

Enhanced Customer and Community Support During All Hazards Standard

SUMMARY

This standard covers requirements and criteria for enhanced customer and community support during emergencies (i.e., all-hazard incidents and events). The standard addresses non-PSPS outages.

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, including Community Resource Centers (CRC), Medical Baseline Door Knocks, Local Community-Based Organization (CBO) services.

TARGET AUDIENCE

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

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REQUIREMENTS

- 1 General Requirements for Enhanced Community and Customer Support**
 - 1.1 During emergencies, PG&E is committed to providing timely, regular, and relevant communications to its customers.
 1. The goal of the company is to send targeted communications regarding outage updates, details, and restoration timelines using the customer’s preferred communication method (phone, text, or email).

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2. Communicating with customers during major events is important to ensure that customers are prepared and can take necessary precautions to stay safe. PG&E complies with General Order 166, Standard 4 (Communications Strategy), and Standard 8 (Major Outage and Restoration Estimate Communication Standard).
3. PG&E has developed a process for sending safety-related notifications to customers who are impacted by outages lasting two or more days.

2 Criteria for Enhanced Customer and Community Support

2.1 PG&E will deploy enhanced customer and community support services if outages meet certain criteria and approval requirements. During large emergency events, PG&E may consider customer and community support offerings when the following criteria are met:

1. The Emergency Operations Center (EOC) is activated for a Level 4 “Severe” event or greater
2. At least 5,000 customers per county per day will be impacted by one of the following:
 - An extended duration outage of greater than 48 hours based on Estimated Time of Restoration (ETOR)
 - No ETOR has been established
3. The county or local agency has requested additional support
4. Approval requirements listed in Section 3 are met

3 Approval Requirements

3.1 The request must be supported and approved by the following:

- The EOC Commander
- The Customer Strategy Officer (CSO)
- The Liaison Officer, with concurrence from OEC Command Staff (Incident Commander, CSO, LNO)

4 Enhanced Customer and Community Support Offerings

4.1 When the above criteria and approval are met, customer and community support offerings may be considered including, but are not limited to, the following:

1. Customer and Partner Communication
 - a. Supplemental Collateral to External Agency (see [EMER-7001P-09](#))

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- b. Deployment of PG&E Staff to External Emergency Centers (see [EMER-7001P-10](#))
 - c. Live Agent Outbound Call (email, text, phone call) to identified customers (see [EMER-7001P-03](#))
 - d. Pre-Event Category 4 Communications (see [EMER-7001P-08](#))
2. Access and Functional Needs Support
 - a. Access and Functional Needs (AFN) Customer Support (see [EMER-7001P-04](#))
 3. Community Resources
 - a. Deployment of Grab and Go bags deliveries (see [EMER-7001P-01](#))
 - b. Deployment of Community Resource Center (see [EMER-7001P-05](#))
 - c. Temporary Generation Request Process (see [EMER-7001P-07](#))
 - d. Deployment of Customer Support Unit (CSU) (see [EMER-7001P-02](#))

5 Enhanced Community Support Demobilization

- 5.1 Demobilization planning will be considered for a county or local area being served under the following conditions:
 1. The county or local area being served has less than 1,000 customers that have not been restored
 2. The ETORs for 90% of the customers are within 24 hours
 3. The EOC CSO has determined and instructed to begin planning for demobilization
- 5.2 The decision to demobilize enhanced support offerings must be approved by the EOC Incident Commander, EOC CSO, and EOC Liaison Officer.
- 5.3 The decision will be communicated and discussed with impacted counties/local agencies, the REC/OEC, and the PG&E CSO lead for coordination with the specific enhanced offering leads (e.g., CRC Lead and CBO/AFN Lead).
- 5.4 Each enhanced support offering will have a unique de-mob timeline and appropriate process per the procedures in Section 4 - Enhanced Community Support Offerings.

6 Roles and Responsibilities

- 6.1 PG&E has implemented and integrated key concepts from Incident Command System (ICS) within its response to emergencies. All roles and responsibilities should be followed within the ICS structure covered in [EMER-3001M-Company Emergency Response Plan \(CERP\)](#).

