if this funding is authorized in 2021.

**3.4.3 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 bills. Over 1.6 million customers are receiving bill discounts through these two programs.<sup>6</sup>

Training for CARE outreach contractors will continue bi-annually 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. PG&E held the Q1 training with CARE outreach contractors on March 31, 2021.

**3.5 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.<sup>7</sup> Below is a summary of the CRC support provided to customers during one PSPS event implemented in Q1 2021. Table 6 below includes the number of CRCs, counties served, indoor vs. outdoor sites, and the total number of visitors for the PSPS event in Q1 2021.

**Table 6. 2021 Q1 Community Resource Centers (by PSPS Event)**

Q1 2021 PSPS Event Date	Total CRCs Deployed	Number of Counties Served	Total Indoor Sites	Total Outdoor Sites	Total Visitors
January 19	14	9	8	6	2,199

**3.5.1 Securing CRC Sites**

To support CRC readiness for customers with disabilities, PG&E completed ADA reviews at all CRC sites in coordination with local government agency partners and tribes to identify appropriate CRC locations. From these site reviews, we selected ADA-friendly sites and invested in site improvements to comply with ADA requirements for not only CRC use but for the betterment of the community year-round. We will continue with site reviews and make improvements as new CRC sites are needed. In Q1 PG&E completed 10 CRC ADA reviews. As of March 31<sup>st</sup>, PG&E has secured 364 event ready sites, which includes 102 indoor sites and 262 outdoor sites.

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<sup>6</sup> As of 1/11/21

<sup>7</sup> 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, but not limited to PSPS event information, ADA-compliant restrooms and hand-washing stations, medical device charging, Wi-Fi and cellular service access, water, and snacks. At Indoor CRC’s, PG&E also offers visitors heating and cooling, which may include blankets, bagged ice, or battery chargers.

### 3.6 Food Bank Programs and Grocery Delivery Services

Food replacement is a recognized need for some individuals who have access and functional needs, particularly those who are low income. While PG&E has an existing relationship with the California Food Bank Association and provides resilience grants to various regional food banks, the combination of PSPS, wildfire, and COVID-19 has drastically increased the number of individuals seeking support from the food banks. PG&E has also partnered with Meals on Wheels providers throughout our service territory to provide seniors impacted by a PSPS event with 1-2 additional meals per day for the duration of the power shutoff, as well as an in-person wellness visit. Furthermore, PG&E has partnered with Food for Thought in Sonoma County to provide groceries to customers impacted by a PSPS event and are homebound due to advanced medical conditions. Table 7 below summarizes our partnerships associated with our food bank programs, meals on wheels providers, and grocery delivery services for Q1 2021.

PG&E has completed an analysis to determine which counties will need additional food resources depending on the number of previous PSPS events. Based on this analysis, PG&E has prioritized our outreach to CBOs who could potentially provide resources to customers before, during, and after a PSPS event. PG&E has started outreach to CBOs and is in the process of establishing new partnerships. As these partnerships are formalized, PG&E will provide additional updates in the quarterly progress reports.

**Table 7. Food Bank Programs and Grocery Delivery Partnerships**

Quarter	Food Banks		Meals on Wheels		Grocery Delivery Services/Other	
	Number of Partnerships	Number of Agreements Executed	Number of Partnerships	Number of Agreements Executed	Number of Partnerships	Number of Agreements Executed
Q1	21	0	17	0	1	0

### 3.7 2-11- Referral Services

PG&E has a long-standing relationship with 2-1-1 through our charitable grant program. PG&E is currently discussing other partnership opportunities with 2-1-1 as advised by the Statewide IOU AFN Advisory Council and benchmarking with SDG&E.

## 4 Customer Preparedness Outreach & Community Engagement

PG&E provides information about PSPS and emergency preparedness to customers and communities in several different ways. The activities conducted in Q1 2021 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. We describe our direct-to-customer pre-season outreach activities below.

