

**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)
2022 ACCESS AND FUNCTIONAL NEEDS (AFN) PLAN FOR
PUBLIC SAFETY POWER SHUTOFF (PSPS) SUPPORT
QUARTERLY PROGRESS REPORT
JULY 1, 2022, AND SEPTEMBER 30, 2022**

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Dated: October 31, 2022

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In accordance with the California Public Utilities Commission's Phase 2 De-Energization Decision (D.) 20-05-051, Pacific Gas and Electric Company (PG&E) respectfully submits this 2022 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,

By: /s/ Kenneth Lee
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Access and Functional Needs (AFN) Plan for Public Safety Power Shutoff (PSPS) Support

Quarterly Progress Report of Activities
between July 1, 2022, and
September 30, 2022



October 31, 2022

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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 2021 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 July 1, 2022, and September 30, 2022

Since last reporting progress on PG&E's AFN activities on July 29, 2022, PG&E has achieved the following significant milestones to help serve our most vulnerable customers before, during, and after a PSPS:

- **PG&E secured accessible transportation agreements with two additional organizations** in Q3. These organizations will provide accessible transportation to and from a **Community Resource Center (CRC)** during a PSPS for individuals who may be transportation disadvantaged or have AFN.
- **PG&E executed two AFN Self-Identification direct mail campaigns to approximately 400,000 customers** in total. The audience was comprised of customers that are likely to be impacted by a PSPS as well as customers who did not respond to the two digital campaigns launched in Q2.
- **PG&E's Portable Battery Program reached over 6,000 customers** and provided assessments to over 4,000 of those customers, resulting in 5,662 batteries delivered YTD. The program delivered over 600 mini-fridges and over 200 insulin cooler wallets.
- **PG&E created and launched paid media radio ads with messages about PSPS awareness and preparedness resources, including promotion of Disability Disaster Access and Resources (DDAR) and the Medical Baseline Program (MBL). 720 English spots and 186 Spanish spots aired. For online radio, there were over 362,000 impressions and a completion rate of 94%.**

1 CONCEPT OF OPERATIONS | HOW

1.1 Preparedness/Readiness (Before Power Shutoff)

1.1.1 Emergency Operations Center

In Q3, PG&E did not activate our Emergency Operations Center for PSPS.

1.1.1.1 Preparation Exercises

In Q2, PG&E conducted a Full-Scale PSPS exercise and in Q3, PG&E worked through After Action Review items focused on training and development of checklist for the use of the AFN Liaison and staff.

Training

In Q3, PG&E conducted refresher training for the internal employees included in the roster of the Customer Strategy branch. The AFN Liaison team was provided additional training in Q3 and given the opportunity to provide input on the new checklist created from the AAR submissions.

1.1.1.2 AFN Liaison

In Q3, The AFN Liaison role was not activated because PG&E did not experience a PSPS.

1.1.1.3 Customer Care

PG&E did not experience a PSPS in Q3, however, PG&E's Customer Service Representatives continue to confirm contact information, assist customers with an application for the Medical Baseline Program, indicate language preference, self-identifying as vulnerable¹ and/or self-identifying that a person in their household has a disability².

¹ 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 customers submit 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.

² Customers can self-identify with PG&E that they have a person in the household with a disability. This customer designation currently has no end date. In accordance with D.12-03-054, customers who have previously been identified as disabled and who have identified a preferred form of communication, the utility shall provide all information concerning the risk of disconnection in the customer's preferred format (e.g., phone, text, email, TDD/TTY).

1.2 AFN Identification Outreach

In Q3, PG&E executed two direct mail campaigns to approximately 400,000 customers in total. The audience was comprised of customers that are likely to be impacted by a PSPS, as well as customers who did not respond to the two digital campaigns launched in Q2. Like the survey mailed to customers in Q1, this direct mail campaign allowed customers to self-identify, if they, or someone in their home, identifies with one or more of the following: blind, low vision, Deaf or hard of hearing, disabled (cognitive, physical, developmental), 65+ years old, and/or dependent on assistive technology and/or durable medical equipment. As of September 30, a total of ~130,000 customers have self-identified as having one or more of the characteristics in response to the campaigns in Q2 or Q3.

See Section 0 for customer enrollments by month in the MBL program.

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 Guidelines³.

³ D.20-05-051, Appendix A.

Table 1 provides the types and counts of customers who have been identified above and beyond the MBL program as of September 30, 2022.

Table 1. Types and Counts of Customers Above and Beyond MBL Program⁴

Types of Customers Above and Beyond MBL Program	Number of Customers (through Sept 30, 2022)
Self-identify to receive an in-person visit before disconnection for non-payment (e.g., vulnerable) ⁵	12,808
Self-identify as having a person with a disability in the household (e.g., “disabled”) ⁶	39,987
Preference to receive utility communications in non-standard format (e.g., in braille or large print)	1,272
Durable Medical Equipment (DME)	40,009
Assistive Technology (AT)	6,547

1.3 AFN Support Resources

To aid in the support and preparedness of 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 our programs and available resources is below. For additional information about our

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

⁵ 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 customers submit 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.

⁶ Customers can self-identify with PG&E that they have a person in the household with a disability. This customer designation currently has no end date. In accordance with D.12-03-054, customers who have previously been identified as disabled and who have identified a preferred form of communication, the utility shall provide all information concerning the risk of disconnection in the customer’s preferred format (e.g., phone, text, email, TDD/TTY).

programs and available resources see our 2022 AFN Plan for PSPS Support.

1.3.1 211 Care Coordination & Referral Service

PG&E's partnership with 211 connects customers with approximately 11,000 CBOs 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 in identifying 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 go through an intake assessment with a 211 Care Coordinator, including a review of the individuals' 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 organizations' contact information, health, and medical information, etc. During a PSPS, 211 Care Coordinators will reach out to the individual customer to check whether they require any additional support.

In Q3, PG&E continued to nurture the working relationship between 211 and California Foundation for Independent Living Center's (CFILC) Disability Disaster Access and Resource (DDAR) Centers by hosting a working meeting at which both organizations were able to discuss interpretation and execution of processes and clarity of what is being offered by each of the programs.

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 who are most vulnerable. In Q3 2022, PG&E continued to work with partner organizations to provide outreach and support to customers with AFN. We provide a progress update on our customer resiliency programs and continuous power solutions below. For additional information about our customer resiliency programs and continuous power solutions see our 2022 AFN Plan for PSPS Support.

