

**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)
QUARTERLY UPDATE TO 2020 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

December 1, 2020

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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, San Diego Gas & Electric Company (SDG&E) submits this quarterly update regarding its progress towards meeting its 2020 Access and Functional Needs (AFN) Plan and the impact of its efforts to address the AFN and vulnerable population during Public Safety Power Shutoff (PSPS) events. SDG&E's quarterly update 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

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ATTACHMENT A

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

December 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 its 2020 AFN Plan and the Quarterly Update to the 2020 AFN Plan for the Third Quarter (Q3 AFN Plan Update) that were already taken, this update provides the incremental efforts taken since September 1, 2020.

II. External Feedback and Consultation

A. Customer and Community Based Organization Feedback and Research

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 PSPS.

As explained in last quarter's update, SDG&E is 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. These efforts are described in further detail below.

1. Disability Needs Assessment Research

SDG&E is currently conducting qualitative research to assess its overall communication efforts with customers with various disabilities. Specifically, SDG&E is interviewing customers, as well as Community Based Organizations (CBOs) that represent these customers and internal stakeholders. This work is being conducted by SDG&E's marketing / communications, outreach and Customer Contact Center teams. The interviews seek feedback regarding SDG&E's current communications efforts and how it can effectively serve these groups in the future. To enhance the qualitative research and to gain a better understanding of this group of customers, secondary research analysis will also be conducted. Past survey results will be analyzed with a focus on customers who have self-identified as having medical needs and comparing responses from households with disabilities to those without. This research is the initial step to further understand this group of customers, which may lead to more focused, quantitative research in the future.

2. Community Based Organizations Capabilities and Language Survey

SDG&E conducted a study, surveying CBOs in September 2020 to better understand the populations they serve, types of services they provide, the languages in which they communicate with their constituents and how SDG&E can effectively communicate during PSPS events. Of the 1,400 surveys SDG&E issued, responses were returned by 35 CBOs. The data reflects that respondents mostly engage with their constituents in English and Spanish, with a few speaking Vietnamese, Mandarin and Tagalog. Top services provided to constituents during PSPS events include emotional needs, food security (e.g., food and water), case management/social services and essential items (e.g., clothing and blankets). They indicated that SDG&E can assist their constituents

during PSPS events by connecting them with other resources (i.e., 2-1-1 and other service organizations), providing additional safety communications (encourage sign-ups of alerts, PSPS apps and informational collateral), and connecting constituents with SDG&E programs and services.

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, with notable participants including, 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 Q3 AFN Plan Update was submitted, the Council has held two meetings and has focused on the following topics:

- September 18, 2020: The IOUs provided preliminary updates of the September 2020 PSPS events and recognize the importance in meeting with the Council to get real-time feedback so that additional actions can be implemented quickly. The pilots and partnerships with the Council members and local CBOs were important aspects to the response to the events.
 - A key outcome from this meeting was the addition of AFN Statewide Council members to the PSPS notifications from each IOU.
- November 6, 2020: This meeting was focused on sharing how feedback from the Council members has been incorporated into the IOU response to PSPS events. The IOUs also provided more details on their current back-up power programs.

- A key outcome of this meeting was the inclusion of SDG&E non-MBL self-identified vulnerable customer information in recent PSPS post-event reports, at the request of Council members.

The next Advisory Council meeting is scheduled for December 11, 2020 and will focus on 2021 planning and refining the frequency of Council meetings.

Some examples of feedback received by the Council this past quarter include:

- There has been progress around the coordination with key partnerships (i.e., 2-1-1, California Foundation for Independent Living Centers (CFILC), food banks, CBO partners), however, more work needs to be done to be consistent across the IOUs' service territories.
- There has also been progress around closing gaps that have been identified through the Council meetings and hiring dedicated AFN resources.
- Some Council members received real-time PSPS event updates directly from CalOES (as opposed to directly from the IOUs), which made it challenging to amplify the message and provide notifications to their constituents.
- Ensure ongoing work is done pre and post PSPS events to ensure resiliency and to reduce the event impact.
- Continue improvements around Community Resource Centers to ensure they are beneficial to the AFN community including signage and privacy partitions/screens.