#### 4.1.1 Medical Baseline Program Acquisition and Support

Table 8 summarizes the Medical Baseline (MBL) Program acquisition campaign statistics as of March 31, 2021. For MBL customers who had incomplete or missing contact information in our records, PG&E had sent emails and direct mails urging customers to update their contact information and preferences. PG&E also utilized Residential Home Energy Reports to raise awareness for the program and acquire new customers. PG&E recognizes the essential role Healthcare Providers play in the lives of customers with medical needs. Therefore, PG&E also proactively reached out to

Healthcare Providers via Small and Medium Business (SMB) Newsletter to increase program awareness among both Healthcare Providers and their patients. Since early March, PG&E's Medical Baseline Program is being promoted online, primarily through paid search, and via recently added digital display and native ads.

**Table 8. 2020 vs. 2021 Medical Baseline Program Acquisition Targeting Outcomes**

Goal: Increase engagement with prospective Medical Baseline Program customers through multi-channel outreach and awareness campaigns										
Year	Total Channel Count	Direct Mail		Email			Bill Insert		Digital Media	
		Customers Reached	# Touches	Customers Reached	# Touches	Avg. Click Rate	Customers Reached	# Touches	Total Impressions	Total Conversions (Clicks)
2020	9	919,000	3	5,761,000	5	2.2%	3,978,00	1	159,293,210	2,459,243
2021 (YTD)*	3	957,462	2	5,781	2	10.5%	N/A	N/A	1,185,705	16,715

\*2021 YTD data is as of March 31, 2021, except Digital Media which is data through March 15, 2021.

Customers that self-identified as having a person in the household that is vulnerable and/or disabled were included in a number of the outreach campaigns described above. Results from the targeted outreach in Q1 2021 to self-identified vulnerable and/or disabled customers will be provided in the Q2 2021 Quarterly Progress Report.

#### 4.1.2 Targeted Training and Outreach

Table 9 summarizes our healthcare industry outreach since last reporting progress in our Q4 2020 AFN Progress Report.

**Table 9. Summary of Healthcare Industry Outreach**

Target Segment	Name of Healthcare Group/Durable Medical Equipment Company	Summary of Outreach and Engagement	Completion Date
Health Care Industry	CA Rural Indian Health Board (CRIHB), CA Tribal Government Consultation Committee (TCGG), Alameda Health System, Alameda Alliance for Health, Partnership Health Plan of CA, Kaiser Permanente, Adventist Health, and Apria Durable Medical Equipment Company.	Established partnerships with healthcare groups and durable medical equipment companies in PG&E service territory to cross-promote the Medical Baseline Program with members/patients.	Q1 2021
In-Home Supportive Services (IHSS) and Medical Baseline Program Training	CA Social Services – In-Home Supportive Services Training on PG&E's Medical Baseline Program.	IHSS staff training held	March 29 and March 30, 2021
Master-Metered Tenant Education	None	None	None

## 4.2 Participation in Community Events

See Table 10 for a summary of our participation in community events.

**Table 10. PSPS AFN-Related Community Event Participation**

Date	Subject(s)	Event/Audience
March 1, 2021	Emergency Preparedness and Medical Baseline Program Training for AFN and Aging Populations	Rossmoor Senior Community, Walnut Creek
March 17, 2021	Community Advisory Panel, Low Income, Communities of Color Meeting	Advisory Panel Members
March 31, 2021	Community Wildfire Safety Program, PSPS, Customer Resources and Medical Baseline	CARE Contractors

## 4.3 CBO Engagement and Community Partnerships

See Table 11 for a summary of CBO engagement and community partnership engagement activities.