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7 Financial Guidance

7.1 Follow the financial guidelines provided by the Finance and Administration Branch.

8 Review Cycle

8.1 This standard and related procedures will be reviewed every two years or as needed.

END of Requirements

DEFINITIONS

Access and Functional Needs (AFN): 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.

Electric Dependent AFN: Individuals who are at an increased risk of harm to their health, safety and independence during an All-Hazard event. Including: Medical and non-medical, Behavioral, mental, and emotional health, Mobility and movement (seniors with heating/cooling need), Communication (including Assistive Technology), Individuals who require devices for health, safety and independence.

AFN Categories Include: Developmental or intellectual disability - A behavioral, mental, or emotional condition where lack of power would cause an increased risk or harm to health, Physical disability - Mobility, movement, electric dependency, medical equipment (ex. persons with heating/cooling need), Blind/low vision - with assistive technology that requires power, Deaf/hard of hearing - with assistive technology that requires power, Chronic medical condition, Injuries - that require electricity for treatment

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.

Regional Emergency Center (REC): PG&E's five main regional 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

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

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

Customer Contact Emergency Coordination Center (CCECC): The contact center team in charge of supporting enterprise communications to dispatch and contact center during EOC activations. This role reports to the CSO.

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

Information and Records Management:

PG&E Data, Information, and Records are company assets that must be traceable, verifiable, accurate, and complete and can be retrieved upon request. Functional Areas are responsible for complying with the Information & Records Governance Policy, Standards, and the Information and Records Retention Schedule. Refer to [GOV-7101S, "Enterprise Records and Information Management Standard"](#) for further guidance or contact Information & Records Governance at Information&RecordsGovernance@pge.com.

REFERENCE DOCUMENTS

Developmental References:

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

Supplemental References:

[EMER-7001P-01 Grab and Go Bags](#)

[EMER-7001P-02 CSU Ford Transit Operating Procedure](#)

[EMER-7001P-03 All Hazards Live Agent Outbound Call Procedure](#)

[EMER-7001P-04 All Hazards Access and Functional Needs \(AFN\) Customer Support Procedure](#)

[EMER-7001P-05 All Hazards Community Resource Center \(CRC\) Deployment Procedure](#)

[EMER-7001P-07 Temporary Generation Procedure](#)

[EMER-7001P-08 Pre-Event CAT4 Communications Procedure](#)

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[EMER-7001P-09 Supplemental Collateral to External Agency](#)

[EMER-7001P-10 Deployment of PG&E Staff to External Emergency Centers](#)

[EMER-7001P-10 -Att01 CSO Outreach Internal Intake Form](#)

APPENDICES

Appendix A, Enhanced Support Triggering

ATTACHMENTS

NA

DOCUMENT REVISION

NA

DOCUMENT APPROVER

██████████, Director, Customer Emergency Planning and Operations

DOCUMENT OWNER

██████████, Sr Manager, LCE Planning and Operations

DOCUMENT CONTACT

██████████, Principal AFN Program Manager

REVISION NOTES

Where?	What Changed?
Summary	Updated the summary to explain that this is only applicable to all-hazard emergencies and does not cover PSPS-related support.
Throughout	Removed references and language related to PSPS events (addressed in a new standard).
Sections 1, 3, 6, 7, and 8	Created new sections to clarify the roles, responsibilities, document update cycle, and procedure references.
Appendix A, Enhanced Support Triggering	Created a new appendix.
Document Contact/Owner/Approver	Updated the sections.

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Enhanced Customer and Community Support Overview

In an emergency, we work under the direction of the agency leading the response to provide support. We review a combination of criteria when considering an All-Hazard Response.

- Enhanced Support Triggering Criteria:**
- Emergency Operations Center (EOC) activation
 - Expected customer impact
 - County/local agency requests for support
 - Authorization by EOC Command staff
 - Ability to safely deploy resources


Customer and Partner Communication

- Supplemental channels of communications (ad hoc communications to customers) and information or emergency materials to counties
- Deployment of staff to county-run facilities


AFN Support

- Community-based organization (CBO) engagement for customers (CFILC, 211 Services, Foodbanks, etc.)
- AFN escalation process
- Medical Baseline (MBL) support


Community Resources

- Deployment of community resources, in partnership with the agency leading response
- Coordinate resiliency measures, including backup power and microgrids
- Deployment of customer support unit vans