SDG&E will continue to look at incorporating feedback on an ongoing basis and has acted upon several of these suggestions including: 1) Collaborating with the Council members to work towards establishing a statewide 2-1-1 support model, while enhancing SDG&E's regional support models by addressing gaps (e.g., transportation); 2) hiring additional dedicated AFN resources and added AFN Statewide Council members to the early PSPS notification distribution; 3) SDG&E has been focused on supporting non-MBL self-certified vulnerable customers pre and post events, including conducting a mailing campaign to this audience in the HFTD to ensure awareness of the Medical Baseline Program and increase enrollment; and 4) SDG&E is in the process of contracting with an expert to conduct AFN assessments for Community Resource Centers conducted to identify opportunities to enhance access.

2. CPUC Disadvantaged Communities Advisory Group

SDG&E attended the September and October Disadvantaged Communities Advisory Group (DACAG) meetings which included presentations regarding Clean Transportation, Demand Response pilot updates, and Building Decarbonization.

In September 2020, SDG&E presented its Demand Response Pilot for Disadvantaged Communities. SDG&E's pilot consists of two components that focus on battery storage and market research and outreach. The battery storage pilot utilizes a contractor whom specializes in the operation and control of batteries to study the annualized economic

benefits as well as maximizing demand response participation. The market research contractor familiar with the community will conduct customer surveys, outreach activities, data collection and analysis for the pilot.

The Boys and Girls Club of National City was selected as the battery recipient for this pilot. It will receive a 60kWh battery for their participation in the Pilot. The DACAG members commented on the outreach and education components for children who attend the Boys and Girls Club and the importance of community outreach to educate customers about the technology and its benefits. SDG&E will continue working with the Boys and Girls Club to develop educational materials that can be taken home and shared with family and community members. In addition, SDG&E's outreach will target vendors/suppliers to highlight the benefits of working with local businesses and will work with local businesses to educate customers on the benefits of installing distributed energy resources, such as batteries. Similar outreach approaches may be utilized in other disadvantaged communities.

The October 2020 meeting included presentations on building decarbonization efforts already underway. Comments from DACAG members and the public reiterated the need for outreach to disadvantaged communities during the development process, which should include the supply chain (i.e., contractors, distributors and installers). They further commented on the importance of workforce development and ensuring adequate training, thus allowing products to be more prominent and available in disadvantaged communities.

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 the latest updates:

a. SDG&E San Diego Community Advisory Council

SDG&E held a San Diego Community Advisory Council (SDCAC) meeting on September 10, 2020. Eighteen of the 20 SDCAC members in attendance were briefed on SDG&E's three Wildfire Resilience Drive-Thru Safety Fairs, the Public Safety Power Shutoff app and website, SDG&E's PSPS event on September 8-9, 2020, and SDG&E's response to the Valley Fire. In addition, SDG&E's Director of Fire Science and Climate Adaptation presented an update on the October 2020 heatwave, fuels, and the fire season forecast. The next SDCAC meeting is scheduled for December 9, 2020.

b. SDG&E Wildfire Safety Community Advisory Council

Since its Q3 AFN Plan Update was submitted, SDG&E added two new members to its Wildfire Safety Community Advisory Council (WSCAC). These additions ensure that water agencies and AFN food security organizations are represented on the WSCAC. These members are in addition to representatives from K-12 schools, communications,

and healthcare stakeholder groups integrated into the WSCAC in August 2020.

In response to comments shared at the August 25, 2020 WSCAC meeting, SDG&E provided enhanced communications to school districts and provided additional PSPS outreach tools to school districts that are specific to pandemic-related challenges of having students at home. Also, in response to comments shared at the August 25 WSCAC meeting, SDG&E provided enhanced safety communications to residents of the San Diego County backcountry through Tribal Nations and Fire Safe Councils.

The fourth and final WSCAC meeting of 2020 is scheduled for December 4, 2020.