**Table 11. PSPS AFN-Related CBO Engagement and Community Partnerships**

Date	Subject(s)	Event/Audience
January 7, 2021	PSPS Community Listening Session	Monterey County
January 11, 2021	PSPS Community Listening Session	Fresno County
January 12, 2021	PSPS Community Listening Session	Napa County
January 13, 2021	PSPS Community Listening Session	Tuolumne County
January 14, 2021	PSPS Community Listening Session	Lake County
January 15, 2021	PSPS Community Listening Session	San Jose Community
January 20, 2021	PSPS Community Safety Town Hall Session	Calistoga Community
February 3, 2021	PSPS Community Safety Town Hall Session	Butte and Plumas Counties
February 17, 2021	PSPS Safety Town Hall Session	Lake and Napa Counties
March 3, 2021	PSPS Safety Town Hall Session	Marin and Sonoma Counties
March 17, 2021	PSPS Safety Town Hall Session	Sierra, Nevada, and Yuba Counties
March 24, 2021	Regional Working Group Meeting	Central Valle: Kern, Fresno, Calaveras, Kings, Madera, Mariposa, Merced, San Joaquin, Stanislaus, Tulare, and Tuolumne Counties
March 24, 2021	Regional Working Group Meeting	Sierra: El Dorado, Alpine, Amador, and Lassen, Nevada, Placer, Plumas, Shasta, Sierra, Sutter,

		Tehama, Yuba, and Butte Counties
March 25, 2021	Regional Working Group Meeting	North Coast, Colusa, Glenn, Humboldt, Lake, Mendocino, Napa, Sacramento, Siskiyou, Solano, Sonoma, Trinity, and Yolo Counties
March 25, 2021	Regional Working Group Meeting	South Bay / Central Coast: Monterey, San Benito, San Luis Obispo, Santa Barbara, Santa Clara, and Santa Cruz Counties
March 26, 2021	Regional Working Group Meeting	Bay Area: Alameda, Contra Costa, Marin, San Francisco, and San Mateo Counties
March 31, 2021	PSPS Safety Town Hall Session	Shasta, Tehama, Lassen and Glenn Counties

#### 4.4 Tribal Community Engagement

See Table 12 for a summary of tribal community engagement activities.

**Table 12. PSPS AFN-Related Tribal Community Engagement**

Date	Subject(s)	Event/Audience
January 13, 2021	Tribal PSPS Listening Session	Butte, Lassen, and Yuba Tribes: Berry Creek Rancheria, Enterprise Rancheria of Maidu Indians, Mechoopda Indian Tribe, Mooretown Rancheria, and Susanville Indian Rancheria
January 14, 2021	Tribal PSPS Listening Session	Humboldt Tribes: Bear River Band of Rohnerville Rancheria, Big Lagoon Rancheria, Blue Lake Rancheria, Trinidad Rancheria, Hoopa Valley Tribe, Karuk Tribe, Wiyot Tribe, and Yurok Tribe
January 15, 2021	Tribal PSPS Listening Session	Mendocino Tribes: Coyote Valley Band of Pomo Indians, Guidiville Rancheria, Hopland Reservation, Laytonville Rancheria, Manchester-Point Arena Rancheria, Pinoleville Reservation, Potter Valley

		Tribe, Redwood Valley Rancheria, Round Valley Rancheria, and Sherwood Valley Band of Pomo Indians
January 15, 2021	Tribal PSPS Listening Session	Lake Tribes: Big Valley Band of Pomo Indians, Elem Indian Colony, Lower Lake Rancheria, Middletown Rancheria, Robinson Rancheria, Scotts Valley Band of Pomo Indians, and Upper Lake Rancheria
January 19, 2021	Tribal PSPS Listening Session	Northern Tribes: Buena Vista Rancheria of Me-Wuk Indians, California Valley, Miwok Tribe, Colusa Rancheria (Cahil Dehe Wintun), Cortina Rancheria, Greenville Rancheria, Lone Band of Miwok Indians, Jackson Rancheria, Paskenta Rancheria, United Auburn Indian Community, Washoe Tribe, and Yocha Dehe Wintun Nation
January 20, 2021	Tribal PSPS Listening Session	Sonoma Tribes: Cloverdale Rancheria, Dry Creek Rancheria Band of Pomo Indians, Federated Indians of Graton Rancheria, Lytton Rancheria, and Stewarts Point Rancheria (Kashaya Pomo)
January 21, 2021	Tribal PSPS Listening Session	Southern Tribes: Big Sandy Rancheria, Chicken Ranch Rancheria, Cold Springs Rancheria of Mono Indians, North Fork Rancheria, Picayune Rancheria (Chukchansi Tribe), Santa Rosa Rancheria, Santa Ynez Band of Chumash Indians, Table Mountain Rancheria, Tejon Indian Tribe, Tule River Indian Tribe, and Tuolumne Rancheria
January 22, 2021	Tribal PSPS Listening Session	Shasta Tribes: Pit River Tribe and Redding Rancheria