1.4.1 Disability Disaster Access and Resources (DDAR) Program

In 2022, PG&E continues our 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 who use durable medical equipment and assistive technology that is required to live independently.

Table 2 includes the number of customer energy assessments and resources provided to customers through DDAR. In Q3, PSPS did not occur during the quarter, so food vouchers, hotel stays, gas cards, and transportation were not provided. PG&E will continue to provide these resources to customers through DDAR before, during, and after future PSPS.

Table 2. 2022 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	524	447	1,012	
Batteries Delivered	282	306	598	
Food Vouchers	0	0	N/A	
Hotel Stays	0	0	N/A	
Gas Cards	0	0	N/A	
Transportation	0	0	N/A	

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 in addition to providing grid and customer benefits. The SGIP Equity Resiliency Budget (ERB) provides incentives for MBL customers, well-pump, and critical non-residential customers in HFTDs. See

Table 3 for an overview of relevant SGIP ERB application and interconnection metrics as of September 30, 2022.

Table 3. SGIP ERB and Interconnection Metrics

<p>Key Application Metrics</p>	<p>1,503 Equity Resiliency Budgets paid in 2022 (\$58.4M) as of September 2022</p> <p>5,671 applications are currently in queue.</p> <ul style="list-style-type: none"> • 2,891 MBL (including 50 waitlisted) • 2,429 well pump (including 13 waitlisted) • 169 commercial and multi-family (including 0 waitlisted) • 62 waitlisted • 53% residential versus 47% commercial and multi-family • Total allocated: \$73.88M MBL, \$69.82M well pumps, \$129.5M commercial and multi-family
<p>Key Interconnection Metrics</p>	<p>September 2022 inception-to-date 3,883 projects interconnected to grid:</p> <ul style="list-style-type: none"> • 1,950 MBL • 71 well pump

1.4.3 Portable Battery Program (PBP)

The PBP provides free portable backup battery solutions to MBL customers in Tier 2 and 3 High Fire Threat Districts (HFTDs) or who have experienced two or more PSPS since 2020 to support resiliency during PSPS. Battery deliveries ramped up in early July. In 2022, resources were expanded to keep medication cool including mini fridges and insulin cooler wallets as part of the PBP.

Table 4 includes our quarterly progress on outreach and batteries and additional resources delivered to customers in 2022.

Table 4. 2022 PBP Outreach

Outreach and Batteries Delivered to Customers Before, During, and After PSPS	Q1	Q2	Q3	Q4
Customers Reached	N/A	4,408	6,431	
Customers Assessed	N/A	2,677	4,204	
Batteries Delivered	0	60	5,602	
Mini Fridges Delivered	N/A	1	647	
Insulin Cooler Wallets	N/A	4	232	

1.4.4 Generator and Battery Rebate Program (GBRP)

PG&E’s GBRP provides \$300 rebates to customers located in Tiers 2 or 3 HFTDs or are served by an Enhanced Powerline Safety Setting (EPSS) and experienced 2 or more PSPS. Customers are eligible for a \$200 additional rebate if they are enrolled in 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 purchase date of the qualifying product or by December 31, 2022, whichever date is sooner.

The Backup Power Transfer Meter (BPTM) Program provides installation of a BPTM device for customers who reside in Tier 2 or 3 HFTDs or served by an EPSS circuit. The BPTM device is a meter that is also a transfer switch that will automatically connect power to a generator when it detects the grid is offline and switch back to the utility once the grid is back on.

Table 5 includes our quarterly progress on the number of rebates PG&E paid to customers for backup generation and the number of customers that had BPTM devices installed.

Table 5. 2022 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	612	188	619	
Number of Customers who had BPTM Devices Installed	64	0 ⁷	518	

1.5 Customer Assistance Programs

For general information about our customer assistance programs see our 2022 AFN Plan for PSPS Support.

1.5.1 Food Replacement Options and Other CBO Resources

Table 6 includes our quarterly update on our partnerships associated with our food bank programs, meals on wheels providers, and other food resources. A full list of Food Bank Partners can be found in Appendix C, Meals on Wheels Providers in Appendix D, CBOs with Active Agreements for PSPS Support in Appendix E, and Accessible Transportation Partners in Appendix F.

Table 6. Food Resource Partnerships

Quarter	Food Banks		Meals on Wheels		Other Food Replacement/Other	
	Number of Partnerships	Number of Agreements Executed	Number of Partnerships	Number of Agreements Executed	Number of Partnerships	Number of Agreements Executed
Q1	22	0	25	1	7	0
Q2	22	0	25	0	7	0
Q3	23	1	25	0	7	0

⁷ In Q2, PG&E did not install any BPTM devices due to supply chain constraints and updates required to provide a better customer experience.

1.5.1.1 Community Food Bank Support

PG&E recognizes food replacement is a critical need for some individuals with AFN, particularly those who are low income. While PG&E has an existing relationship with the California Food Bank Association and provides resilience grants to the various regional food banks, PG&E also continues to establish agreements with food banks throughout our service area to seek additional support for customers experiencing food loss resulting from PSPS. In Q3 2022, PG&E continued to look for opportunities to enhance food bank agreements and added one additional partnership with Clear Lake Gleaners Food Bank to support Lake County. 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.

1.5.1.2 Meals on Wheels Partnerships

PG&E has partnered with Meals on Wheels providers throughout our service area to provide seniors who are 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. In Q3 2022, PG&E continued to explore opportunities for additional partnerships,

1.5.1.3 Grocery Delivery Services

Food for Thought, based in Sonoma County, provides groceries to customers who are impacted by a PSPS and are 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.

1.5.1.4 Family Resource Centers

In 2021, PG&E established partnerships with one family resource center to provide families experiencing food loss with grocery gift cards depending on family size. This family resource center provides support in Napa County.

PG&E continues to look for opportunities to expand agreements to additional family resource centers throughout our service area.

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.

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.

1.5.1.7 Accessible Transportation

PG&E provides accessible transportation for our customers to Community Resource Centers (CRC) or hotels through our 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. In Q3, PG&E added two accessible transportation providers, bringing the total number of agreements to 4. Expanded accessible transportation is available in Amador, Calaveras, Fresno, El Dorado, Marin, San Francisco, San Joaquin, Shasta, Solano, Sonoma, Stanislaus, and Tuolumne counties. PG&E continues to explore opportunities to expand these agreements to other providers.

