

**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.

Rulemaking 18-12-005
(Filed December 13, 2018)

**SAN DIEGO GAS & ELECTRIC COMPANY (U 902-E)
2023 PLAN TO SUPPORT ACCESS AND FUNCTIONAL NEEDS POPULATIONS
DURING PUBLIC SAFETY POWER SHUTOFFS**

Christopher M. Lyons
San Diego Gas & Electric Company
8330 Century Park Court, CP32D
San Diego, CA 92123
Telephone: (858) 654-1559
Fax: (619) 699-5027
Email: clyons@sdge.com

Attorney for:
SAN DIEGO GAS & ELECTRIC COMPANY

January 31, 2023

**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.

Rulemaking 18-12-005
(Filed December 13, 2018)

**SAN DIEGO GAS & ELECTRIC COMPANY (U 902-E)
2023 PLAN TO SUPPORT ACCESS AND FUNCTIONAL NEEDS POPULATIONS
DURING PUBLIC SAFETY POWER SHUTOFFS**

Pursuant to Conclusion of Law 36 and Ordering Paragraph 1 of the California Public Utilities Commission's (Commission) Phase 2 De-Energization Decision (D.) 20-05-051 and Phase 3 De-Energization D. 21-06-034, San Diego Gas & Electric Company (SDG&E) submits its 2023 Access and Functional Needs (AFN) Plan which describes its efforts to address the AFN and vulnerable population during Public Safety Power Shutoffs (PSPS). SDG&E's 2023 AFN Plan is attached hereto as Attachment A.

Respectfully submitted,

By: /s/ Christopher M. Lyons
Christopher M. Lyons
San Diego Gas & Electric Company
8330 Century Park Court, #CP32D
San Diego, CA 92123
Telephone: (858) 654-1559
Fax: (619) 699-5027
Email: clyons@sdge.com

Attorney for:
SAN DIEGO GAS & ELECTRIC COMPANY

January 31, 2023

Attachment A

**San Diego Gas & Electric Company's 2023
Plan to Support Populations with Access and Functional
Needs During Public Safety Power Shutoffs**

January 31, 2023



TABLE OF CONTENTS

EXECUTIVE SUMMARY	1
INTRODUCTION	3
1.1 Subject Matter Experts (Engage the Whole Community)	3
1.2 PURPOSE, SCOPE, SITUATION OVERVIEW, AND ASSUMPTIONS	5
1.3 Operational Priorities - WHAT.....	10
1.4 Plan Development.....	11
1.5 Plan Preparation and Review	12
1.6 Plan Implementation.....	13
1.7 Research and Surveys.....	13
1.8 Success Measures and Metrics	13
2. CONCEPT OF OPERATIONS HOW	14
2.1 Preparedness/ Readiness (Before Power Shutoff).....	15
2.2 PSPS Activation (During – Emergency Operation Center Activated)	41
2.3 Recovery (After – Power has been restored).....	47
3. INFORMATION COLLECTION, ANALYSIS AND DISSEMINATION	48
3.1 Customer Privacy.....	48
4. AUTHORITIES AND REFERENCES	48
4.1 Annual Report and Emergency Response Plan in Compliance with General Order 166	48
4.2 Phase 3 OIR PSPS Guidelines: AFN Plan & Quarterly Updates.....	48
 APPENDIX A - E	
Appendix A: Core Planning Team Participants	
Appendix B: Collaborative Council Participants	
Appendix C: AFN Q4 2022 YTD Recap	
Appendix D: Census Tract Data for Generator & Back-up Battery Programs	
Appendix E: Survey Results and Metrics	

EXECUTIVE SUMMARY

During extreme weather conditions, utilities may temporarily turn off power to specific areas to protect the safety of our customers and communities, enacting a Public Safety Power Shutoff (PSPS), which continues to be a necessary tool of last resort to mitigate the risk of wildfires. To support individuals with Access and Functional Needs (AFN) during a PSPS, each of the Joint Investor-Owned Utilities (IOUs)¹ developed its respective 2023 Annual AFN PSPS Plan (“AFN Plan” or “Plan”) with assistance from regional and statewide AFN stakeholders representing a broad spectrum of expertise. In 2023, that Plan leverages Federal Emergency Management Administration’s (FEMA) Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide (CPG) 101 6 Step Process².

The IOUs have established a partnership and will continue to work closely with the AFN Collaborative Council³ and the AFN Core Planning Team⁴ to seek guidance and address the “Why,” “Who,” “What,” and “How” to support individuals with AFN before, during and after a PSPS to mitigate risk. The IOUs are committed to addressing the needs of individuals with AFN before, during, and after a PSPS.

The IOUs acknowledge and give sincere thanks to the AFN Collaborative Council and AFN Core Planning Team for their guidance and commitment in developing the 2023 AFN plan.

WHY

As climate conditions change, wildfires have become a year-round threat. When wildfire conditions present a safety risk to our customers and communities, electric utilities may call for a PSPS as a measure of last resort.

A PSPS, although necessary, disrupts the everyday lives of impacted individuals, including those with AFN and/or may be electricity dependent, which will be

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

² For details on how to develop and maintain Emergency Operations Plans, visit: [Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide \(fema.gov\)](https://www.fema.gov/emergency-preparedness-response-recovery/operational-plan-development)

³ See Appendix B for members of the AFN Collaborative Council.

⁴ See Appendix A for members of the AFN Core Planning Team.

discussed further in this report. The purpose of this Plan is to mitigate the impact of PSPS on individuals with AFN.

WHO

The Joint IOU Statewide AFN Advisory Council⁵ and AFN Core Planning Team developed a definition of Electricity Dependent individuals that this Plan seeks to support. That definition remains unchanged from 2022.

Electricity Dependent Definition: Individuals who are at an increased risk of harm to their health, safety and independence during a Public Safety Power Shutoff for reasons including, but not limited to:

- Medical and Non-Medical
- Behavioral, Mental and Emotional Health
- Mobility and Movement
- Communication

The IOUs have made progress in identifying individuals with AFN across their respective service areas, collectively identifying approximately 3.8 million⁵ people across the state through program enrollments and enabling self-identification. The IOUs understand that there is more work to be done and will continue these efforts to identify these individuals in 2023.

WHAT & HOW

Working alongside the AFN Collaborative Council and AFN Core Planning Team, the IOUs worked to identify the goals, objectives, and potential opportunities for enhancements in 2023, outlined in this Plan.

The overarching goal is to mitigate impacts of PSPS on individuals with AFN served by the IOUs through improved customer outreach, education, assistance programs and services.

⁵ Represents total counts of AFN designations in each IOU's database, not unique individuals or accounts.

INTRODUCTION

In accordance with the California Public Utilities Commission (Commission or CPUC) Decision (D.) 21-06-034 Phase 3 OIR Decision Guidelines and leveraging Federal Emergency Management Administration’s Developing and Maintaining Emergency Operations Plans Comprehensive Preparedness Guide 101 6 Step Process, the Joint IOUs worked collaboratively with the AFN Core Planning Team to implement the “Whole Community” approach to develop an overarching Joint IOU Statewide strategy to meet the diverse needs of individuals with AFN.

The IOUs’ respective comprehensive plans will reflect the geographical differences as well as the various needs of communities with AFN. The IOUs will provide the CPUC with quarterly updates regarding progress towards meeting the established objectives and the impact of their efforts to address this population before, during and after PSPS, while optimizing opportunities for consistency statewide.

1.1 Subject Matter Experts (Engage the Whole Community)

According to FEMA Step 1: Engaging the Whole Community in the Planning. Engaging in community-based planning—planning that is for the whole community and involves the whole community—is crucial to the success of any plan.

On September 14, 2022, the IOUs introduced this effort at the broader Q3 Joint IOU Statewide AFN Advisory Council meeting, invited participation, and subsequently held a kick-off meeting with Core Planning Team⁸ members on October 14, 2022. The 2023 AFN Core Planning Team is comprised of 13 organizations representing the diverse needs of the AFN community. Figure 1 below reflects the organizations who participated in the development of the 2023 AFN Plan.

Figure 1 – Engaging the Whole Community

Planning Group	Participants/Stakeholders
AFN Collaborative Council (per the Phase 3 OIR PSPS Decision):	California Foundation for Independent Living Centers (CFILC)
	California Health & Human Services (CHHS)
	California Office of Emergency Services (Cal OES)
	Disability Rights California (DRC)
	Disability Rights Education & Defense Fund (DREDF)
	State Council on Developmental Disabilities (SCDD)
AFN Core Planning Team	American Red Cross
	Bear Valley Electric Service, Inc.
	California Department of Developmental Services (CDDS)
	California Foundation for Independent Living Centers (CFILC)
	Center for Accessible Technology (C4AT)
	Deaf Link, Inc.
	Disability Action Center (DAC)
	Disability Policy Consultant
	Interface Children & Family Services 211
	Liberty Utilities
	North Los Angeles Regional Center (NLACRC)
	Redwood Coast Regional Center (RCRC)
Joint IOUs	San Diego Gas & Electric
	Southern California Edison (SCE)
	Pacific Gas & Electric (PG&E)

As a key component to engaging the Whole Community in planning, the IOUs will continue to solicit feedback from the AFN Collaborative Council, the Joint IOU Statewide AFN Advisory Council, each utility’s respective Regional PSPS Working Groups⁹ and other regional and statewide AFN experts such as Community-Based Organizations, healthcare partners, and durable medical equipment providers. These groups serve as a sounding board and offer insight, feedback, and input on the IOUs’ customer strategy, programs, and priorities. Regular meetings are scheduled to actively identify issues, opportunities and challenges related to the IOUs’ ability to mitigate the impacts of wildfire safety strategies, namely PSPS.

Outcomes from the planning process are outlined here and details are included in the specific IOU plans. Some of these topics include developing a “one-stop shop” statewide website, conducting outreach and education, expanding program eligibility and exploring accessible transportation.

1.2 PURPOSE, SCOPE, SITUATION OVERVIEW, AND ASSUMPTIONS

1.2.1 Purpose/Background - WHY

The Plan focuses on mitigating the impacts of PSPS for individuals with AFN. The IOUs intend to build on this Plan and strive for continuous improvement based on insights from the experts and feedback channels outlined in this plan.

Each IOU’s respective 2023 AFN Plan addresses the following:

- Who the IOUs need to communicate with
- What resources and services are needed during PSPS
- How the IOUs communicate with individuals with AFN
- How the IOUs make resources and service available to individuals with AFN

1.2.2 Scope – WHO

The Joint IOUs and the CPUC recognize the definition of AFN as defined by the California Government Code §8593.3: “individuals who have developmental disabilities, physical disabilities, chronic conditions, injuries, limited English proficiencies, who are non-English speakers, 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 and those who are pregnant.”⁶

Acknowledging that the California Government code definition of AFN is broad, the CPUC authorized the IOUs to follow the FEMA 6 Step Process by engaging the Whole Community through the Joint IOU Statewide AFN Advisory Council to create a common definition of “Electricity Dependent.”

Therefore, the IOUs use this common definition to help inform new enhancements to programs and resources that are currently available.

Electricity Dependent: Individuals who are at an increased risk of harm to their health, safety and independence during a Public Safety Power Shutoff, for reasons including, but not limited to:

- Medical and Non-Medical
- Behavioral, Mental and Emotional Health
- Mobility and Movement
- Communication

Examples of Electricity Dependent include, but are not limited to:

- **Medical and Non-Medical:**
 - Respiratory equipment: oxygen, respirator, inhalation therapy, apnea monitoring, suction, machines, airway clearance, airway clearances, vests, cough assistive devices, hemodialysis
 - Nutritional equipment: gastric feed tube, specialized diet meal preparation equipment (e.g., feeding pumps, blenders)
 - Heating/cooling equipment: refrigeration, body temperature regulation
- **Behavioral, Mental, and Emotional Health:**
 - Powered equipment supporting regulation of emotional behaviors (e.g., sensory lights)
- **Mobility and Movement:**

⁶ D. 19-05-042.

- Positioning equipment: Lift, mobility tracking system, power wheelchairs, in home chair lift, electric beds
- **Communication:**
 - Augmentative communication devices (e.g., tablets, wearables, eye gaze), alert systems
 - Powered equipment for hearing or vision support

1.2.3 Situational Overview

According to FEMA Step 2: Understand the Situation. Understanding the consequences of a potential incident requires gathering information about the potential AFN of residents within the community.

“Understand the Situation” continues with identifying risks and hazards. This assessment helps a planning team decide what hazards or threats merit special attention, what actions must be planned for, and what resources are likely to be needed.

The Core Planning Team in 2022 identified a key risk of PSPS that continues in 2023:

- Individuals with AFN are unable to use power for devices or equipment for health, safety and independence due to a PSPS.

During the planning process, the AFN Core Planning Team emphasized that the needs of individuals with AFN extend well beyond medical devices alone and that the risks are as diverse as the population. The IOUs recognize that the impacts of PSPS are dynamic and are committed to supporting customers before, during and after a PSPS.

1.2.3.1 AFN Population and Identification

The IOUs have made progress in identifying the Electricity Dependent individuals with AFN through program enrollments and enabling self-identification. Each IOU identifies the following customers in their respective databases as AFN:

- Customers enrolled in the following programs:
 - California Alternate Rates for Energy (CARE)
 - Family Electric Rate Assistance (FERA)

- Medical Baseline (MBL)⁷, including Life-Support (Critical Care)
- Customers with disabilities
- Customers who receive their utility bill in an alternate format (e.g., Braille, large print)
- Customers who prefer communications in a language other than English
- Older adults
- Customers who self-certify or self-identify

Figure 2 below accounts for the number of customers identified as AFN in each utility service area, as well as those mostly likely to experience a PSPS.

Figure 2. Joint IOU Access & Functional Needs Individuals⁸

Joint IOU	MBL Individuals	Customers with Language Preference	Individuals Identified as AFN	Percentage of Individuals Identified as AFN based of Total Residential Customer Base ⁹
PG&E	Total: ~273,000	Total: ~382,900	Total: ~1.7M	30%
	PSPS-Likely: ~71,200	PSPS-Likely: ~17,300	PSPS-Likely: ~311,300	27%
SDG&E	Total: ~71,000	Total: ~67,000	Total: ~423,000	33%
	PSPS-Likely: ~13,000	PSPS-Likely: ~5,000	PSPS-Likely: ~44,000	25%

⁷ Per D. 21-06-034, identification efforts include also “persons reliant on electricity to maintain necessary life functions including for durable medical equipment as assistive technology”. Id at pp. A8-A9.

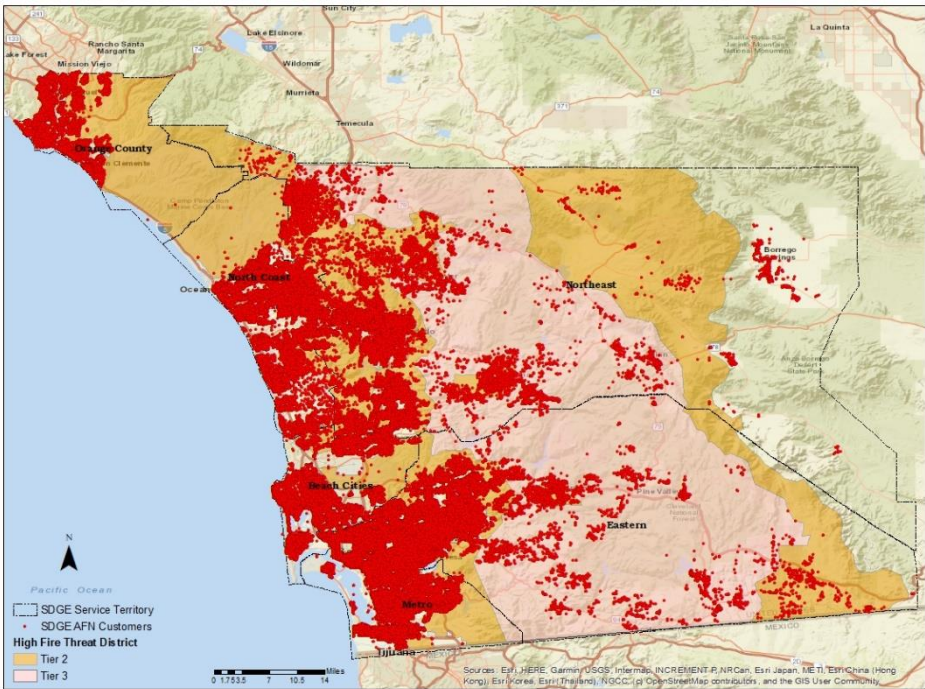
⁸ Data pulled in November 2022. “PSPS-Likely” refers to customers who are most likely to experience a PSPS given their geographic location in the HFTD.

