

San Diego Gas & Electric Company's  
Quarterly Update to 2020  
Plan to Support Access and Functional Needs  
Populations During Public Safety Power Shutoffs

September 1, 2020



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## **I. Introduction**

On June 1, 2020, San Diego Gas & Electric Company (SDG&E or Company) submitted its 2020 plan regarding its planned efforts to address people/communities with access and functional needs (AFN) during de-energization events (2020 AFN Plan), in accordance with California Public Utilities Commission (Commission or CPUC) Decision (D.) 20-05-051. SDG&E's 2020 AFN Plan outlined its approach for serving AFN and vulnerable customers leading up to and during de-energization events.

Per D.20-05-051, SDG&E provides this quarterly update regarding its progress towards meeting its 2020 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) events). This update maps to and follows the sequencing of SDG&E's 2020 AFN Plan for ease of reference and builds upon the efforts described therein. Specifically, rather than repeat the activities SDG&E describes in the 2020 AFN Plan that were already taken, this update provides the incremental efforts taken since June 1, 2020.

## II. External Feedback and Consultation

### A. Customer and Community Based Organization Feedback and Research

The table below sets forth the material thematic conclusions acquired from 2019 PSPS post event customer research. SDG&E utilized the 2019 customer research findings to inform its 2020 roadmap for wildfire safety public education, communications and outreach.

Customer Research Findings	SDG&E Action Items
Customers are responding to SDG&E outreach and notifications by taking action.	<ul style="list-style-type: none"> <li>• Share insights from the 2019 research results with customers including how residents and small businesses are becoming proactive in dealing with a potential shutoff. Assess most effective channels to communicate this information.</li> </ul>
PSPS awareness is high, as is recall of receiving notifications. While most customers recall their PSPS notification, some are still unaware that the outage was done by SDG&E as a PSPS.	<ul style="list-style-type: none"> <li>• Continue to inform the public about the necessity of PSPS and include any positive results of the program, including the SDG&amp;E weather monitoring system.</li> <li>• Include links to the SDG&amp;E wildfire safety documentary and other online educational platforms or communications about SDG&amp;E proactive safety measures.</li> </ul>
The majority of customers receive their notifications through multiple methods and are satisfied with the process, especially those contacted by phone.	<ul style="list-style-type: none"> <li>• Continue to use multiple platforms to notify customers, using simple relevant language to help ensure message recall.</li> <li>• Include more specific information in notification messaging, where possible, such as likely times and areas of impact of the shutoff and restoration.</li> <li>• Consider informing customers whose power will not be shut off when they are clear of the PSPS outage.</li> </ul>
Most customers have a positive opinion towards PSPS and feel it is necessary to reduce wildfires. However, there are still customers who do not feel it is necessary.	<ul style="list-style-type: none"> <li>• Inform the public the measures and advancements SDG&amp;E utilizes to prevent wildfires beyond PSPS.</li> <li>• Reinforce a PSPS is a measure of last resort to help ensure public and community safety.</li> </ul>

SDG&E recognizes informing and engaging with customers and the public is essential to the region's wildfire preparedness. As an integral component of SDG&E's 2020 roadmap for wildfire safety communications and outreach, the Company has been communicating early and often with all stakeholders. SDG&E engages in discussions and solicits feedback from the community and stakeholders regarding proactive safety preparations, mitigation measures and

community support strategies to reduce infrastructure-related ignitions and mitigate impacts of Public Safety Power Shutoffs.

In the coming weeks the Company will be reaching out to customers, through formal surveys, to establish a baseline awareness of wildfire safety related messaging and communications at the beginning of wildfire season. At the end of wildfire season customers will again be surveyed to measure the effectiveness of public education efforts and communications.

SDG&E is also soliciting Community-Based Organization (CBO) feedback from over 200 organizations through multiple channels and using the results to inform and refine communications and messaging to CBO constituencies. CBO survey activities are taking place in August 2020 and the results will be used to develop and refine a new public education effort that targets AFN populations before, during and after wildfire-related events.

The San Diego County AFN Working Group has partnered with SDG&E to produce a Personal Disaster Plan Brochure, a hard-copy brochure specifically for AFN populations. In the past the Working Group has only made this available through online channels. This year, SDG&E is providing content about utility-related wildfire safety and Public Safety Power Shutoff awareness and service offerings. Brochures will be made available to CBOs to provide to their constituencies. The content that SDG&E provides will also be translated into the prevalent languages in its service territory (as defined by D.20-03-004) and available to customers and the public both as printed collateral for outreach events and posted on SDG&E's website.