1.5.2 MBL 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 Program⁸ (see Section 0, which describes the outreach we conducted to drive enrollment in the program).

⁸ On September 23, 2021, the CPUC released the final resolution E-5169, “Implementing Improvements to MBL Programs and Affirming Compliance with SB 1338.” Pursuant to this resolution, PG&E, SCE, and SDG&E will establish a goal to increase MBL enrollment relative to 2018 levels by 7 percent in 2021, 8 percent above 2018 levels in 2022, and 9 percent above 2018 levels in 2023. As of June 2022, PG&E has surpassed its MBL enrollment targets for 2022.

Table 7 shows the growth in enrollments by month of persons eligible for the MBL Program.

Table 7. MBL Program Customer Enrollments (Jan 1 – Sept 30, 2022)

	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sept	YTD
Total Start of Month MBL Customers	263,534	263,792	264,596	265,315	265,947	266,218	266,885	268,421	270,287	N/A
New MBL Customers	1,929	2,405	3,130	2,653	2,072	2,461	3,657	4,243	3,328	26,594
MBL Customers Removed ⁹	1,671	1,601	2,411	2,021	1,801	1,980	2,121	2,377	1,855	18,368
Total End-of-Month MBL Customers	263,792	264,596	265,315	265,947	266,218	266,699	268,421	270,287	271,760	271,760

⁹ In March 2020, PG&E voluntarily suspended MBL recertification and self-certification requirements as part of our COVID-19 Consumer Protections Plan. Since then, the removed customers number only reflects those who have asked to be removed from the MBL program or who have stopped their PG&E service(s).

As of September 30, 2022, PG&E has 3,656 Master Meter Tenants enrolled in the MBL Program, which is an increase of 2.1% since the last reporting enrollment in our Q2 2022 AFN Progress Report.

As of September 30, 2022, 173,507 MBL customers are designated as “Life-Support” customers. “Life Support” is a sub-category under the MBL Program. During MBL certification, the qualified medical practitioner is required to specify if the customer (or the resident with medical needs) is dependent on a life support device, and therefore, belongs in the “Life Support” sub-category. A life support device is any medical device necessary to sustain life or relied upon for mobility. The term “life-support device” includes, but is not limited to, respirators, iron lungs, hemodialysis machines, suction machines, electric nerve simulators, pressure pads and pumps, aerosol tents, electrostatic and ultrasonic nebulizers, compressors, Intermittent Positive Pressure Breathing (IPPB) machines, and motorized wheelchairs.

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 our service territory.

In Q3, PG&E’s ESA contractors continued to share information about emergency preparedness, PSPS, and other financial assistance programs with 50,374 customers through in-home educational activities, following all public safety protocols, and some virtually due to COVID-19 concerns. PG&E also deployed cold storage coolers to eligible ESA participants who reside in Tier 3 HFTDs, allowing them to keep food and/or medication cold for an extended duration and possibly prevent perishables spoilage during an outage.

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. Over 1.5 million¹⁰ customers are receiving bill discounts through these two programs. Biannual CARE outreach training for contractors will be held in 2022 for new contractors and as a refresher for existing contractors.

In 2022, PG&E started a focused training series. Throughout the year PG&E highlights

¹⁰ CARE: 1.475 million, FERA: 36,961

various programs with a special focus on programs that can help customers save money. The trainings are provided by a program subject matter expert and are designed to help CBOs understand each program so they can better educate customers on the options available to them. In Q3, PG&E provided the focus training on PSPS, MBL and resources available to customers before, during and after a PSPS.

1.6 PSPS Preparedness Outreach and Community Engagement

1.6.1 PG&E Advisory Boards/Councils

In 2022, PG&E is 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 Q3 2022 engagement and the feedback we received, and how PG&E plans to incorporate the feedback to enhance the customer experience.

Table 8. Summary of Consultation with Advisory Boards and Councils

People with Disabilities and Aging Advisory Council (PWDAAC)	
Meeting	<p>Date: September 29, 2022</p> <p>Location: Virtual</p> <p>Purpose: Bring together 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"> • Review progress made on action items identified in the Q2 meeting <ul style="list-style-type: none"> ○ Improvements in CRC accessibility ○ Enhanced Powerline Safety Setting Outreach year-to-date ○ Review of Health Care and Durable Medical Equipment Webinar ○ Review of PG&E video guidelines and branding standards • Review of Joint IOU Statewide Council Efforts <ul style="list-style-type: none"> ○ Update on Prepare for Power Down website ○ Joint IOU Factsheet • September Heat Wave discussion • Self-Identification Campaign • Energy Expert Alexa Pilot Presentation
Feedback	<ul style="list-style-type: none"> • Customers would like a one-stop-websites • Joint IOU factsheet should be translated into Spanish • For the Alexa Pilot- can notifications be received for multiple addresses and consider doing a pilot with Google Home • Consider the purpose and scope of the PWDAAC meeting, solicit new partnerships, and review the role of this council moving forward
Action Items Guided by Feedback	<p>Completed Actions This Quarter:</p> <ul style="list-style-type: none"> • Improvements in CRC accessibility

People with Disabilities and Aging Advisory Council (PWDAAC)	
	<ul style="list-style-type: none"> Enhanced Powerline Safety Setting Outreach Completed the Health Care and Durable Medical Equipment Webinar <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 Continue working on the development of the one-stop shop for customers with access and functional needs to learn about and enroll in programs/services. programs. <p>Future Actions:</p> <ul style="list-style-type: none"> Determine the next steps for this council
Future Meeting(s)	To be determined based on feedback from the council (Meeting cadence is quarterly.)

Access and Functional Needs Collaborative Council Meeting¹¹	
Meeting	<p>Date: No meeting held in Q3 Meeting was rescheduled from Q3 to Q4 due to lack of available executive participation.</p> <p>Location: Virtual</p> <p>Purpose: Provide a forum for the AFN executives and Joint IOU CEOs/leadership to convene for progress.</p>
Summary of Engagement	<ul style="list-style-type: none"> N/A
Feedback	<ul style="list-style-type: none"> N/A
Action Items Guided by Feedback	<p>Completed Actions This Quarter:</p> <ul style="list-style-type: none"> N/A <p>On-Going Actions:</p>

¹¹ See Appendix A for the AFN Collaborative Council Participants.