⁹ Percentages are approximate.

SCE	Total: ~116,000	Total: ~680,000	Total: ~1.7M	37%
	PSPS-Likely: ~40,000	PSPS-Likely: ~100,000	PSPS-Likely: ~300,000	29%

In 2022, the utilities developed an AFN density map which allows them to quickly identify geographical areas that have larger populations of AFN individuals. These maps enable the utilities to strategically allocate resources by geography such as staffing a support site or Customer Resource Center for individuals who are experiencing a PSPS. **See Figure 3.**

Figure 3 Service Area Map of Customers with AFN



This map displays SDG&E customers with Access and Functional Needs who reside in the service territory.

In 2023, the IOUs will continue identifying Electricity Dependent individuals above and beyond those enrolled in the Medical Baseline Allowance Program, through direct outreach to customers in each respective IOUs service area.

1.2.4 Planning Assumptions

- The Joint IOUs strive for all notifications to be provided in advance of a PSPS
- Resources are available for individuals with AFN regardless of notification
- Effective support of individuals with AFN requires a Whole Community¹⁰ approach (e.g., utilities, CBOs, non-profits organizations, government agencies)
- PSPS may occur concurrently with unrelated emergencies (e.g., active wildfires, cyber-attacks, technological hazard incidents)
- The IOUs will continue working to create as consistent statewide response with our support services (e.g., food support, accessible transportation, Community Resource Centers, etc.) to PSPS as possible, acknowledging that there are different needs based on geographic areas
- The scope of PSPS can increase or decrease as weather conditions are monitored across the service area

1.3 Operational Priorities - WHAT

According to FEMA Step 3: Operational priorities – specifying what the responding organizations are to accomplish to achieve a desired end-state for the operation.

The goal of the AFN Plan is to mitigate the impacts of PSPS on individuals with AFN served by the IOUs through improved customer outreach, education, assistance programs and services.

Continued Key Objectives from 2022:

- Continue to identify individuals who are Electricity Dependent
- Implement a communication plan that reaches all AFN segments
- Continuously improve tools to make them easy to understand and navigate for individuals and external organizations to access information
- Identify new enhancements to programs and resources needed to mitigate the impacts of PSPS

¹⁰The term “Whole Community” refers to the FEMA six step emergency planning process.

- Cultivate new partnerships and expand existing partnerships with the Whole Community
- Coordinate and integrate resources with state, community, utility to minimize duplication
- Establish measurable metrics and consistent service levels
- Effectively serve and adapt to the needs of individuals with AFN before, during, and after any PSPS

Additional Key Objectives identified for 2023:

- Provide overall preparedness resources for individuals with AFN regardless of emergency type
- Increase awareness of IOU programs and services available before, during and after a PSPS
- Implement tracking and metrics for escalations, programs and services offered and utilized by conducting surveys, tabletop exercises, etc.
- Ensure customers with sensory disabilities¹¹ are able to provide feedback, understand and successfully operate provided equipment

1.4 Plan Development

According to FEMA: Step 4: Plan Development Develop and Analyze Courses of Action – This step is a process of generating, comparing, and selecting possible solutions for achieving the goals and objectives identified in Step 3.

The IOUs have worked to deliver consistent services and resource offerings; however, the delivery and eligibility will likely be different by service area.

Goals recommended to meet the Key Objectives for 2023:

Communications/Offerings

- Enhance American Sign Language (ASL) offerings in Community Resource Centers (CRC) by exploring services to aid individuals who may be deaf or deaf/blind

¹¹ Individuals with hearing and/or vision disabilities.

- Continue communications regarding differences between wildfire safety and other outage types (i.e., Enhanced Powerline Safety Setting vs. PSPS) and respective assistance offerings (i.e., discounted vs. no-cost hotel lodging)

Resources

- Partner to identify additional options outside of paratransit agencies to aid in improved response times and other potential customer limitations
- Continue to gather information surrounding Community-Based Organizations (CBOs) resiliency offerings/community needs and ensure that partnerships are not taxing on CBOs due to resource constraints
- Continue to identify opportunities to enhance current resource allotments to programs supporting individuals with AFN

Metrics¹²

- Increase tracking of customer journey and escalations during PSPS event through different channels (i.e., CRCs, Disability Disaster Access and Resources (DDAR))
- Provide clarity on status of planning process by including key targets and year-to-date performance against them

AFN Self-Identification

- Pursue identification of additional individuals who may identify as AFN and make improvements to offerings to meet their needs

1.5 Plan Preparation and Review

According to FEMA Step 5: Plan Preparation, Review, and Approval – This step is a process of preparing the document and getting it ready for implementation.

Prior to finalizing the 2023 AFN Plans, the Joint IOUs provided members of the AFN Collaborative Council and AFN Core Planning Team a draft plan for their review. As a result, each of the IOUs will file their respective 2023 AFN Plans with the CPUC by January 31, detailing its programs to support individuals and communities with AFN before, during and after PSPS.

¹² Additional information to be found in IOU AFN Quarterly Progress Reports.

1.6 Plan Implementation

According to FEMA Step 6: Implement and Maintain the Plan – This step is the final step which is an ongoing process of training personnel to perform tasks identified in the plan, exercising, and evaluating plan effectiveness, and revising and maintaining the plan.

Upon filing the AFN plan, each IOUs will implement new and maintain existing goals and objectives as specified in their respective Plan. Additionally, the IOUs will provide quarterly updates on progress made and report on performance through identified success measures and metrics.

1.7 Research and Surveys

In 2023, the IOUs will continue to collaborate and share best practices as they solicit feedback about PSPS resources offered to individuals with AFN through a variety of channels, including consultation with various advisory councils.

The IOUs will continue conducting listening sessions¹³ and working groups with local governments, tribes, and critical facilities; webinars for customers and communities; wildfire and PSPS awareness studies; feedback via digital channels; PSPS Tabletop Exercises; and notification message testing.

As a result of feedback and research from CBOs, local governments and tribes who support AFN populations, the IOUs are committed to continuously reviewing the needs of individuals with AFN before, during and after PSPS to enhance support for those individuals who rely on electricity to maintain necessary life functions, including for durable medical equipment and assistive technology.

1.8 Success Measures and Metrics

In 2023, the Joint IOUs will continue to use the Key Performance Indicators (KPIs) that were developed with the AFN Core Planning Team for the 2022 AFN Plan. These KPIs seek to measure the impacts of PSPS on individuals with AFN, awareness of support programs, and satisfaction of services offered.

¹³ Refer to Section 1.6.5 which discusses AFN working group.

Key Performance Indicators:

1. The percentage of individuals with AFN who were aware of what support and resources were available to them during a PSPS
2. The percentage of individuals with AFN who were able to use necessary medical equipment to maintain necessary life functions for the duration of any PSPS that affected them
3. The percentage of individuals who utilized mitigation services who reported they were satisfied with the level of support

While Section 1 is a high-level overview of the IOUs' shared vision, the details for each of the IOUs AFN Plans can be found in Sections 2-4. The 2022 pre- and post-season survey results can be found in the Appendix of this report.¹⁴ The IOUs will continue benchmarking to create a consistent response across the IOU service areas where possible, recognizing that resources may not be available consistently across the state.

SAN DIEGO GAS & ELECTRIC | 2023 AFN PLAN

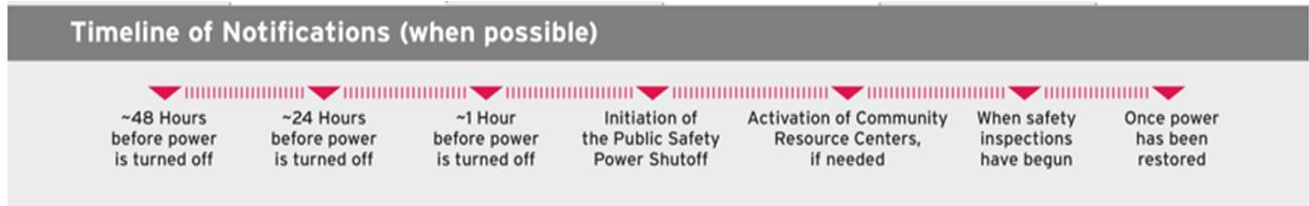
2. CONCEPT OF OPERATIONS | HOW

In a PSPS, forecasts are subject to change quickly and preparation timelines must adjust quickly as well.

This Concept of Operations is separated into preparedness, before, during and after phase to account for the unique operational requirements over the course of PSPS. **Figure 4** shows a general example sequence for a potential PSPS.

¹⁴ SDG&E did not conduct a post-season survey in 2022 since it did not have any PSPS event.

Figure 4: SDG&E PSPS Timeline Example



2.1 Preparedness/ Readiness (Before Power Shutoff)

2.1.1 Emergency Operations Center

Leading up to the PSPS season, SDG&E Emergency Management meets with public safety partners to determine the best method of communication and providing situational awareness during Emergency Operation Center (EOC) activations. Public safety partners are proactively informed through different forms of communication throughout the year. In 2021, impacted public safety partners were directed to the new SDG&E Public Safety Partner Portal to receive the latest situational updates. In 2022, a mobile application was added to enhance the Public Safety Partner Portal to ensure partners have the information at their disposal on their mobile devices. Impacted critical facility and infrastructure customers would have been communicated to directly by their SDG&E account executive via phone and/or email communication. These impacted critical facility and infrastructure customers would have been provided a list of their potentially impacted meters and situational updates. However, SDG&E did not have any PSPS events in 2022.

Preparation Exercises & Training

SDG&E's Emergency Response team conducts extensive preparation and training in collaboration with the AFN team to prepare for PSPS and supporting individuals with AFN. These include:

- Two annual PSPS exercises, one tabletop & one operations-based, both of which addressed AFN concerns during a PSPS with external partner participation
- Additional exercises throughout the year on various all hazards topics that addressed and included AFN concerns and response expectations
- New responders onboarded in New EOC Member Orientation course

- New responder onboarded with required participation in NIMS, SEMS, and ICS training through FEMA course 100, FEMA course 200, FEMA course 700, and California’s SEMS course
- Targeted participation in SDG&E’s Command and General position credentialing training, including specific responder completion of CSTI courses G-775 and G-191
- EOC responder participation in Summer Readiness Training which provided training to all responders on PSPS expectations and protocols, load curtailment expectations and protocols, general hazards EOC expectations and protocols, and seasonal weather forecasts.
- Outreach and engagement with Public Safety Partners, Community Partners and local jurisdictions, including tribes
- EOC tours for external stakeholders
- Joint planning with County OES, CalOES, CAL FIRE, emergency managers and Regional Fire Chiefs
- AFN Liaison Officer training on the process and protocols for communication and AFN CBO services
- Training on IOU programs and services to in-home workers, social service staff, CBOs, tribal orgs, CERTS etc.

EOC AFN Liaison Role

In 2022, the AFN Liaison Officer roster grew to 14 responders with a series of trainings to prepare each member of the roster to staff the AFN Liaison role in the EOC.

Specifically dedicated to supporting AFN customers during EOC activations, the AFN Liaison Officer reports directly to and advises the Officer-in-Charge (OIC) on the needs and activities in support of customers with an access or functional need.

The AFN Liaison Officer collaborates with SDG&E’s AFN support partners, including 211, FACT, Salvation Army, and other CBOs, to prepare customers for a potential power outage and provide up-to-date information on PSPS operations and address the power outage related needs of customers reaching out for assistance.

Training for this position was expanded in 2022 and will continue in 2023 with a series of exercises that will continue to build the knowledge and skills needed to effectively serve customers with an AFN during an EOC activation. In addition to the general EOC training and exercises required by SDG&E's Emergency Management, position specific training on the processes and resources utilized during an EOC activation to support AFN customers were required. This additional AFN Liaison Officer training include:

- The role of an AFN Liaison Officer
- Accessible Hazard Alert System (AHAS) notification procedure
- AFN communication process and standards to AFN support and general partners
- Disability awareness and sensitivity
- Available internal and external resources

Training and exercises for both EOC operations and specific AFN Liaison Officers role has prepared this team to effectively manage EOC procedures and community support resources to the benefit of AFN customers.

Customer Care Support

SDG&E continues to support individuals and households with AFN, including during PSPS. When customers call or visit our branch office to speak with an agent regarding AFN specific concerns, they will be directed to the appropriate resource to receive support (e.g., 211, Customer Assistance AFN EOC role, etc.). Additionally, SDG&E's Customer Care Center representatives are trained to speak with customers experiencing challenges and if it is the customers' preference, flag them in SDG&E's system as having a self-identified disability for additional consideration of tools, programs, and services.

2.1.2 AFN Identification Outreach

SDG&E recognizes the importance of continuing to identify AFN individuals. As a result, SDG&E is committed to providing the education, resources and notifications required to maximize resiliency during PSPS. Building on Section 1.2.2 above, SDG&E has been enhancing its ability to identify individuals with

AFN. There are approximately 423,000 customer accounts associated with AFN, which accounts for 33% of the residential customer class. Of the 423,000, approximately 44,000 customers reside in the HFTD.

In 2022, SDG&E began a Self-Identification campaign which allowed customers to identify if an individual in the residence is living with one or more of the following disabilities: blind/low vision, deaf/hard of hearing, disabled (cognitive, physical, developmental), or over the age of 62 years old. This campaign included direct mail and an email linking to a digital web form. SDG&E worked with the AFN Collaborative Team and stakeholders to review and align the AFN language and online content to be more inclusive, accessible and will include in language option to the online self-identification form.

Campaigns will continue in 2023 to identify electricity dependent individuals, above and beyond those enrolled in the Medical Baseline Program, through direct outreach to customers. This includes continuing to promote on social media, utilizing CBO outreach channels with the Regional PSPS Working Group and Energy Solutions Partners network. SDG&E has included the self-identification web form prominently on the AFN landing page (sdge.com/afn) to enable continued self-identification.

SDG&E will continue to partner and work with the AFN Collaborative Team to identify opportunities to enhance AFN identification.

2.1.3 AFN Support Resources

In support and preparedness of individuals who identify as AFN, SDG&E will continue to provide a comprehensive approach of programs and resources before, during and after PSPS. SDG&E is committed to seeking new opportunities to identify organizations with quick response capacity that can meet the needs of customers across the region during PSPS activations.

SDG&E will continue expanded food resource options with the San Diego Food Bank (a Community Information Exchange partner of 211 San Diego) and resiliency solutions for those impacted in the HFTD during PSPS. SDG&E will continue to leverage marketing and outreach campaigns to increase awareness of available support solutions to individuals with AFN via web and social media.

Please see **Figure 5** below of an example of marketing collateral.

Figure 5



211 – Centralized Resource Hub

SDG&E continues its partnership with 211 San Diego and 211 Orange County into 2023 and has continued to expand and enhance as gaps and new opportunities are identified. In addition to enhanced identification of Customer with AFN, assessment of AFN population needs, hotel stays, accessible transportation, food resources and resiliency items.

211 serves as a resource hub to connect individuals with services directly provided by partners contracted with SDG&E, as well as more than 1,000 regional CBOs who provide services. 211 provides several unique advantages in that it is available statewide 24/7 and connects individuals with local partners who have “on the ground experience” across the disability and broader AFN community. Additionally, 211 has the ability to conduct Needs Assessments through its trained social workers and escalate needs accordingly to higher tiers of support.

In advance of PSPS, 211 will focus on outreach to at-risk customers, including those living in each IOU's high-fire-risk areas who are eligible for income-qualified assistance programs and rely on life-sustaining medical equipment. The focus during these periods will be to evaluate these customers' resiliency plans, connect them with existing programs that can help them prepare for outages and to assist them in completing applications for these programs including exploring Care Coordination screening outreach efforts conducted by 211.

