

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

PG&E Data Request No.:	CalAdvocates_045-Q05		
PG&E File Name:	WildfireMitigationPlans_DR_CalAdvocates_045-Q05		
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 05**

In 2021, what is PG&E doing to improve the notifications it provides to its customers prior to PSPS events? Please cite specific actions or initiatives included in your WMP.

**ANSWER 05**

As outlined in our 2021 WMP,<sup>1</sup> PG&E plans to improve the notifications it provides to customers prior to PSPS events by:

- Improving data collection so that we have the right customer contact information including information on our master-meter customers and other non-account holders (e.g., renters), know our customers' language preferences, and allow opportunities for customers to self-identify as vulnerable without impinging on data privacy laws.<sup>2,3</sup>
- Refining our communications and notifications to make them as clear and accessible as possible for customers and community members (e.g., ETOR accuracy, shortened phone messages, etc.). This includes a focus on customer segmentation to ensure our communications meet the needs of specific customer segments (e.g., customers responsible for multiple premises).<sup>4</sup>
- Focusing on decreasing the amount of time required to send customer notifications and further automating the processes for issuing cancellation notifications.<sup>5</sup>
- Coordinating where we have customers downstream of distribution lines operated by other utilities to build a stronger understanding of how to

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<sup>1</sup> Sections 8.1 and 8.2.4

<sup>2</sup> PG&E 2021 WMP p.858

<sup>3</sup> PG&E 2021 WMP p.896

<sup>4</sup> PG&E 2021 WMP p. 858

<sup>5</sup> PG&E 2021 WMP p.860

operationally manage these situations during PSPS events, with a focus on providing accurate customer notifications.<sup>6</sup>

- Conducting new message testing with customers and attempting to shorten the automated phone calls (while still complying with the required content).<sup>7</sup>
- Streamlining non-PSPS-related outage notifications that can overlap with PSPS-related notifications (e.g., rotating outages).<sup>8</sup>

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<sup>6</sup> PG&E 2021 WMP p.860

<sup>7</sup> PG&E 2021 WMP p.896

<sup>8</sup> Ibid