#### 4.5 Accessibility and Translation of Communications

Table 13 provides the status of our efforts to translate communications provided to customers before, during, and after a wildfire and/or PSPS event.

**Table 13. Accessibility and Translation of Communications Update Status**

Notification Channel	Update	Completion Date
Text	<p>As of Q1 2021, customers have the ability to set language preference when logged into their account online at pge.com to request that PSPS notifications communications be sent in English, Spanish, Chinese (Cantonese or Mandarin for spoken-language communications), Vietnamese, Korean, Tagalog, Russian, Arabic, Farsi, Punjabi, Japanese, Khmer, Hmong, Thai, Hindi, or Portuguese. Customers who aren't comfortable with the English-only online experience can call PG&amp;E and speak to a representative who will leverage Language Line Services to communicate with the customer in their language of preference to complete the update to their account.</p> <p>Also, in Q1 2021, PG&amp;E-expanded PPS Address Alerts for Non-PG&amp;E Account Holders to include SMS text messaging and in-language options. Anyone who would like to be directly notified about a potential PPS event at a specific address can sign up for alerts in any of 17 spoken languages delivered via phone call or 16 written languages via SMS text. For example, a PPS Address Alert could be sent regarding a workplace address, or a child's school, grandparents' homes, etc., or for an address in a mobile home park or a rental unit where the landlord pays for gas or electric service.</p>	Q1 2021
E-mail Notifications	<p>As of Q1 2021, customers have the ability to set language preference when logged into their account online at pge.com to request that any available communications be sent in English, Spanish, Chinese (Cantonese or Mandarin for spoken-language communications), Vietnamese, Korean, Tagalog, Russian, Arabic, Farsi, Punjabi, Japanese, Khmer, Hmong, Thai, Hindi or Portuguese. Customers who aren't comfortable with the English-only online experience can call PG&amp;E and speak to a representative who will leverage Language Line Services to communicate with the customer in their language of preference to complete the update to their account.</p>	Q1 2021
Automated Calls	<p>As of Q1 2021, customers have the ability to set language preference when logged into their account online at pge.com to request that any available</p>	Q1 2021

	<p>communications be sent in English, Spanish, Chinese (Cantonese or Mandarin for spoken-language communications), Vietnamese, Korean, Tagalog, Russian, Arabic, Farsi, Punjabi, Japanese, Khmer, Hmong, Thai, Hindi or Portuguese. Customers who aren't comfortable with the English-only online experience can call PG&amp;E and speak to a representative who will leverage Language Line Services to communicate with the customer in their language of preference to complete the update to their account.</p> <p>Also, in Q1 2021, PG&amp;E-expanded PSPS Address Alerts for Non-PG&amp;E Account Holders to include SMS text messaging and in-language options. Anyone who would like to be directly notified about a potential PSPS event at a specific address can sign up for alerts in any of 17 spoken languages delivered via phone call or 16 written languages via SMS text. For example, a PSPS Address Alert could be sent regarding a workplace address, or a child's school, grandparents' homes, etc., or for an address in a mobile home park or a rental unit where the landlord pays for gas or electric service.</p>	
Web (Emergency web)	<p>In Q1 2021, updates were made to our PSPS emergency website to make the outage map more user-friendly, particularly in mobile view. This included adjusting the zoom level used when a user shares their location, resizing the pop up on the outage map, and collapsing the map legend to increase the visible map area. Additionally, the confirmation pages for outage address alerts were enhanced to show details about the contact method the user provided and the language that the user signed up for. Backend improvements were also made to enhance monitoring, scaling, and cybersecurity.</p>	Q1 2021

## 5 In-Event PSPS Customer Communications

PG&E will continue to use all communication channels available during an event. These include 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. Below summarizes progress made to AFN-related PSPS customer communications since filing our Q4 2020 AFN Progress Report on December 1, 2020.