Access and Functional Needs Collaborative Council Meeting¹¹	
	<ul style="list-style-type: none"> • N/A <p>Future Actions:</p> <ul style="list-style-type: none"> • N/A
IOU Responsible Owner	Aaron August, Vice President of Business Development & Customer Engagement
Future Meeting(s)	October 5, 2022, and November 16, 2022

Statewide Joint IOU Advisory Council¹²	
Meeting	<p>Date: September 22, 2022</p> <p>Location: Virtual</p> <p>Purpose: Provide the statewide council an update on outstanding action items to date and receive feedback on the comms/notification plan in advance of wildfire season.</p>
Summary of Engagement	<ul style="list-style-type: none"> • Discussed Meeting Objectives • 2022 Access and Functional Needs Plan priorities and progress to-date • Reviewed proposed feedback from the Statewide Council on the draft of 2023 Access and Functional Needs Plan • Identified any next steps, as needed
Feedback	<ul style="list-style-type: none"> • Sent out a request for participation in the 2023 AFN plan
Action Items Guided by Feedback	<p>Completed Actions This Quarter:</p> <ul style="list-style-type: none"> • N/A <p>On-Going Actions:</p> <ul style="list-style-type: none"> • Consider utilization of market research to identify gaps in current outreach • Ensure offerings are explicitly stated regarding services at CRCs (i.e., charging, privacy screens, temperature control, accessibility, etc.)

¹² See Appendix B for the Joint IOU AFN Advisory Council List of Participants.

Statewide Joint IOU Advisory Council ¹²	
	<ul style="list-style-type: none"> • Consider communication campaigns and strategic partnerships with CBOs to provide awareness surrounding AFN work • Phase 1 - Prepare for Power Down (statewide website re-vamp to respond to request for “one stop shop” • Work on implementing a way to make it easier to find highlighted progress related to AFN Advisory Council and other important updates to be shared <p>Future Actions:</p> <ul style="list-style-type: none"> • Incorporate AFN Collaborative council feedback • With the working group, begin the 2023 AFN Plan process
Future Meeting(s)	Q4 PSPS Joint IOU Statewide Access and Functional Needs Advisory Council Meeting November 16, 2022

Local Government Advisory Councils and Working Groups	
Meeting	<p>Date: September 29, 2022</p> <p>Location: Virtual</p> <p>Purpose: Collect feedback regarding proposed CWSP improvements quarterly from a subset of city, county, and tribal emergency managers</p>
Summary of Engagement	<ul style="list-style-type: none"> • Provide status on Q2 action items • Provide an update on Public Safety Specialist staffing • Discuss and gather feedback on recent outages
Feedback	<ul style="list-style-type: none"> • Overview of Recent Outages <ul style="list-style-type: none"> ○ Raised the need for a simple handbook, like what was created for PSPS, to assist with rotating outages. <ul style="list-style-type: none"> ▪ Offered to partner and participate in a working session with PG&E.

Local Government Advisory Councils and Working Groups

- Noted the need to provide activities by event stage.
- Greater clarification is needed for when information can be provided to the public, experienced misalignment.
- Consider sharing block numbers that may be impacted in advance. There was also a “Block 5o” and a “Block 50,” which caused confusion; recommend adjusting font to make the difference clearer.
- Rotating block information was not intuitive to find on the PG&E Data Portals; consider making it more prominent on the web page.
- Support from Public Safety Specialists resulted in improved information accuracy and overall coordination.
- Santa Clara County experienced recurring outages and multiple hospital outages; engineers were able to re-route power to the substation which led to faster restoration times.
- Recommend that PG&E support an upcoming emergency management conference to educate participants on PG&E’s electrical and gas systems. Also suggested PG&E develop an educational video to provide to new emergency managers.
- Concerns that Wireless Emergency Alert (WEA) notification during the heat event led users to block or unsubscribe from the alerts, which may reduce reach for other emergencies, such as wildfires.
- Interested in long-term plans to improve infrastructure in new, high-density housing in

Local Government Advisory Councils and Working Groups

	<p>Santa Clara County to reduce the likelihood of outages.</p> <ul style="list-style-type: none"> • Open Discussion <ul style="list-style-type: none"> ○ Inquired as to why anticipated PSPS impacts have increased for Sonoma County on PSPS Planning Maps. • Noted interest in expanding the PG&E Data Portals to all outages; suggested a tab for each outage type (e.g., EPSS, PSPS, etc.).
<p>Action Items Guided by Feedback</p>	<p>Completed Actions This Quarter:</p> <ul style="list-style-type: none"> • Follow-up regarding planned undergrounding work in Santa Cruz County will minimize EPSS along Hwy 17, Los Gatos, Redwood Estates and Summit Road in Santa Clara County. • Update on finalizing Undergrounding procedures for underground work near fault lines. • Prepare full-scale exercise observers regarding exercise communication expectations ahead of next year’s exercises. <p>On-Going Actions:</p> <ul style="list-style-type: none"> • N/A <p>Future Actions:</p> <ul style="list-style-type: none"> • Provide heat event After Action Report to County OES, upon request. • Develop Rotating Outages manual in partnership with • Coordinate to have a PG&E representative present at Sonoma County’s emergency managers conference in May. • Work with internal team on process for communicating and sharing outage maps externally. • Look into the possibility of having Valley Medical Center and O'Connor Hospital on different circuits.

Local Government Advisory Councils and Working Groups	
	<ul style="list-style-type: none"> • Collect feedback on PG&E's emergency management plans and trainings. • Follow up regarding PSPS Planning Map inquiries
Future Meeting(s)	December 15, 2022 (Meeting cadence is quarterly.)

Communities of Color Advisory Group	
Meeting	<p>Date: September 28, 2022</p> <p>Location: Virtual</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"> • Reviewed and solicited input on Electric Vehicle (EV) program proposed outreach plan and CBO engagement plan. • Provided an overview of how PG&E is caring for our customers through the contact center and solicited feedback based on intelligence they are hearing from their clients.
Feedback	<ul style="list-style-type: none"> • Advisory group members were complementary on the EV plan and felt that it struck the right balance with being able to reach DACs and target populations with culturally competent CBOs. • They also provided insights on challenges with call wait time, within the contact center, during certain times of the week, with suggestions of us offering chat in the future as a part of the toolkit to enhance customer experience.
Action Items Guided by Feedback	<p>Completed Actions This Quarter:</p> <ul style="list-style-type: none"> • N/A <p>On-Going Actions:</p>

Communities of Color Advisory Group	
	<ul style="list-style-type: none"> • N/A <p>Future Actions:</p> <ul style="list-style-type: none"> • Review the various suggestions for contact center experience improvement as plans are developed for future contact center processes.
Future Meeting(s)	December 8, 2022

1.6.2 Statewide Website for AFN Solutions

PrepareforPowerdown.com 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 2021 Joint IOU Medical Baseline flyer in 11 languages, the Joint IOU CBO training presentations, PSPS social media graphics and utility specific PSPS support materials.