The Company is also expanding its collaborations with 2-1-1 San Diego and 2-1-1 Orange County to inform the public about support services they provide during wildfire-related events. Though these services are available to the general public in the service territory, the expanded collaboration specifically targets AFN populations and communities. Both 2-1-1 San Diego and 2-1-1 Orange County are umbrella organizations for a consortium of CBOs that serve SDG&E's territory. These CBOs specialize in service delivery to AFN populations, including hard to reach, medically indigent and language-challenged populations.

Additionally, an outcome of the augmented 2-1-1/SDG&E collaboration is a new co-branded public education campaign designed for AFN communities. The campaign will emphasize tactics not related to digital and online channels. Some of the feedback received so far indicates that many in the AFN community are not digitally connected or engaged with online efforts. As a result, the public education campaign will focus on mass-market communications such as print advertising, broadcast advertising and direct communications. Initial campaign tactics will launch in early September 2020.

Finally, the 2-1-1 organizations will also amplify messaging during wildfire-related events. SDG&E has also developed a social media kit for 2-1-1 organizations to use during wildfire safety events. SDG&E will continue to leverage new CBO partnerships to refine communication channels and in-language offerings.

## **B. Consultation with Interested Parties and Advisory Councils**

### **1. Statewide AFN Advisory Council**

SDG&E, along with Southern California Edison Company (SCE) and Pacific Gas and Electric Company (PG&E) (together, the investor owned utilities (IOUs)), established a voluntary Statewide AFN Advisory Council comprised of a diverse group of recognized CBO leaders

supporting the AFN population, members and advocates from within the AFN community, as well as leaders from various State Agencies. The objective of the Statewide AFN Advisory Council (Council) is to help the IOUs learn and understand the unique needs of its most vulnerable customers and stakeholders. The IOUs plan to incorporate best practices to improve their support of the AFN population, now and in the future. Specifically, the Council will: 1) actively identify issues, opportunities and challenges; 2) serve as a sounding board and offer insights; 3) share experiences, perspectives and best practices; 4) identify opportunities for partnerships; 5) help identify the needs of the various AFN constituents; and 6) amplify the message amongst the constituency they represent.

The Council consists of members representing a diverse mix of expertise, backgrounds, and perspectives from across the IOU service territories. There are currently 20 organizations actively participating on the Council including the California Office of Emergency Services (CalOES), Disability Rights California (DRC), Center for Accessible Technology (CforAT), and California Foundation for Independent Living Centers (CFLIC).

Since SDG&E's 2020 AFN Plan was submitted, the Council has held four meetings and has focused on the following topics:

- June 15, 2020: IOUs provided a recap of their 2019 efforts and a look ahead at the work that is underway for 2020
- June 18, 2020: Listening session for the IOUs to hear a summary of needs from the Council members
- July 24, 2020: Resources for the utility frontline employees and AFN Needs Assessment Framework
  - A key outcome from this meeting was to learn more about the services, tools, and resources 2-1-1 provides
- August 14, 2020: Dedicated to hearing from 2-1-1 to understand their current resources, tools, and capabilities
  - A key outcome of the meeting was for 2-1-1 to come back to the team with recommendations on an approach to establish a statewide approach as well as opportunities to fill the gaps specific to PSPS events

The next Council meeting is scheduled for September 18, 2020. Additionally, the Council has meetings scheduled through the end of the year and is working with council members to shape future agendas and outcomes.

Some examples of feedback received by the Council include:

- Providing generators and fuel for generators to AFN customers;
- Ensuring strong partnerships are in place with local counties;
- Consider accessibility needs in marketing and communications;
- Need to have really clear communications about when a PSPS event will occur and how long it will last;
- Provide resources to utility employees to support AFN customers during PSPS events;
- Educate call center representatives to direct customers to 2-1-1 for the identification of community specific resources during and after an emergency or PSPS event; and
- Consider how to create a more appropriate definition to target people with disabilities impacted by PSPS events beyond Medical Baseline customers.

SDG&E will continue to look at incorporating feedback on an ongoing basis and has acted upon several of these suggestions including: 1) implementing a robust generator program that

provides free generators to all Medical Baseline Customers who have experienced a PSPS outage plus 50 additional generators dedicated to AFN customers; 2) establishing a strong partnership with the County of San Diego including a dedicated sub-committee to their AFN Working Group to focus on PSPS issues and utilization of their partner network to amplify wildfire preparedness and notification messaging; 3) refining marketing and communications including SDG&E's website, mobile app and videos to meet all web content accessibility guidelines (WCAG) standards (e.g., captions on videos, the use of contrast and color, ability to resize text, as well as alternatives to find and navigate content); 4) training SDG&E's Customer Service Field Representatives who may encounter AFN customers during PSPS door-knock notifications on the County of San Diego's First Responder AFN Training Series; and 5) creating an AFN Support Model with 2-1-1 San Diego and 2-1-1 Orange County to help mitigate adverse impacts to those who experience PSPS events.