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 is a sub-committee to the County's existing AFN Working Group. The PSPS Working Group focuses on sharing lessons learned between impacted communities and SDG&E to help refine SDG&E's de-energization resources and protocols. This includes Community Resource Centers, strategies for communications and notifications, information sharing, identification of critical facilities, strategies for supporting people and communities with AFN assistance, and contingency plans. 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,¹ SDG&E asked the following entities to participate: small and multi-jurisdictional utilities (SMJUs), community choice aggregators (CCAs), 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.

The first PSPS Working Group meeting was held on August 26, 2020 where topics included a wildfire risk overview, current SDG&E communications tactics, strategies for supporting customers with access and functional needs, identification of critical facilities and information sharing. This was followed by an open, round-table discussion. Examples of feedback received during the meeting include: 1) connecting with Fire Safe Councils to reach customers with access and functional needs; 2) work with Community Emergency Response Teams (CERTs) and Neighborhood Response Teams on wildfire preparedness; and 3) continue to work with the County OES Partner Relay Network to amplify and translated notifications.² The next meeting is scheduled to take place December 15, 2020.

² For further details, please refer to R.18-12-005 SDG&E PSPS Working Group Report for the Third Quarter 2020 filed with the Commission on September 28, 2020.

d. California Office of Emergency Services Office of Tribal Affairs

During PSPS events that impact tribal communities, CalOES' Office of Tribal Affairs hosts meetings with IOU Tribal Liaisons and Tribal Leaders. These meetings have been an effective way to share relevant PSPS event related information between government, agency and IOU stakeholders and provides a dedicated forum for the tribes to raise and discuss any concerns.

III. Customer Programs and Available Resources

A. Resources for Vulnerable Populations

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

In September 2020, SDG&E launched its AFN Support Models with 2-1-1 San Diego and 2-1-1 Orange County acting as resource hubs, in an effort to mitigate adverse impacts to those experiencing PSPS events.

These 2-1-1 support model partnerships proved to be an effective means of providing education, information and social services support to AFN customers during the four 2020 PSPS events that have occurred in SDG&E's service territory to date (September 8-9, September 28-29, October 26-27, and November 26-28).

During the four PSPS events, 2-1-1 San Diego received a total of 81 calls with 51 of the callers requiring general PSPS information. Disaster assessments were conducted for 18 callers identifying additional referral services for the affected customers. Some examples of these referral services include transportation, temporary shelter (hotel vouchers), food, personal goods and services.

On October 24, SDG&E notified some of its southern Orange County customers of a potential PSPS event, however no Orange County customers were de-energized. While 2-1-1 Orange County was activated, they did not receive any PSPS related customer calls.

To ensure customers receive a full spectrum of services, SDG&E also worked with 2-1-1 San Diego to assess potential gaps in resource providers, which identified the need for enhanced transportation services, with extended hours. After the gap analysis, SDG&E partnered with the Facilitating Access to Coordinated Transportation (FACT) organization, which seeks to improve access to transportation for seniors, persons with disabilities, veterans, and the income disadvantaged. The FACT/SDG&E partnership provides enhanced accessible transportation, seven days per week from the hours of 5:30AM to 11:00PM to those with access and functional needs experiencing an SDG&E PSPS event.

Additionally, SDG&E is in the process of partnering with Jewish Family Services of San Diego (JFS) to fill additional gaps by providing enhanced services to AFN customers

experiencing an SDG&E PSPS event.

2. Resiliency Item Delivery Pilot Program

SDG&E is exploring a new pilot that would deliver resiliency items to vulnerable customers that are de-energized during a PSPS event. Items may include water, snacks, ice, hand crank radio/flashlight combo, blankets and power chargers (battery banks). This pilot program would be administered by a third-party contractor delivering to a maximum of 80 customers a day. During the pilot, the vendor will call customers, selected by vulnerability, on circuits that are de-energized to inquire if they require resiliency items. Based on customer requests, the vendor will deliver items to the customers. At the end of the pilot, customers will be surveyed to gauge the effectiveness of the pilot on aspects such as value to customers, and ease of implementing during a PSPS event.