In response to the AFN Collaborative Council's request for a Joint IOU centralized website to provide a "one stop shop" for preparedness resources and customer programs, the IOUs established a working group in Q1 and began identifying enhancements for [PrepareforPowerdown.com](https://www.prepareforpowerdown.com) based on the feedback received. The Joint IOU working group benchmarked with other organizations to look for both short and long-term solutions. In Q3, the IOUs and the identified vendor provided a demo on a tool for the "one-stop-shop" application that will be integrated onto the website. This included an accessibility etiquette training for the vendor. The Joint IOUs will be working collaboratively with the vendor to review design, phased deliverables, and schedule demonstrations for Q4.

1.7 AFN Public Education and Outreach

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

PG&E's customer preparedness outreach and community engagement conducted in Q3 2022 is described below.

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 healthcare industry partners. This outreach aims to help individuals who rely on power for their medical needs prepare for PSPS and connect with relevant resources for support.

Error! Not a valid bookmark self-reference. summarizes the MBL acquisition campaign statistics as of September 30, 2022.

Table 9. 2021 vs. 2022 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		Broadcast Tv & Radio	Digital Radio
		Customers Reached	# Touches	Customers Reached	# Touches	Avg. Click Rate	Customers Reached	# Touches	Total Impressions	Total Conversions (Clicks)	Total Imp.	Total Imp.
2021	23	2,463,629	8	2,317,955	11	1.42	11,016,000	4	128,745,568	317,645	N/A	N/A
2022	20	2,130,464	4	4,129,053	9	2	3,000,000	1	137,220,134	321,761	97,948,996	11,237,314

1.7.2 Health Care Industry Strategy

PG&E recognizes that ongoing engagement with healthcare practitioners, medical associations, and durable medical device suppliers in 2022 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 Q3, PG&E hosted a wild safety webinar for healthcare partners, durable medical equipment providers and Tribal Health. The focus of the webinar was on PSPS, Medical Baseline, Self and AFN Identification and additional customer resources.

In Q2, the Joint IOUs developed a pre-recorded, on-demand training video with the California Hospital Association/California Hospital Council. The Joint IOU presentation featured wildfire safety, PSPS, MBL, backup battery options and other resources available to customers. In Q3, the California Hospital Association began hosting this training video on their website for staff and members to leverage as appropriate.

The Joint IOUs provided a series of presentations that were presented in Q3. These presentations focused on wildfire safety, PSPS, and several other resources available to customers. A presentation to the California Rural Indian Health Board was conducted on July 12th and the IHSS presentations were completed on August 9 and 10th.

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 before PSPS via Address Alerts¹³.

In Q3, PG&E conducted outreach to multi-unit dwelling account holders, property managers, and master meter owners. The outreach included a brochure with details on how tenants can sign up for direct PSPS notifications through Address Alerts, as well as the resources PG&E offers before, during and after a PSPS.

¹³ PG&E Address Alerts is a tool designed to provide notifications about a potential PSPS for any address that is 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.

1.7.4 Accessibility of Communications

PG&E remains committed to the continuous improvement of its online customer communications, including our websites and PSPS notification emails.

By the close of Q3, PG&E has updated our event-focused emergency website used during events such as PSPS, severe storms, and other emergencies so that the most recently developed pages on the site comply with the requirements of WCAG 2.1AA.

In addition, we continued to work toward the redesign of pge.com, in Q3 2022, using WCAG 2.1 AA as the standard for accessibility for all new development. Key customer components in the new design are refined for simplicity, and we will continue to validate our approach with user testing as we approach the planned launch in 2023.

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 emergencies such as the COVID-19 pandemic, extreme weather storms, wildfires, and rotating outages.

In Q3, PG&E completed the following Tribal outreach.

Table 10. Tribal Outreach

Date	Outreach and Engagement
July 12, 2022	Individual meeting with Tejon Tribe
July 12, 2022	California Rural Indian Health Board
July 15, 2022	Disadvantage Advisory Committee
July 18, 2022	Tribal Grand Program Presentation
July 22, 2022	Individual meeting with Round Valley Tribe
August 5, 2022	Individual meeting with Hoopa Valley Tribe
August 8, 2022	Individual meeting with Paskenta Tribe
August 16, 2022	Tribal Newsletter to all Tribes
August 16, 2022	Individual meeting with Hoopa Valley Tribe

Date	Outreach and Engagement
August 30, 2022	Individual Meeting with Coyote Valley Tribe
September 1, 2022	Tribal Health Care Outreach to all Tribes
September 7, 2022	Resiliency and MBL discussion with all Tribes
September 15, 2022	Individual meeting with Santa Ynez Tribe
September 21, 2022	Individual meeting with Tejon Tribe

1.7.6 Translations of Communications

PG&E translates Community Wildfire Safety Program (CWSP) and PSPS communications and notifications in 15 non-English-languages.¹⁴ 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 our in-language options, encouraging customers to select their preference, using various channels including direct mail, email, social media, multi-media partners, and CBOs.

As of September 30, 2022, 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 deployed two new notifications during Q3 which are used to confirm that power has been de-energized at a location and when a delay in de-energization may occur due to a change in weather. Both new notifications have been translated into the 15 non-English languages PG&E currently supports and will be delivered in the customer’s recorded preferred language which is consistent with the other PSPS notifications. These notifications will also be delivered in the same channels as other notifications via

¹⁴ These include Spanish, Chinese, Tagalog, Russian, Vietnamese, Korean, Farsi, Arabic, Hmong, Khmer, Punjabi, Japanese, Thai, Portuguese, and Hindi.

Text, Email or IVR.

PG&E continues to offer in-language support through our Contact Center. The Contact Center is equipped to provide translation support in over 240 languages.

Further, PG&E engages with multicultural media outlets throughout the year to promote safety initiatives, including PSPS, to monolingual or difficult-to-reach populations that may not have access to mainstream television media and/or read/speak English. See Section 0 for more information on our multicultural media engagement.