## **2. CPUC Disadvantaged Communities Advisory Group**

SDG&E attended the July and August Disadvantaged Communities Advisory Group (DACAG) meetings, which included presentations regarding microgrids, a demand response pilot, Self-Generation Incentive Program (SGIP), SB 100, the Clean Transportation program, various California Energy Commission (CEC) tribal programs, and the Electric Program Investment Charge (EPIC) Policy Innovation and Coordination Group. The DACAG website<sup>1</sup> includes meeting agendas, presentation materials, and meeting minutes.

## **3. Local Government Advisory Councils and Working Groups**

SDG&E participates in numerous local government advisory councils and working groups, which include efforts related to AFN populations. The following are updates since the 2020 AFN Plan was submitted.

### **a. SDG&E Community Advisory Council (CAC)**

SDG&E held a San Diego Community Advisory Council (SDCAC) meeting on June 24, 2020. Eighteen of the 20 SDCAC members in attendance were briefed on the CPUC's Final Resolution on the 2020 Wildfire Mitigation Plan. The SDCAC discussed SDG&E's wildfire mitigation programs, the 2020 fire season outlook, PSPS impact reductions, PSPS customer resilience enhancements, PSPS customer generator programs, PSPS communications, pandemic PSPS outreach modifications, a new PSPS community partnerships model, and aviation inspection, patrol, and firefighting enhancements.

### **b. SDG&E Wildfire Safety Community Advisory Council**

On August 25, SDG&E held its third Wildfire Safety Community Advisory Council (WSCAC) meeting of 2020. This meeting was attended by the fourteen members of the WSCAC, including four new members representing telecommunications, K-12 education, and healthcare and social service stakeholders. The WSCAC discussed SDG&E's new virtual Emergency Operations Center, four new SDG&E microgrids being built to support energy resilience in San Diego's rural communities, and SDG&E's current wildfire and PSPS customer education campaigns. SDG&E has also scheduled its fourth WSCAC meeting of 2020 for early December.

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<sup>1</sup> [www.cpuc.ca.gov/dacag/](http://www.cpuc.ca.gov/dacag/)



### **c. County of San Diego Office of Emergency Services AFN Working Group**

SDG&E has partnered with the County of San Diego's Office of Emergency Services (County OES) to create the PSPS Working Group, which will be a sub-committee to the County's existing AFN Working Group. The PSPS Working Group will focus on sharing lessons learned between impacted communities and SDG&E to help refine SDG&E's de-energization protocols. This will include Community Resource Center, communication strategies, information sharing, identification of critical facilities, strategies for supporting people and communities with access and functional needs, and contingency plans. In particular, SDG&E will seek recommendations from the PSPS Working Group on the best ways to conduct outreach to impacted communities in order to improve coordination for future de-energization events.

Consistent with the Commission's Phase 2 PSPS Guidelines,<sup>2</sup> SDG&E invited the small and multi-jurisdictional electric utilities, community choice aggregators, communications and water service providers, CPUC staff, tribal and local government entities, and representatives of people/communities with access and functional needs and vulnerable communities to participate in the PSPS Working Group. The first PSPS Working Group meeting was held on August 26, 2020.<sup>3</sup>

### **d. California Office of Emergency Services Office of Tribal Affairs**

SDG&E invites CalOES Office of Tribal Affairs members to participate in events it holds in preparation of wildfire season, such as public safety partner webinars and Emergency Operations Center tours. During PSPS events, SDG&E communicates to CalOES Office of Tribal Affairs members with the same communications it sends to its tribal governments. Going forward SDG&E will also invite CalOES Office of Tribal Affairs to all PSPS emergency management exercises.

## **III. Customer Programs and Available Resources**

### **A. Resources for Vulnerable Populations**

#### **1. 2-1-1 Referral Service, AFN Support Model**

SDG&E has established an AFN Support Model with 2-1-1 San Diego and 2-1-1 Orange County in an effort to mitigate adverse impacts to those experiencing PSPS events. 2-1-1 San Diego and 2-1-1 Orange County are well positioned to support vulnerable populations regardless of where they reside, and SDG&E is in discussions with Tribal partners to extend support to their vulnerable communities.

These incremental partnerships will create an expanded offering of services, programs and collateral available to AFN and vulnerable populations. Expanded offerings will include:

- Enhanced identification of AFN customers through partner lists and phone screening;
- Assessment of AFN population needs and aligning them with existing and new regional

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<sup>2</sup> D.20-05-051, Appendix A.

<sup>3</sup> While the focus of this working group is on PSPS, SDG&E is able to leverage this team for non-PSPS events. For example, during the recent California Independent System Operator directed electric load curtailments, SDG&E relied on this working group to amplify messaging to the AFN population.

resource providers;

- Referral of customers to resources such as evacuation planning;
- Additional services such as assisted transportation, food security and outreach and welfare checks;
- Navigation support (e.g., personalized case management and follow-up for impacted individuals with the greatest need);
- Outreach campaign to customers in advance of and during PSPS events through a broad range of communications channels; and
- Proactive community engagement outside of the fire season to ensure AFN individuals have the resources they need ahead of time.