Accessible Transportation

SDG&E will continue its partnership with Facilitating Access to Coordinated Transportation (FACT) in 2023, which provides accessible transportation to individuals with AFN across the entire HFTD during PSPS. There are no eligibility criteria other than an individual seeking assistance. FACT is available 7 days a week from 5:30am-11pm during PSPS and has been able to facilitate all requests for transportation that have come in to 211 and SDG&E since the initiation of the partnership in 2020. In 2022, SDG&E plans to enhance marketing of this solution through targeted campaigns to individuals with AFN, broader marketing efforts as well as training and materials for CBOs.

SDG&E has partnered with FACT to develop a communication protocol during PSPS events for their paratransit agencies in the SDG&E service territory. FACT receives Emergency Operating Center (EOC) PSPS daily notifications and amplifies the information, including zip codes, to approximately ~160 paratransit service providers. SDG&E 2023 plans include identifying and partnering with agencies that are not in the FACT broker network. See 2.1.6 AFN Outreach section for additional details.

In 2023, building on its outreach and support to building managers in the HFTD, SDG&E will continue to partner with the AFN Statewide Council Partner and emergency management services on solutions for the egress from buildings with elevators.

No-Cost Hotel Stays

SDG&E will continue its partnership with The Salvation Army in 2023, which provides no-cost hotel stays to individuals with AFN during PSPS. This is also available to individuals who would not normally be considered AFN, but due to

the circumstances (long duration, cold weather, living alone, etc.) request assistance. Hotel stays are arranged via The Salvation Army and 211, and do not require any payment up front or otherwise from individuals. Hotels are selected based on accessibility and proximity to customers' residence or other requested location. The Salvation Army has been able to facilitate all requests received since the initiation of the partnership in 2020. In 2023, SDG&E will continue to enhance the marketing of this solution through targeted campaigns to individuals with AFN, broader marketing efforts as well as trainings and materials for CBOs. Additionally, SDG&E will work with The Salvation Army to explore enhanced screening for specific needs for individuals with AFN (e.g., accessibility, refrigeration).

Food Support

SDG&E has strengthened the pipeline of local food resources for seniors, individuals, and families with AFN by partnering with the San Diego Food Bank, Feeding America, Meals on Wheels and other local food partners. These valued partnerships enable the support of vulnerable, rural, and tribal communities year-round and during PSPS activations. Food support is available at many locations, including on tribal lands. Expanded San Diego Food Bank mobile food pantries ensure additional food support offerings during PSPS. As demonstrated by their support in 2021, this resource has proven to be a valuable asset and as such will continue to play an important role in supporting some of our most vulnerable customers.

Supplemental to the above referenced partnerships SDG&E will continue to offer hot meals at Community Resource Centers when needed.

Wellness Checks

In 2022, SDG&E expanded its PSPS support services by partnering with service programs to perform in-home wellness checks when requests are made through 211 during a PSPS. Additional support services can be provided through 211 as needed. These partnerships will continue into 2023.

- East County Community Emergency Response Team (CERT) Educates people about disaster preparedness for hazards that may impact their area. Provides training in basic disaster response.

- San Diego County Volunteer Sheriff Patrol: You Are Not Alone (YANA) program. A senior volunteer program designed to support seniors, people with disabilities or anyone who is otherwise homebound through weekly visits or by requests.

Resiliency Items

SDG&E will continue to distribute resiliency items at Community Resource Centers during a Public Safety Power Shutoff. These items may include portable solar cell phone charger, gift cards, solar power banks, cooler bags, 2.5-gallon water bags, bottled water, water for livestock and seasonal blankets. In 2022 SDG&E added medical device charging and in 2023, SDG&E plans to provide medical cooler bags at CRC’s and to CBO’s for distribution to constituents as part of their emergency preparedness efforts. Additional opportunities will be explored to provide targeted resiliency items to those most at risk of a PSPS.

SDG&E, along with the other IOUs, has workshops scheduled with the AFN Collaborative team to further identify opportunities to enhance support. Additionally, the IOUs plan to explore a risk-based tiering of support for individuals with AFN. The utilities will continue to work with the Statewide Collaborative team to identify and operationalize appropriate tiers.

SDG&E Resource Planning and Partnerships

CBO	Counties Served	Resources
211 Partnerships	San Diego County Orange County	<ul style="list-style-type: none"> • 24/7 connection to regional support services (hotel accommodations, accessible transportation, food support, etc.) • Proactive identification of AFN residents & preparedness coordination/pre-event outreach
DeafLink	San Diego County Orange County	<ul style="list-style-type: none"> • Accessibility solution providing a link with all PSPS messaging to customers to a video of an ASL interpreter signing the

CBO	Counties Served	Resources
		<p>message including closed captions and voice reading of the message via Accessible Hazard Alert System (AHAS)</p> <ul style="list-style-type: none"> • Two ASL service agreements for translation for external video calls, press conferences and other community events as requested • Secured Service Agreement to provide any SDG&E employee access to Video Remote Interpreting (VRI) via smart phone for ASL
<p>Food Bank Partnerships:</p> <ul style="list-style-type: none"> • San Diego Food Bank • North County Food Bank • Feeding America • Meals on Wheels • Craft Catering • Eurest • Terra San Diego Bistro 	<p>San Diego County</p>	<p>San Diego Food Bank/North County Food Bank</p> <ul style="list-style-type: none"> • Expanded food bank partnership to support rural/tribal/HFTD communities • 5 mobile food pantries • Support the services during emergencies and will standup mobile food pantries post PSPS in impacted communities • Food support cards may be available for individuals and households with AFN as needed • Support funding from shareholder/community relations • Meals on Wheels <ul style="list-style-type: none"> ○ Additional meal to impacted PSPS seniors per day of shutoff ○ Support funding from shareholder/community relations <p>Feeding America</p> <ul style="list-style-type: none"> • Support services during emergencies; will stand-up mobile food pantries post-PSPS in impacted communities

CBO	Counties Served	Resources
		<ul style="list-style-type: none"> • 17 mobile food pantries • Partnership with Indian Health Council • Support funding from shareholder/community relations • Warm Food Support • Craft Catering, Eurest and Terra San Diego Bistro catering service contracted to support at local CRCs when needed
Facilitating Access to Coordination Transportation (FACT)	San Diego County & Orange County	<ul style="list-style-type: none"> • Provides accessible transportation to customers' location of choice (hotels, CRCs, etc.) • Paratransit accessible transit broker • Provides accessible transportation 5:30am-11pm
Salvation Army	San Diego and Orange County	<ul style="list-style-type: none"> • Provides no-cost hotel stays
Indian Health Councils	San Diego County - 16 Tribal Communities	<ul style="list-style-type: none"> • Provides back-up batteries to tribal members with AFN in advance of PSPS • Provides requested resiliency items (e.g. power banks, hand crank flashlight/radios, blankets, emergency backpacks and bottled water) to tribal members in advance of and during PSPS
Community Resource Centers (11 CRCs)	San Diego County - High Fire Threat Communities (HFTD) Orange County - High Fire Threat Communities (HFTD)	<ul style="list-style-type: none"> • Activated only during PSPS in communities most impacted • Resources include ice, water for livestock, restrooms, cell phone charging, device charging, seating, light snacks, and outage updates • Providing Disability Cultural Competency Training to our CRC and Branch office staff • ADA Accessibility and Disability Integration training

CBO	Counties Served	Resources
		<ul style="list-style-type: none"> Adapted the CalOES Access and Inclusion Tips for Vaccine sites for the CRC's
San Diego County's Aging and Independence Services (AIS)	San Diego County	<ul style="list-style-type: none"> 100+ Cool Zones sites that provide service to some of the hottest areas in the San Diego region San Diego County's Aging and Independence Services (AIS) coordinates these sites at senior centers and public buildings, including libraries in partnership with the Health and Human Services Agency (HHSA) Live Well Network
San Diego County CERT	San Diego County	Wellness checks
Deputy Sheriff's Association You Are Not Alone (YANA)	San Diego County	Wellness checks
Partner Relay Network (County Office of Emergency Services) In-Language	San Diego County	<p>Network of 700+ CBOs and Public Safety Partners</p> <p>Languages Supported:</p> <ul style="list-style-type: none"> 200 + languages Accessible formats

AFN Resources Before, During, and After 2022 PSPS	2022 Total
Accessible Transportation Trips	NA
Over Night Hotel Stays	NA
Warm Meals Served at CRC/tribal support	NA
Generator Requests	NA
\$50 Gift Cards distributed	NA
CRCs Activated	NA

* AFN Resource offerings listed above are not by census tract.

There were zero PSPS events in 2022 thus not requiring any pre, during or post resources. In 2023, SDG&E will continue to partner with 211 to showcase the partnership, resources and explore opportunities for enhancement.

2.1.4 Back-Up Power

SDG&E offers several battery back-up programs to enhance resiliency for individuals, many of which are targeted to individuals with AFN during PSPS activations including no-cost and low-cost options.

Portable Battery Program (Generator Grant Program)

The Generator Grant Program (GGP) provides no-cost backup batteries to customers. In 2022, eligible customers included those residing in the HFTD who have experienced one or more PSPS and are enrolled in the Medical Baseline Program or flagged in SDG&E’s customer database as having a self-reported disability. The program also expanded to include a broader audience of AFN customers, specifically those that are blind/low vision, deaf/hard of hearing, and temperature sensitive. To date, approximately 4,700 customers have received batteries, with approximately 70% of the eligible population having participated. In terms of customer feedback for this program, of those participants who experienced a PSPS in 2019, 2020 or 2021, 94% reported using the battery unit during the outage, and of those, 98% replied that the battery unit helped power devices during the PSPS.

- For 2023, the program will continue to prioritize MBL, Life Support, and qualifying AFN customers in the HFTD with a high likelihood of PSPS. SDG&E

also plans to continue partnerships with Indian Health Councils to support the direct distribution of batteries to tribal communities.

The planned target for 2023 is approximately 1,000 customers. The program will also continue to deploy “emergency” backup battery deliveries to individuals with AFN who need them during PSPS events and continue targeted outreach, including tribal communities that may be harder to reach.

Generator Rebate Program (Generator Assistance Program)

SDG&E’s Generator Assistance Program offers a rebate incentive for customers to prepare with back-up power sources. The program offers a \$300 rebate to customers who reside in the HFTD and have experienced a recent PSPS-related outage. In addition, the program targets the low-income segment with an enhanced rebate of \$450 for all CARE customers. In 2022, the program increased the rebate for portable power stations to \$100, with an additional \$50 rebate for CARE customers. This rebate amounts are equivalent to a 70 – 90% discount on the average portable generator models for lower-income customers. To date, approximately 2,100 customers have received rebates from this program. The 2023 program will continue to target customers in the HFTD who have experienced previous PSPS events and provide enhanced rebates for low-income individuals including those with access and functional needs on portable generators and portable power stations.

2022 Battery and Generator Rebate Program

Rebates Provided to Customers in 2022	2022 Total
Generator Grant Program	932
Generator Assistance Program	140

**The same data will be shown by census tract in Appendix E.*

Mobile Home Park Resilience Program

The Standby Power Programs (SPP) target customers and communities that will not directly benefit from other grid hardening initiatives. These targeted customers reside in the backcountry and are generally located on circuits in communities that are most prone to PSPS exposure. One sub-program within the SPP umbrella that offers potential benefits to individuals with access and functional needs is referred to as the Mobile Home Resilience Program (MHRP). This program provides a clean backup power solution to enhance community resilience within their respective mobile home park. More specifically, solar panels coupled with a battery system help keep the mobile home park clubhouse powered during a power outage. The clubhouse tends to be a central location where residents can charge phones or laptops, keep medical devices powered, seek air conditioning, or refrigerate medicine in the community refrigerator. This program has completed two installations since its inception and will continue 1-2 installations annually, with no-out of pocket expenses for the local residents. SDG&E plans to identify mobile home park communities with an AFN population for potential inclusion in the 2023 program year.

Resiliency Surveys

In 2022, SDG&E invited more than 150,000 customers to participate in a Personalized Preparedness Resource online survey as part of SDG&E's wildfire safety and resiliency efforts. This offering is promoted through direct customer invitations, wildfire safety fairs, and SDG&E's annual wildfire newsletter. Over 1,300 customers responded, of which 427 individuals stated a household member used a device for health, safety, or independence, and 395 requested more information about AFN. Customers who request information about AFN are directed to information on how to subscribe for additional programs and emergency notifications. The overall response themes indicate that customers are interested in more information about trimming trees for defensible spaces, ensuring homeowners' associations and mobile home park managers receive preparedness information, and education on how cell phone towers operate during outages. In 2023, SDG&E's plans to research program offerings based on customers' most mentioned requests and needs and enhance the survey to include additional preparedness resources and partner with CBOs to support survey outreach.

Community Support

In December of 2022, SDG&E continued its support of the Safe San Diego initiative by accelerating funding in support of more than 30 Community Emergency Response Teams (CERT) and 10 Tribal Emergency Response Teams that provide support for AFN populations during an emergency, disaster, and PSPS. The funding will support participation in the San Diego County CERT Mutual Aid Plan and Neighborhood Evacuation Teams through the Office of Emergency Services and FEMA program.

SDG&E also provided a grant in support of the 2023 Mobile Home Park and Community Education & Fire Safety Program. This funding will impact San Diego County residents of all ages by delivering effective fire and burn prevention programming through programs including Fire Safe Kids (grades K-6), Fire Safe Seniors (age 62+), Youth Firesetter Intervention (age 5-10), and the Scald Prevention Program which targets parents of children age 5 and younger.

The Jacobs & Cushman San Diego Food Bank and Feeding San Diego have partnered with Data Science Alliance (DSA) to create a forecast model for identifying emergency food relief needs in San Diego. DSA will overlay the two food bank organization's data with public data to determine how to meet the needs of low-income individuals and families, and AFN populations. SDG&E accelerated funding December of 2022 for this project, which will allow the food banks to better understand if there are significant correlations between factors like median income, unemployment, gas prices, and energy costs, and the needs expressed by populations of zip code areas.

2.1.5 Customer Assistance Programs

Through SDG&E's comprehensive, marketing, education, and outreach (ME&O) engagement strategy, relevant information on available programs and services is targeted to individuals with AFN to support emergency preparedness, cost savings and resiliency. These programs not only help low-income and disadvantaged communities but are also a critical way for SDG&E to reach a variety of customer demographics within the AFN population. Additionally, SDG&E will explore simplifying program sign up – (e.g., initiative to create a “one-stop” application process currently identified for California Alternate Rates for Energy Program

(CARE), Family Electric Rate Assistance Program (FERA) and Energy Savings Assistance Program (ESA).

In 2022 the Joint IOU's conducted trainings to statewide AFN service and healthcare organizations on Medical Baseline Allowance (MBL) program, PSPS preparedness to help those with AFN to learn about the services available during a PSPS, and eligibility requirements for program enrollment.

As part of the strategy for 2023, the IOUs will continue to engage with community partners and provide a coordinated one-stop marketing and education outreach program for CARE, FERA, ESA and pandemic assistance programs to streamline the efforts and share best practices.

In 2023, SDG&E will continue to expand promotion of these programs to customers identified as AFN, including the addition of programs to the statewide website, as well as explore opportunities to streamline and simplify the enrollment process.

2.1.6 PSPS Preparedness Outreach and Community Engagement

AFN Public Education & Outreach

SDG&E will produce and execute a newly refreshed AFN Public Education campaign in 2023. This campaign will also be directly connected to SDG&E's PSPS public-education efforts. The territory-wide, AFN, mass-market communications effort aims to build upon previous campaigns and increase customer awareness and education. The annual paid advertising campaign, in combination with direct communications and outreach, ensures SDG&E reaches its AFN audience broadly and promotes message consistency and resiliency across the service territory. Outreach tactics supporting the public education campaign include, but are not limited to, community events such as open houses, wildfire safety fairs and webinars, direct outreach and communications to vulnerable populations in high-risk areas, promotional communications for support services such as generator programs and resiliency surveys, emails to customers, bill inserts, wildfire safety newsletters and wildfire-related customer notifications in accessible formats.

SDG&E's public education campaign will continue to incorporate mass market media, such as TV, print and digital, in a way that treats the message in the style of a Public Service Announcement (PSA) versus a traditional ad campaign and combine this broader outreach with more targeted efforts where available, such as high-risk areas incorporating PSPS resiliency and wildfire safety preparedness messages.