1.7.7 “Wildfire Safety Town Halls,” Webinars and other Community Events

PG&E hosts interactive virtual safety town halls and wildfire safety webinars where customers can learn about our wildfire prevention efforts, including PSPS. The purpose of these events is to share safety and prevention activities, utility service-related information and customer resources for all customers, gather input and respond to questions. Additionally, PG&E holds webinars for our customers and communities to help them prepare for emergencies. PG&E hosts and/or participates in community events focused on AFN customers, including AFN-targeted webinars and participation in virtual meetings hosted by CBOs and state agencies (IHSS/Regional Centers).

In 2022, the format and timing of community events depended on the public health safety protocols related to COVID-19. When it becomes safe for our customers, communities, and employees to gather, PG&E will review the potential to resume in-person events, based on state and local health guidance.

Table 11 summarizes our targeted outreach in Q3 2022. **Error! Reference source not found.** summarizes our Wildfire Safety Webinars, Safety Town Halls, Regional Town Halls, Regional Working Group Meetings, and meetings with the CPUC.

Table 11. Summary of Targeted Outreach Conducted in Q3 2022

Date	Outreach and Engagement	Audience/County
July 18, 2022	San Andreas and Tri Counties Regional Center	San Andreas and Tri Counties Regional Center
July 25, 2022	Wildfire Safety and PSPS Focused Training #1	CBOs conducting community outreach

Date	Outreach and Engagement	Audience/County
July 26, 2022	Public Safety Partner Webinar – Transmission Wholesale and Retail Customers	Transmission Wholesale and Retail Customers
July 27, 2022	Wildfire Safety and PSPS Focused Training #2	CBOs conducting community outreach
July 28, 2022	California Catastrophe Response Council	California Catastrophe Response Council
August 4, 2022	California Air Pollution Control Officers Association	California Air Pollution Control Officers Association
August 12, 2022	Data Portals Training	Public Safety Partners and select CBOs
August 15, 2022	CARE CBO Training	CARE participants
August 19, 2022	Data Portals Training	Public Safety Partners and select CBOs
September 1, 2022	HealthCare Webinar	Health Care providers, Durable Medical Equipment providers and Tribal Health
September 2, 2022	Data Portals Training	Public Safety Partners and select CBOs
September 8, 2022	UG Congressional Site Visit	US Congress
September 8, 2022	Solano Public Information Network	Solano County
September 9, 2022	Data Portals Training	Public Safety Partners and select CBOs
September 13, 2022	Low Income Oversight Board	Low Income Oversight Board
September 16, 2022	Undergrounding Advisory Group	Key stakeholders and industry experts

Date	Outreach and Engagement	Audience/County
September 16, 2022	Data Portals Training	Public Safety Partners and select CBOs
September 22, 2022	SVLG Joint Meeting Energy and Environment Committees	Silicon Valley Leadership Group (SVLG)
September 22, 2022	Data Portals Training	Public Safety Partners and select CBOs
September 26, 2022	Data Portals Training	Public Safety Partners and select CBOs
September 29, 2022	People with Disabilities and Aging Advisory Council (PWDAAC)	Disability and Aging Services Commission
September 29, 2022	CWSP Advisory Committee	Key tribal, local and agency stakeholders

Table 12. CPUC Meetings, PSPS Wildfire Safety Town Halls, and Regional Webinars

Date	Event	Audience/County
July 5, 2022	CPUC Monthly PSPS Briefing	CPUC
July 13, 2022	Safety Town Hall: San Luis Obispo and Santa Barbara County	San Luis Obispo and Santa Barbara County
July 14, 2022	CPUC PSPS Staff Briefing	CPUC
July 19, 2022	AFN Customer Webinar	AFN Customers
July 20, 2022	Safety Town Hall: Alameda County	Alameda County
July 22, 2022	CPUC and Round Valley Tribe Meeting	CPUC
July 26, 2022	Safety Town Hall: Kings, Merced, and Madera County	Kings, Merced, and Madera County
July 28, 2022	Safety Town Hall: Contra Costa County	Contra Costa County
August 2, 2022	CPUC PSPS Public Briefing	CPUC
August 3, 2022	CWSP Webinar: Solano, Yolo, and Sacramento County	Solano, Yolo, and Sacramento County

Date	Event	Audience/County
August 4, 2022	CWSP Webinar: PIO/Tribes	Tribes
August 10, 2022	CWSP Webinar: All Customers	All Customers
August 10, 2022	Regional Working Group: Central Valley	Central Valley
August 10, 2022	Regional Working Group: North Valley/Sierra	North Valley/Sierra
August 11, 2022	Regional Working Group: North Coast	North Coast
August 11, 2022	Regional Working Group: South Bay/Central Coast	South Bay/Central Coast
August 12, 2022	Regional Working Group: Bay Area	Bay Area
August 23, 2022	Joint IOU Main Committee Meeting	CPUC
August 30, 2022	CWSP Webinar: All Customers	All Customers
August 31, 2022	Regional Town Hall: South Bay/Central Coast	South Bay/Central Coast
September 1, 2022	Regional Town Hall: North Valley/Sierra	North Valley/Sierra
September 6, 2022	CPUC Monthly Fire Season Meeting	CPUC
September 12, 2022	Regional Town Hall: North Coast	North Coast
September 13, 2022	Regional Town Hall: Bay Area	Bay Area
September 14, 2022	Regional Town Hall: Central Valley	Central Valley
September 22, 2022	CPUC/OEIS Safety Briefing	CPUC
September 22, 2022	Joint IOU Main Committee Meeting	CPUC

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, which will be supplemented by website, call-center support, media engagement (multi-cultural news outlets, earned and paid media, social media), and collaboration with Public Safety Partners and CBOs. Using the multi-channel communication approach enables PG&E to notify and engage with potentially impacted public safety partners, critical facilities, MBL customers, SIV customers, all other customers, and the general public.

1.8.1.1 PSPS Notifications

PG&E aims to share what we know about the weather and our equipment as soon as we can, keeping in mind weather conditions can be uncertain. Our goal, whenever the forecast will allow, 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. PG&E will provide updates once the weather has passed until power has been restored. PG&E provided in detail our automated notifications in our 2022 Wildfire Mitigation Plan filed on February 25, 2022. In years past, PG&E refrained from sending PSPS notifications between the hours of 9:00 pm and 8:00 am as a courtesy to our customers, to avoid disrupting them in the middle of the night. In response to the CPUC's Proposed Administrative Enforcement Order for PG&E's 2020 event notification performance, issued in June of 2022, PG&E changed our policy on courtesy hours for future PSPS. Now, PSPS notifications will be sent via phone, text and/or email, both day and night, as needed.