Initial support is anticipated to be available beginning in September 2020, with additional services and partnerships added throughout wildfire season.

## **2. Inter-Tribal Agency Assistance**

SDG&E coordinates efforts with inter-tribal agencies, such as Indian Health Councils within SDG&E's territory, and inter-tribal organizations set up to provide support to tribal communities during emergencies and inter-tribal resource centers. SDG&E also works directly with tribal governments to provide advanced education, resources and notifications to support PSPS events.

## **3. Generator Grant Program**

The Generator Grant Program (GGP) is a resiliency program to empower medical baseline (MBL) customers who may be impacted by PSPS. The 2020 iteration of the program has been offered to more than 1,750 customers, and to date more than 900 have been delivered to customers. This population includes every customer who experienced a PSPS while being enrolled as a MBL customer in 2019.

SDG&E partners with a third-party administrator to implement this program. Eligible customers receive a Goal Zero Yeti 3000 generator coupled with a Boulder 100 Briefcase solar module which produces power to recharge the unit. To increase mobility of the solar panels, a supplemental 15ft extension cord has been included. Additionally, two standard wall chargers and a 12V car charger are provided to maximize the usefulness of the unit and provide alternative charging sources. These units are provided at no cost to the customer.

## **4. Generator Assistance Program**

The Generator Assistance Program (GAP) is an SDG&E pilot program in 2020 to expand its offerings beyond just Medical Baseline customers to a larger population of potentially vulnerable customers. The eligibility for this program is all customers in High Fire Threat District (HFTD) who have experienced a previous year PSPS outage. Over 28,000 customers were invited to participate in 2020. Qualifying customers are offered a rebate of \$300 on a list of available portable gas generators through local and online retailers. In addition, if the customer participates in the California Alternate Rates for Energy (CARE) low income program, they will qualify for an additional \$150 rebate in their purchase, bringing the total instant rebate up to \$450 for CARE customers.

Eligible customers are sent an email or letter directing them to an instant-rebate website that is managed by third party administrator. The customer validates their eligibility through the website and is then issued a coupon for the rebate which can be used at selected retailers for the list of eligible gas or dual-fuel (gas/propane) portable generator models.

As the program objective is to reach an “expanded” audience that is likely to include low income and other AFN customer groups, SDG&E has asked an optional question about whether they self-identify as one of the AFN customer groups. About 32% of customers on the GAP program are self-identifying as “AFN.” which validates SDG&E’s assumption that this program is expanding its outreach to new AFN communities beyond Medical Baseline and low income.

## **B. Community Resource Centers**

On August 4, 2020, SDG&E submitted its Community Resource Center (CRC) Plan,<sup>4</sup> which provides siting and accessibility of CRC locations as well as an overview of resources needed to best serve impacted customers and communities. SDG&E consulted with various stakeholder groups in the development of this plan through webinars, e-mails, and virtual conference calls. Feedback received during those sessions is incorporated in the CRC Plan and SDG&E will continue to refine the program through ongoing dialogue with the required CRC stakeholders.

## **C. Utility Programs Serving Low-Income and Disadvantaged Communities**

SDG&E’s marketing, education and outreach campaigns continued to promote relevant programs and services that are available to AFN customers to support emergency preparedness, cost savings and resiliency. Considering SDG&E’s overall response to the COVID-19 pandemic, these programs are critical to continuing to provide assistance to low-income and disadvantaged communities including the AFN population

SDG&E’s “Customer Assistance General Awareness campaign” uses a variety of tactics targeted at low income and disadvantaged communities in order to generate program enrollment. Tactics include print advertising, outdoor advertising, online advertising, social media, and community outreach & engagement through SDG&E’s Energy Solutions Partner network.

Print Advertising: SDG&E planned English print advertising in rural communities and African-American publications in the months of June and July. Additionally, SDG&E is running print in Chinese, Vietnamese, Tagalog (Filipino) and Spanish language publications. For the month of July, the messaging in SDG&E’s ads has continued to focus on those who are recently unemployed or in need due to the COVID-19 pandemic. The ads have an overall Customer Assistance message with information on where to get help rather than focusing specifically on CARE or the Energy Savings Assistance (ESA) program.