Potential Tactics being explored include:

- TV – Broadcast | New spots are being produced for a high frequency campaign during key programming. The News Billboards and Sponsorships may be complemented with longer additional segments.
- Print | Continue to target senior publications, hard-to-reach areas such as the HFTD and various multi-cultural, in-language and tribal publications
- Digital | Banner ads, paid search, and paid social ads possible for more targeted outreach through various digital channels and social media platforms
- Collateral | Develop enhanced printed and electronic collateral that is based on 2022 customer feedback that can be distributed through multiple diverse channels such as medical offices, CBOs, schools, tribal organizations, community events, etc. Additional communication methods will be utilized to continue to increase reach across the entire region as well as support statewide efforts with other IOUs.

Public education materials, including wildfire safety notifications, are made available in the 22 prevalent languages identified in SDG&E's service territory including print and digital collateral and the wildfire safety section of the company website (sdge.com/wildfire-safety). The website undergoes consistent review and updates to ensure it meets accessibility needs. Clear, simplified, plain and inclusive language, accessible fonts, along with diverse AFN imagery is used to communicate information in a meaningful manner.

SDG&E maintains a robust website focused specifically on wildfire preparedness and safety. Customer research indicates that this website is heavily utilized before and during high wildfire risk events. Additionally, this website links to other SDG&E general safety preparedness webpages that include safety

information related to natural gas, electricity, vegetation management, generator use, emergency preparedness and power outages (sdge.com/safety).

SDG&E's overarching Wildfire Safety Public Education efforts direct customers and the public to a dedicated and regularly updated wildfire safety webpage (sdge.com/wildfire-safety). Communications tactics and materials that direct to the webpage include, but are not limited to print collateral, broadcast media, newspaper advertising, digital and in-community communications. The wildfire safety webpage serves as the company's one-stop shop for wildfire preparedness, PSPS, safety information and available resources. Power outage safety and resiliency is emphasized throughout this section of the website. Also included are updated safety tip videos and wildfire safety webinar content. Additionally, the section includes information about the extensive partnerships and systems used to ascertain fire-science data. A primary call-to-action on the wildfire-safety section of the website and company's public-education campaign materials will continue to encourage customers and the public to sign up for wildfire-related notifications and download the PSPS app, coupled with wildfire safety and PSPS preparedness, safety and resiliency tips. A dedicated landing page will continue to be updated and provide resources to assist AFN communities, particularly for PSPS (sdge.com/AFN). The page provides extensive information and resource links which include but are not limited to notification sign-up, emergency plan/kit checklists, generator safety, 211-service promotion and referral, the Medical Baseline program and application, CARE, FERA and ESA, as a representative sample of some of the information available to the viewer.

SDG&E will continue to enhance and expand tribal communications, education and outreach. Culturally appropriate communications are being expanded in 2023. New printed and online collateral for tribal communities is being developed. Additionally, a Native American marketing consultant is working with SDG&E to develop tribal content on the company's website (sdge.com) to help support public education and outreach efforts. SDG&E will continue to work with tribal communities to support their PSPS resiliency needs.

Communication and customer engagement is fundamental to ensuring wildfire preparedness and PSPS resiliency in the HFTD communities. SDG&E is dedicated

to meeting customers' needs and will continue to leverage multiple channels of communication:

- Year-round wildfire safety education and communications campaign that leverages more than 20 diverse communications platforms
- Multiple webinars and wildfire safety fairs to connect customers with subject matter experts
- In-community electronic signage to share important and timely safety information during PSPS

Statewide Website for AFN Solutions

Prepare For Power Down 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, the IOU's established a working group in Q1 and began identifying enhancements for the website based on the feedback received. The Joint IOU working group benchmarked with other organizations to look for both short and long-term solutions. In Q4 of 2022, the IOUs worked with the web developing vendor to refresh the website for ease of navigation and accessibility. The IOUs plan to further develop the website in 2023.

In addition, the Joint IOU working group is engaged with the Universal Application System (UAS) working group that explored an Income Qualified UAS to understand the feasibility of developing a "one-stop shop", and how efforts made by the Joint Utilities Working Group and the Qualified UAS Working Group could be aligned. The UAS Report recommends pursuing integrations for resiliency programs that help customers mitigate the impacts of PSPS once CARE, FERA, and ESA applications are successfully integrated. The Joint Utilities Working Groups will continue to seek opportunities to work with the Qualified UAS Working Group.

Accessibility of Communications

Effective communication is important for the safety and well-being of customers of every ability and requires accessibility. Enhancing the accessibility of customer notifications is a top priority. SDG&E worked with stakeholders and experts to identify accessibility enhancement opportunities in our notifications to customers. These include:

- Implementation of an Accessible Hazard Alert System (AHAS), that provides customized on-demand accessible alerts in real time (15 min) with the same accessibility as the current pre-recorded PSPS customer notifications. This allows SDG&E to provide accessible communication during unforeseen emergencies. These notifications are also in accessible formats to be shared on social media and web platforms.
- Implementation of Video Remote Interpreting (VRI) resource and training to all CRC and Branch Office staff, allowing for complex conversations and information sharing in ASL and non-English languages. SDG&E employees may access the VRI resource by PC, tablet or Smart Phone via the Boost Lingo platform. ASL translators via video chat, or non-English translators (voice only) are available 24/7 to equally provide important information and to engage in conversations with all customers.
- Maintaining compliance with WCAG 2.1 AA guidelines via ongoing review and scoring through partnership with AudioEye for the three external SDG&E web sites (SDGE.com, MyAccount.sdge.com, and SDGEnews.com). Web development team training, help desk support and accessibility resources are available throughout the year. SDG&E will work to implement updated web accessibility guidance as it becomes available.
- Reviewing customer program application processes and forms to identify opportunities to make it more accessible and easier for customers to navigate.
- Conducting readability reviews of web content and marketing materials to make sure the information is conveyed in a simple language and easy to understand format. SDG&E is exploring training for marketing and web contact contributors in creating accessible documents.

AFN Power Panel

To better understand the needs of customers with AFN, a power panel was created in 2022. The AFN Power Panel is a year-long, monthly survey, specifically for customers with AFN to serve as customer advocates for accessibility and accommodations in relation to PSPS. Topics may include outage needs, communication channels, electric-powered device needs, and other areas of interest that help SDG&E identify and refine accommodations to better serve this population. While SDG&E deems the information from respondents as valuable to understanding customer segment, the sample size of the AFN Power Panel is currently small (n=~350), so results from these surveys are interpreted with caution

Community Based Organization Outreach

CBOs continue to serve as a key channel and support network throughout SDG&E's service territory. These organizations are considered trusted partners in the communities they serve and provide valuable insight and engagement across various segments, including support to individuals with an AFN. Additionally, these partners amplify SDG&E's wildfire preparedness and notification messaging to hard-to-reach customers, with an emphasis on reaching those located in the HFTD.

SDG&E's Energy Solutions Partner Network, which consists of approximately 200 CBOs, is leveraged to help prepare customers, especially those who may be vulnerable, for wildfires and other emergency situations. These partners, which receive financial compensation for their year-round support, leverage critical information and notifications through a variety of outreach tactics including presentations, events, meetings, and the amplification of emergency preparedness information. SDG&E targets outreach to the diverse needs of individuals with AFN and will continue to seek opportunities to promote enrollment and awareness of support services available during a PSPS. In 2022, SDG&E added approximately 10 new partners including: 1) Backcountry Communities Thriving; 2) County of San Diego Live Well; and 3) Diabetes Research Connection.

In 2023, SDG&E will continue to strengthen existing partnerships while building new partnerships with organizations that represent the needs of customers with AFN, with an enhanced focus on the deaf and blind, disabled veterans, and non-English speaking communities. We have identified these segments as areas of growth for outreach and accessibility and through feedback from council engagement and surveys.

In 2021, SDG&E developed an enhanced compensation structure for CBOs to provide enhanced notification support, focusing on those in the HFTD as well as individuals with an AFN. To further reach these customers and amplify preparedness and active PSPS support, SDG&E strategically identified approximately 40 CBOs within its Energy Solutions Partner network. As part of this enhanced process, these CBOs, who reach a wide range of demographics including diverse, multicultural, multilingual, senior, disadvantaged and AFN communities, received comprehensive training and materials related to emergency preparedness and wildfire safety. Prior to a PSPS, SDG&E provides notifications and updates to these organizations, who then serve as a critical channel to amplify messaging and communicate with customers who may not utilize traditional channels. This PSPS messaging is then shared through the CBO's communication channels including social media platforms such as Facebook, Twitter and Instagram. Examples of these select CBOs include 1) Access to Independence; 2) San Diego Center for the Blind; 3) Fallbrook Senior Center; 4) Julian Cuyamaca Resource Center; 5) Meals on Wheels; and 6) San Diego Oasis. Since 2021, SDG&E continues to expand the PSPS support network of CBOs and has since increased the number to roughly 50. In 2023, SDG&E plans to continue this enhanced engagement effort while adding additional CBOs to provide this PSPS notification support.

SDG&E also provides presentations to local CBO's that may not be part of the ESP network, focusing on organizations with disabled and aging population constituents. These presentations provide educational awareness of PSPS support services, emergency preparedness, customer assistance programs and collaboration opportunities to enhance outreach efforts. Examples of organizations receiving presentations in 2022 include Live Well Rural Collaborative, Rural Healthcare Collaborative and the Council on Access and Mobility.

In 2023 SDG&E continues to award key AFN organizations with shareholder grants who provide additional PSPS preparedness. SDG&E will work with these groups to identify PSPS support service educational trainings, shared AFN and PSPS materials, and other outreach opportunities as they are identified.

SDG&E recognizes there are additional opportunities to reach customers who are disabled and aging individuals with our preparedness and support services with accessible messaging. SDG&E recently contracted with a local communications firm to advise on strategic communication channels and tactics to expand educational outreach to targeted AFN segments in 2023.

Key Outreach Segments

Healthcare Industry and State Agencies

SDG&E recognizes that ongoing engagement with healthcare practitioners, medical associations, managed care program providers, and durable medical equipment suppliers is a key opportunity to increase enrollment in the Medical Baseline Program and connect individuals with AFN to programs and services that help our customers prepare for a PSPS.

The Joint IOUs will continue to collaborate and partner to deliver statewide training sessions to the California's Department of Social Services In-Home Health and Supportive Services (IHSS) Program Managers, the Department of Developmental Services' Regional Center staff and the California Rural Indian Health Board (CRIHB). The Joint IOUs also produced an on-demand training video for the California Hospital Association/California Hospital Council which was shared with the Hospital Association of San Diego & Imperial Counties. The training sessions covered:

- Emergency preparedness and planning
- PSPS Support Services through 211
- Generator and back-up battery programs
- Medical Baseline Allowance Program and Self-Identified Vulnerable Customer Program

- Other resources and offerings provided to customers before and during a PSPS (e.g., PSPS notifications sign-ups, Community Resource Centers, food support)

In 2023, the Joint IOUs will work to cultivate new partnerships to help amplify IOU PSPS outreach efforts to increase preparedness and drive enrollment in the MBL program. In addition, the utilities will continue to identify opportunities to develop comprehensive joint IOU and IOUs specific communication to promote services and resources available before, during and after a PSPS.

In 2022, SDG&E focused on enhancing awareness around the Medical Baseline Allowance Program (MBL) to reach individuals who may use durable medical equipment. SDG&E partnered with medical supply stores to make MBL program applications available to interested customers. In addition, training on MBL and PSPS support services was provided to Sharp Healthcare Caseworks and collaborations are underway with the Rural Healthcare Collaborative (Grossmont Hospital Healthcare District) on the distribution of MBL applications and PSPS support services.

SDG&E will continue developing these relationships and identify other opportunities in 2023.

Paratransit Service Engagement

SDG&E partnered with FACT, a key paratransit broker agency in SDG&E's region, to develop communication protocols during PSPS events for the paratransit service providers in the SDG&E service territory. SDG&E provided updates on PSPS activation, who amplified the notification to approximately 160 paratransit service provider's network. In 2023, SDG&E will explore paratransit agencies that may reside outside of the FACT network and look for new opportunities to utilize the agencies with accessible transportation services to reach customers with AFN.

Master Meter Outreach

In 2023 SDG&E will continue to focus on reaching non-account holders through creative direct mail and email campaigns. These campaigns educate and inform HFTD multifamily unit and manufactured home park property managers, building

owners and tenants of PSPS preparedness and available support services. SDG&E will continue efforts to identify new channels and partnerships expanding customer reach and identify new areas of opportunities for education on emergency preparedness and PSPS support services including egress for buildings with elevators.

Advisory Councils

Wildfire Safety Community Advisory Council (WSCAC)

The Wildfire Safety Community Advisory Council (WSCAC) was established in 2019. WSCAC provides direct constructive input, feedback, recommendations, and support from community leaders to SDG&E senior management and the Safety Committee of SDG&E's Board of Directors on how SDG&E can continue to help protect the region from wildfires. This specialized group of diverse and independent leaders from public safety, tribal government, business, nonprofit, and academic organizations in the San Diego region possess extensive experience in public safety, wildfire management, community-based services, and applied technology.

WSCAC meetings are led by SDG&E's Chief Operating Officer, Kevin Geraghty, and are attended by members of the Safety Committee of the SDG&E Management Board. At WSCAC meetings, SDG&E annually presents its Wildfire Mitigation Plan and subsequent updates for discussion, suggestions, and recommendations by WSCAC members. SDG&E also welcomes input from WSCAC members on relevant emerging community issues on wildfire safety and preparedness's meetings are organized by SDG&E's Community Relations department working with Wildfire Mitigation and Vegetation Management, Emergency Operations, Operations Communications, Fire Science and Climate Adaptation, Aviation Services, Distribution Operations, Electric System Planning & Grid Modernization, Regulatory Affairs, State Government Affairs, and other departments as necessary. The WSCAC meets at least twice a year at SDG&E facility that are part of SDG&E's wildfire management program. Those facilities may include the SDG&E Emergency Operations Center, SDG&E Mission Control, the SDG&E Risk Management Center, and the SDG&E hanger at Gillespie Field. In 2021, SDG&E began conducting quarterly WSCAC meetings.

Tribal Engagement

SDG&E has a Tribal Relations team that includes a dedicated manager to engage and coordinate with tribal leaders and continue to meet with these partners to understand their greatest challenges with PSPS. Through these collaborations, the top-of-mind challenges identified include the impacts to elders, generators, food insecurity and remoteness. Tribes are telling us they have limited resources and cannot always provide feedback. Additionally, the pandemic has limited the effectiveness of our engagement due to internet access and other issues. In response, SDG&E established support systems with Indian Health Councils to provide generators, resiliency items, information, and resources in advance of wildfire season and support with emergency food distribution during PSPS. In 2022, SDG&E surveyed tribal leaders and first responders to understand how to better support tribal communities through PSPS events. SDG&E also conducted a focus group, this group provided feedback that led to the development of small cards that can be handed out by tribal first responders when visiting tribal members that refer them to SDG&E resources, including 2-1-1. SDG&E will continue to seek feedback and survey tribal leaders to enhance support.

Building on the feedback we received from tribal leaders and first responders, in 2023, SDG&E will further establish tribal fire departments and law enforcement as a support system to provide resiliency items, information, generators, and information to reach more tribal members, particularly during PSPS because they are the most trusted and on-the-ground conducting wellness checks to the most vulnerable tribal members living on reservations. In addition, we will continue to have year-round listening sessions with tribal leaders and staff to increase our reach to tribal members living on and off the reservations.

2.2 PSPS Activation (During – Emergency Operation Center Activated)

2.2.1 PSPS Communications

Before PSPS Paid Media/Advertising

SDG&E maintains a robust Wildfire Safety Community Awareness campaign to educate customers and the general public throughout its service territory. This campaign helps the community prepare for the risk of wildfires and PSPS and encourages customers and the public to take preparedness measures such as updating their profile contact information, signing up for SDG&E notifications and downloading the PSPS app (SDG&E Alerts). Fundamental to the campaign's success is its collaborative framework – local public safety and community partnerships such as 211 San Diego, 211 Orange County, the San Diego County AFN Working Group and American Red Cross help disseminate important information to potentially impacted and vulnerable communities.

