

**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.

R.18-12-005
(Filed December 13, 2018)

**PACIFIC GAS AND ELECTRIC COMPANY'S (U 39 E)
2024 ACCESS AND FUNCTIONAL NEEDS (AFN) PLAN FOR
PUBLIC SAFETY POWER SHUTOFF (PSPS) SUPPORT
QUARTERLY PROGRESS REPORT
JANUARY 1, 2024 AND MARCH 31, 2024**

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Dated: April 30, 2024

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In accordance with the California Public Utilities Commission’s Decision (D.) 21-06-034 Phase 3 OIR Decision Guidelines, Pacific Gas and Electric Company (PG&E) respectfully submits this 2024 Access and Functional Needs Plan for Public Safety Power Shutoff Support regarding its efforts designed to support people and communities with access and functional needs (AFN) during Public Safety Power Shutoff (PSPS) de-energization events (AFN Plan).

Respectfully submitted,

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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, 2024 and March 31, 2024



April 30, 2024

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INTRODUCTION

In accordance with D.20-05-051 and D.21-06-034, Pacific Gas and Electric Company (PG&E) provides this quarterly update regarding our progress toward meeting our 2024 PSPS Access and Functional Needs (AFN) Plan and the impact of our efforts to support the AFN and vulnerable population during proactive de-energization (also known as Public Safety Power Shutoff (PSPS)). This update addresses our efforts between January 1, 2024 and March 31, 2024.

Since last reporting progress on PG&E's AFN activities on January 31, 2024 PG&E has achieved the following significant milestones to help serve our most vulnerable customers before, during, and after a PSPS.

- PG&E hosted two Community Based Organizations (CBO) Webinars to approximately 40 organizations to update customers and CBOs on various programs, including AFN support services, throughout PG&E's service area.
- Joint IOUs ¹ delivered MBL and AFN program training to California Department of Social Services, In Home Support Services (IHSS) statewide training webinar to IHSS employees.
- Held feedback session on Beta Prepare for Power Down website for Phase 2 with California Foundation for Independent Living Centers, California Department of Social Services (IHSS), Braille Institute, and CA 211 Provider Network
- Joint IOU Senior Management team and Executive Leadership of the Collaborative Council worked on initial drafting of the Blueprint for best practices highlighting work to develop AFN support during PSPS for other Utilities and Emergency Managers.

For a full list of PG&E's accomplishments towards meeting the Key Objectives identified in the 2024 AFN Plan please see [Appendix H.1](#).

¹ Pacific Gas & Electric Company (PG&E), San Diego Gas & Electric (SDG&E) and Southern California Edison (SCE)

1 CONCEPT OF OPERATIONS | HOW

1.1 Preparedness/Readiness (Before Power Shutoff)

1.1.1 Emergency Operations Center

In Q1, PG&E did not activate our Emergency Operations Center for PSPS.

1.2.1.4 Preparation Exercises

In Q1, PG&E did not conduct any PSPS preparation exercises. Future exercise plans are being developed for 2024.

1.1.1.2 Training

In Q1, PG&E did not hold any PSPS dedicated training for our AFN EOC team.

1.1.1.3 AFN Liaison

In Q1, PG&E did not hold any PSPS specific training for AFN Liaison in neither the AFN Strategy Lead nor AFN Advisor roles. Additional trainings are being developed in 2024.

1.1.1.4 Customer Care

In Q1, PG&E did not experience a PSPS. PG&E's Customer Service Representatives (CSR) continue to confirm contact information, assist customers with an application for the MBL Program, indicate language preference, self-identifying as vulnerable², and/or self-identifying that a person in their household has a disability³.

1.2 AFN Identification Outreach

PG&E continues to plan outreach campaigns to customers who self-identified as AFN in 2024. This outreach includes a refresh of our CBO toolkit, direct mail and email campaigns to the AFN Community, as well as a paid media campaign.

See Section 1.5.2 for customer enrollments by month in the MBL program.

² In accordance with D.12-03-054, customers that are not enrolled or do not qualify for the MBL Program can "self-identify that they have a serious illness or condition that could become life-threatening if service is disconnected" and enroll in PG&E's Vulnerable Customer Status. PG&E uses this designation to make an in-person visit prior to disconnection for non-payment. This designation remains on their account temporarily for 90 days and can be extended to 12 months if the customer 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.

³ 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, for 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).

The CPUC Phase 3 PSPS Guidelines stipulate that “persons reliant on electricity to maintain necessary life functions, including durable medical equipment (DME) and assistive technology (AT)” must be included in each electric investor-owned utility’s identification efforts, in addition to the existing requirement for each utility from the CPUC Phase 2 PSPS Guidelines⁴.

Table 1 provides the types and counts of customers identified above and beyond the MBL program as of March 31, 2024.

Table 1. Types and Counts of Customers Above and Beyond MBL Program⁵

Types of Customers Above and Beyond MBL Program	Number of Customers (through March 31, 2024)
Self-identify to receive an in-person visit before disconnection for non-payment (e.g., vulnerable)⁶	43,080
Self-identify as having a person with a disability in the household (e.g., “disabled”)⁷	46,193
Preference to receive utility communications in non-standard format (e.g., in Braille or large print)	1,121
Durable Medical Equipment (DME)⁸	53,077
Assistive Technology (AT)	8,707

1.3 AFN Support Resources

To support and prepare customers with AFN, PG&E provides a broad range of programs and resources before, during, and after PSPS. PG&E is committed to continuously identifying improvements and new opportunities. A progress update on

⁴ D.20-05-051, Appendix A.

⁵ Counts of customers are not mutually exclusive. Customers may self-identify under multiple types.

⁶ In accordance with D.12-03-054, customers that are not enrolled or do not qualify for the MBL Program can “self-identify that they have a serious illness or condition that could become life-threatening if service is disconnected” and enroll in PG&E’s Vulnerable Customer Status. PG&E uses this designation to make an in-person visit prior to disconnection for non-payment. This designation remains on their account temporarily for 90 days and can be extended to 12 months if the customer 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.

⁷ 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, for 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).

⁸ Self-Identify as reliant on DME and AT

PG&E's programs and available resources are below. For additional information about PG&E's programs and available resources, see the 2024 AFN Plan for PSPS Support.

1.3.1 California 211 Providers Network (211) Care Coordination & Referral Service

PG&E's partnership with 211 connects customers with approximately 11,000 CBOs and government agencies across PG&E's service area. 211 provides PSPS needs screening via incoming calls and texts, outbound efforts, and in-person visits to identify the needs of households before, during, and after PSPS activations. Needs screening efforts also help identify households with AFN who may need assistance preparing for emergencies. In addition to these calls and texts, 211 provides Care Coordination.

Through the Care Coordination process, individuals will undergo an intake assessment with a 211 Care Coordinator, including their current household situation, electricity needs, and medication and/or assistive technology usage to determine their needs before and during a PSPS. Care Coordination provides a personalized safety plan that will list the individual's emergency contacts, local emergency or customer organizations' contact information, health, and medical information, etc. During a PSPS, 211 Care Coordinators will contact the individual customer to check whether they require additional support.

In Q1, PG&E continued to have regular working meetings with 211 to provide guidance and discuss program enhancements.

1.3.2 Resource Planning and Partnerships

PG&E has established a robust assistance model through agreements with several CBOs and will continue to explore opportunities to provide customer support before, during, and after PSPS.

1.4 Customer Resiliency Programs and Continuous Power Solutions

PG&E offers solutions to reduce adverse impacts from PSPS on customers, including those most vulnerable. In Q1 2024, PG&E continued to work with partner organizations to provide outreach and support to customers with AFN. Below is a progress update on our customer resiliency programs and continuous power solutions. For additional information about our customer resiliency programs and continuous power solutions, see our 2024 AFN Plan for PSPS Support.

1.4.1 Disability Disaster Access and Resources (DDAR) Program

In 2024, PG&E continued its partnership with the California Foundation for Independent Living Centers (CFILC) through the DDAR Program to deliver a readiness program that supports people with disabilities, older adults, and customers using durable medical equipment and assistive technology that is required to live

independently.

In 2024, PG&E anticipates the DDAR Program will continue to offer a variety of resources to qualified customers in High Fire Threat Districts or who reside in areas that are likely to be impacted by PSPS. Resources will include batteries, hotel stays, food vouchers, gas cards, transportation, and other resources. The DDAR program plans to deliver at least 500 batteries to qualified customers in 2024.

Table 2 includes the number of customer energy assessments and resources provided to customers through DDAR. PG&E will continue to provide these resources to customers through DDAR before, during, and after future PSPS.