Outdoor advertising: SDG&E added a no-cost digital outdoor board (13’ x 46’) that will run from May through July 2020. This digital board faces both north and south and receives approximately 112,907 daily impressions on each side the freeway. There are two versions of the creative that will run in an equal (50/50) rotation. One creative

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<sup>4</sup> See CRC Plan available here: <https://www.sdge.com/sites/default/files/R.18-12-005%20SDGE%20Phase%202%20-%20First%20Progress%20Report%2008-04-2020.pdf>.

directs customers to [sdge.com/assistance](http://sdge.com/assistance) for additional information about SDG&E customer assistance programs. The second creative directs customers to 2-1-1 San Diego for additional information about the Low Income Home Energy Assistance Program (LIHEAP) program.

Digital advertising: In 2020, SDG&E planned a digital advertising campaign that began in February and will end in October. Paid Search began running February 2020 and garnered 133,233 impressions in June and July. Paid Social for June and July had 1,187,290 impressions. Banner Display Ads for July had 4,528,321 impressions. Native online advertising had 706,562 impressions.

Social media: Using e-newsletters, website posts and social media channels, the Energy Solutions Partner Network shared 155 Customer Assistance messages in July to an audience of more than 332,000 followers. SDG&E's social media profile also posts messaging to an audience of more than 40,000 followers. These messages are then able to be redistributed to other networks on social media.

Outbound calling: SDG&E's contracts with a vendor to call targeted customers to enroll in the CARE program. The campaign provides SDG&E with a way to directly connect with customers in low-income and hard-to-reach areas. The vendor provides education about the CARE and ESA programs and assists customers in completing program application forms. In June and July, this resulted in 4,457 applications received.

Energy Solutions Partner Network: SDG&E works closely with a network of over 190 CBOs to connect customers to the CARE and ESA programs. These organizations represent the diversity of SDG&E's customers within its service territory. A majority of these organizations are small, grassroots agencies serving customers that are multicultural/multilingual, seniors, veterans, special needs, and Limited English Proficient (LEP) audiences. These partners help educate and enroll customers in low-income programs utilizing a variety of tactics including messaging through e-mail and social media channels such as Facebook, Twitter, and Instagram, posting information on their websites, providing booth space at events, and hosting enrollment day fairs at their locations.

Cool Zones: SDG&E and the County of San Diego Aging and Independence Services open "Cool Zones" as a place for senior citizens, people with special needs and the general public to escape mid-day summer heat and reduce their air conditioning use. Cool Zones are located at facilities such as libraries, community centers, and senior centers. Customers can also obtain additional information on other programs and services offered by the Company at these locations. Typically, this program runs from May through October each year with over 100 sites, however this year, due to the COVID-19 pandemic, seven Cool Zone sites were opened on June 15, followed by the opening of an additional two on August 10. The Cool Zone program will close for the year on October 31.

## **1. California Alternate Rates for Energy Program**

Please refer to Section III.C above.

## **2. Family Electric Rate Assistance Program**

Please refer to Section III.C above.

## **3. Energy Savings Assistance Program**

Please refer to Section III.C above.

## **4. Low Income Home Energy Assistance Program**

SDG&E held two discussions in June and July 2020 with the California Department of Community Services & Development (CSD) which oversees the LIHEAP Program. There are three local nonprofit agencies in SDG&E's service territory that have funding available to help residents receive weatherization services, one-time financial assistance or one-time crisis assistance toward their outstanding utility bill. SDG&E customers are referred to [211sandiego.org](http://211sandiego.org) for information. Discussions focused on ways that the utility and CSD can leverage promotional opportunities to help with distribution of additional Coronavirus Aid, Relief, and Economic Security (CARES) Act funding.

## **5. Medical Baseline Allowance Program**

SDG&E partners with the County of San Diego Health and Human Services Agency (HHS) and several other community-based medical organizations, including San Ysidro Health Centers, Family Health Centers of San Diego, Vista Community Clinic, La Maestra, North County Health Services and others within the SDG&E service territory. These organizations are part of SDG&E's Energy Solutions Partners (ESPs). SDG&E trains these organizations to promote the Medical Baseline Program and other Customer Assistance programs.

SDG&E works with the California Department of Public Health annually to ensure it has the most current list of all licensed public healthcare facilities in its service territory. In July 2020,<sup>5</sup> SDG&E partnered with the other California IOUs to send a letter to all California Department of Public Health facilities. The letter primarily focused on educating facilities about PSPS events and how public health facilities can prepare. In addition, the letter promotes the Medical Baseline Program and included program links to each IOU webpage.

Medical Baseline is also a featured program on SDG&E's customer assistance page at [sdge.com/assistance](http://sdge.com/assistance) and easily found on the main navigation dropdown on the website home page. SDG&E's website is fully compliant with WCAG 2.0 standards. The Medical Baseline page provides information on enrollment qualifications, applications in multiple languages, including Spanish, Chinese, Vietnamese and Tagalog, qualifying conditions and equipment, and physician certification (currently suspended during the COVID-19 pandemic).