Communication efforts also focus on AFN populations and other hard-to-reach communities. A dedicated paid AFN public-education campaign is activated every year leading up to and during peak wildfire season. In 2023 the Public Education campaign is being refreshed with new visuals and creative content. The campaign informs customers and the public about available services through SDG&E's collaboration with local community-based organizations (CBOs) including 211 San Diego, 211 Orange County, FACT, and others. Key materials are produced in prevalent languages spoken in the region.

Some potential paid communications include:

- Promotion of community engagement events, emergency preparedness workshops, safety fairs and public participation meetings
- General Market TV
- Streaming TV
- General Market Radio
- Streaming Radio
- Radio Sponsorships (Traffic, News, Weather)
- Out-Of-Home (Bulletins/Posters/Transit)

- Digital (Banner Ads, Mobile Phone Ads, Online Video, Paid Search, Paid Social)
- Print Advertising
- Community newspapers in the HFTD and the service territory (Back Country, Spanish, Asian, African American, General Market)
- Educational information disseminated through a bill newsletter or special insert included in customer bills
- A series of wildfire safety and preparedness videos and new vignettes to help customers and the public prepare for wildfire and PSPS
- Distribution of an annual Wildfire Safety newsletter that is mailed to customers in the HFTD
- Promotion of weather information and system-outage status on SDGE.com
- Paid and organic social media messaging that includes platforms like Twitter, Facebook and Nextdoor
- Partnership with a network of over 400 non-profit and community-based organizations who share fire safety and emergency communications with their networks
- Direct promotion of customer offerings such as generator incentives, resiliency surveys and AFN resources

SDG&E will continue to solicit and utilize customer feedback to refine and improve public education messaging and tactics listed above.

Communications During PSPS

During PSPS, SDG&E uses notifications, media updates, in-community signage and situational awareness postings across social media and shares social media kits with community partners to reach a broad audience. Additionally, SDG&E activates communications to provide affected customers and the public with the latest real-time updates during a PSPS. Key communications are available in 21 prevalent languages.

During PSPS, SDG&E has a dedicated AFN liaison, who is responsible for conveying real-time updates and talking points to AFN community partners. SDG&E also

uses communication platforms, including social media channels, broadcast and print media, and the SDG&E NewsCenter and website, to share enhanced support services available for individuals with AFN. SDG&E also produces and distributes a digital document that lists communities affected by a PSPS and shares it with local municipalities and agencies. This effort is intended to give additional context about PSPS events and help communities prepare.

In addition to mass media, SDG&E utilizes several communications channels geared towards individuals who may not be accountholders (e.g. visitors, mobile home park residents, caretakers, etc.) these channels include SDG&E's PSPS Mobile App (Alerts by SDG&E), roadside electronic message signs placed in strategic, highly traveled locations, tribal casino marquees and flyers posted around impacted communities.

As SDG&E had no PSPS occurrences during 2022, annual efforts to solicit feedback from customers who were affected by PSPS did not occur. The company plans to resume customer-research efforts with PSPS-affected customers at the end of the 2023 season.

PSPS Notifications

SDG&E sends PSPS notifications to all impacted individuals as soon as possible through its Enterprise Notification System (recorded voice message, email and text message). In 2022, SDG&E worked with Deaf Link to convert all notifications into American Sign Language (ASL) video, audio read-out and written transcript. SDG&E also enables address-level alerts for customers and the general public through its Alerts by SDG&E app.

Annually SDG&E evaluates the content library of PSPS email, text and voice notifications for customers and non-accountholders. SDG&E also uses feedback solicited from and provided by customers who have been notified and affected by PSPS events to simplify notification messaging and make content more representative of the conditions being experienced. As there were no PSPS occurrences in SDG&E's territory during 2022, customer feedback was not solicited. SDG&E will be reviewing notifications in 2023 for clarity and may make refinements to make messaging clearer and more accessible. During 2022, updated PSPS notifications were translated and recorded into 21 prevalent

languages spoken in the region. Every year the SDG&E public-education campaign includes messaging about signing-up for notifications prior to the start of peak fire season.

For MBL and Life Support Customers, SDG&E reviews the results of each Enterprise Notification System campaign to determine if a positive confirmation for MBL customers was received through a voice contact (landline or cell phone, based on the customer's preferred contact number). For any MBL customers that SDG&E does not reach by voice contact, a list is provided to SDG&E's Customer Contact Center, who proactively call customers that have not been contacted. If they are unsuccessful in contacting the customer, SDG&E will then send a Customer Service Field representative to the customer's service address to notify them. SDG&E trains Customer Service Field representatives on the County of San Diego's First Responder AFN Training Series to promote an empathetic and supportive approach for customers with AFN.

Accessible Media Engagement

SDG&E continues to prioritize accessibility for its websites and mobile apps. The company takes a proactive approach to meet Americans with Disabilities Act (ADA) and Web Content Accessibility Guidelines (WCAG) global web standards for accessibility.

SDG&E continues to leverage an AFN landing page (sdge.com/AFN) to allow customers to self-identify, as well as get personified resources for AFN needs. Optimized Drupal (content management system) includes accessibility features such as search engine form and presentation, color contrast and intensity, image handling and form labeling. Implementation of the AudioEye services continuously tests and remediates accessibility issues automatically and sends alerts for other potential issues. SDG&E also works with the Center for Accessible Technology (C4AT) on testing and remediation of the company's digital properties.

While executing the development, implementation and maintenance of our digital properties, SDG&E ensures that accessibility is a requirement and priority so all customers can access our information.

In 2023, SDG&E will continue to engage with local broadcast media and utilize various mediums to reach the public, including AFN communities, and Limited English Proficient residents, to provide them with wildfire safety and emergency preparedness information, PSPS awareness and PSPS education.

Per the U.S. Census Bureau, San Diego County is home to more than 3.3 million residents, approximately 1.1 million of whom are Hispanic and Latino. SDG&E's service territory also borders Baja California, México, and is home to one of the busiest land border crossings in the world. In addition to providing communications in language, SDG&E's dedicated Spanish communications manager translates wildfire safety and PSPS-related news releases, social media and other communications pieces for the public and local Spanish broadcast media. SDG&E also continues to provide critical PSPS and wildfire safety information in all prevalent languages.

Prior to a wildfire-related event, SDG&E will engage local broadcast media, including local Spanish media and multicultural niche outlets, early and often to reach customers and notify them of impending high fire risk conditions, the potential for a PSPS, where to go for more information and available resources. Local broadcast media, including designated emergency broadcast radio, will continue to amplify SDG&E's messaging during a wildfire or high fire risk weather conditions to keep our diverse customer base and the public informed.

2.2.2 Community Resource Centers (CRCs)

As a result of community meetings held in communities in SDG&E's service area, SDG&E established a network of Community Resource Centers (CRCs) to help communities in real-time during Public Safety Power Shutoffs. Currently, SDG&E has identified 11 customer-owned facilities located within the HFTD to serve as CRCs during adverse weather events and maintains 3 mobile units for deployment. The CRC locations selected by SDG&E were identified through a rigorous process, which included input from fire and meteorological experts, as well as consideration of those areas most prone to adverse weather, as indicated by historical data.

Customers at CRCs are provided:

- Bottled water
- Light snacks

- Cell phone charging
- Seating
- Accessible Restrooms
- Ice
- Water trucks (for large animals)
- Up-to-date outage event information

CRCs will also have charging stations, seating, and accessible restrooms available on-site. SDG&E endeavors to provide cellular network services and will collaborate with the telecommunication providers who support services in CRC areas.

SDG&E has coordinated with each CRC site-facility owner on Americans with Disabilities Act (ADA) compliance and has provided additional accessibility and safety items in “AFN Go Kits”. These Go Kits include items to mitigate trip hazards, communication aids, additional accessibility and directional signage, and materials to expand accessible parking and provide safe paratransit loading zones. Privacy screens are available to provide a private area for sensitive activities like administering medications, breastfeeding, a calming area for sensory disabilities and other needs.

Additionally, SDG&E has leveraged key takeaways from Cal OES’s Inclusive Planning Blueprint for Addressing Access and Functional Needs at Mass Testing/Vaccination Sites. SDG&E has implemented Video Remote Interpreting (VRI) resource and training to all CRC staff, allowing for complex conversations and information sharing in ASL and non-English languages. Each CRC will also have non-English visual translator boards for simple and casual conversations. SDG&E will ensure all CRC staff are familiar with possible reasonable accommodation requests and know to refer such requests to the EOC AFN Liaison Officer for solution support.

SDG&E established a medical device drop-off process for charging, as well as a back-up battery swap option for AFN individuals at the CRCs. More details about SDG&E’s CRCs, including siting and accessibility will be outlined in its forthcoming CRC plan as required by D.20-05-051.

2.3 Recovery (After – Power has been restored)

2.3.1 AFN Support

After Action Reviews and Reports

SDG&E will continue to follow the established emergency management After Action Review (AAR) process for all events in 2023. This process includes bringing together key internal personnel that participated in the event in any way. Other AAR's are held with external partners and a joint report is then produced to combine all findings to understand our strengths, opportunities to improve and lessons learned into an AAR Improvement Plan for implementation.

Lessons Learned and Feedback

Fortunately, 2022 did not require SDG&E to implement PSPS protocols. As a result, although there were no lessons learned in 2022, SDG&E used this as an opportunity to build bench strength to the EOC roster, develop more robust strategies to support our customers, and focus on sharpening our AFN subject matter expertise. SDG&E will continue to leverage lessons learned from 2021, including closer coordination and more advanced notice to AFN support model partners and vendors. The nature of a PSPS does not lend itself to extended advance notice, however, SDG&E will notify partners and vendors when there are early indications of weather conditions that may trigger a PSPS.

Customer Surveys

A post PSPS Wildfire Survey is conducted once a year at the end of Wildfire Season. The 2022 post season survey was not conducted as there were no Public Safety Power Shutoff's or affected customers in SDG&E's territory. Results of the 2022 pre-season survey will be used to evaluate and improve communications for 2023. The company plans to resume Pre-season and Post-season research efforts during 2023.

3. INFORMATION COLLECTION, ANALYSIS AND DISSEMINATION

3.1 Customer Privacy

In order to better serve our customers and individuals with AFN, SDG&E may communicate via email and mail with account holders from time to time to update their account information, especially for those with an AFN for their health and safety. Additionally, SDG&E enables customers to self-identify as having an AFN. SDG&E does not collect or store specific information other than blind/low vision, deaf/hard of hearing or general disability status.

San Diego Gas & Electric Company takes the privacy and security of personal information seriously. This Privacy Policy describes how we collect, use, and disclose personal information relating to California residents under the California Consumer Privacy Act of 2018 (“CCPA”) and can be located at sdge.com/ccpa-policy.

4. AUTHORITIES AND REFERENCES

4.1 Annual Report and Emergency Response Plan in Compliance with General Order 166

SDG&E updated the Company Emergency and Disaster Preparedness Plan and was approved and signed by the company CEO on 11/8/2021. All updates are in compliance with GO 166. The next formal update will be completed by 4/30/2023.

4.2 Phase 3 OIR PSPS Guidelines: AFN Plan & Quarterly Updates

G.6. Each electric investor-owned utility’s annual Access and Functional Needs plans and quarterly updates must incorporate, at minimum, the six steps outlined in the [Federal Emergency Management Administration’s Comprehensive Preparedness Guide \[ready.gov\]](https://www.fema.gov/ready):

- forming a collaborative planning team

- understanding the situation
- determining goals and objectives
- developing the plan
- plan preparation and approval
- plan implementation and maintenance

As part of forming a collaborative planning team, utility representatives at the Senior Vice President level, or with comparable decision-making power over development and implementation of the Access and Functional Needs plans, must meet at least quarterly with representatives of state agencies and community-based organizations that serve and/or advocate on behalf of persons with access and functional needs. The purpose of these meetings will be to develop, implement, and review each IOU's annual Access and Functional Needs plans in accordance with the [Comprehensive Preparedness Guide \[ready.gov\]](#).

(Note: Phase 3 PSPS Guidelines (AFN section starts on p.106))

APPENDIX A – E

Appendix A:
Core Planning Team Participants

APPENDIX A – CORE PLANNING TEAM PARTICIPANTS

Name	Organization	Title
Kelly Brown	Interface Children & Family Services 2-1-1	Community Information Officer
Tracey Singh	American Red Cross	Pacific Division Disability Integration Advisor
Tawny Re	Bear Valley Electric Service, Inc.	Customer Program Specialist
Chris Garbarini	California Department of Developmental Services (CDDS)	Senior Emergency Service Coordinator
Tamara Rodriguez	California Department of Developmental Services (CDDS)	Officer, Emergency Preparedness & Response
Dan Okenfuss	California Department of Developmental Services (CDDS)	Public Policy Manager
Dan Heller	Deaf Link, Inc.	President
Kay Chiodo	Deaf Link, Inc.	CEO
Carolyn Nava	Disability Action Center (DAC)	Executive Assistant
June Isaacson Kailes	Disability Policy Consultant	Disability Policy Consultant
Kate Marrone	Customer Care Manager	Liberty Utilities
Malorie Lanthier	North Los Angeles County Regional Center	IT Director
Fred Keplinger	Redwood Coast Regional Center	Emergency Management Coordinator
Tiffany Swan	San Diego Regional Center (SDRC)	Community Services Home and Community Based Services Specialist

Name	Organization	Title
Alexandra Green	The Center for Accessible Technology (C4AT)	Legal Counsel
Melissa Kasnitz	The Center for Accessible Technology (C4AT)	Legal Counsel

Appendix B:
Collaborative Council Participants

APPENDIX B – COLLABORATIVE COUNCIL PARTICIPANTS

Name	Organization	Title
Paul Marconi	Bear Valley Electric Services	President & Treasurer
Roseana Portillo	Bear Valley Electric Services	Senior Policy Advisor
Sean Matlock	Bear Valley Electric Services	Emergency Resource Manager
Tawny Re	Bear Valley Electric Services	Customer Program Specialist
Robert Hand	California Foundation for Independent Living Centers (CFILC)	Interim Executive Director
Vance Taylor	California Governor’s Office of Emergency Services (Cal OES)	Chief, Office of Access and Functional Needs
Anne Kim	California Public Utilities Commission (CPUC)	Regulatory Analyst
James Cho	California Public Utilities Commission (CPUC)	Program Manager
Moustafa Abou-taleb	California Public Utilities Commission (CPUC)	Safety Policy Division
Andy Imparato	Disability Rights California (DRC)	Executive Director
Jordan Davis	Disability Rights California (DRC)	Attorney
Karen Mercado	Disability Rights California (DRC)	Senior Administrative Assistant

Name	Organization	Title
Susan Henderson	Disability Rights Education & Defense Fund (DREDF)	Executive Director
Chris Alario	Liberty Utilities	President, California
Edward Jackson	Liberty Utilities	President
Kate Marrone	Liberty Utilities	Customer Care Manager
Matthew McVee	PacifiCorp	Vice President, Regulatory Policy
Pooja Kishore	PacifiCorp	Renewable Compliance Officer
Aaron Carruthers	State Council on Developmental Disabilities (SCDD)	Executive Director
Brian Weisel	State Council on Developmental Disabilities (SCDD)	Legal Counsel

Appendix C:
AFN Q4 2022 YTD Recap

**San Diego Gas & Electric Company's
Quarterly Update to 2022 Plan to Support
Populations with Access and Functional Needs
During Public Safety Power Shutoffs**

January 31, 2023



Introduction

On January 31, 2022, San Diego Gas & Electric Company (SDG&E or Company) submitted its 2022 plan regarding its planned efforts to support populations with access and functional needs (AFN) during de-energization events (2022 AFN Plan) in accordance with California Public Utilities Commission (Commission or CPUC) Decision (D.) 20-05-051 Phase 3 OIR Decision Guidelines leveraging the Federal Management Administration's (FEMA) six step Comprehensive Preparedness Guide (CPG) process. SDG&E's 2022 AFN Plan outlined its approach for serving individuals with AFN and vulnerable customers before, during and after PSPS.