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



Table 14 summarizes the updates to notifications for Medical Baseline and Life Support Customers in Q1 2021.

**Table 14. Summary of Q1 2021 Notifications for Medical Baseline and Life Support Customers**

<b>Completed reviews of master metered MBL customers who did not acknowledge any 2020 PSPS notifications</b>	106
<b>Identified customers with updated contact information on MBL applications</b>	16
<b>Customers no longer enrolled in the MBL program</b>	4

## 5.2 Dedicated CBO Liaison During PSPS Events

In 2020, PG&E established a CBO Liaison to maintain ongoing communications with CBOs 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. During the January PSPS event, these daily coordination calls were held with CBO resource partners.

## 5.3 In-Event CBO Engagement and Community Partnerships

PG&E developed a dedicated team during PSPS events to engage with resource partner CBOs (e.g., CFILC, food banks, meals on wheels, and CBOs that provide translations in indigenous languages), as well as information-only CBOs, to manage two-way communication leading up to and during each PSPS event. Specifically, we coordinated with CBOs in the following ways during the Q1 2021 PSPS event:

- PG&E engaged with over 250 “information-based” CBOs during the event, sharing courtesy notification updates, press releases, fact sheets, and other relevant information that CBOs could share with their constituents to expand our reach to communications.
- PG&E partnered with food banks to supply 525 food boxes. Meals on Wheels provided 300 meals to 100 seniors.

Table 15 below summarizes the numbers of CBO partners that helped serve our customers during the Q1 2021 PSPS event.

**Table 15. Summary of CBO Outreach During PSPS Events**

<b>Event Date</b>	<b>CBO Partnerships</b>	<b>Meals on Wheels</b>	<b>ILCs</b>	<b>Food Banks</b>	<b>Grocery Delivery</b>	<b>In-Language CBO</b>
January 19	8	1	4	2	0	1

## 5.4 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 Q1 2021, website improvements we completed include:

1. **Capturing Language Preference:** PG&E is preparing for the Language Preference Campaign that will launch in Q2. Customers will be able to select language preference for receiving PSPS and Wildfire event notifications in 16 languages.
2. **Adjusting Script Language:** Detailed in Section 5.5.5
3. **PSPS Address Alerts:** Detailed in Section 5.5.6

## 5.5 Other Forms of PSPS Event Notifications

### 5.5.1 Media Engagement

PG&E continued to engage 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.

### 5.5.2 Multicultural Media Engagement

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.

**Table 16. Multicultural Media Engagement Activities (by Month)**

Month	Summary of Multicultural Media Engagement Activities
January 2021	<ul style="list-style-type: none"> <li>• Shared news releases and vital information with multi-cultural media organizations regarding the PSPS event in Kern</li> <li>• Compiled year-end report and gathered feedback from multi-cultural media organizations regarding partnerships in 2020</li> </ul>
February 2021	<ul style="list-style-type: none"> <li>• Began planning for the 2021 wildfire season and the partnerships with multi-cultural media organizations</li> </ul>
March 2021	<ul style="list-style-type: none"> <li>• Worked to identify new multi-cultural media organizations for the 2021 campaign</li> </ul>

### 5.5.3 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 Q1 2021, PG&E continued 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 by:

- Emergency planning for seniors
- Planning for medical needs
- Sign up for Medical Baseline
- Extended COVID-19 emergency customer protections

Examples of social media posts can be found in Appendix A.