3. Inter-Tribal Agency Assistance

In 2020, SDG&E began discussions with Indian Health Councils within SDG&E's service territory to better understand how it can help support tribal AFN communities. These discussions are ongoing and have also resulted in a partnership between SDG&E and Feeding San Diego, to directly benefit the tribal population served by the Indian Health Council with food security during PSPS events. SDG&E has also provided grant funding to tribal governments, as well as Inter-Tribal Long-Term Recovery Foundation, to support tribes specifically with PSPS events.

4. Generator Grant Program

The Generator Grant Program (GGP) is a resiliency program to empower AFN customers who may be impacted by PSPS. To date, a total of 1,756 customers were invited to participate and 1,409 portable battery units have been delivered. This population includes every customer who experienced a PSPS while being enrolled as a MBL customer in 2019. Of the delivered units, 75 were provided specifically to master-metered MBL customers who lived in Mobile Home Parks, impacted by PSPS. Deliveries have concluded for the 2020 iteration of the program and the program is now in the evaluation phase. For 2021, SDG&E is looking to expand this program to include customers with access and functional needs who are not enrolled in the MBL program.

5. 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 the High Fire Threat District (HFTD) who have experienced a previous year PSPS outage. More than 28,000 customers were invited to participate in 2020. Qualifying customers have been offered a rebate of \$300 or more on a list of available portable gas generators through local and online retailers. If the customer is an active participant in the California Alternate Rates for Energy (CARE) low income program, they qualify for

an additional \$150 rebate in their purchase, bringing the total instant rebate up to \$450 for CARE customers.

Eligible customers were 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.

While the 2020 GAP Program is winding down, eligible customers may still take advantage of the rebate offer until December 31, 2020. To date, 1,488 customers have downloaded a generator rebate coupon, including 229 CARE customers. Of these customers, 350 have purchased a generator, with 76 of the purchases being CARE customers.

B. Community Resource Centers

SDG&E continues to work with relevant stakeholders to refine its CRC program such that it meets the needs of the communities impacted by PSPS events. SDG&E has identified a new location in collaboration with the County of San Diego to serve the community of Fallbrook. This new CRC will be fully operational for the 2021 fire season. Additionally, SDG&E has identified a preliminary location for a new CRC in the Southern Orange County region and plans are in development. Once finalized, this site will support the Southern Orange County and San Clemente areas. SDG&E is also in the process of partnering with an AFN expert to conduct assessments of all CRCs to identify enhancements that may benefit the AFN community.

C. Utility Programs Serving Low-Income and Disadvantaged Communities

Marketing, Education and Outreach (ME&O) activities summarized below represent joint efforts on behalf of the CARE, Family Energy Rate Assistance (FERA) and Energy Saving Assistance (ESA) programs. These efforts are detailed in the monthly reports submitted to the Commission for the Low Income Assistance Programs.

SDG&E utilizes an integrated ME&O strategy by connecting with customers using general awareness marketing, direct marketing, and community outreach and engagement. The intent of the 2020 campaign is to make a connection with customers in order to drive conservation and provide monthly savings on their energy bill. The campaign runs in English, Spanish and Asian languages and includes television, streaming radio, outdoor, print, digital (including paid search), email, direct mail and bill inserts, as well as a robust outreach program.

Streaming TV: In October 2020, SDG&E ran 15-second TV spots on both English and Spanish streaming websites to promote SDG&E's Customer Assistance programs.

Print Advertising: For September through November 2020, the messaging in SDG&E's print advertisements focused 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.

Online Advertising: In 2020, SDG&E planned a digital advertising campaign that began in February and will end in December.

- Paid search brought 56,193 impressions in September with a click-through-rate (CTR) of 29% and 72,459 impressions in October with a CTR of 29 %.
- Paid Social media for September had 833,873 impressions with a CTR of 1.4%. Paid Social media for October had 1,571,390 impressions with a CTR of 1%.
- Banner Display Ads for September had 595,515 impressions with a CTR of 0.90%. Banner Display Ads for October had 5,713,920 impressions with a CTR of 0.38%.
- Native online advertising in September had 120,452 impressions with a CTR of 0.13%. Native online advertising in October had 601,161 impressions with a CTR of 0.16%.