Table 2. 2024 DDAR Program Resources Provided to Customers

Resources/Engagement with Customers Before, During, and After PSPS	Resources Provided to Customers			
	Q1	Q2	Q3	Q4
Customer Energy Assessments	476			
Batteries Delivered	82			
Food Vouchers	0			
Hotel Stays	0			
Gas Cards	0			
Transportation	0			

1.4.2 Self-Generation Incentive Program (SGIP)

The CPUC’s statewide SGIP provides incentives for permanent battery systems that can provide whole-home backup power during PSPS and deliver grid and customer benefits. The SGIP Equity Resiliency Budget (ERB) provides incentives for MBL customers, well-pump, and critical non-residential customers in HFTDs.

In 2024, PG&E will continue to focus on the SGIP Program and expects significant, positive changes to be made to the program as the result of Assembly Bill 209, which should benefit vulnerable customers in PG&E territory by providing additional funding for energy storage and solar.

See Table 3 for an overview of relevant SGIP ERB application and interconnection metrics as of March 31, 2024.

Table 3. SGIP ERB and Interconnection Metrics

<p>Key Application Metrics</p>	<p>5,443 Equity Resiliency Budgets paid (\$225.3M) as of March 2024 9,768 applications received inception to date since SGIP Equity Resiliency Budgets opened in May 2020, including submitted and cancelled applications.</p> <ul style="list-style-type: none"> • 4,969 MBL (including 172 waitlisted) • 4,077 well pump (including 35 waitlisted) • 180 commercial, educational, small business, and multi-family (including 0 waitlisted) • 0 waitlisted • 98% residential versus 2% commercial, educational, small business, and multi-family • Total allocated: \$97.9M MBL, \$68.2M well pumps, \$36.6M commercial and multi-family
<p>Key Interconnection Metrics</p>	<p>March 2024 inception-to-date 5,752 projects interconnected to grid:</p> <ul style="list-style-type: none"> • 3,204 MBL • 2,316 well pump

1.4.3 Portable Battery Program (PBP)

The PBP offers direct-to-customer outreach, assessments, and battery deliveries. The program relaunched this year with a target population of MBL and SIV customers who have experienced at least one PSPS since 2021 or at least 5 EPSS outages since 2022.

In 2024, PG&E and partner organizations plan to continue delivering portable batteries to qualifying customers. Since 2020, the PBP partners have delivered approximately 23,000 portable batteries to MBL and Self-Identified Vulnerable customers at risk of being impacted by PSPS. In addition, more than 1,350 mini-fridges and more than 760 insulin coolers were provided since 2022.

In 2024, PG&E will continue to focus on serving frequently impacted MBL and SIV customers that use durable medical equipment or assistive technology who have not previously participated in a resiliency program. In addition to the batteries already delivered, PG&E plans to provide at least 3,500 portable batteries to qualified customers in 2024 and to continue offering mini-fridges and insulin coolers to keep medications cool during PSPS outages.

Table 4. includes PG&E’s quarterly progress on outreach and batteries delivered to customers before, during, and after 2024 PSPS.

Table 4. 2024 PBP Outreach

Outreach and Batteries Delivered to Customers Before, During, and After PSPS	Q1	Q2	Q3	Q4
Customers Reached	394			
Customers Assessed	44			
Batteries Delivered	586			
Mini Fridges Delivered	5			
Insulin Cooler Wallets Delivered	20			
Extension Cords delivered	83			

1.4.4 Generator and Battery Rebate Program (GBRP) & Backup Power Transfer Meter (BPTM)

PG&E’s GBRP provides a \$300 rebate to customers located in Tiers 2 or 3 HFTDs or are serviced by an Enhanced Powerline Safety Settings (EPSS) circuit. Customers are eligible for a \$200 additional rebate if the customer is on PG&E’s CARE or FERA program, so long as the rebate does not exceed the price of the product. Eligible customers must submit their rebate application within 12 months from their purchase date of the qualifying product or by March 31, 2025, whichever date is sooner.

In 2021, PG&E launched the Backup Power Transfer Meter (BPTM) pilot to install BPTMs for customers who participated in the GBRP and had compatible generators. The BPTM device is a meter that is also a transfer switch that will automatically switch power to a connected generator when it detects the grid is offline and switch back to the utility once the grid is back on.

In 2024, PG&E will expand the BPTM program to 4,000 eligible customers who are in need of a backup power solution.

Table 5 includes PG&E’s quarterly progress on the number of rebates PG&E paid to customers and the number of customers with BPTM devices installed.

Table 5. 2024 GBRP Rebates and BPTM Devices Installed

GBRP Rebates and BPTM Devices Provided to Customers Before, During, and After PSPS	Q1	Q2	Q3	Q4
Number of Rebates Paid to Customers	743			
Number of Customers who had BPTM Devices Installed ⁹	481			

1.4.5 Residential Storage Initiative

In 2022, PG&E launched the pilot phase of the Residential Storage Initiative (RSI), a home battery energy storage program to support low-income customers vulnerable to EPSS wildfire safety outages. In 2023, the program was expanded to also include MBL customers and others facing a significant number of EPSS outages. Since the program launched, PG&E has provided permanent battery systems at no cost to approximately 700 residential customers (increasing daily) who had been frequently impacted by outages because of PG&E’s EPSS program, with almost 250 of those installed in Q1 2024. Eligible customers were enrolled in the California Alternate Rates for Energy (CARE) program or the Medical Baseline program; did not already have a customer resiliency solution (such as a battery or permanently installed generator); and had experienced a significant number of safety-related outages.

PG&E is scaling up the offering in 2024 and beyond to help ensure that the risks of EPSS outages continue to be minimized for the most impacted customers.

1.5 Customer Assistance Programs

For general information about PG&E’s customer assistance programs, see our 2024 AFN Plan for PSPS Support.

1.5.1 Food Replacement Options and Other CBO Resources

Table 6 includes the quarterly update on our partnerships associated with food bank programs, meals on wheels providers, and other food resources. A full list of Food Bank Partners can be found in [Appendix D.1](#), Meals on Wheels Providers in [Appendix E.1](#), CBO Resource Partners with active agreements for PSPS Support in [Appendix F.1](#), and Accessible Transportation Partners in [Appendix G.1](#).

⁹ In Q1 2024 PG&E processed and attempted to install 563 BPTM customer installs of which 481 were installed and 65 were cancelled due to customer installation issues.

Table 6. Food Resource Partnerships Agreements Executed

Quarter	Food Banks		Meals on Wheels		Other Food Replacement/Other	
	Number of Partnerships	Number of New Agreements Executed	Number of Partnerships	Number of New Agreements Executed	Number of Partnerships	Number of New Agreements Executed
Q1	25	0	25	0	7	0
Q2						
Q3						
Q4						

1.5.1.1 Community Food Bank Support

PG&E recognizes food replacement is a critical need for some individuals with AFN, particularly those with low income. PG&E has an existing relationship with the California Association of Food Banks and county food banks throughout our service area and will provide grants from Q2-Q3. PG&E also continues to establish agreements with food banks throughout its service area to seek additional support for customers experiencing food loss resulting from PSPS. For a full list of Food Bank Resource Partners with active agreements see [Appendix D.1](#).

PG&E continued to explore opportunities for additional partnerships. Additionally, PG&E will continue to offer grants to affected food banks within our service territory to provide critical services to vulnerable customers during emergencies, including wildfires, power outages, and PSPS.

In Q1, Food Bank services were not provided since there was no PSPS.

1.5.1.2 Meals on Wheels Partnerships

PG&E has partnered with Meals on Wheels providers throughout the service area to provide seniors impacted by a PSPS with one or two additional meal(s) per day for the duration of the power shutoff. In addition to the meal, the provider completes an in-person wellness visit that includes messaging about the potential PSPS and guidance on additional resources available through PG&E. For a full list of Meals on Wheels Partners with active agreements see [Appendix E.1](#).

In Q1, Meals on Wheels services were not provided since there was no PSPS.

1.5.1.3 Grocery Delivery Services

Food for Thought, based in Sonoma County, provides groceries to customers impacted

by a PSPS and homebound due to advanced medical conditions (e.g., COVID-19, congestive heart failure, HIV/AIDS). Groceries provide the participating individual with enough food for three meals a day for a week.

In Q1, grocery delivery services were not provided since there was no PSPS.

1.5.1.4 Family Resource Centers

In 2021, PG&E established partnerships with Cope Family Center, a family resource center, to provide families experiencing food loss with grocery gift cards depending on family size. Cope Family Center provides support in Napa County. PG&E continues to look for opportunities to expand agreements to additional family resource centers throughout the service area.

In Q1, the family resource centers did not provide gift cards since there was no PSPS.

1.5.1.5 Fresh Produce

Lost Sierra Food Project in Plumas County has an agreement with PG&E to provide fresh produce and vegetables from their local farm to customers experiencing food loss due to PSPS.