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

PG&E expanded its Medical Baseline and Self-Certified Vulnerable Customer Notification Process to include electricity dependent individuals who have identified as reliant on power for Durable Medical Equipment and/or Assistive Technology through PG&E's AFN Self-Identification survey¹⁵. These customers will receive doorbell rings if they do not acknowledge notifications before PSPS. As of September 30, 2022, approximately 41,374 customers have self-identified as electricity dependent and are not enrolled in Medical Baseline Program or Self-Certified as Vulnerable.

In Q3, PG&E completed an outbound call campaign to MBL customers who did not answer the IVR outbound campaign completed in Q2. The audience was comprised of customers who did not confirm receipt of notifications during the 2021 PSPS season and required a doorbell ring. This campaign resulted in 174 customers

¹⁵ Additional information can be found in 1.2 AFN Identification Outreach

updating/confirming contact information with a Customer Service Representative.

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 that may need access to a CRC during PSPS

PG&E Contact Center Operations

PG&E operates three 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 our contact centers. PG&E's contact centers continue to be equipped to provide translation support in over 240 languages including 10 Indigenous languages.

1.8.2 Website

PG&E remains committed to the continuous improvement of its websites to better meet the diverse needs of our customers. In Q3 2022, PG&E completed the following PSPS-related improvements to our website:

- PG&E has updated its emergency website¹⁶ used during events such as PSPS, severe storms, and other emergency situations. The most used pages have been updated with a more simplified look.
- The PSPS Resources page was updated to include information about and links to hotel discounts for PG&E customers experiencing a PSPS who wish to relocate to a hotel and do not qualify for accommodations through the DDAR Program.

1.8.3 Media

PG&E engages with the media, including multi-cultural news organizations, issuing press releases, augmenting paid advertising, issuing radio advertisements, conducting live streaming news conferences with ASL translators, taking part in media interviews, and, when available, running paid advertising on radio and digital channels. In turn, these media organizations may provide communications on the radio, broadcast, tv, and online. In 2022, PG&E plans to share more translated infographics with our media partners to post on their social media channels.

¹⁶ Additional information can be found in 1.7.4 Accessibility of Communication

To serve non-English speaking customers, PG&E engages with over 150 multicultural media outlets throughout the year to promote safety initiatives, including PSPS, to monolingual or difficult-to-reach populations that may not have 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 various 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, event sponsorships).

PG&E also staffs bilingual and multilingual employees to serve in the EOC supporting the PIO multimedia engagement function. These employees provide urgent translation support, such as verification and approval of ad hoc written translations during emergencies. These staff assist PG&E with avoiding delays that can occur when engaging outside vendors for translation needs during an PSPS.

1.8.3.1 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 has a partnership with 37 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 13 summarizes our multi-cultural media engagement activities.

Table 13. Multi-Cultural Media Engagement Activities (by Month)

Month	Summary of Multi-Cultural Media Engagement Activities
July 2022	<ul style="list-style-type: none"> • On 7/12, we co-hosted a CWSP webinar in Chinese with Skylink TV • On 7/14, we co-hosted a CWSP webinar in Taglish with Philippine American Press Club • On 7/22, we conducted a pre-recorded TV interview in Japanese with Crossings TV on wildfire safety and preparedness
August 2022	<ul style="list-style-type: none"> • On 8/9, we conducted a live radio interview in Russian with Ethno-FM Radio on wildfire safety and preparedness • On 8/10, we conducted a pre-recorded TV interview in Vietnamese with Crossings TV on wildfire safety and preparedness • On 8/24, we conducted a pre-recorded radio interview in Punjabi with KBIF Radio on wildfire safety and preparedness
September 2022	<ul style="list-style-type: none"> • We translated and distributed PSA radio scripts in 15 languages to 20 radio partners on PSPS preparedness and customer resources so they can prepare them for use during future PSPS event • We translated and distributed four social media infographics in 15 languages to 37 multicultural media partners on PSPS preparedness and customer resources so they can prepare them for use during future PSPS event • During Q3, we conducted 9 media interviews in Spanish and 11 media interviews in Chinese on PSPS preparedness and customer resources

1.8.3.2 Social Media

PG&E regularly provides customer preparedness resources through our official social media channels, including Twitter, Facebook, Instagram, and Nextdoor. As of September 30, 2022, PG&E shared 19 posts to help customers prepare for potential PSPS outages. PG&E holds contracts with 37 multicultural media partners and 1 CBO to assist with in-language communications and share our social media posts before and during PSPS.

1.8.3.3 Paid Media/Advertising

To supplement customer outreach efforts PG&E runs paid media radio ads with messages about PSPS awareness and preparedness resources. The paid media radio campaign ran 1,440 English spots and 217 Spanish spots in Q3. For the online radio there were over 559,543 impressions and a completion rate of 96%. We also began running ads (banner and pre-roll) on Facebook in Q3 with 836,244 impressions, 3,938 total clicks, a Click Through Rate (CTR) of 0.47% and a View Through Rate (VTR) of 0.33% for the 211 :60 ad.

- PG&E also ran a total of 2,237 spots ran on 11 radio stations during a three-month period in Q1/Q2, covered Spanish, Chinese, Korean, Russian, Punjabi and Hmong in the HFTDs.
- The total impression reached over 9.7 million listeners (the number of people that hear the ad).
- Two Spanish stations also serve indigenous populations.

1.8.4 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 individuals who may be disabled, 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 2022, PG&E continues to conduct site reviews on potential additional CRC locations identified by local county governments and tribes, and make improvements as needed. In Q3 2022, PG&E completed 1 CRC ADA review, thereby completing ADA reviews for all sites necessary to satisfy recommendations from county and Tribal feedback. As of September 30, 2022, PG&E has secured 398 event-ready sites, which include 113 indoor sites and 285 outdoor sites.

PG&E will continue site reviews and improvements at additional CRC sites as needed in 2022. In accordance with D.21-06-034, PG&E filed an updated CRC plan as Appendix A within the 2022 Pre-Season Report.