To promote increased enrollments, the outreach team trains the ESP Network on the Medical Baseline Program and enrollment criteria throughout the year. Some of these partners include the medical community such as the County of San Diego HHS, San Ysidro Health Centers, Family Health Centers of San Diego, Vista Community Clinic, La Maestra, North County Health Services plus other general community and statewide organizations in California. In addition, SDG&E works with these organizations in SDG&E's designated HFTD, as they can play a key

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<sup>5</sup> See the California Department of Public Health website, available at: "AFL 20-59 Public Safety Power Shutoff Power Outage Reporting".

role in identifying customers for Medical Baseline enrollment and education for targeted communications during PSPS events or other outages. SDG&E is planning webinars for these specific partners tailored to the Medical Baseline Program, enrollment criteria, and the impact this program has on customers in and outside of the HFTD.

## **6. California LifeLine Program**

SDG&E continues to promote the California LifeLine Program through coordination with its general customer assistance campaign as needed.

## **7. CBO Community Resiliency Program**

SDG&E uses shareholder grant dollars to fund the recently launched County OES Neighborhood Evacuation Teams (NET) which consists of local Community Emergency Response Team (CERT) members. These CERT members will assist their vulnerable neighbors in completing a Disaster Preparedness Plan, specifically created for people who may need assistance and their caregivers. The focus will be on evacuation planning and identifying several points of contact for assistance during an emergency. SDG&E works closely with the CERT teams and County OES and as part of this new NET program, SDG&E will continue to form strong relationships so that vulnerable Medical Baseline customers have evacuation plans in place during non-emergency classified PSPS events.

# **IV. Customer Preparedness Outreach & Community Engagement**

SDG&E continues to implement its Wildfire Safety Education initiative as discussed below.

## **A. Direct-to-Customer Outreach**

SDG&E's comprehensive Wildfire Safety Public Education Campaign blankets the Company's service territory with mass-market communications. Direct communications also play an essential role in customer awareness before and during wildfire-related events. SDG&E continues to enlist direct communications that keep customers informed. These types of efforts include, but are not limited to, community outreach events such as wildfire safety fairs and webinars, 1x1 outreach to vulnerable populations in high risk areas, emails to customers, bill inserts, wildfire safety newsletters, and wildfire-related outage notifications.

In 2020 the company has implemented novel tactics to conduct the following direct customer outreach.

### Webinars and Drive-through Safety Fairs

Due to COVID-19 concerns SDG&E adapted the way outreach staff directly interacted with customers. Instead of the usual Open House and Safety Fair events, the Company created new Wildfire Safety Webinars and Drive-thru Safety Fairs. Direct communications tactics, along with proactive media coverage through TV and radio, were enlisted to help promote these events through HFTD-targeted emails, and the events themselves transitioned to be an innovative and well received manner to directly reach customers. The Drive-thru Safety Fair events gave SDG&E outreach teams an opportunity to have face-to-face interactions directly

with customers and the public in a safe socially distanced manner, and directly provide collateral, safety-kit backpacks and even saplings from the vegetation management team. Over 1,200 members of the public have participated to date with participation expected to increase in upcoming events.

The SDG&E Wildfire Safety Webinars resulted in record attendance for each event compared to previous open houses. Over 500 participants benefitted from these informative webinars. Recordings have been added to SDG&E's website for those who could not attend.

#### Personal Disaster Plan Brochure

County OES has partnered with SDG&E to produce a Personal Disaster Plan Brochure, a hard-copy brochure which is also available through online channels. This year SDG&E is providing content about utility-related wildfire safety and PSPS awareness and service offerings. Brochures will be made available to customers through CBO organizations, Indian Health Councils, County OES and the general public. The content that SDG&E provides will also be translated into the prevalent languages in its service territory (as defined by D.20-03-004) and available to customers and the public both as printed collateral for outreach events and posted on SDG&E's website.

#### Formal CBO Collaborations

SDG&E is also expanding its collaborations with 2-1-1- San Diego and 2-1-1 Orange County to inform the public about support services they provide during wildfire-related events. Though these services are available to the general public in the service territory. Both 2-1-1 San Diego and Orange County are umbrella organizations for a consortium of CBOs that serve SDG&E's territory. These CBO's specialize in delivery of services.

Finally, the 2-1-1 organizations will also amplify messaging during wildfire related events. SDG&E has also developed a social media kit for 2-1-1 organizations to use during wildfire safety events. SDG&E will continue to leverage new CBO partnerships to refine communication channels and in-language offerings.

### **B. Medical Baseline Marketing and Outreach Campaign**

Please see Section III.C.5 and Section IV.A above.