In Q1, fresh produce was not provided since there was no PSPS.

1.5.1.6 Portable Shower and Laundry Services

Haven of Hope on Wheels in Butte County has partnered with PG&E to deploy portable showers and laundry services in Butte County when customers are without power due to PSPS.

In Q1, portable shower and laundry services were not provided since there was no PSPS.

1.5.1.7 Accessible Transportation

PG&E provides accessible transportation for customers to Community Resource Centers (CRC) or hotels through the DDAR Program and 211. In addition, PG&E has established agreements with accessible transportation partners that allow customers to coordinate accessible transportation with the provider directly. Expanded accessible transportation is available in El Dorado, Fresno, Shasta, Solano, Sonoma, Marin, and San Francisco counties. For a full list of Accessible Transportation Partners with active agreements see [Appendix G.1](#). PG&E continues to explore opportunities to expand these agreements to other providers.

PG&E is also committed to providing proactive notification¹⁰ and impacted zip code information to paratransit agencies that may serve all the known transit-or paratransit-dependent persons that may need access to community resources centers during a PSPS.

In Q1, PG&E's accessible transportation providers did not provide services and no proactive notifications were provided since there was no PPS.

1.5.2 Medical Baseline Program

The MBL Program is an assistance program for residential customers who have extra energy needs due to qualifying medical conditions. PG&E continued to encourage customer participation in the MBL Program (see Section 1.7.1, which describes the outreach we conducted to drive enrollment in the program). In Q1, PG&E had 3,506 Master Meter Tenants enrolled in the MBL Program, an increase of 6% since the last reporting enrollment in our Q4 2023. Additionally, in Q1, the Joint IOUs provided two MBL training sessions to California Department of Social Services, In Home Support Services (IHSS) held on March 20 and March 27. Table 7 shows the growth in enrollments by month of customers enrolled in the MBL Program.

¹⁰ In accordance with PPS Phase 3 D.21-06-034.

Table 7. MBL Program Customer Enrollments (Jan 1 – Mar 31, 2024)

	Jan	Feb	Mar	YTD
Total Start of Month MBL Customers	282,926	264,882	264,983	264,983
New MBL Customers	3,101	2,209	3,377	8,687
MBL Customers Removed	21,145	2,108	1,750	25,003
Total End of Month MBL Customers	264,882	264,983	266,754	266,754

1.5.3 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 the service territory.

Through the end of Q1 2024, PG&E's ESA contractors continued to share information about emergency preparedness, PSPS, and other financial assistance programs with 12,068 customers through in-home educational activities, following all public safety protocols and some virtually due to health concerns.

Through the ESA Plus Program, PG&E has been providing and distributing coolers to eligible ESA participants who reside in Tier 3 HFTDs, allowing them to keep food cold for an extended duration and possibly prevent perishables spoilage during an outage. Through the end of Q1, ESA Program has provided 2 cold storages to customers.

1.5.4 California Alternative Rates for Energy Program (CARE)/Family Electric Rate Assistance (FERA)

The CARE and FERA are PG&E discount programs that help eligible customers afford their energy bills. About 1.4 million¹¹ customers are receiving bill discounts through these two programs. In Q1, PG&E held a CBO training on March 21 on bill savings programs like CARE and FERA as well as supporting programs that can help customers. The training also highlighted emergency preparedness programs and a PSPS overview to be used in holistic customer education about relevant PG&E programs during enrollment.

1.6 PSPS Preparedness Outreach and Community Engagements

1.6.1 PG&E Advisory Boards/Councils

In 2024, PG&E was committed to ongoing engagement with external stakeholders, Public Safety Partners, and advisory boards/councils to gain feedback on its approaches to serving customers before, during, and after PSPS. The following section describes our Q1 2024 engagement, the feedback we received, and how PG&E plans to incorporate the feedback to enhance the customer experience.

¹¹ CARE: 1,402,743 million, FERA: 38,013

Table 8. Summary of Consultation with Advisory Boards and Councils

People with Disabilities and Aging Advisory Council (PWDAAC)¹²	
Meeting	<p>Date: March 13, 2024</p> <p>Location: Virtual</p> <p>Purpose: Bring organizations supporting AFN customers with PG&E’s leaders, to connect and collaborate, discuss relevant topics, highlight progress made, and identify areas for improvement in how PG&E’s programs support seniors and individuals with disabilities.</p>
Summary of Engagement	<ul style="list-style-type: none"> • Preparedness tips for outages and emergencies • Integrating older adult services in California <ul style="list-style-type: none"> ○ Area Agencies on Aging (AAA) background ○ Range of services offered. ○ Contracts services to the community when not available through AAA • C4A Emergency Preparedness Project – January to September 2024 <ul style="list-style-type: none"> ○ Focus on emergency preparedness and response in the older adult and individuals living with disabilities communities ○ Joint project with the California Department of Aging ○ C4A conference May 1-3 in San Jose; wherein a panel will talk about emergency preparedness in general and joint project ○ Mid-June: Statewide webinar on Emergency Preparedness hosted by California Department on Aging (CDA) ○ Mid June to September: Media Public Service Announcements and other activities that the CDA is developing ○ July 15 to September 15: AAAs are hosting Local Emergency Preparedness events to showcase local responders and the community. CDA supports with resources. • Winter Storm Response – two major storm events

¹² See Appendix C.1 for the PWDAAC Council Participants

- Early February Storms
 - Historic storm with over 1.9M customers without power
 - Over 500,000 customers concurrently without power (unprecedented) in a 24-48 hour period
 - Passed out 5,000+ Grab-and-go bags with flashlights, water, batteries, hand-warmers, blankets, and other supplies
 - Partnered with local food banks and DDAR, CFILC, 211 to support customers during the storm
 - Opened Community Resource Centers (CRCs)
 - Power was restored for most customers during a 24-48 hour time frame; exceptions for small pockets of customers.
- Early March Storms
 - Low snow event
 - Approximately 280,000 customers lost power
 - Less customers were impacted by power outages
 - Mobilized resources (6,500 personnel) and support services two days before the storm giving DDAR and 211 additional lead time to notify customers
 - Advanced messaging was sent to customers that would likely be impacted to prepare for outages due to the storm.
- Pre-activation model for storms is beneficial for being able to stand up for customers and provide support during the storms.
- Deployment of community resources in partnership with the agency leading response
- PG&E is contracted with four transportation service providers that provide customers transportation services to a local CRC when a PSPS occurs
- DDAR and 211 can also provide transportation services for AFN customers to a neighboring city to bypass the PSPS if they need to stay in power, or transportation to a hotel room.

	<ul style="list-style-type: none"> • PG&E notifies commonly used transportation service providers (approximately 20) as a courtesy during the events. • Roundtable <ul style="list-style-type: none"> ○ Celeste Guinta (NV COAD) – Transitioning Miguel Castanon as the Napa Valley COAD Executive Director, as Celeste Guinta retires. <ul style="list-style-type: none"> ▪ Better under how the DDAR is activated during a storm to ensure better coordination with local ILCs. ▪ Every Spring, AFN and older adults’ information campaign on critical topics ▪ Key topic to include emerged from the Napa County Older Adults Assessment ▪ Focus on power outage preparedness in non-rural areas. ○ Serra Rea (CFILC) – First quarter with CFILC <ul style="list-style-type: none"> ▪ Getting more into the disaster preparedness for each center ▪ Get centers trained for emergency preparedness so they can be prepared for the outreaches ▪ Would like to partner with Napa Valley COAD on future outreaches
<p style="text-align: center;">Feedback</p>	<ul style="list-style-type: none"> • Extend PWDAAC quarterly meeting as far in advance as possible for scheduling accommodations.
<p style="text-align: center;">Action Items Guided by Feedback</p>	<p>Completed Actions This Quarter:</p> <ul style="list-style-type: none"> • Sent out meeting feedback survey to existing PWDAAC council members for feedback on enhancement opportunities <p>On-Going Actions:</p> <ul style="list-style-type: none"> • Continue utilizing the PWDAAC as a forum to receive input and feedback on a broad variety of PG&E programs affecting AFN customers. <p>Future Actions:</p>

	<ul style="list-style-type: none"> • PG&E to re-elevate PWDAAC goals, cadence, and membership • Survey to follow every meeting to solicit feedback from council participants
Future Meeting(s)	Q2 2024 (TBD)

Access and Functional Needs Collaborative Council Meeting¹³

Meeting	<p>Date: March 27, 2024 Location: Virtual Purpose: Collaborative discussion on Prepare for Power Down and the Best Practices Blueprint updates, understand awareness and utilization of PSPS Mitigation resources, and discuss DDAR and 211 IOU PSPS mitigation resources.</p>
Summary of Engagement	<ul style="list-style-type: none"> • Best Practices Blueprint Outline <ul style="list-style-type: none"> ○ Joint IOUs shared a proposed outline, engagement strategy, and timeline for developing the Blueprint. <ul style="list-style-type: none"> ▪ Collaborative Council requested a process and timeline for reviewing the Blueprint draft. ▪ Draft is expected to be ready for review mid-April. • Prepare for Power Down Update <ul style="list-style-type: none"> ○ Joint IOUs shared that the site is nearing completion and invited the Collaborative Council to participate in beta testing. ○ Joint IOUs confirmed that the site has been tested with members of the AFN community and the CFILC and DDAR are available for further testing. • PSPS Mitigation Resources <ul style="list-style-type: none"> ○ SDG&E shared results from PSPS Impact Study. <ul style="list-style-type: none"> ▪ Discussed decline of PSPS resource awareness in areas that have not

¹³ See Appendix A.1 for the AFN Collaborative Council Participants.