1.9 Recovery (After – Power has been restored)

1.9.1 After Action Reviews and Reports

The AAR process described in detail in our 2022 AFN Plan. In Q3, PG&E did not use the AAR process because a PSPS did not occur.

1.9.2 Lessons Learned and Feedback

Based on feedback from agencies, CBOs, critical facilities, and customers on the 2021 PSPS season, PG&E focused our efforts in Q32022 on the following key initiatives to inform and enhance outreach efforts or prioritize improvements:

- Accessible Transportation
- AFN Self-Identification Campaigns
- Outreach and Education

PG&E will continue to apply best practices and leverage lessons learned from our 2021 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 conducted the 2022 Pre-Season Outreach Effectiveness survey on September 26, 2022. PG&E plans to conduct the Post-Season Outreach Effectiveness survey in Q4. The results of both surveys will be reported in PG&E's 2023 AFN Plan for PSPS due on January 31, 2023.

PG&E will continue customer research via surveys as well as other research methodologies to identify areas for improvement, apply best practices, and leverage lessons learned.

CONCLUSION

PG&E will continue to provide a quarterly update regarding its progress towards meeting our 2022 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 – AFN COLLABORATIVE COUNCIL

First	Last	Organization	Title
Aaron	Carruthers	State Council on Developmental Disabilities (SCDD)	Executive Director
Andy	Imparato	Disabilities Rights California	Executive Director
Anne	Kim	CPUC	Public Utilities Regulatory Sr. Analyst
Christina	Mills	CFILC	Executive Director
Robert	Hand	CFILC	Interim Executive Director
James	Cho	CPUC	Public Utilities Regulatory Program Manager
Karen	Mercado	Disability Rights California	Executive Assistant
Susan	Hernderson	Disabilities Rights Education & Defense Fund	Executive Director
Vance	Taylor	Cal OES	Chief, Office of Access and Functional Needs

APPENDIX B – STATEWIDE JOINT IOU AFN ADVISORY COUNCIL PARTICIPANTS

First	Last	Organization	Title
Kelly	Brown	211	Director, Interface 2-1-1
Hewitt	Matanari	Alta California Regional Center	Emergency Response Coordinator
Tracey	Singh	American Red Cross	Pacific Division Disability Integration Advisor
James	Collins	CA Council of the Blind	Community Educator
Rick	Yrigoyen	CA Department of Social Services Adult Program Division - CDSS	Staff Services Manager
Ally	Bartz	CA Department of Social Services Adult Program Division - CDSS	unknown
Mark	LaBeau	CA Indian Rural Health Board (CIRHB)	CEO
Sutep	Laohavanich	California Department of Aging (CDA)	Program Director
Adam	Willoughby	California Department of Aging (CDA)	Asst. Director of Legislation and Public Affairs
Tamara	Rodriguez	California Department of Development Services (DDS)	Officer, Emergency Preparedness & Response
Rose	Samaniego	California Department of Development Services (DDS)	Community Program Specialist III-FHA Supervisor
Seneca	St. James	California Department of Development Services (DDS)	Community Program Specialist III
John	Barnett	California Department of Social Services (DSS)	Manager, Response and Redirect Unit
Joanne	Brandani	California Department of Social Services (DSS)	Deputy Chief, Disaster Services Branch

First	Last	Organization	Title
Michael	Butier	California Department of Social Services Disaster Unit (DSS)	Functional Assessment Service Team Coordinator
Kendall	Skillicorn	California Department of Social Services Disaster Unit (DSS)	Bureau Chief, Department Operations Bureau
Bonny	Wolf	California Department of Social Services Disaster Unit (DSS)	Disaster Unit
Dan	Okenfuss	California Foundation for Independent Living Centers (CFLIC)	Public Policy Manager
Elizabeth	Basnett	California Health & Human Services	Assistant Secretary
Annette	Rogers	Central Valley Regional Center (CVRC)	Fresno NVRC Representative
Kay	Chiodo	Deaf Link, Inc.	Chief Executive Officer
Dan	Heller	Deaf Link, Inc.	President
Ana	Acton	Department of Rehabilitation - DOR)	Deputy Director Independent Living and Community Access Division
June	Isaacson Kailes	Disability Policy Consultant	Disability Policy Consultant
Lauren	Giardina	Disability Rights California (DRC)	Executive Director Managing Attorney
Mary Ellen	Ittner	Keadjian	Senior Advisor
Joseph	Grounds	Kern Regional Center (KERNRC)	Emergency Response Coordinator
Yenter	Tu	No Barriers Communications	National Liaison
Gabby	Esharati	North Los Angeles County Regional Center	Consumer Services Director
Fred	Keplinger	Redwood Coast Regional Center	Emergency Management Coordinator
Larry	Grable	Service Center for Independent Living - SCIL	Executive Director
Brian	Weisel	State Council on Developmental Disabilities	Legal Counsel

APPENDIX C – FOOD BANK RESOURCE PARTNERS

Table 14 below includes a list of food banks with active agreements with PG&E for PSPS.

Table 14. Food Bank Resource Partnerships with PG&E

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 Gleaners
5	Community Action Agency of Butte County-North State Food Bank
6	Community Action Agency of Napa Valley
7	Dignity Health Connected Living
8	Food Bank of Contra Costa & Solano
9	Food Bank of El Dorado County
10	Food For People
11	Interfaith Council of Amador
12	Kings Community Action Organization
13	Merced County Food Bank
14	Nevada County Food Bank
15	Placer Food Bank
16	Redwood Empire Food Bank
17	Second Harvest Food Bank of San Joaquin & Stanislaus
18	Second Harvest Food Bank of Santa Cruz County
19	Second Harvest Food of Silicon Valley
20	SF Marin Food Bank
21	The Resource Connection
22	Yolo Food Bank
23	Yuba-Sutter Food Bank

APPENDIX D – MEALS ON WHEELS PARTNER ORGANIZATIONS

Table 15 below includes a list of Meals on Wheels organizations with active agreements with PG&E for PSPS support.

Table 15. Meals on Wheels Partnerships with PG&E

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 E – CBOS WITH ACTIVE AGREEMENTS FOR PSPS SUPPORT

Table 16 below lists CBOs with active agreements with PG&E for PSPS support.

Table 16. CBOs with Active Agreements 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 F – ACCESSIBLE TRANSPORTATION PARTNERS

Table 17 below includes a list of accessible transportation providers with active agreements with PG&E for PSPS.

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Table 17. Accessible Transportation Partnerships with PG&E

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