Per D.20-05-051, SDG&E provides this quarterly update regarding its progress toward meeting its 2022 AFN Plan and the impact of its efforts to address the AFN and vulnerable population during de-energization events, also known as Public Safety Power Shutoff (PSPS). This update maps to and follows the sequencing of SDG&E's 2022 AFN Plan¹ for ease of reference and builds upon the efforts described therein. Specifically, rather than repeating the activities SDG&E describes in its 2022 AFN Plan that were already taken, this update provides the incremental efforts taken since October 31, 2022.

CONCEPT OF OPERATIONS | HOW

1.1 Preparedness/ Readiness (Before Power Shutoff)

1.1.1 Emergency Operations Center

Leading up to the PSPS season, the SDG&E Emergency Management Department meets with public safety partners to determine the best method of communication and to provide situational awareness during Emergency Operation Center (EOC) activations. Public safety partners are proactively informed through different forms of communication throughout the year. Impacted public safety partners from 2021 will be directed to the new SDG&E Public Safety Partner Portal and Portal Mobile Application to receive the latest situational updates. Impacted critical facility and infrastructure customers were communicated to directly by their SDG&E account executive via phone and/or email communication with a newly developed webpage with specific information related to their needs. These impacted critical facility and infrastructure

customers were provided a list of their potentially impacted meters and situational updates.

1.1.2 Preparation Exercises & Training

SDG&E's Emergency Response team conducts extensive preparation and training in collaboration with the AFN team to prepare for PSPS and supporting individuals with AFN. These include:

- Conducted a PSPS Tabletop exercise on June 27 with over 100 attendees, including active participation from AFN partner organizations;
- Conducted AFN CBO support partner process walk-through with 211 SD, 211 OC, FACT and Salvation Army on June 29;
- Virtual EOC tours for external stakeholders;
- Joint planning with County OES, CalOES, CAL FIRE, emergency managers and Regional Fire Chiefs;
- AFN Liaison Officer training on the process and protocols for communication and AFN CBO services;
- Training on IOU programs and services to home workers, social service staff, CBOs, tribal orgs, and CERTS; and
- Held PSPS webinars for Safety and Community Partners.

1.1.3 EOC AFN Liaison Role

An EOC AFN Liaison team has been confirmed and a roster has been created for the 2023 calendar year. In October, two internal review training and practice sessions for AFN Liaison Officers were held to maintain readiness for a PSPS. These practice sessions included specific position process and procedures, and role requirements as well as partner notification systems. exercise.

1.1.4 Customer Care Support

In 2022, SDG&E supported individuals and households with AFN. When customers call or visit our branch office to speak with an agent regarding AFN specific concerns, they will be directed to the appropriate resource to receive support (e.g., 211, Customer Assistance AFN EOC role, etc.). Additionally, SDG&E's Customer Care Center representatives are trained to speak with customers experiencing challenges and if it is the customers' preference, flag them in SDG&E's system as having a self-identified disability for additional consideration of tools, programs, and services.

1.2 AFN Identification

SDG&E has continued enhancing its ability to identify Electricity Dependent individuals with AFN through defining, mapping, and enabling self-identification with the goal to mitigate the impacts of PSPS on individuals with AFN served by IOUs through improved outreach, education, assistance, programs, and services.

SDG&E has identified and flagged approximately 423,000, or roughly 33% of residential customers as AFN. Approximately 44,000 of these customers reside in the HFTD. SDG&E's Access and Functional Needs ID Types:

- AFN Self-Identified
- CARE
- FERA
- Medical Baseline (MBL)
- Life Support (subset of MBL)
- Temperature Sensitive (subset of MBL)
- Deaf/Hard of Hearing
- Blind/Low Vision
- Disabled
- Senior (62 +)
- Non English

The IOUs have made progress in identifying the Electricity Dependent individuals with AFN through defining, mapping and enabling self-identification. Each IOU identifies the following customers in their respective databases as AFN. Please see Figure 1.

Figure 1 below accounts for the number of customers identified as AFN in each utility service area, as well as those mostly likely to experience a PSPS.

Figure 1. Joint IOU Access & Functional Needs Individuals¹²

Joint IOU	MBL Individuals	Customers with Language Preference	Individuals Identified as AFN	Percentage of Individuals Identified as AFN based of Total Residential Customer Base*
PG&E	Total: ~273,000	Total: ~382,900	Total: ~1.7M	30%
	PSPS-Likely: ~71,200	PSPS-Likely: ~17,300	PSPS-Likely: ~311,300	27%
SDG&E	Total: ~71,000	Total: ~67,000	Total: ~423,000	33%
	PSPS-Likely: ~13,000	PSPS-Likely: ~5,000	PSPS-Likely: ~44,000	25%
SCE	Total: ~116,000	Total: ~680,000	Total: ~1.7M	37%
	PSPS-Likely: ~40,000	PSPS-Likely: ~100,000	PSPS-Likely: ~300,000	29%

**Percentages are approximate.*

1.2.1 AFN Identification Outreach

In Q4 SDG&E continued to promote the ability to self-identify through various channels including web form and Customer Contact Center and communications campaigns, which included mail in forms to reply.

Article: SDG&E’s ACCESSIBLE INFORMATION, RESOURCES AND SERVICES

SDG&E is committed to supporting its customers who have access and functional needs. Do you or does someone in your household have a disability or use an

electronic medical device for health, safety, or independence? Do you prefer to receive information in a language other than English? SDG&E provides certain communications in over twenty languages including American Sign Language (ASL).

Billing statements are available in large font or Braille for those who are blind or have low vision. Depending on your needs, you may also qualify for bill discount programs at sdge.com/assistance.

Visit sdge.com/AFN to learn more about SDG&E's accessible resources, programs and services.

Social posts: SDG&E's ACCESSIBLE INFORMATION, RESOURCES AND SERVICES

SDG&E is committed to supporting its customers with various access and functional needs and making sure that everyone is offered equal access to information, resources and services. Get more information at sdge.com/AFN. #sdge #SDGEAssist

SDG&E is committed to providing all customers with accessible resources and services. To learn more, visit sdge.com/AFN. #sdge #SDGEAssist

Translated article: INFORMACIÓN, RECURSOS Y SERVICIOS ACCESIBLES DE SDG&E

SDG&E se compromete a apoyar a nuestros clientes que tienen necesidades funcionales y de acceso. ¿Usted o alguien en su hogar tiene una discapacidad o utiliza un dispositivo médico electrónico para mantener su salud, seguridad o su independencia? ¿Prefiere recibir información en español o en un idioma distinto del inglés? SDG&E proporciona mensajes e información en más de veinte idiomas, incluido la lengua de señas americana (ASL).

Facturas están disponibles en letra grande o Braille para las personas ciegas o con baja visión. Según sus necesidades, también puede calificar para programas que ofrecen un descuento en sdge.com/asistencia.

Para obtener más información sobre los recursos, programas y servicios accesibles de SDG&E, visite sdge.com/AFN o envíe un mensaje por correo electrónico a AFNsupport@sdge.com.

Images: SDG&E's ACCESSIBLE INFORMATION, RESOURCES AND SERVICES



¿Usted o alguien en su hogar:

- tiene alguna discapacidad?
- usa un dispositivo médico que requiere electricidad?
- prefiere recibir información en español o en otro idioma?

Queremos saber para que podamos brindarle el mejor servicio posible. Háganos saber en sdge.com/afn.



Do you or someone in your home:

- Have a disability
- Use a medical device that requires electricity
- Prefer to receive information in a language other than English?

We want to know so we can better serve you. Let us know at sdge.com/afn.

1.3 AFN Support Resources

In 2022, SDG&E continued its robust support services for individuals with AFN. SDG&E continues to identify organizations with quick response capacity that can meet the needs of customers across the region during PSPS activations. Though there were zero PSPS events in 2022, SDG&E maintained partnerships through continuing to share key objectives of roles and responsibilities.

Centralized Resource Hub (211)

SDG&E has extended its partnership with 211 San Diego and 211 Orange County into 2022 and has continued to expand and enhance that partnership as gaps and

new opportunities are identified. 211 Orange County has modeled a Community Information Exchange after 211 San Diego as best practice and is in the process of sharing the new platform with stakeholder and training organizations within the network to leverage the new centralized platform.

Accessible Transportation (FACT)

SDG&E will continue partnering with Facilitating Access to Coordinated Transportation (FACT) and extended their contract to 2023 to provide accessible transportation to any individual with AFN across the entire HFTD during PSPS. There are no eligibility criteria other than an individual seeking assistance. FACT is available 7 days a week from 5:30am-11pm during PSPS and has been able to facilitate all requests for transportation that have come in to 211 and SDG&E since the initiation of the partnership in 2020.

No-Cost Hotel Stays (Salvation Army)

SDG&E continues to partner and enhance initiatives with Salvation Army to provide no-cost hotel stays to individuals with AFN during PSPS (as referred by 211 San Diego and 211 Orange County). These hotel stays are offered to any individual with AFN and are available for the duration of PSPS events.

Food Support (San Diego Food Bank, Feeding America, Meals on Wheels)

SDG&E has strengthened the pipeline of local food resources for seniors, individuals, and families with AFN by partnering with the San Diego Food Bank, Feeding America, Meals on Wheels and other local food partners to support vulnerable, rural, and tribal communities year-round and during PSPS activations. Food support and gift cards are available for 2022.

For 2022, the San Diego Food Bank and Feeding America have mobile food pantries to support communities impacted by PSPS both with a rural and tribal focus. This is an area of continuous improvement, and SDG&E will explore additional vendors to include for food support.

Resiliency Items (CERTs, Regional Center, SCDD/American Red Cross)

As part of the 2022 shareholder grants SDG&E established a new partnership with the San Diego Seniors Community Foundation who provided emergency preparedness education at 20 senior facilities reaching over 500 seniors in the development of emergency preparedness plans. SDG&E supported the efforts

with AFN, PSPS and customer assistance flyers along with copies of the County OES Emergency Preparedness Guide for Individuals with Disabilities.

SDG&E is supporting the 2023 Prepare San Diego Regional Initiative through the American Red Cross. This campaign is designed to address the needs of individuals and families to prepare for disasters by providing tips, tools, and training, and to promote community resiliency with a focus on San Diego's most vulnerable communities.

This funding will also support disaster preparedness and safety children's education programs, including the Pillowcase Project and Prepare with Pedro. The grant will additionally support the Be Red Cross Ready and Ready Rating training programs, which provide education to individuals connected with businesses and nonprofits. SDG&E's grant will also support the installation of 2,000+ smoke alarms and the creation of more than 1,000 fire escape plans.

Access to Independence will continue to distribute emergency preparedness backpacks containing personalized items provided to people with significant disabilities that are deemed high-risk or that may have complex needs that require more than basic equipment to remain safe in a disaster. Items may include a crank flashlight/radio, pill box, thermal blanket, light stick and emergency drinking water pouches. Through personalized assessments, additional items may be provided including solar phone charger, small cooler or fridge, braille dot stickers and a Vial of Life.

1.4 Customer Resiliency Programs and Continuous Power Solutions

1.4.1 Back-Up Power

SDG&E offers several backup battery and generator programs to enhance resiliency for individuals, many of which are targeted to individuals with AFN during PSPS activations including no-cost and low-cost options.

1.4.2 Portable Battery Program (Generator Grant Program)

The Generator Grant Program (GGP) provides no-cost backup power units to Medical Baseline (MBL) and Life Support customers in the HFTD with a high likelihood of PSPS, and has expanded to include a broader audience of customers with AFN in the following categories:

- Individuals with disabilities
- Temperature-sensitive
- AFN self-identified

To date, approximately 4,000 customers have received batteries, with ~ 70% of the eligible population participating. Based on the 2021 customer satisfaction survey for this program, 98% of respondents reported they were “very” or “extremely” satisfied with their experience, and 94% reported they now feel “very” or “extremely” prepared for a future PSPS.

SDG&E is continuing its partnership with Indian Health Councils to support the direct distribution of backup power units to tribal communities in 2022 including reserved units. The program will also continue to deploy “emergency” backup power units to individuals with AFN who need them during PSPS activation and continue targeted outreach, including tribal communities that may be harder to reach.

1.4.3 Generator Rebate Program (Generator Assistance Program)

SDG&E’s Generator Assistance Program offers a rebate incentive for customers to prepare with back-up power sources. The program offers a \$300 rebate to customers who reside in the HFTD and have experienced a recent PSPS-related outage. In addition, the program targets the low-income segment with an enhanced rebate of \$450 for all CARE customers. This enhanced rebate is equivalent to a 70– 90% discount on the average portable generator models for lower-income customers. The 2022 program targets customers in the HFTD who have experienced previous PSPS and includes enhanced rebates for low-income individuals with AFN on portable generators and portable power stations.

1.4.4 Resiliency Surveys

Throughout 2022, SDG&E continues to focus on enhancing the resiliency survey to streamline questions, highlight informative resources, provide guidance on

backup power and general safety preparedness during a PSPS, share collateral on external partner offerings, and describe how to locate the nearest Community Resource Center. The survey launched in Q3 2022 to all residential customers in the HTFD, and additional promotion was included on SDG&E's AFN landing page and in other AFN outreach opportunities.

Customers who respond to AFN-related questions will receive additional valuable information about SDG&E's support services and will be reminded to complete SDG&E's AFN Self-Identification webform.

1.5 Customer Assistance Programs

1.5.1 Medical Baseline Allowance Program (MBL)

The MBL allowance program provides an additional amount of gas and electricity at the lowest rates for residential customers. Customers with a qualifying medical condition that needs space heating or air conditioning, or using qualifying medical equipment may qualify. To apply for the Medical Baseline program, the applicant must complete an application and have the qualifying medical condition or use of qualifying medical equipment certified by a licensed Medical Doctor (M.D.), Doctor of Osteopathy (D.O.), Nurse Practitioner or Physician Assistant. The medical device must be for home use only.

As of December 2022, SDG&E had approximately 69,000 customers enrolled in the Medical Baseline Allowance program. A direct-mail campaign was executed in September and communications were sent to ~11,000 current MBL participants and ~25,000 additional customers who self-identified as AFN. The campaign recipients all reside in the HFTD, and the primary messaging of these communications encouraged recipients to update their contact information and to sign up for PSPS/outage notifications. AFN materials were also provided that included information about the Medical Baseline program for any eligible customers who have not enrolled.

1.5.2 California Alternate Rates for Energy Program (CARE)

The CARE program provides a 30% or greater discount on natural gas and electricity bills to low-income residents, non-profit group living facilities, and agricultural housing facilities. Customers must meet eligibility guidelines to qualify for the CARE program.

1.5.3 Family Electric Rate Assistance Program (FERA)

The FERA program provides qualified households with an 18% discount on electric usage every month. Households of 3 or more may qualify for the FERA program. Household size and total household income guidelines apply.

1.5.4 Energy Savings Assistance Program (ESA)

The ESA program provides no-cost weatherization services to low-income households who meet the CARE income guidelines. Services provided include attic insulation, energy efficient refrigerators, energy efficient furnaces, weather stripping, caulking, low-flow showerheads, water heater blankets, and door and building envelope repairs which reduce air infiltration.

1.5.5 Low Income Energy Assistance Program (LIHEAP)

LIHEAP is federally funded and helps low-income households with weatherization services and one-time financial assistance to help balance an eligible household's utility bill. The program is overseen by the California Department of Community Services and Development (CSD) and administered by three local nonprofit agencies in SDG&E's service territory. SDG&E customers are referred to 211 San Diego (211sandiego.org) for information.

1.5.6 Arrearage Management Plan (AMP)

CARE customers may also be eligible for the AMP, which is a 12-month payment plan that forgives 1/12 of a participant's debt after each on-time payment of the current month's bill. After twelve on-time payments of their current month's bills, the participant's debt will be fully forgiven up to a maximum of \$8,000. Enrolled participants are protected from disconnection while participating.

1.5.7 Community Support

The Fire Service Training Institute, an AFN partner, will continue to receive grant support for the 2023 San Diego LISTOS program. Launched in 2019 by California Volunteers throughout San Diego County, the program targets underserved populations and is currently offered in 13 languages.

In 2023, the San Diego Regional Fire Foundation will receive SDG&E funding for all Fire Safe Councils (FSCs) in good standing to apply for a grant for pre-fire management and safety education in their community. FSCs know the unique challenges their community faces and implement projects such as hazardous fuel reduction programs, local wildlife protection planning, and homeowner training to ensure its protection.