Social Media: Using e-newsletters, website posts, and social media channels, SDG&E's Energy Solutions Partner Network shared 75 messages in September to an audience of more than 123,000 followers, and 144 customer assistance messages in October to an audience of more than 222,000 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.

Energy Solutions Partner Network: In October 2020, the SDG&E Customer Solutions Outreach Team participated in 29 events, presentations, and trainings/workshops, 17 of which were virtual, that featured information and enrollment in energy solutions programs, services and tools. Many of these activities were hosted by SDG&E's partner network and included drive through events, such as food drives, where information was shared in a safe manner. Outreach activities were focused on engaging customers with solutions such as the CARE and ESA Programs and reached over 829 people in October. On October 28, SDG&E Outreach presented to The Dayle McIntosh Center for the Disabled (Center), a new Energy Solutions Partner located in Orange County. The Center provides services to people with disabilities and facilitates equal access and inclusion within the community. The presentation was given to organization staff and focused on energy efficiency, customer assistance programs, PSPS, and SDG&E's COVID-19 response.

1. California Alternate Rates for Energy Program

In addition to the campaign efforts described in Section III.C above, SDG&E's third-party contractor, The Harris Group (THG), called targeted customers to enroll in the CARE program.³ The campaign provides SDG&E with a way to directly connect with customers in low-income and hard-to-reach areas. THG provides education about the CARE and ESA Programs and assists customers in completing program application forms. Outbound call activities generated 2,214 CARE enrollments in September and 1,460 in October.

2. Family Electric Rate Assistance Program

Please refer to Section III.C above.

3. Energy Savings Assistance Program

In addition to the campaign efforts described in Section III.C above, SDG&E resumed direct mail efforts in September and sent 29,493 postcards to promote the ESA Program to potential customers in September and 10,798 postcards in October to promote the ESA Program to potential customers.

In September 2020, SDG&E resumed e-mail efforts to promote the ESA Program to potential customers. These emails utilize a "nurture campaign," which sends a series of automated, pre-written messages over a specified period to move customers closer to conversion. Contacts receive messages based on behavioral triggers and may receive up to three messages (including reminders) over a 30-day period, depending on engagement level. In September 2020, SDG&E sent out 73,298 emails (many of these reminders) which generated a 43% open rate and a 4% CTR over the course of the month. SDG&E planned an October e-mail to promote the ESA Program to potential customers, which was put on hold to focus on PSPS related messaging due to multiple events in SDG&E's region. Therefore, SDG&E did not send any ESA emails in October.

4. Low Income Home Energy Assistance Program

Please refer to Section III.C above.

5. Medical Baseline Allowance Program

Please refer to Section IV.B (Medical Baseline Marketing and Outreach Campaign) below.

6. California LifeLine Program

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

³ THG is a Diverse Business Enterprise (DBE) vendor and a woman-owned business.

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 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 Public Education initiative as outlined below.

A. Direct-to-Customer Outreach

Since the submittal of SDG&E's Q3 AFN Plan Update, SDG&E continued to reach out to customers directly through several outreach programs and initiatives. The Company continues to execute this type of outreach in two manners: email and direct mail communications. These communications continued to be employed into the Fall of 2020 for the final series of Drive-thru Wildfire Safety Fairs. Direct communications are being utilized through the end of year for new generator programs, including safety collateral, that were offered to AFN customers within the HFTD this year.

Due to the COVID-19 pandemic, safety was the top consideration for customer offerings and outreach. In lieu of the Company's annual in-person Open House events, a series of interactive webinars were held in early summer to inform customers about safety measures related to wildfires and PSPS. Also, drive-through wildfire safety fairs were held instead of the usual safety fair public-gathering events during the summer and early fall. These outreach events, held in locations that have historically experienced extreme weather conditions, provide customers and communities members an opportunity interact directly with SDG&E's subject-matter regarding important safety and operational information. External partners also participated, providing much needed resource information to potentially impacted communities. The external partners included CAL FIRE, American Red Cross, 2-1-1 San Diego and San Diego County Animal Services.