	<p>experienced de-energization in recent years.</p> <ul style="list-style-type: none"> • DDAR and 211 Activations • Joint IOUs shared a breakdown of usage and fiscal expenditure on DDAR and 211 resources.
<p>Feedback</p>	<ul style="list-style-type: none"> • PSPS Mitigation Resources <ul style="list-style-type: none"> ○ Council members suggested to continue alignment of survey questions from all three IOUs to best identify customer needs. • DDAR and 211 Activations • Joint IOUs and Collaborative Council discussed specific strengths and resources of each contractor and agreed to meet separately for further discussion.
<p>Action Items Guided by Feedback</p>	<p>Completed Actions This Quarter:</p> <ul style="list-style-type: none"> • SDG&E provided Collaborative Council with list of PSPS services outlined in PSPS study. • Facilitate coordination on developing a survey for understanding opportunities Access and Functional Needs resource expansion. <p>On-Going Actions:</p> <ul style="list-style-type: none"> • CPUC representative to identify additional opportunities to jointly present the AFN/Joint IOU progress made to the CPUC. • Collaborative Council to coordinate potential guest speaking opportunity during respective upcoming meetings, including: <ul style="list-style-type: none"> ○ Disability Rights California monthly staff meeting ○ Statewide AFN Community Advisory Committee ○ State Council on Developmental Disabilities meetings • Collaborative Council to provide names of statewide disability leaders with capacity and networks to connect with the IOUs. • Provide Medical Baseline Program materials to the Collaborative Council for amplification.

	<ul style="list-style-type: none"> • Future Actions: • Joint IOUs to host a walkthrough session for Council members to review and provide feedback on the beta version of Prepare for Power Down website. • SCE to identify survey recently sent to SCDD regarding AFN support. • Joint IOUs to meet with Council members for follow-up discussion regarding utilization of DDAR/211.
IOU Responsible Owner	Chris Zenner, Vice President Residential Services & Digital Channels
Future Meeting(s)	June 7, 2024

Statewide Joint IOU Advisory Council¹⁴	
Meeting	<p>Date: March 20, 2024 Location: Virtual Purpose: Provide updates and key findings from 2023 PSPS surveys and share updates regarding the Prepare for Power Down webpage and 2024 AFN Plan.</p>
Summary of Engagement	<ul style="list-style-type: none"> • 2023 PSPS End of Season Update <ul style="list-style-type: none"> ○ Joint IOUs provided updates and key findings from 2023 PSPS surveys. • Prepare for Power Down Update <ul style="list-style-type: none"> ○ Joint IOUs shared status update of Prepare for Power Down website including a review of recent improvements and next steps. • 2024 AFN Plan Update <ul style="list-style-type: none"> ○ IOUs shared that the 2024 AFN Plan was filed with the CPUC on January 31, 2024, with quarterly updates due throughout the year.
Feedback	Joint IOUs to consider opportunities for language standardization in outage communications.
Action Items Guided by Feedback	<p>Completed Actions This Quarter: N/A On-Going Actions: N/A Future Actions:</p>

¹⁴ See Appendix B.1 for the Joint IOU AFN Advisory Council List of Participants.

	<ul style="list-style-type: none"> Statewide Council member organizations to send a list of support services offered before, during, and after a PSPS to SCE. Interested Statewide Council members to participate in a live review of the Prepare for Power Down website. Schedule meeting to review survey results in-depth with smaller group of Statewide Council members.
Future Meeting(s)	Q2 2024

Local Government Advisory Councils and Working Groups	
Meeting	<p>Date: Thursday, March 14, 2024 Location: Microsoft Teams Purpose: Collect feedback on proposed Community Wildfire Safety Program (CWSP) improvements from a subset of city, county, and tribal emergency managers.</p>
Summary of Engagement	<ul style="list-style-type: none"> Reviewed winter storm impacts across PG&E’s service area and requested input on storm response processes and improvements. Provided an overview of the Wildfire Safety Progress Map features and requested feedback. <ul style="list-style-type: none"> Shared an overview of how the Wildfire Safety Progress Map will be used by customers and communities. Provided an open forum for attendees to share feedback and ask questions.
Feedback	<ul style="list-style-type: none"> A representative from the Pit River Tribe noted that they had started with the organization that week and inquired about PG&E’s ongoing support and involvement with the tribe.
Action Items Guided by Feedback	<p>Completed Actions This Quarter: N/A On-Going Actions: N/A Future Actions: N/A</p>
Future Meeting(s)	<ul style="list-style-type: none"> June 13th, 2-3 p.m.

	<ul style="list-style-type: none"> • September 12th, 2-3 p.m. • December 12th, 2-3 p.m.
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Communities of Color Advisory Group	
Meeting	<p>Date: February 7, 2024</p> <p>Location: In-person meeting, 300 Lakeside Drive, Oakland CA</p> <p>Purpose: Solicit input from Communities of Color Advisory Group which assists PG&E in crafting outreach and engagement with communities of color on a broad spectrum of issues impacting diverse communities</p>
Summary of Engagement	<ul style="list-style-type: none"> • PG&E presented on Residential Electric Vehicle Programs and newly proposed Electric Vehicle Programs. • PG&E presented on Decision 24-02-046 Community-Based Organization Arrears Case Management Pilot. The Pilot is designed to reduce residential energy service disconnections and assist customers in managing unpaid bills.
Feedback	<ul style="list-style-type: none"> • The Advisory Panel expressed interest in learning about local efforts on Electric Vehicle outreach and community education. • The Advisory Panel expressed interest in learning of any future financial literacy programs and opportunities through PG&E. • The Advisory Panel recommended sharing the CBO Arrears Case Management Pilot Program solicitation opportunity with organizations who are certified in financial counseling.
Action Items Guided by Feedback	<ul style="list-style-type: none"> • Completed Actions This Quarter: <ul style="list-style-type: none"> ○ Completed one of two in-person meetings for 2024. • On-Going Actions: N/A <p>Future Actions: Share solicitation opportunity for the Community-Based Organization Arrears Case Management Pilot Program with the Advisory Panel.</p>
Future Meeting(s)	May 8, 2024

Low Income Oversight Board (LIOB)	
Meeting	<p>Date: March 14, 2024</p> <p>Location: Virtual and In-person meeting</p> <p>Purpose: The mission of the LIOB is to advise the Commission on low-income electric, gas and water corporation customer programs and to serve as a liaison for the Commission to low-income customers and representatives.</p>
Summary of Engagement	<ul style="list-style-type: none"> • Joint Investor-Owned Utilities Status Reports • Report of the California Alternative Rates for Energy (CARE) and Energy Saving Assistance (ESA) Programs • Unspent Funds for ESA • Disconnection and Arrearage Management Plans <ul style="list-style-type: none"> ○ Public Purpose Program Surcharge
Feedback	<ul style="list-style-type: none"> • N/A – AFN topics not in scope
Action Items Guided by Feedback	<p>Completed Actions This Quarter: N/A</p> <p>On-Going Actions: N/A</p> <p>Future Actions: N/A</p>
Future Meeting(s)	TBD

1.6.2 Statewide Website for AFN Solutions

PrepareforPowerDown.com (P4PD)¹⁵ is a Joint IOU website, created as a centralized resource for statewide CBO and agencies serving AFN communities, providing easy access to IOU information on PSPS preparedness and resources. The website offers downloads, including the Joint IOU CBO training presentations, PSPS social media graphics and utility specific PSPS support materials. While those materials are still available for CBOs, in response to the AFN Collaborative Council’s request for a customer-facing website, the Joint IOUs embarked on a website refresh in 2022. In 2022, the Joint IOUs completed Phase

¹⁵ Decision D 19-05-042, dated May, 30, 2019, and issued on June 4, 2019. The California Public Utilities Commission (“Commission”) directed the IOUs to jointly oversee development and execution of a statewide Public Safety Power Shut-off education campaign, developed in partnership with the California Governor’s Office of Emergency Services and the California Department of Forestry and Fire Protection.