SDG&E will also support the Youth EMT and Fire Tech Program, which supports EMT and Fire Tech training programs and biology/science curriculum courses at Health Sciences and Middle College, Lincoln High, and Mountain Empire High.

1.6 PSPS Preparedness Outreach and Community Engagement

1.6.1 AFN Collaborative Council (See Appendix B)

SDG&E participated in the AFN Collaborative Council meeting on November 16, 2022. The meeting goal was to provide a forum for the AFN executives and Joint IOU CEOs/leadership to convene for a progress update in advance of wildfire season.

Q4 Joint IOU/Access and Functional Needs Leadership Collaborative Council Meeting Notes/Action Items

Meeting Goal: Solicit feedback from Collaborative Council on the revamped prepareforpowerdown website and provide status update on 2023 Access and Functional Needs Planning.

Action Items

- **Joint IOUs** to work alongside vendors to implement the feedback received from Collaborative Council into 2023 planning and website
- **Keadjian** to send out invites for 2023 quarterly meetings
- **K. Sloan and A. Carruthers** to meet in advance of Q1 2023 discussion to align on meeting topics and ensure effective use of AFN Collaborative Council time
- **Joint IOUs** to provide deeper dive into AFN metrics including identifying number of individuals in need and frequently impacted customers to aid in contact process

Meeting Summary

Provided updates on:

- 2023 Access and Functional Needs Plan timeline, bi-weekly working group meetings and next steps
- Progress to-date on various Access and Functional Needs-related metrics
- Medical Baseline Program renewal process

Demonstrated Prepareforpowerdown website revamp, including:

- Higher level of accessibility for customers with Access and Functional Needs
- Explanation of Phase 1 (current status), Phase 2 (launch of public website) and Phase 3 (enhanced marketing campaign to drive traffic)

The following suggestions and questions were provided as focus areas for the Joint IOUs to consider and address before the next meeting:

- Prepareforpowerdown website revamp:
 - Suggested including data that accurately details:
 - The need for battery-operated medical or assistive technology devices
 - How many battery-operated medical or assistive technology devices are being distributed on a yearly basis
 - How distribution and access to these devices can be improved
 - Revise the language of the website to be more accessible for customers, using simple language, and include a brief description of each program
 - Clearer call to action/header on the homepage

Provide additional testing with individuals who rely on screen readers

1.6.4 Tribal Communities

Tribal Research (online survey and focus-group sessions) were employed during Q2 to gauge PSPS support needs for the region. The online survey was sent to tribal first responders who partner with SDG&E during PSPS occurrences.

Outcomes of this effort include a PSPS resource card that is in production for community members and first responders on tribal lands. The focus groups were held with 13 Tribal Leaders where they shared their thoughts around improving collaborations with SDG&E. As an outcome of this research, we hoped to create a tribal advisory group; however, we found creating a group was too much of an ask due to the limited resources. Therefore, we will continue to have year-round listening sessions and participate in existing tribal working groups.

SDG&E will enhance tribal communications to include customized, culturally sensitive messaging and imagery used for public education and outreach. An objective is to deepen tribal engagement by partnering with tribal councils and other tribal resources to develop a customized tribal communications and public education strategy that is meaningful and culturally appropriate.

SDG&E will provide small grants to the less resourced tribes to assist with disseminating information about low-income programs. Additional follow-up with tribes to submit financial documents has not resulted in any grant awards. SDG&E is looking at increasing the grant amount and to continue following up with the tribes.

SDG&E met with Southern Indian Health Council to find additional opportunities to reach low-income tribal community members. This resulted in a plan to add an SDG&E table at their Healthy Families events in 2023.

1.6.5 PSPS Working Group

SDG&E's PSPS Working Group (PSPSWG) includes representatives from small multi-jurisdictional electric utilities; CCAs; publicly owned electric utilities; communications providers; water service providers; the CPUC; tribes; local government entities; public safety partners; and agencies that serve community

members with disabilities, aging, and access and functional needs (AFN) populations.

The PPSSWG met on the following dates in 2022 with these topics of focus:

- March 23rd, 2022: Notifications for Multifamily Dwellings and Property Managers, Critical Infrastructure Partnerships, and Tribal Outreach
- June 2nd, 2022: – Community Resource Centers Plan and Feedback, Notifications, and Accessible Communications
- September 21st, 2022: Wildfire Mitigation Updates, Meteorology Outlook, Generator Grant & Assistance Program
- December 7th, 2022: 2-1-1 Duty Officer Workflow Process, 2023 AFN Plan Statewide Objectives, and 2023 Regional PSPS Working Group Planning

In the December meeting we took the opportunity to seek feedback on the 2023 AFN Plan goals and objectives.

Tentative dates for the 2023 quarterly series have been set with the first meeting to occur in early Spring 2023.

1.7 AFN Public Education & Outreach

The AFN Public Education campaign continued through Q3. In addition to utilizing mainstream communication and outreach tactics, such as TV, radio, print, social media, mailers, community partners & CBO's, the campaign enlisted targeted communications including, but not limited to:

- Streaming radio
- Wildfire safety fairs and in-community events
- In-community newsletters and newspapers,
- Local community social media pages & Nextdoor
- In-community bulletins, community stores, supermarkets, laundromats, barber shops
- Airport, train and bus depot video message monitors
- Athletic event stadium ads,
- Eldercare directories and ethnic publications.

Digital advertising and social media were also targeted to HFTD. Campaign messaging promoted assistance offerings during PSPS to customers and the general public with a focus on AFN, including assistance offered through SDG&E's 211 partnership and promoted through diverse communication channels. The Public Education campaign will continue through the end of the year and forecasted to achieve about 26 million impressions (or number of opportunities customers and the public have to view campaign tactics).

The following direct customer communications were issued in Q3

- Multi-family facility/AFN resiliency mailing – this campaign went to property managers, owners and residents of residential multi-family facilities and focus on PSPS preparedness and available resources;
 - Mobile Home Park/AFN resiliency mailing – directed to Mobile Home Park managers and residents and focus on PSPS preparedness and available resources;
 - AFN Self-Identified/MBL mailing – direct communications about PSPS preparedness and available resources sent to Medical Baseline participants and customers who self-identified as AFN.
 - Wildfire/PSPS Resiliency Survey – to all HFTD customers;
 - Wildfire/PSPS Safety Newsletter – to all HFTD (residential) customers;
 - Wildfire Safety/PSPS bill insert;
 - Generator Assistance Program; and
 - Generator Grant Program.

Tribal communication continued in Q3. SDG&E partnered with a tribal agency to customize communications in a manner that is culturally appropriate and meaningful for tribal communities. Development of a customized tribal webpage began in Q3 and will inform on gas and electric safety, wildfire/PSPS preparedness and resources available, along with other diverse energy related information.

Educational materials including but not limited to HFTD Wildfire/PSPS newsletter, AFN resource flyer, PSPS resource card and multiple fact sheets were customized for tribal outreach. These materials will be added to the tribal webpage and printed for outreach use.

Additionally, the HFTD newsletter, AFN resource flyer, and PSPS resource card will be available in the 21 prevalent languages spoken in the region. These materials will be added to sdge.com.

Additional communication refinements include:

SDG&E's no cost PSPS mobile application (Alerts by SDG&E) is now available entirely in Spanish, including PSPS updates and alerts. Additionally, SDG&E collaborated with C4AT to build a best-in-class accessible website and mobile app, also implementing an AudioEye tool.

1.7.1 Statewide Website for AFN Solutions

Prepareforpowerdown.com is a Joint IOU website, created as a centralized resource for statewide CBO's and agencies serving individuals with AFN, 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, the IOU's established a working group in Q1 and began identifying enhancements for 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 Q4, the IOUs worked with the web developing vendor to refresh the website for ease of navigation and accessibility. The IOU's provided a review of the website to the AFN Collaborative Council in Q4. The IOUs plan to further develop the website in 2023.

In addition, the Joint IOU working group is engaged with the Universal Application System (UAS)^{(b)(6)} working group that explored an Income Qualified UAS to understand the feasibility of developing a "one-stop shop", and how efforts made by the Joint Utilities Working Group and the Qualified UAS Working Group could be aligned. The UAS Report^{(b)(6)} recommends pursuing integrations for resiliency programs that help customers mitigate the impacts of PSPS once CARE, FERA, and ESA applications are successfully integrated. The Joint Utilities Working Groups will continue to seek opportunities to work with the Qualified UAS Working Group.

SDG&E's dedicated access and functional needs landing page will continue to provide resources to assist individuals with AFN, particularly for PSPS (sdge.com/AFN). The page provides extensive information and resource links which include notification sign-up, emergency plan/kit checklists, generator safety, the Medical Baseline program and application, CARE, FERA and ESA, as a representative sample of some of the information available to the viewer.

1.7.2 Accessibility of Communications

SDG&E has prioritized accessibility for its websites and mobile apps and began internal digital accessibility training across departments that create digital customer content. SDG&E has continued its focus on document accessibility. SDG&E has also increased the imagery in communications to be inclusive of people with assistive devices and disabilities.

In Q4 SDG&E expanded the Accessible Hazard Alert System (AHAS), to unplanned, non-PSPS outage customer notifications. Messages are texted and emailed to customers that include a URL for accessibility. The URL provides the message in a video format of an ASL Interpreter signing the message, English voice, and the transcript of the message that is screen reader and braille refresh reader accessible. Also included on the AHAS site are preparedness videos that include closed captioning and the addition of an ASL Interpreter. These customer messages also include a link to access the message in all 21 prevalent languages.

1.7.3 Community Based Organization Outreach

SDG&E continued collaboration with its network of more than 200 community-based organizations (CBOs), known as its Energy Solutions Partner Network, to connect customers with programs and solutions related to Customer Assistance, Public Safety Power Shutoff resiliency, and wildfire preparedness. These organizations represent the diversity of SDG&E's customers with the majority being small, grassroots agencies serving customers with access and functional needs, including those that are multicultural, multilingual, low income, seniors, and Limited English Proficiency (LEP) audiences in communities of concern. These CBOs receive financial compensation and resources to help educate SDG&E customers utilizing a variety of tactics, including messaging through email and social media channels, posting information on their websites, and providing booth space at events.

SDG&E's Outreach team continues to expand its reach to customers with AFN providing ongoing education on Customer Assistance, Bill Debt Relief, PSPS and emergency preparedness programs and resources. As of the end of Q4, SDG&E in partnership with its network of CBOs, hosted nearly 360 events, 90 presentations, and has shared more than 5,100 social media messages to educate customers, particularly those with AFN, on available programs and resources related to these programs. Examples of these events include the Valley Center Fire Safety Expo, hosted by Valley Center Fire Department, the Jamul Community Safety Fair, hosted by the Jamul Fire Safe Council and the North County Fire Open House, hosted by North County Fire.

SDG&E provided presentations on PSPS preparedness and other customer resources to the San Diego Center for the Blind and Deaf Community Services. A webinar was also conducted with the San Diego Regional Center and State Council on Developmental Disabilities including ASL and Spanish interpreters. SDG&E presented at the Emergency Preparedness training for constituents of the State Council on Developmental Disabilities.

SDG&E recognizes there are additional opportunities to reach disabled and aging individuals with our preparedness and support services messaging. In November of 2022, SDG&E contracted with a local communications firm to advise on strategic channels and tactics to expand educational outreach to the AFN community.

1.7.4 Participation in Community Events

To further reach and support customers with AFN in the HFTD, SDG&E hosted a series of Wildfire Safety Fairs (WSF) throughout Q2 and Q3, to disseminate PSPS, CRC, and emergency preparedness information to its customers, including customers with AFN in key communities of concern.

At these WSFs, customers were able to visit SDG&E SMEs and our participating partners including, 211, American Red Cross, CalFire, and others to learn more about ways they can better prepare themselves and their loved ones for the unexpected loss of power due to PSPS and other emergencies. In Q3, SDG&E wrapped up the series of four WSFs in Ramona, Alpine, Julian and Valley Center, which resulted in engaging with more than 2,200 residents in some of the most impacted PSPS communities.

In addition, SDG&E is continuing this year's newly launched initiative consisting of more than 45 mini-wildfire safety fairs, focusing on reaching AFN customers and engaging CBOs within SDG&E's Energy Solutions Partner network. These mini-wildfire fairs provide an opportunity to enhance coordination efforts with Fire Safe Councils, CERT Teams, Fire Departments, and Tribal Governments with a focus on educating and preparing customers for wildfires within rural communities, particularly those with AFN. Examples of CBOs that have supported this initiative include, Warner Springs Community Resource Center, Backcountry Communities Thriving and the Southern California Tribal Chairmen's Association (SCTCA). As of Q3, SDG&E has hosted a total of 35 mini-fairs reaching more than 1,600 customers, and additional fairs will continue to take place throughout the year focusing on impacted communities, while serving as a key channel to educate and prepare some of SDG&E's hardest-to-reach customers.

1.7.5 Collaboration with Partners and State Agencies

In Q4 the Joint IOUs provided a Medical Baseline presentation to the statewide regional centers. This was an interactive discussion between the IOUs and Regional Center representatives. In 2023 the Joint IOU's will continue to look for opportunities to partner with agencies including those in the Healthcare segment. PSPS support services, Medical Baseline and resiliency programs.

1.8 PSPS Activation (During – Emergency Operation Center Activated)

1.8.1 Communications During PSPS

Primary Information Channels

During a PSPS, SDG&E leverages more than 20+ diverse communication platforms, including but not limited to, SDG&E's PSPS page (sdge.com/Ready), SDG&E's NewsCenter, PSPS mobile app (Alerts by SDGE), social media, hyper-local targeting via the social media platform of NextDoor, radio PSAs, broadcast media including the emergency broadcast radio station (KOGO), in-community & roadside signage, including flyer distribution, message amplification by CBO's and partners, and direct customer notification via call, text and email. SDG&E is laser focused on using clearer, simplified language in delivering snackable sized messages that are quickly digested by customers and the public, especially during a PSPS.

SDG&E continuously audits the Wildfire Safety and PSPS webpages to simplify website content and provide additional information about a PSPS, what to expect and resources/offering available and where they are offered. Based on customer feedback, multiple informational videos have been developed with snackable size preparedness messages. Driven by customer feedback, in Q3 an animated PSPS video was made available to explain the PSPS customer journey beginning with the decision-making process through restoration (<https://www.youtube.com/watch?v=Sn0JYGpoldw>). This new tool will be promoted during PSPS activations through diverse communication platforms to help customers understand what a PSPS is, why it's done, how to prepare and build resiliency, and what to expect through the various phases of the event.

Shared Customer Messaging

During Q4 SDG&E continued to collaborate with the other two IOUs to develop protocols and messaging for shared customers amongst the three utilities. SDG&E shares some customers that are served by Southern California Edison's (SCE) distribution system. During a PSPS that is initiated by SCE, SDG&E will notify affected customers and will refer them to SCE's website and other communication channels for the latest real time updates including AFN support.

1.8.2 PPS Notifications

Based on customer feedback and notification message testing with customers prior to PPS season, in Q3, customer notifications were streamlined and modified with clearer language regarding where updated information can be found and what type of information they will find.

24/7 notifications

Going into the peak PPS season, SDG&E will no longer observe the traditional 'courtesy hours' of 9pm to 6am. Notifications will be sent to customers 24 hours a day as needed. This allows customers to receive the latest updates and obtain information on available AFN support.

1.8.3 Accessible Media Engagement

The accessibility of SDG&E's external web sites (SDGE.com, and SDGEnews.com) has been a priority, and comply with WCAG 2.1 AA guidelines. SDG&E has partnered with AudioEye to perform ongoing review to identify and correct new

accessibility concerns that emerge. This system monitors what real users are doing and which parts of our websites they are visiting. Real-time Artificial Intelligence (AI) insights are gathered and remediations are performed. These remediations included defining headings, reading order, buttons, links, search field and more.

SDG&E's web development team is provided training, help desk support and accessibility resources throughout the year. Since these websites will be updated with new programs and current information, continuous monitoring, accessibility testing, discovery, remediation, and validation helps to keep these sites accessibility up to date. Implementation of updated web accessibility guidance, as it becomes available, is part of our accessibility strategy.

