

Enhanced Customer and Community Support During All Hazards Standard

SUMMARY

This standard establishes the enhanced customer and community support PG&E provides during All Hazard events and incidents, including Public Safety Power Shutoff (PSPS) and non-PSPS outages. This standard defines the criteria for all hazards incidents and events that need to be met for the enhanced customer support to be provided.

TARGET AUDIENCE

PG&E Employees and non-employees (e.g., contractors, consultants) supporting the Emergency Operations Center (EOC) who are responsible for providing customer and community support during non-PSPS outage events.

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REQUIREMENTS

1 During Outage Events

1.1 PG&E's primary customer support offerings are:

1. Timely, regular, and targeted communications via phone and text related to outage updates, details, and restoration timelines.
2. Restoration of gas and electric service as quickly, and safely as possible.

1.2 As a standard practice during non-PSPS outage events, PG&E does not always deploy the expanded suite of customer and community support services that are offered during PSPS events (e.g. Community Resource Centers [CRC], Medical Baseline Door Knocks, Local Community Based Organization [CBO] network services, etc.).

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2 Criteria for Enhanced Customer and Community Support

- 2.1 During large emergency events, additional customer and community support offerings may be considered, when **all** of the following criteria are met:
1. The Emergency Operations Center (EOC) is activated for a Level 4 “Severe” event or higher.
 2. It is anticipated that 5,000 customers per County per day will be impacted by:
 - a. An extended duration outage of greater than 48 hours based on Estimated Time of Restoration (ETOR) or;
 - b. No ETOR has been established.
 3. The county or local agency has requested additional support; **AND**
 4. The request is supported and approved by:
 - a. The EOC Commander, and;
 - b. The Customer Strategy Officer, and;
 - c. The Liaison Officer, with concurrence from OEC Command Staff (IC, CSO, LNO).

3 Enhanced Customer and Community Support offerings

- 3.1 When all of the above criteria are met, additional customer and community support offerings that may be considered, include but not limited, to the following activities:
1. Established supplemental customer communications via additional channels such as email.
 2. Temporary backup power support to County operated warming/cooling/evacuation centers.
 - a. Requires concurrence from County Emergency Services agency.
 3. Supplemental PG&E information and collateral to County operated warming/cooling/evacuation centers.
 - a. Requires concurrence from County Emergency Services agency.
 4. Local PG&E staff deployed (remote or in-person) to support County information requests, customers escalations, and more targeted event updates.

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3.1 (continued)

5. Delivery of emergency kit materials to County operated warming/cooling/evacuation centers. Materials to include:
 - a. Blankets, batteries, water, etc.
 - b. Requires concurrence from County Emergency Services agency.
6. Customer Support Unit (CSU) vans deployed as a PG&E Answer Center in the local community
7. Activation of Medical Baseline live agent telephone wellness checks
8. Activation of local CBO network and AFN escalation support to provide additional support services to AFN community.
 - a. Requires VP approval.
9. Activation of PSPS-level CRC support services.
 - a. Requires VP approval.
10. Activation of Medical Baseline PSPS door knock protocols.
 - a. Requires VP approval.

4 Enhanced Community Support Demobilization

- 4.1 The decision to demobilize enhanced support offerings must be approved by the EOC Incident Commander, EOC Customer Strategy Officer, and EOC Liaison Officer. The decision will be informed by discussions with impacted counties/local agencies, the REC/OEC, and the PG&E lead for the specific enhanced offering (CRC Lead, CBO/AFN Lead, etc.)
- 4.2 Each enhanced support offering will have a unique timeline and appropriate speed for closure. Demobilization planning should be considered for a county or local area being served when:
 1. The county or local area being served has less than 1,000 customers that have not been restored, and
 2. The ETORs for 90% of the customers are within 24 hours, and
 3. The lead for the enhanced offering and the EOC CSO determine that it is appropriate to begin planning for demobilization.

END of Requirements

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DEFINITIONS

Access and Functional Needs (AFN)¹: 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 institutional 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.

Community Based Organization (CBO): A local organization that provides various outreach and services to customers (e.g., hotel vouchers, battery deployment, information sharing, etc.)

Emergency Operations Center (EOC): PG&E's central emergency operations / command center.

Operations Emergency Center (OEC): Localized emergency operations centers

Public Safety Power Shutoff (PSPS): A Public Safety Power Shutoff, also called a PSPS, occurs in response to severe weather. We turn off power to help prevent wildfire and keep communities safe.

IMPLEMENTATION RESPONSIBILITIES

The Director of Local Customer Experience Engagement, Strategy and Programs will communicate the requirements contained within the standard.

The CSO is responsible for the implementation of this Standard during EOC activations.

GOVERNING DOCUMENT

NA

COMPLIANCE REQUIREMENT / REGULATORY COMMITMENT

General Order 166, Standard 4 (Communications Strategy), and Standard 8 (Major Outage and Restoration Estimate Communication Standard)

Resolution ESRB-8

Wildfire Mitigation Plan R.18-10-007

PSPS R.18-12-005

¹ Defined by the CPUC in the PSPS Phase 2 Decision

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EMER-3001M, Company Emergency Response Plan (CERP)

Supplemental References:

NA

APPENDICES

NA

ATTACHMENTS

NA

DOCUMENT REVISION

NA

DOCUMENT APPROVER

[REDACTED] Sr. Director Local Customer Experience

DOCUMENT OWNER

[REDACTED] Director of Local Customer Experience Engagement, Strategy and Programs

DOCUMENT CONTACT

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REVISION NOTES

Where?	What Changed?
4	New section

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