1 of the refresh, which focused on incorporating user-friendly accessibility features and making emergency preparedness tools, such as signing up for utility outage alerts, prominent on the homepage.

In 2023, the Joint IOUs conducted a walk-through of the updated website with the AFN Collaborative Council for additional feedback, prior to beginning Phase 2 of the website refresh, to ensure inclusive design. The Phase 2 update takes a step back to revamp the user journey through the website so that visitors will soon have a utility-customized view of program and resources, customized preparedness checklists, and be encouraged to sign up for outage alerts, enroll in Medical Baseline Program if eligible, and engage with other utility customer support programs. In 2024, the Joint IOUs will continue with Phase 2 updates seeking to launch the new website in Q2 through Joint IOU and AFN Stakeholder Marketing and Communications.

In Q1 the Joint IOU's continued with adding enhanced P4PD features and beta testing with Statewide CBO's, agencies and individuals who user-assistive technology. Stakeholder and Collaborative Council scheduling reviews continue into Q2. The Joint IOU Marketing and Communications strategy is under development in anticipation of a late Q2 statewide launch.

1.7 AFN Public Education and Outreach

PG&E utilizes a multi-pronged approach to communicate with its customers in the AFN community regarding PSPS awareness, preparedness education, and mitigation services through direct communications, paid media, CBO collaborations, and partnering with State agencies to jointly market solutions.

In Q1, PG&E held 6 regional and wildfire safety webinars. Also, in Q1 PG&E started planning for public education and outreach, including a paid media campaign.

1.7.1 MBL Customer Outreach

PG&E encourages customer participation and enrollment in the MBL Program through direct-to-customer outreach, CBO partnerships, and building strong relationships with the health care industry. This outreach aims to help individuals who rely on power for their medical needs prepare for PSPS and connect with relevant resources for support. Table 9 summarizes the MBL acquisition campaign statistics as of April 4, 2024. The outreach campaign ended in Q1 2024.

Table 9. 2023 vs. 2024 MBL Program Acquisition Targeting Outcomes

Goal: Increase engagement with prospective MBL Program customers through multi-channel outreach and awareness campaigns

Year	Total Channel Count	Direct Mail		Email			Bill Insert		Digital Media		Broad Cast TV & Radio	Digital Radio
		Customers Reached	# Touches	Customers Reached	# Touches	Avg. Click Rate	Customers Reached	# Touches	Total Impressions	Total Conversions (Clicks)	Total Impressions	Total Impressions
2023	10	108,678	3	1,423,042	2	2%	3,000,000	1	145,690,262	634,905	10,736,800	NA
2024	1	NA	NA	1,349,976	1	1.4%	NA	NA	NA	NA	NA	NA

1.7.2 Health Care Industry Strategy

PG&E recognizes that ongoing engagement with health care practitioners, medical associations, and durable medical device suppliers in 2024 is a key opportunity to increase enrollment in the MBL Program and connect individuals with AFN to medical device resources if needed during PSPS.

In Q1, the Joint IOU's AFN and MBL teams collaborated with the California Department of Social Services, In Home Support Services (IHSS) to provide a statewide training webinar to their employees. Topics included Medical Baseline Program participation, PSPS Support Services, and AFN Self-Identification/Vulnerable programs. The two MBL training sessions were conducted on March 20 and March 27 with approximately 60 attendees.

Continued conversations with the Statewide Councils and among the joint IOU team to look for opportunities to present on PSPS preparedness, AFN Self-Identification and MBL Allowance programs will continue through 2024.

1.7.3 Outreach and Engagement with Master-Metered Owners, Property Managers, and Multi-Unit Dwelling Account Holders

PG&E conducts outreach to multi-unit dwelling account holders, property managers, and master-meter owners whose residents are not direct PG&E-metered customers that includes information about resiliency programs, PSPS preparedness and resources and reinforces the importance of tenants signing up for direct notifications prior to PSPS via Address Alerts¹⁶.

PG&E continues to promote awareness of Address Alerts in training and webinars.

1.7.4 Accessibility of Communications

PG&E's online customer communications, including its websites and PSPS customer notification emails, have been tested for usability and accessibility to meet Web Content Accessibility Guidelines (WCAG). As we launch new features and functionality to www.pge.com and to our [Emergency Website](#), we test again for compliance with WCAG 2.1AA standards.

In 2023, PG&E began mailing Braille and large print bill customers its PSPS related print outreach materials in their preferred alternative format. Braille and large print versions of the MBL Doorhangers were also produced for distribution to customers who receive their bills in these alternative formats if they fail to acknowledge notifications during

¹⁶ PG&E Address Alerts is a tool designed to provide notifications about a potential PSPS for any address important to an individual, regardless of if they are a customer with PG&E or not. Address Alerts is available in 16 languages via phone or text.

an active PSPS event.

PG&E has an agreement with Linguabee, a Deaf-owned and operated sign language interpreting agency, to provide PSPS support.

1.7.5 Tribal Engagement

PG&E assists Tribal governments throughout our service area to mitigate the impacts of PSPS on their Tribal members and other emergency situations such as the COVID-19 pandemic, extreme weather storms, wildfires, and rotating outages.

In Q1, PG&E hosted Tribal grant program review with Tribes (2) as well as distributed the quarterly Tribal Newsletter to all Tribes and Health Clinic in PG&E's service area.

1.7.6 Translations of Communications

PG&E translates Community Wildfire Safety Program (CWSP) and PSPS communications and notifications in 15 non-English languages.¹⁷ 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 promotes its in-language options, encouraging customers to select their preferences using various channels including direct mail, email, social media, multi-media partners, and CBOs.

PG&E has a contract with 1 CBO to provide in-language communications to customers in a variety of Indigenous languages both for preparedness outreach and in-event communications during PSPS. This CBO provides in-language outreach using social media, in-person communications, and one-on-one phone calls in one or more of the following languages: Spanish and Nahuatl.

PG&E continues to offer in-language support through our Contact Center. The Contact Center is equipped to provide translation support in over 290 languages. Further, PG&E partners with 39 multicultural media outlets throughout the year to promote safety initiatives, including PSPS, to monolingual or difficult-to-reach populations that may need access to mainstream television media and/or read/speak English. See Section 1.8.1.6.1 for more information on our multicultural media engagement.

1.7.7 "Wildfire Safety Town Halls," Webinars and other Community Events

PG&E hosts public webinars and town halls throughout the year to foster discussions on how it can better serve its communities while allowing customers to learn more

¹⁷ These include Spanish, Chinese, Tagalog, Russian, Vietnamese, Korean, Farsi, Arabic, Hmong, Khmer, Punjabi, Japanese, Thai, Portuguese, and Hindi.

about its wildfire safety efforts and the steps PG&E is taking to improve reliability. Additionally, PG&E participates in regular meetings and workshops with the California Public Utilities Commission (CPUC) and provides forums for key tribal, local and agency stakeholders, and Public Safety Partners to provide feedback.

PG&E also hosts and participates in community events focused on AFN customers, including AFN-specific webinars and virtual meetings hosted by CBOs and state agencies.

Table 10 summarizes PG&E’s targeted outreach with AFN and CBO partners. Table 11 summarizes our Wildfire Safety Webinars, Safety Town Halls, Regional Town Halls, Regional Working Group meetings, meetings with key stakeholders and meetings with the CPUC.

Table 10. Summary of AFN and CBO Targeted Outreach Conducted in Q1 2024

Date	Event	Audience
3/13/2024	PWDAAC Q1 Meeting	People with Disability and Aging Advisory Council (PWDAAC)
3/20/2024	In-Home Supportive Services (IHSS) Medical Baseline Allowance Program Training	In-Home Supportive Services (IHSS)
3/21/2024	Community Based Organizations (CBOs) Training	All Community Based Organizations
3/27/2024	In-Home Supportive Services (IHSS) Medical Baseline Allowance Program Training	In-Home Supportive Services (IHSS)
4/1/2024	California Network of 211 Meeting	California Network of 211
4/22/2024	California Hospital Association (CHA) Meeting	California Hospital Association - Regional Directors

Table 11. CPUC Meetings, PSPS Wildfire Safety Town Halls, and Regional Webinars in Q1 2024

Date	Event	Audience
2/21/2024	Regional Town Hall	Customers, Local Tribes, Agencies and CBOS in the North Coast Region
2/22/2024	Regional Town Hall	Customers, Local Tribes,

Date	Event	Audience
		Agencies and CBOS in the North Valley and Sierra Region
3/6/2024	Regional Town Hall	Customers, Local Tribes, Agencies and CBOS in the South Bay and Central Coast Region
3/12/2024	Regional Town Hall	Customers, Local Tribes, Agencies and CBOS in the Central Valley Region
3/14/2024	Regional Town Hall	Customers, Local Tribes, Agencies and CBOS in the Bay Area Region
3/26/2024	CWSP Webinar	El Dorado and Placer Counties

1.8 PSPS Activation (During – Emergency Operation Center Activated)

1.8.1 In-Event PSPS Customer Communications

PG&E will continue to use all communication channels available during PSPS, including direct-to-customer notifications sent via phone, text, and email, supplemented by website, call-center support, media engagement (multicultural 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, MBL customers, SIV customers, all other customers, and the general public.