1.8.4 Community Resource Centers (CRCs)

SDG&E has 11 customer-owned facilities located within the HFTD to serve as CRCs during adverse weather events and 3 mobile units.

Customers at CRCs are provided:

- Bottled water
- Light snacks
- Cell phone charging
- Seating
- Accessible Restrooms
- Ice
- Water trucks (for large animals)
- Up-to-date outage event information

CRCs will also have charging stations, seating, and accessible restrooms available on-site. SDG&E endeavors to provide cellular network services and will collaborate with the telecommunication providers who support services in CRC areas.

SDG&E continues to coordinate with the CRC team on access and functional needs and with each CRC site-facility owner on Americans with Disabilities Act (ADA) compliance and has provided additional accessibility and safety items in "AFN Go Kits". These Go Kits include items to mitigate trip hazards,

communication aids, additional accessibility and directional signage, and materials to expand accessible parking and provide safe paratransit loading zones. Privacy screens are available to provide a secluded area for sensitive activities like administering medications, breastfeeding, a calming area for sensory disabilities and other needs.

Additionally, SDG&E has leveraged key takeaways from Cal OES's Inclusive Planning Blueprint for Addressing Access and Functional Needs at Mass Testing/Vaccination Sites. SDG&E has implemented Video Remote Interpreting (VRI) resource and training to all CRC staff, allowing for complex conversations and information sharing in ASL and non-English languages. Each CRC will also have non-English visual translator boards for simple and casual conversations. SDG&E will ensure all CRC staff are familiar with possible reasonable accommodation requests and know to refer such requests to the EOC AFN Liaison Officer for solution support.

New in 2022, SDG&E plans to supplement priority medical device charging with the option to drop-off and pick-up items to be charged. SDG&E has expanded its CRC staffing pool to include a dedicated team of contract resources who will respond to CRC activations, along with SDG&E staff. More details about SDG&E's CRCs, including siting and accessibility will be outlined in its forthcoming CRC plan as required by D.20-05-051.

1.9 Recovery (After - Power has Been Restored)

1.9.1 Customer Research and Feedback

SDG&E's Pre-Season PSPS customer survey was issued in Q3 prior to peak response season. The survey was offered in the 22 languages prevalent within the SDG&E service territory. SDG&E has been utilizing customer opinion surveys to test PSPS messaging, and communications channels customers prefer.

The data collected from the surveys will be used to make real time adjustments, where appropriate, to public education and communications strategies to ensure PSPS communications continue to provide information to be most helpful to customers during a PSPS.

AFN Power Panel. The AFN Power Panel is a year-long, monthly survey, specifically for customers with AFN to serve as customer advocates for accessibility and accommodations. Topics include outage, communication, electric-powered device needs, and other areas of interest that help SDG&E identify and refine accommodations. The sample size of the AFN Power Panel is currently small (n=~350), so results from these surveys should be interpreted with some caution.

Key results from the November AFN Power Panel survey:

- ~ 80% of respondents correctly identified the meaning of a Public Safety Power Shutoff.
- ~ 80% of respondents would access SDG&E online or call customer service if in need of PSPS Support Services.
- Of the PSPS Support Services listed, ~30% of respondents were most familiar with Emergency Backup Power and ~25% of respondents were familiar with Community Resource Centers. Over 50% of respondents selected unfamiliar with services.
- ~50% of respondents would need emergency backup power during a PSPS while ~34% of respondents would not require any of the PSPS support services.
- Within the last 3 months ~63% of respondents checked their SDG&E account contact information for accuracy.
- ~40% of respondents have downloaded and used the Alerts by SDG&E app for Public Safety Power Shutoff information.
- ~90 of respondents does not use assistive technology (examples included screen reader, refreshable braille display or text to speck software),

SDG&E will continue to adjust from customer insights as communications and services are implemented.

The results of SDG&E's Pre-Season PSPS customer survey were issued in Q3 prior to peak response season. The sample size was 680 respondents. Though all of the solicited information pertained to PSPS a portion was dedicated to AFN communications. Some of the key results include:

AFN households are more likely than non-AFN:

- To prefer communications in Spanish (non-English speaking is a qualifier for AFN)
- To feel SDG&E is working to make their community safe, helping them to prepare for wildfire season and trusting that the utility acts in the best interest of customers
- Signed up for Medical Baseline Program (which is another qualifier for AFN)
- Visited a CRC
- Use the CRC Language Preference resource.

As there were no PSPS occurrences in SDG&E's territory, the PSPS Post-Season survey with customers affected by PSPS was not conducted. SDG&E plans to resume annual Pre- and Post-Season PSPS surveys during Q3 and Q4 of 2023.

Appendix D:
**Census Tract Data for Generator & Back-up
Battery Programs**

SDG&E Generator Grant Program (GGP)

Census Tract	AFN	Life Support	Medical Baseline	2022 Total
83.35	0	5	1	6
95.04	0	1	5	6
155.01	1	0	0	1
155.02	0	7	1	8
168.02	2	0	1	3
169.01	2	16	14	32
169.02	5	5	8	18
170.10	2	3	0	5
170.20	1	1	1	3
170.21	5	3	8	16
170.30	0	1	3	4
170.32	2	0	5	7
170.40	0	1	0	1
170.42	0	0	1	1
170.50	0	0	1	1
171.06	2	0	0	2
171.08	0	0	1	1
171.10	4	17	5	26
186.11	3	12	4	19
188.01	1	4	4	9
188.02	4	7	6	17
189.03	1	12	10	23
189.04	1	3	0	4
189.06	2	2	0	4
190.01	5	10	10	25
190.02	2	9	5	16
191.01	1	7	1	9
191.03	1	4	3	8
191.05	8	24	14	46
191.06	11	26	14	51
191.07	0	3	5	8
200.27	2	11	13	26
201.03	12	17	9	38
203.06	2	6	4	12
203.07	0	1	0	1

Census Tract	AFN	Life Support	Medical Baseline	2022 Total
204.01	1	0	1	2
204.04	1	0	0	1
207.09	1	4	2	7
207.10	0	0	1	1
208.01	6	22	15	43
208.05	4	6	10	20
208.06	3	8	5	16
208.07	3	10	12	25
208.09	5	2	3	10
208.10	1	1	2	4
208.11	5	11	11	27
209.02	5	10	3	18
209.03	6	10	2	18
209.04	11	8	13	32
210.00	0	1	0	1
211.00	21	22	13	56
212.02	7	6	10	23
212.04	3	18	17	38
212.05	8	8	17	33
212.06	2	6	8	16
213.02	13	18	14	45
213.03	3	14	12	29
213.04	1	5	3	9
215.00	0	0	1	1
Total	192	408	332	932

SDG&E Generator Assistance Program (GAP)

Census Tract	CARE Additional Rebate	Non-CARE Rebates	2022 Total
83.35	0	1	1
95.04	0	2	2
169.01	2	3	5
169.02	1	2	3
170.20	0	1	1
170.21	1	0	1
170.32	1	0	1
170.50	1	0	1
171.06	0	1	1
171.10	3	5	8
186.11	1	1	2
188.02	1	1	2
189.03	2	1	3
190.01	1	2	3
191.01	0	1	1
191.03	0	1	1
191.05	1	6	7
191.06	1	3	4
191.07	2	0	2
200.27	3	7	10
201.03	3	2	5
203.06	0	2	2
203.07	0	1	1
207.09	0	2	2
208.01	1	3	4
208.05	1	1	2
208.06	2	0	2
208.07	1	2	3
208.09	1	1	2
208.10	1	0	1
208.11	0	4	4
209.03	2	4	6
209.04	0	1	1
211.00	6	1	7
212.02	2	0	2

Census Tract	CARE Additional Rebate	Non-CARE Rebates	2022 Total
212.04	0	4	4
212.05	4	3	7
212.06	1	3	4
213.02	4	8	12
213.03	3	2	5
213.04	0	4	4
215.00	1	0	1
Total	54	86	140

Appendix E:
Survey Results and Metrics

2022 SDG&E PSPS Public Education & Communications Study

Research Results | October 2022

Prepared for:



Prepared by:



Research Design



Methodology

- Telephone and online surveys employed
- Offered in English and 22 other languages
- Field period 8/28 – 10/3
- SDG&E identified as the sponsor of the research
- Incentive (Online only)
 - Residential – Drawing for one of ten \$100 Amazon gift cards
 - Due to low participation rates, this was changed to each receiving a \$10 gift card
 - Small Business – Each receives a \$50 Amazon gift card



Sample & Quota

- SDG&E provided sample of customers (residential and small business) in High Fire Threat Districts (HFTD) and Non-HFTD (including all contact information)
- Languages, other than English, are flagged in the sample
- Total of 900 completes were targeted, but only 680 achieved
 - This was due to lower than anticipated participation rates and limited sample



Respondent Screening

- Respondents screened to ensure:
 - Current SDG&E customer
 - Age 18+
 - Adult head of household (residential)
 - Reviews utility bills or communications (business)
 - Not employed in a sensitive industry

Analytical notes: Due to an extremely small base size (n=8), the “Other Language” sub-group was not statistically analyzed and only respondent counts (not percentages) are shown. For clarity, statistical comparisons between sub-groups are only noted for this 2022 wave.



02

Executive Summary

Executive Summary

Languages



- Compared to the previous wave, a smaller proportion of respondents elected to take the survey in a language other than English or Spanish.
- Spanish is the most prevalent non-English language spoken (15% spoken often), followed by several other languages (each 2% or less).
- Non-HFTD customers are more likely than HFTD to speak/prefer Spanish.
- Among those who prefer receiving their communications in Spanish, roughly a quarter indicate they are unable to understand English.
- This wave, only a few respondents (n=8) indicate they would like to receive wildfire communications in a language other than English or Spanish.

Favorability



- The majority (56%) are favorable towards SDG&E overall, statistically consistent with last wave.
- Those who prefer Spanish provide higher favorability scores than do English.
 - Spanish-language respondents (as well as Hispanics in general) tend to be more positive than are those who prefer English.
- The proportion who feel SDG&E provides reliable service has declined this wave (83% → 78%).
- Satisfaction with SDG&E wildfire safety efforts (64%) is statistically unchanged; and perceptions of the PSPS program overall have improved significantly (62% → 68%).
 - There has been an upward trend for the last two years.
- Wildfire performance ratings remain consistent, except for one attribute, “Is helping me prepare for wildfire season,” increasing from last wave (52% → 58%).

Executive Summary (continued)



Awareness

- Awareness of wildfire communications has improved significantly this wave (58% → 70%).
 - The increase is statistically significant among English language and directional among Spanish.
- Those aware of SDG&E wildfire communications are more positive about SDG&E overall, its wildfire efforts and the PSPS program than are their unaware counterparts.
- More than half of those who prefer Spanish and are aware of SDG&E communications say they received the information in Spanish.
- The vast majority say communications came direct from SDG&E, which increased significantly this wave (with substantial jumps in direct mail and text).
 - Most consider the information useful, whether provided in English or their preferred language.
- Nearly all who used SDG&E.com as a source of information are satisfied with the website.
- Awareness of the PSPS program has increased significantly this wave (67% → 74%), reaching a new all-time high.
 - However, Caucasians are more likely than Hispanics to be aware of the program (79% vs. 67%).
- The proportion who say they learned of PSPS from a letter in the mail from SDG&E has increased substantially (13% → 22%).



PSPS Preparedness & Resources

- A solid majority (68%) feel they are at least somewhat prepared for a PSPS event.
 - Feeling prepared has increased significantly among those preferring English, and directionally among their Spanish-language counterparts.
- There is also a significant increase in most of the actions being taken to prepare.
 - This is driven by both English and Spanish language-preferred respondents.
- The proportion of those preferring Spanish that signed up for notifications from SDG&E has more than doubled.
 - However, they lag those who prefer English by a significant margin.
- Address level alerts, CRCs and PSPS alert language preference are the most known resources.
 - Those preferring Spanish language are more aware of CRC language preference than are their English counterparts.
- Address level alerts are also the most-used resource (14%).
- Overall, customers prefer to receive notifications by text rather than email or a phone call.

Executive Summary (continued)

Non-HFTD vs. HFTD



- Demographically, Non-HFTD customers are more likely than HFTD to:
 - Rent rather than own
 - Be female
 - Be Hispanic or Asian
 - Have lower income.
- Non-HFTD are more likely than HFTD to feel that SDG&E provides reliable service (84% vs. 75%).
- Ratings have improved among HFTD customers regarding the PSPS program overall and that the utility is making an effort to communicate with all customers, helping them to prepare for wildfire season.
- Awareness of wildfire communications has increased significantly among HFTD customers (63% → 79%).
 - HFTD customers are more likely than Non-HFTD to get communications direct from SDG&E and less likely to receive it through mass communications.
- HFTD customers are also more aware of the PSPS program than are Non-HFTD (77% vs. 69%).
 - HFTD are also comparatively more likely to learn about PSPS via direct mail (which has increased from the previous wave) from SDG&E.
- Non-HFTD feel more prepared this wave than last (54% → 67%).
- The number of actions taken to prepare has increased for both segments, but especially HFTD.

Executive Summary (continued)



AFN vs. Non-AFN Households

- **AFN households are more likely than Non-AFN:**
 - To prefer communications in Spanish (non-English speaking is a qualifier for AFN)
 - To feel SDG&E is working to make their community safe, helping them to prepare for wildfire season and trusting that the utility acts in the best interest of customers
 - Signed up for Medical Baseline Program (which is another qualifier for AFN)
 - Visited a CRC
 - Use the CRC Language Preference resource.
- **AFN and Non-AFN are similar in their:**
 - Favorability towards SDG&E and feel they provide reliable service
 - Awareness of wildfire communications and of PSPS
 - Satisfaction with SDG&E wildfire efforts and the PSPS program
 - Level of feeling prepared for a PSPS event
 - Awareness of SDG&E PSPS resources.



Small Business

- Only 18 small business customers completed the survey this wave, so findings should be considered directional rather than projectable to the overall segment.
- Over half (56%) are favorable towards SDG&E and 61% feel the utility provides reliable service.
- Just over half (56%) are satisfied with SDG&E wildfire efforts, with two-thirds aware of the utility's wildfire communications.
- A solid majority (72%) are aware of the PSPS program and feel they are at least somewhat prepared for an event (83%).
- Two-thirds have a positive overall opinion about the PSPS program.

Conclusions + Potential Implications

Conclusions

- For this group of respondents, English and Spanish will cover 99% of preferred languages.
- There is opportunity for SDG&E to improve in terms of favorability and being perceived as providing reliable service.
- Perceptions of SDG&E's wildfire efforts also have room for improvement.
- Those aware of SDG&E wildfire communications tend to have a more positive opinion of SDG&E than do those unaware.
- Perceptions of the PSPS program continue to improve.
- This improvement is especially recognized by HFTD customers.
- Awareness of wildfire communications and the PSPS program continue to improve.
 - However, those preferring Spanish language continue to lag behind English language in terms of awareness.



Potential Implications

- Ensure all communications are offered in English and Spanish.
- Possibly include other languages on SDG&E.com.
- Helping people prepare for wildfire season sends a message that SDG&E cares about its customers.
- Do not cut back on wildfire communications, and consider expanding to both HFTD and Non-HFTD customers.
- To be cost efficient, use direct marketing to HFTD and more mass marketing to Non-HFTD.
- Promote the program and its benefits to all customers.
- Include success stories as well as potentially including customer testimonies of the program.
- Keep up the good work.
- Make a concerted effort to increase awareness among Hispanics.
 - Include information helpful to renters.

Conclusions + Potential Implications (continued)

Conclusions

- **Taking action to prepare for a PSPS event is improving among all segments.**
 - However, even though they are improving, Spanish language also lag English here.

- **Many do not know about SDG&E PPS event resources.**

- **AFN customers appear to have similar attitudes as Non-AFN regarding SDG&E and wildfire/PSPS communications.**
 - In some respects, AFN are even more positive than are their counterparts.



Potential Implications

- **Consider increasing mass communications targeted specifically to Hispanics.**
 - Include the benefits of signing up for SDG&E notifications.

- **Increase promotions regarding these resources.**
- **Ensure lower income customers learn about these...possibly through community-based organizations.**

- **When sending communications, especially regarding SDG&E PPS event resources, continue to ensure that the message and benefits “speak” to AFN customers.**