### 5.5.4 PG&E Contact Center Services

PG&E 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. As

an option for in-language support, our PSPS event webpage directs customers to call our contact centers. PG&E's call centers continue to be equipped to provide translation support in over 250 languages and 10 indigenous languages. During the Q1 2021 PSPS event, PG&E call centers handled over 75,000 PSPS related calls with an average wait time of approximately 28 seconds.

Table 17 below includes call center-related metrics associated with the Q1 2021 PSPS event.

**Table 17. Call Center Support Services During Q1 2021 PSPS Event**

2021 PSPS Event Date	Total Calls Handled	PSPS Calls Handled	Average Speed of Answer for PSPS Calls	Number of Languages Supported by Call Center Translation Services
January 19	75,185	1,648	28 seconds	27

More information can be found in PG&E's PSPS Report to the CPUC January 19 – 21, 2021 De-Energization Event.<sup>8</sup>

### 5.5.5 Improvements to Interactive Voice Recording (IVR) Call Flow

PG&E has shortened the Watch and Warning IVR notification messaging, while also increasing clarity of intent. This will allow for shorter time of execution of the IVR and a more consistent experience for the customer. The implementation of this revised messaging is expected to be completed by late Q2 or early Q3.

### 5.5.6 Address Alerts for Non-PG&E Account Holders

Beginning in Q2 2021, PG&E will promote Address Level Alerts (ALA), a new address-specific notification option that will replace Zip Code Alerts. First launched for IVR last fall, Address Alerts were added in Q1 to include SMS text. This enhanced notification option was developed as a direct result of feedback from the PWDAAC Council. Alerts can be received via IVR or SMS and in-language (English + 15 languages).

## 6 Conclusion

PG&E will continue to provide a quarterly update regarding its progress towards meeting our 2021 PSPS AFN Plan and the impact of our efforts to support the AFN and vulnerable population during de-energization events to help the California Public Utilities Commission understand where future gaps in addressing this population during de-energization events exist.

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<sup>8</sup> [https://www.pge.com/pge\\_global/common/pdfs/safety/emergency-preparedness/natural-disaster/wildfires/PSPS-Report-Letter-01.19.21.pdf](https://www.pge.com/pge_global/common/pdfs/safety/emergency-preparedness/natural-disaster/wildfires/PSPS-Report-Letter-01.19.21.pdf)

# Appendix A: Social Media Postings in Q1 2021

## Image 1 Emergency Planning for Seniors

**PG&E**

**Emergency Planning for Seniors**

In the event of an extended outage, seniors should consider the following:

- Plan escape routes with accessibility in mind
- Implement a **buddy system** with people who will check in with you during emergencies
- Pre-charge** your medical devices, consider **backup power** and prepare coolers for **medications** that require refrigeration
- Practice opening your **garage door** manually
- Pack an **emergency supply kit** and remember to restock it at least once a year

For more safety tips, visit [safetyactioncenter.com](http://safetyactioncenter.com)

## Image 2 Planning Ahead for Medical Needs

**PG&E**

**Plan Ahead For Medical Needs**

Extended outages can be disruptive. Remember to consider medical needs when planning for an emergency.

- Plan for medications that require refrigeration
- Acquire a portable battery for a device that needs power
- Coordinate assistance with partner community-based organizations
- Create an emergency plan
- Build an emergency supply kit

For more information, visit [disabilitydisasteraccess.org](http://disabilitydisasteraccess.org).

## Image 3 Medical Baseline Program

**PG&E**

**Have You Signed Up For The Medical Baseline Program?**

This year, it's even easier for eligible customers to join and stay in the **Medical Baseline program**.

PG&E Medical Baseline customers receive **lower energy rates** and additional notifications for Public Safety Power Shutoff events.

Find out if you're eligible at [pge.com/medicalbaseline](http://pge.com/medicalbaseline)

## Image 4 COVID- 19 Protections

Impacted by the **COVID-19 pandemic**?  
We're here to help.