1.8.1.1 PSPS Notifications

PG&E aims to share what it knows about the weather and its equipment as soon as possible, keeping in mind weather conditions can be uncertain. Whenever the forecast will allow, PG&E’s goal is to send automated notifications (i.e., calls, texts, and emails) to potentially impacted customers two days ahead, one day ahead, just before shutting off power and when power is shut off. If de-energization is delayed due to changes in weather conditions, customers may receive a pending delay notification to communicate they are still at risk of de-energization. PG&E will provide updates once the weather has passed until power has been restored. PG&E detailed its automated notifications in the 2023-2025 Wildfire Mitigation Plan filed on March 27, 2023.

1.8.1.2 Doorbell Rings for MBL and Self-Identified Vulnerable (SIV) Customers

PG&E’s MBL and SIV customers including electricity-dependent individuals who have identified as using Durable Medical Equipment and/or Assistive Technology through

PG&E's AFN Self-Identification survey will receive doorbell rings during an active PSPS event if they do not acknowledge notifications. As of March 31, 2024, approximately 263,286 individuals have self-identified as electricity dependent and are not enrolled in MBL or SIV.

1.8.1.3 Engagement with Paratransit Agencies

In accordance with D.21-06-034, PG&E provides proactive notifications and impacted ZIP Code information to paratransit agencies that may serve all the known transit- or paratransit-dependent persons needing access to a CRC during PSPS. In Q1, PG&E did not have a PSPS, therefore, did not provide provided notifications and ZIP Code information.

1.8.1.4 PG&E Contact Center Operations

PG&E operates two contact centers that provide 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, PG&E's PSPS webpage directs customers to call its contact centers. PG&E's contact centers continue to be equipped to provide interpretation support in over 290 languages, including 10 Indigenous languages.

1.8.1.5 Website

PG&E will continue to use its websites pge.com and pgealerts.alerts.pge.com to communicate information during PSPS events. PG&E remains committed to continuously improving its websites to meet the diverse needs of its customers. PG&E is using insights from customer testing to incorporate additional improvements for categorization and usability of pages with content related to outages, safety, and accessibility resources in 2024.

1.8.1.6 Media

PG&E engages with traditional broadcast and digital media outlets, including multicultural news organizations, in one or more of the following ways before and/or during PSPS events: distributing press releases, conducting live streaming news conferences with ASL translators, taking part in media interviews, responding to media requests for information, and running paid advertising on.

To serve non-English speaking customers, PG&E engages multicultural media outlets throughout the year to promote safety initiatives, including PSPS, to monolingual or difficult-to-reach populations that may need 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 PG&E programs, including

the CWSP, PSPS, emergency preparedness, public safety, consumer protections, and income-qualified programs. PG&E also schedules media visits with these organizations to discuss other partnership opportunities (e.g., Public Service Announcements, advertising, and event sponsorships).

PG&E also staffs bilingual and multilingual employees to serve in the EOC, supporting the Public Information Officer (PIO) multimedia engagement function. These employees provide urgent translation support, such as verifying and approving ad hoc written translations during emergencies. These staff assist PG&E with avoiding delays when engaging outside vendors for translation needs during an PSPS.

1.8.1.6.1 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 partners with 39 multi-cultural media organizations that provide information in-language through multiple outlets. PG&E plans to host in-language PSPS webinars with our multicultural media partners.

Table 12 summarizes our multi-cultural media engagement activities.

Table 12 Multi-Cultural Media Engagement Activities (by Month)

Month	Summary of Multi-Cultural Media Engagement Activities
January 2024	<ul style="list-style-type: none"> • Compiled the Wildfire Safety and Preparedness Multicultural Media Engagement Campaign Year-end Report
February 2024	<ul style="list-style-type: none"> • Confirmed budget for 2024 campaigns including Multicultural Media Engagement Campaign and AFN Multicultural Radio Campaign
March 2024	<ul style="list-style-type: none"> • Planning began with potential multicultural media partners • Sent out invite to potential multicultural media partners for an information session on April 24

1.8.1.6.2 Social Media

PG&E regularly provides customer preparedness resources through its official social media channels, including Twitter, Facebook, Instagram, and Nextdoor. As of March 31, 2024, PG&E holds contracts with 39 multicultural media partners and a CBO to assist with in-language communications and share its social media posts before and during PSPS. In Q1, social media posts were focused on storm preparation, not yet focused on wildfire season.

1.8.1.6.3 Paid Media/Advertising

To supplement PG&E's outreach efforts during PSPS, PG&E runs PSPS emergency messages to reach customers via paid media channels when/where channels are available. PG&E purchases a combination of English and in-language radio ads, and digital banners in English and multiple languages based on targeted ZIP Codes.

To enhance customer outreach efforts, PG&E will run paid media English and Spanish AFN radio ads with messages about PSPS awareness, MBL Program, and preparedness resources in 2024. In addition, paid media search and display ads, social media and pre-roll video ads. In Q1, PG&E continued to run a television ad promoting the DDAR program.

1.8.2 Community Resource Centers (CRCs)

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

To support CRC readiness for people with disabilities, PG&E completed ADA reviews at all indoor CRC sites in coordination with local government agency partners and tribes to identify appropriate CRC locations. From these site reviews, PG&E 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. In 2024, PG&E will continue to monitor CRC location needs with local county government and tribes to ensure pre-identified CRC locations are well-situated to serve communities and adjust as needed. As of March 2024, PG&E has secured 406 event-ready sites, which include 117 indoor sites and 289 outdoor sites.

In accordance with D.21-06-034, PG&E filed an updated CRC plan as Appendix A within the 2023 Pre-Season Report.

1.9 Recovery (After – Power has been restored)

1.9.1 After Action Reviews and Reports

The After-Action Reviews and Reports (AAR) process is described in detail in our 2024 AFN Plan was not used for PSPS in Q1 as PSPS did not occur during the quarter.

1.9.2 Lessons Learned and Feedback

PG&E leverages feedback from agencies, CBOs, critical facilities, and customers during the PSPS season to focus improvements on key initiatives. PG&E did not receive any direct feedback during Q1 because there was no PSPS.

PG&E will continue applying best practices and leveraging lessons from our 2024 customer outreach experience. PG&E supports a collaborative, data-driven process to define the most effective and appropriate outreach and in-language translation requirements.

1.9.3 Customer Surveys

PG&E concluded the 2023 Post-Season Outreach Effectiveness Survey on Jan 26, 2024. Results were reported in Appendix E of PG&E's 2024 AFN Plan for PSPS Support filed on January 31, 2024. PG&E did not conduct PSPS post-event surveys in Q1 2024 as PSPS did not occur during the quarter.

PG&E will continue research areas for improvement and leverage lessons learned.

CONCLUSION

PG&E will continue to provide a quarterly update regarding its progress towards meeting our 2024 AFN Plan and the impact of our efforts to support the AFN and vulnerable population during PSPS to help the CPUC understand where future gaps in addressing this population before, during, and after PSPS.