### **C. Participation in Community Events**

As mentioned above, SDG&E created Wildfire Safety Fairs engaging with back country communities within its HFTD promoting preparedness, resiliency, education and safety, partnering and collaborating with multiple agencies and CBOs. Additionally, SDG&E includes internal departments promoting the generator grant program, SDG&E programs and services to including customer assistance programs CARE, FERA, ESA and Medical Baseline for the vulnerable population and others. In addition, SDG&E hosted four webinars throughout its service territory discussing PSPS, CRCs, and resources for the programs available online.

The SDG&E Outreach team continues to provide customer assistance program information through the Energy Solutions Partner Network CBOs. The team is limited to web-based activities and drive-thru events due to the restrictions associate with COVID-19 and social distancing. They continue to participate in food distribution drive-thru events and virtual web-

based activities to connect customer with available programs and resources including CARE, FERA, ESA and Medical Baseline.

#### **D. CBO Engagement and Community Partnerships**

SDG&E has been working with its CBO partners to develop joint messaging for wildfire and PSPS preparedness, services and offerings, and other public education tactics that target vulnerable and hard to reach populations to help prepare customers for wildfire season and provide support. Additionally, these important organizations are helping to amplify SDG&E's messaging by integrating materials and content into collateral (e.g., newsletters), that is distributed to targeted audiences and shared in social media posts.

A cornerstone of this effort includes messaging and collateral materials in prevalent languages. The materials include relevant wildfire safety preparedness information and resiliency tips and encouragement to sign up for outage notifications and wildfire communications that are provided in prevalent languages. SDG&E is also partnering with County OED on their Countywide Emergency Preparedness and Resiliency Guidebook, which now includes SDG&E messaging and tips for preparing and responding to PSPS and utility Wildfire Safety.

SDG&E's focus for this year continues to be to: 1) expand and strengthen partnerships with organizations specializing in AFN needs, and 2) partner with additional CBOs who can provide direct support services to this population. SDG&E has successfully added several new CBO partners representing the AFN community since June 1, 2020 including the Braille Institute and the Epilepsy Foundation.

#### **E. Emergency Preparedness Safety Website**

SDG&E maintains a publicly accessible website focused specifically on wildfire preparedness and safety, in addition to a general preparedness safety webpage that includes, natural gas, electric, vegetation management, generator safety, emergency preparedness and outage information. This information is found at [sdge.com/safety](http://sdge.com/safety). Additionally, the Company's wildfire safety public education efforts, such as but not limited to print collateral, broadcast media, newspaper advertising, and digital communications, have been used to drive customers and the public to the company's newly re-designed wildfire safety section to improve the viewers experience. The page is found at [sdge.com/wildfire-safety](http://sdge.com/wildfire-safety).

The wildfire safety webpage serves as SDG&E's one-stop online shop for wildfire preparedness, safety information and available resources. Power outage safety and resiliency is emphasized throughout this section of the website. Also included are new safety tips videos and a recorded wildfire safety webinar. A Fire Science podcast, which highlights the development and use of innovative fire science data that informs wildfire decision-making, along with the extensive partnerships and systems used to ascertain the fire science data. The podcast is in final production and will be added to the wildfire safety webpage in September 2020. The main call-to-action continues to encourage customers and the public to sign up for wildfire related notifications

A new technology advancement that will be available to the public is the SDG&E PPS Phone App. The new tool will enable customers and the public to sign up for PPS notifications based on address and geo-spatial location. A dedicated public education campaign to promote the app will be activated, and it will also be promoted on [sdge.com](http://sdge.com). A dedicated landing page



([sdge.com/PSPSapp](https://sdge.com/PSPSapp)) will include an overview of the app's functionality and links to the corresponding download channels for digital devices.

Much of the new content is intended to broaden reach to customer and public audiences. The wildfire safety section of [sdge.com](https://sdge.com) has the capability to be translated into the 18 prevalent languages for wildfire communications that have been identified in the SDG&E service territory. Currently there is a dedicated landing page that provides resources to assist AFN communities, particularly for PSPS events ([sdge.com/AFN](https://sdge.com/AFN)). The page provides information and links for: PSPS notification registration, emergency plan/kit checklists, generator safety, Medical Baseline program and application, CARE, FERA and ESA.

SDG&E is broadened its partnership with 2-1-1 San Diego and 2-1-1 Orange County for support and public-service offerings during wildfire-related events. A dedicated section of the website will include information about these CBO collaborations and services they provide. A new AFN marketing campaign is also in development and will launch in September. Much of the campaign's messaging will drive to this new section of the website and referral to the 2-1-1 organizations.

Additional fire or weather-related webpages are also actively maintained throughout weather-related incidents by SDG&E and are accessible using the following addresses:

- Weather: [sdgeweather.com](https://sdgeweather.com)
- Public Safety Power Shutoff: [sdge.com/PSPS](https://sdge.com/PSPS)
- Community Resource Centers: [sdge.com/resource-centers](https://sdge.com/resource-centers).