APPENDIX A.1 – AFN COLLABORATIVE COUNCIL

Name	Organization	Title	Group
Aaron Carruthers	State Council on Developmental Disabilities (SCDD)	Executive Director	Collaborative Council
Ana Acton	Department of Rehabilitation (DOR)	Deputy Director Independent Living and Community Access Division	2024 AFN Plan Core Planning Team
Andy Imparato	Disability Rights California (DRC)	Executive Director	Collaborative Council
Audrey Williams	California Public Utilities Commission (CPUC)	Project and Program Supervisor – SPD	Collaborative Council
Brett Eisenberg	California Foundation for Independent Living Centers (CFILC)	Executive Director	Collaborative Council
Brian Weisel	State Council on Developmental Disabilities (SCDD)	Legal Counsel	Collaborative Council 2024 AFN Plan Core Planning Team
Chris Alario	Liberty	President, California	Collaborative Council
Chris Garbarini	California Department of Development Services (DDS)	Senior Emergency Services Coordinator	2024 AFN Plan Core Planning Team
Edward Jackson	Liberty	President	Collaborative Council
James Cho	California Public Utilities Commission (CPUC)	Program Manager	Collaborative Council
James Collins	California Council of the Blind (CCB)	Community Educator	2024 AFN Plan Core Planning Team
James Dui	California Public Utilities Commission (CPUC)	Safety Policy Division	Collaborative Council
Joe Nitti	Bear Valley Electric Services (BVES)	Supervisor, Customer Care	Collaborative Council

Name	Organization	Title	Group
		and Operations Support	
Jordan Davis	Disability Rights California (DRC)	Attorney	Collaborative Council
Junaid Rahman	California Public Utilities Commission (CPUC)	Senior Regulatory Analyst - SPD	Collaborative Council
June Isaacson Kailes	Disability Policy Consultant	Disability Policy Consultant	2024 AFN Plan Core Planning Team
Karen Mercado	Disability Rights California (DRC)	Senior Administrative Assistant - Executive Unit	Collaborative Council
Kate Marrone	Liberty	Customer Care Manager	Collaborative Council 2024 AFN Plan Core Planning Team
Kay Chiodo	Deaf Link	CEO	2024 AFN Plan Core Planning Team
Larry Grable	Service Center for Independent Living (SCIL)	Executive Director	2024 AFN Plan Core Planning Team
Maria Jaya	California Public Utilities Commission (CPUC)	Public Utilities Regulatory Analyst - SPD	Collaborative Council
Matthew McVee	PacifiCorp	Vice President, Regulatory Policy and Operations	Collaborative Council
Moustafa Abou-taleb	California Public Utilities Commission (CPUC)	Safety Policy Division	Collaborative Council
Nicholas Raft	Liberty	Regulatory Analyst	Collaborative Council
Paul Marconi	Bear Valley Electric Services (BVES)	President, Treasurer, & Secretary, Board Director	Collaborative Council

Name	Organization	Title	Group
Pooja Kishore	PacifiCorp	Renewable Compliance Officer	Collaborative Council
Robert Hand	California Foundation for Independent Living Centers	Interim Executive Director	Collaborative Council
Ron Lee	Redwood Coast Regional Center	Emergency Management Coordinator	2024 AFN Plan Core Planning Team
Sean Matlock	Bear Valley Electric Services (BVES)	Energy Resource Manager / Assistant Corporate Secretary	Collaborative Council
Susan Henderson	Disability Rights Education & Defense Fund (DREDF)	Executive Director	Collaborative Council
Tamara Rodriguez	California Department of Development Services (DDS)	Officer, Emergency Preparedness & Response	2024 AFN Plan Core Planning Team
Tawny Re	Bear Valley Electric Services (BVES)	Customer Program Specialist	Collaborative Council
Vance Taylor	California Governor's Office of Emergency Services (CalOES)	Chief, Office of Access and Functional Needs	Collaborative Council

APPENDIX B.1 – STATEWIDE COUNCIL PARTICIPANTS

Name	Organization	Title
Aaron Christian	California Department of Development Services (DDS)	Assistant Deputy Director of Office of Community Operations
Adam Willoughby	California Department of Aging (CDA)	Asst. Director of Legislation and Public Affairs
Alana Hitchcock	California 211	Executive Director
Allyson Bartz	California Department of Social Services (DSS)	Manager, Staff Services
Alyson Feldmeir	California Foundation for Independent Living Centers (CFILC)	Disability Disaster Access and Resource Manager
Amanda Kirchner	County Welfare Directors Association of California (CWDA)	Legislative Director
Ana Acton	Department of Rehabilitation (DOR)	Deputy Director Independent Living and Community Access Division
Annabel Vera	California Department of Social Services (DSS)	Program Analyst
Beatrice Lavrov	California Department of Development Services (DDS)	Staff Service Manager
Brian Weisel	State Council on Developmental Disabilities	Legal Counsel
Carolyn Nava	Disability Action Center (DAC)	Executive Assistant
Chris Garbarini	California Department of Developmental Services (DDS)	Senior Emergency Services Coordinator
Dan Heller	Deaf Link	President
Dan Okenfuss	California Foundation for Independent Living Centers (CFILC)	Public Policy Manager
Dara Mikesell	San Gabriel Pomona Regional Center (SGPRC)	CFO
Eleonore Yotsov	PacifiCorp	Director, Emergency Management, PacifiCorp
Gabby Eshrati	North Los Angeles County Regional Center	Consumer Services Director

Name	Organization	Title
Gina Esparza	Eastern Los Angeles Regional Center (ELARC)	Emergency Management Coordinator
Greg Oliva	California Department of Social Services (DSS)	Assistant Deputy Director, Central Operations, Community Care Licensing Division
James Cho	California Public Utilities Commission (CPUC)	Program Manager
James Collins	California Council of the Blind (CCB)	Community Educator
James Dui	California Public Utilities Commission (CPUC)	Safety Policy Division
Jennifer Guenther	Liberty	Senior Regional Manager - West
Joe Xavier	Department of Rehabilitation (DOR)	Director
Jordan Davis	Disability Rights California (DRC)	Attorney
Jordan Parrillo	Liberty	Manager of Regulatory Affairs
Joseph Grounds	Kern Regional Center (KERNRC)	Emergency Services Officer
Josh Gleason	California Department of Social Services (DSS)	Unknown
JR Antablian	California Department of Social Services (DSS)	Chief, Disaster Services Branch
June Isaacson Kailes	Disability Policy Consultant	Disability Policy Consultant
Karey Morris	Kern Regional Center (KERNRC)	HR Manager
Kate Marrone	Liberty	Customer Care Manager
Kay Chiodo	Deaf Link	CEO
Kelly Brown	211, Interface Children & Family Services	Community Information Officer
Kendall Skillicorn	California Department of Social Services Disaster Unit (DSS)	Bureau Chief, Department Operations Bureau
Larry Grable	Service Center for Independent Living (SCIL)	Executive Director
Lauren Giardina	Disability Rights California (DRC)	Executive Director Managing Attorney

Name	Organization	Title
Leora Filosena	California Department of Social Services Adult Program Division (DSS)	Deputy Director, Adult Programs Division
Malorie Lanthier	North Los Angeles County Regional Center	IT Director
Maria Aliferis-Gierde	Department of Rehabilitation (DOR)	Executive Officer, California Committee on Employment of People with Disabilities
Maria Jaya	California Public Utilities Commission (CPUC)	Public Utilities Regulatory Analyst - SPD
Matthew McVee	PacifiCorp	Vice President, Regulatory Policy
Melissa Kasnitz	The Center for Accessible Technology (C4AT)	Director, Legal
Michael Butier	California Department of Social Services Disaster Unit (DSS)	Functional Assessment Service Team Coordinator
Michael Costa	California Association of Area Agencies on Aging (C4A)	Executive Director
Miguel Larios	San Diego Regional Center (SDRC)	Director, Community Services
Molly Giguere	Disability Rights California (DRC)	Equal Justice Works Disaster Resilience Fellow
Moustafa Abou-taleb	California Public Utilities Commission (CPUC)	Safety Policy Division
Myisha Aban	San Gabriel Pomona Regional Center (SGPRC)	Emergency Management Coordinator
Nguyen Quan	Bear Valley Electric Services (BVES)	Regulatory Affairs
Nicole Pachaeco	California Council of the Blind (CCB)	Operations Manager
Paul Marconi	Bear Valley Electric Services (BVES)	President, Treasurer, & Secretary
Paula Villescaz	County Welfare Directors Association of California (CWDA)	Associate Director of Legislative Advocacy
Pooja Kishore	PacifiCorp	Renewable Compliance Officer

Name	Organization	Title
Rapone Anderson	California Department of Development Services (DDS)	Northern Region Manager, Career Executive Assignment (CEA)
Rachel Sweetnam	The Center for Accessible Technology (C4AT)	Legal Fellow
Rick Yrigoyen	California Department of Social Services Adult Program Division (DSS)	Staff Services Manager
Ron Lee	Redwood Coast Regional Center	Emergency Management Coordinator
Rose Samaniego	California Department of Development Services (DDS)	Community Program Specialist III-FHA Supervisor
Samuel Jain	Disability Rights California (DRC)	Senior Attorney
Scott O'Connell	Red Cross	Regional Disaster Officer
Sean Matlock	Bear Valley Electric Services (BVES)	Energy Resource Manager / Assistant Corporate Secretary
Seneca St. James	California Department of Development Services (DDS)	Community Program Specialist III
Serra Rea	California Foundation for Independent Living Centers (CFILC)	DDAR Manager
Sheri Farinha	NorCal Services for Deaf and Hard of Hearing	CEO
Sydney Schellinger	California Department of Aging (CDA)	Senior Emergency Services Coordinator
T. Abraham	Hospital Council	Regional Vice President
Tamara Rodriguez	California Department of Development Services (DDS)	Officer, Emergency Preparedness & Response
Tawny Re	Bear Valley Electric Services (BVES)	Customer Program Specialist
Tiffany Swan	San Diego Regional Center (SDRC)	Community Services Home and Community Based Services Specialist
Yenter Tu	Deaf Link Inc. / No Barrier Communications (NOBACOMM)	National Deaf Liaison - Deaf/Deaf-Blind Community