## **V. In-Event PPS Customer Communications**

### **A. CBO Engagement and Community Partnerships**

This year SDG&E will amplify “in-event” notifications and messaging related to response activity, services and resources available to vulnerable customers and the public through CBO partners, and in particular 2-1-1 San Diego and 2-1-1 Orange County collaborations<sup>6</sup>. 2-1-1 will also leverage their client contact centers to help connect customers and the public to the support services and resources, which include in-language translations.

### **B. Event Notifications**

As outlined in its 2020 AFN Plan and discussed below, SDG&E continues to implement its strategy to reach out to CBOs and service providers who serve people with disabilities and other access and functional needs.

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<sup>6</sup> While the focus of many of these CBO partners, 2-1- San Diego and 2-1-1 Orange County is on PPS, SDG&E is able to leverage this team for non-PPS events. For example, during the recent California Independent System Operator directed electric load curtailments, SDG&E relied on this working group to amplify messaging to the AFN population.

## **1. Medical Baseline Notifications**

SDG&E initiates outbound dialing campaigns utilizing its Enterprise Notification System (ENS). After the completion of such campaigns, SDG&E reviews the results of the campaign to determine if a positive confirmation for Medical Baseline (MBL) customers was received through a voice contact (home phone or cell phone, based on the customer's preferred contact). This positive confirmation is recorded through a dual tone multi frequency (DTMF) response, which is generated by the recipient creating affirmative response by the action of pressing a key on their phone. For any MBL customers that SDG&E does not receive a DTMF positive response, a list is provided to SDG&E's Customer Contact Center, who proactively call MBL 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 address.

### **C. Website**

Before (usually 48 to 24 hours in advance) and during a PSPS event, SDG&E launches a PSPS Dashboard on SDGE.com. The dashboard has a number of key features including:

- An address look-up tool (customers can input their address to see if they are at-risk for a PSPS event);
- Interactive map with impacted areas;
- Information about affected communities and customer counts;
- Community Resource Center information; and
- How to sign up for notifications.

This year, SDG&E also has a dedicated PSPS mobile app that allows users (it is un-authenticated so there is no account needed) to track up to five addresses in SDG&E service territory and receive push notifications and real-time information about PSPS events. The app has an "Outage Tracker" to see which each address is in the PSPS journey (e.g., under patrol before re-energization) and an interactive map.

### **D. Media**

SDG&E has broadened its collaboration with 2-1-1- San Diego and 2-1-1 Orange County to educate the public about services available during wildfire-related events. Though these services are available to the general public in the SDG&E service territory, this expanded collaboration was designed to help support AFN populations and vulnerable communities. Both 2-1-1 San Diego and Orange County are umbrella organizations for a consortium of CBOs that serve SDG&E's territory. These CBOs specialize in service delivery to AFN populations, including hard to reach, medically indigent and language-challenged populations.

The expanded 2-1-1/SDG&E collaboration is a new co-branded public education campaign. The campaign will leverage digital and social channels along with communication channels for vulnerable and hard to reach populations that transitionally do not leverage digital/social platforms.

As a result, the public education campaign will include mass-market communications such as print advertising, broadcast advertising, broadcast media such as TV and radio, and social media platforms, including Nextdoor. These channels will be used to reach large audiences multiple times. Print advertising, particularly in-language and local community newspaper and magazine publications will help reach affected communities more readily as well as AFN and

hard to reach audiences.

Additionally, SDG&E continues to foster a partnership with local broadcast media to inform customers of proactive safety and preparedness outreach prior to a wildfire event. Local broadcast media, including the designated emergency broadcast radio, also amplifies SDG&E's messaging during a wildfire or wildfire related event (PSPS) to keep customers and the public informed. Prior to potential wildfire related events, the broadcast media is brought to SDG&E's Emergency Operations Center and provide situation awareness they can begin communicating to the public regarding preparedness. They are informed throughout the duration of the event. In 2020, due to Covid-19, SDG&E has adapted its approach with media and provide, where possible, a pre-event briefing via Facebook live streaming.

#### **E. Call Center Support**

SDG&E continues the efforts described in its 2020 AFN Plan. With the expanded partnership of 2-1-1 San Diego and Orange County, customers and non-account holders can be referred to 2-1-1 for PSPS related assistance.

#### **F. Emergency Operations Center Role to Support In-Event Communications to CBOs During PSPS event**

SDG&E has a dedicated position in its EOC who is engaged throughout the PSPS event with our regional partners serving AFN populations. A key responsibility of that role is to ensure timely updates are being passed from SDG&E's EOC to these regional partners, and vice versa. Our regional partners amplify SDG&E's PSPS messaging and status updates through their communication channels, such as web and social media, which reaches the hundreds of CBOs with whom they have partnerships.