APPENDIX C.1 – PEOPLE WITH DISABILITIES AND AGING COUNCIL PARTICIPANTS

Name	Organization	Title
Serra Rea	California Foundation for Independent Living Centers (CFILC)	Disability Disaster Access & Resource Program Manager
Bobbie Wartson	Kings County Commission on Aging	Executive Director
Sharon Giovinazzo	Lighthouse for the Blind and Visually Impaired SF	Chief Executive Officer
Leza Coleman	California Commission on Aging (CCOA)	Legislative Director
Nancy McGee	Disability Rights CA	Managing Attorney
Michael Coasta	California Association of Area Agencies on Aging (C4A)	Executive Director
Julie Eby-McKenzie	State Council on Developmental Disabilities	Regional Manager, North Coast Region
Renee Bauer	State Council on Developmental Disabilities	Regional Manager, North State
Vance Taylor	CAL OES	Chief of the Office of Access and Function Needs
Miguel Angel Castanon	Napa Valley COAD	Executive Director
Marijke Melman	California Commission on Aging (CCOA)	Communications And Engagement
Staci Wadley	Dignity Health	Senior Director of Operations-Safety Net Programs

APPENDIX D.1 – FOOD BANK RESOURCE PARTNERS

Below is a list of food banks with active agreements with PG&E for PSPS.

Food Banks with Active Agreements for PSPS Support	
1	Alameda County Community Food Bank
2	Amador Tuolumne Community Action Agency (ATCAA) Food Bank
3	Central California Food Bank
4	Clear Lake Gleamers Food Bank
5	Community Action Agency of Butte County-North State Food Bank
6	Community Action Agency of Napa Valley
7	Community Food Bank of San Benito
8	Dignity Health Connected Living
9	Food Bank For Monterey County
10	Food Bank of Contra Costa & Solano
11	Food Bank of El Dorado County
12	Food For People
13	Interfaith Council of Amador
14	Kings Community Action Organization
15	Merced County Food Bank
16	Nevada County Food Bank
17	Placer Food Bank
18	Redwood Empire Food Bank
19	Second Harvest Food Bank of San Joaquin & Stanislaus
20	Second Harvest Food Bank of Santa Cruz County
21	Second Harvest Food of Silicon Valley
22	SF Marin Food Bank
23	The Resource Connection
24	Yolo Food Bank
25	Yuba-Sutter Food Bank

APPENDIX E.1 – MEALS ON WHEELS PARTNER ORGANIZATIONS

Below is a list of Meals on Wheels organizations with active agreements with PG&E for PSPS support.

Meals on Wheels Organizations with Active Agreements for PSPS Support	
1	Chico Meals on Wheels
2	Clearlake Senior Center
3	Coastal Seniors
4	Common Ground Senior Services
5	Community Action Agency of Napa Valley
6	Community Bridges
7	Council on Aging, Sonoma County
8	Dignity Health Connected Living
9	Gold Country Community Services
10	J-Sei
11	Lakeport Senior Center
12	Life ElderCare
13	Liveoak Senior Center
14	Meals on Wheels Diablo Region
15	Meals on Wheels Monterey Peninsula
16	Meals on Wheels Solano County
17	Middletown Senior Center
18	Passages
19	Peninsula Volunteers
20	Petaluma People Services
21	Senior Coastsiders
22	Service Opportunity for Seniors
23	Spectrum Community Services
24	Tehama County Community Action Agency
25	West Contra Costa Meals on Wheels
26	Agency on Aging, Area 4 (Yuba Sutter Meals on Wheels)

APPENDIX F.1 – CBOS WITH ACTIVE AGREEMENTS FOR PSPS SUPPORT

Below is a list of CBOs with active agreements with PG&E for PSPS support.

CBOs with Active Agreements for PSPS Support	
1	California Council of the Blind
2	California Network of 211s
3	Cope
4	Food For Thought
5	Haven of Hope on Wheels
6	Lost Sierra Food Project
7	Open Heart Kitchen

APPENDIX G.1 – ACCESSIBLE TRANSPORTATION PARTNERS

Below is a list of accessible transportation providers with active agreements with PG&E for PSPS.

Accessible Transportation Providers with Active Agreements for PSPS Support	
1	Dignity Health Connected Living
2	El Dorado Transit Authority
3	Fresno Economic Opportunities Commission
4	Vivalon

APPENDIX H.1 – KEY OBJECTIVES

As stated in PG&E’s 2024 PSPS AFN Plan, IOUs are reporting on progress made towards meeting Key Objectives in each AFN Plan Quarterly Update. Below is a table summarizing progress-to-date and recent updates made in the previous quarter. These updates are provided for activities that took place jointly with the other IOUs (i.e., Southern California Edison and San Diego Gas & Electric), as well as independently at PG&E.

2024 Key Objectives		Progress to date	Q1 2024 Updates
<p>Increase awareness of IOU programs and services available before, during and after a PSPS</p>	<p>Joint IOUs</p>	<ul style="list-style-type: none"> • Prepare for Power Down (P4PD) website created 	<ul style="list-style-type: none"> • Coordinating and benchmarking with CalFresh for food support for individuals with AFN impacted by PSPS activations • Held feedback session on Beta P4PD website with California Foundation for Independent Living Centers, California Department of Social Services (IHSS), Braille Institute, and CA 211 Provider Network • JIOUs updated and remediated the Joint IOU PSPS Fact Sheet • JIOU statewide training for California Department of Social Services’ In Home Support Services (IHSS) employees
	<p>PGE:</p>	<ul style="list-style-type: none"> • AFN CBO targeted webinars • Annual mailers to AFN populations 	<ul style="list-style-type: none"> • CBO Webinar training included Community Wildfire Safety Program and AFN resource review • 211 Fact Sheet refresh • Refresh on Resources Fact sheet and language translations to share with our multicultural media team

2024 Key Objectives		Progress to date	Q1 2024 Updates
			<ul style="list-style-type: none"> Began refreshing pge.com/afn webpage and interlinking to other pages based on customer feedback
Continue to identify individuals who are Electricity Dependent	Joint IOUs	<ul style="list-style-type: none"> Partnership with IHSS, Regional Centers, Dept of Rehabilitation 	<ul style="list-style-type: none"> Monitoring progress on Medical Baseline (MBL) Study
	PGE:	<ul style="list-style-type: none"> SIV marketing campaign 2022 	<ul style="list-style-type: none"> Continued work on My PGE Portal enhancements to make AFN Self-ID enrollment easier and corresponding mailer Working on customized MBL offerings to customers enrolled in Self-ID during power outages
Identify new enhancements to programs and resources needed to mitigate the impacts of PSPS	Joint IOUs	<ul style="list-style-type: none"> Establishment of the Statewide Collaborative Council and the Statewide JIOU Advisory Council AFN Plan Core Planning Team to assist with development of annual AFN Plan and development of the Plan's Key Objective areas 	<ul style="list-style-type: none"> Review results from the PSPS Pre/Post Season In-Language Survey during Statewide Joint IOU Advisory Council Review SDG&E survey questions to look for benchmarking opportunities

2024 Key Objectives		Progress to date	Q1 2024 Updates
	PGE:	<ul style="list-style-type: none"> • Bi-Annual CBO Survey to be conducted in 2024 	<ul style="list-style-type: none"> • Incorporated feedback from our CA 211 Providers Network partners to start including insulated medicine bags
Coordinate and integrate resources with state, community, utility to minimize duplication	Joint IOUs	<ul style="list-style-type: none"> • JIOU Blueprint • Concurrent Application System (CAS), universal "application" • Prepare for Power Down website • JIOU External Engagement & Customer Experience Sub-Committee 	<ul style="list-style-type: none"> • Coordination with CalFresh regarding food support • Phase 3 to include relaunch of Prepare for Power Down website in collaboration with Cal Fire, Cal OES, and other statewide organizations
	PGE:	<ul style="list-style-type: none"> • Quarterly updates for impacted county OES from PG&E Public Safety Specialists • Quarterly Regional Working Groups • PSPS Advisory Board • Critical Infrastructure Workshop 	<ul style="list-style-type: none"> • PG&E Emergency Preparedness and Response and Corporate Affairs leaders met with FEMA on March 19th to discuss emergency response coordination