These events resulted in record attendance and positive feedback from customers. Participants were surveyed as they completed the drive-through event, and feedback will be used to improve next year's offerings. The three webinars drew over 700 participants to the interactive sessions. The drive-thru safety fairs attracted over 2,200 HFTD residents for record attendance this year. Promotions included the company website, organic social media (including Nextdoor, Twitter, Facebook, Instagram and LinkedIn), radio and television interviews, promotional coordination with 2-1-1 San

Diego, and emails sent to all customers who reside in the HFTD (about 200,000 customers). Emails were sent to these customers prior to each event through the fall and each email contained reminder dates for upcoming events.

This year the Company also offered three pilot generator programs related to Wildfire Safety: Generator Grant Program, Generator Assistance Program and Whole House Generator Program. Each of these programs were promoted by emails or letters to targeted and eligible customers, including those in the AFN populations. All three programs were successful in reaching interested customers, based on program enrollment. The Generator Grant Program provides generators to customers who are on Medical Baseline and have previously experienced PSPS. The Generator Assistance Program provides rebates to customers in the HFTD for a new generator. The Whole House Generator Program provides a generator that powers an entire home during an outage. The Generator Assistance Program and Whole House Generator Program will continue to be promoted through the end of the year to targeted communities to drive enrollment. Each of these programs are expected to be expanded in 2021 as well, and direct communications will continue to be expanded, with a focus on AFN populations.

Finally, the Company mails an annual Wildfire Safety Newsletter to customers in the HFTD. In previous years, the focus was on the most at-risk areas. This year, newsletters were sent to every customer in the HFTD. Disseminating the Newsletter to a larger swath of customers helped the Company communicate with harder to reach customers and AFN communities that did not sit within the most at-risk areas. This practice is expected to continue in the coming years.

B. Medical Baseline Marketing and Outreach Campaign

In Q4 2020, SDG&E launched a ME&O campaign to promote its MBL program. The target audience was residential customers, especially those in the HTFD and select medical providers. While the primary goal is to drive new customer enrollment, a secondary goal was to encourage current customers to sign up for advanced PSPS notifications.

Numerous challenges exist in reaching potential MBL customers and identifying individuals with qualifying medical equipment because of the Health Insurance Portability and Accountability Act (HIPAA) and privacy laws. Typically, SDG&E works with third party providers (such as CBOs and the County of San Diego Health & Human Services Agency (HHS)) to provide outreach to vulnerable populations. In addition, SDG&E is cautious in its communications with customers to avoid any possible misunderstanding that SDG&E provides medical assistance during PSPS events.

The MBL campaign uses a combination of traditional and non-traditional media, such as backcountry and Spanish language print publications, messaging on customer bills, targeted postcard to HFTDs, News Billboards/Sponsorships across major broadcast stations, Q&A public service announcement style TV interview segments, digital display and social media.

Improvements in digital targeting allow SDG&E to use third-party healthcare data partners to better target users who are most likely to have qualifying medical equipment, such as through prescriptions and insurance data points. SDG&E is also leveraging current MBL customer data to create lookalike audiences customized to mirror potential new leads (i.e., targeting new customers who are more likely to qualify because they share similarities with existing customers).

The MBL campaign runs for twelve weeks from early October through mid-December.

C. Participation in Community Events

In 2020, the Company had implemented novel tactics to conduct the following direct customer outreach. As discussed in Section IV.A above, due to COVID-19 concerns, SDG&E adapted a way for all outreach staff to directly interact with customers in a safe and socially distanced manner. Instead of the usual Open House and Safety Fair events, the Company created 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, 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 and their partners an opportunity to have face-to-face interactions directly with customers and the public providing collateral, safety-kit backpacks and saplings from the vegetation management team.

After completing the last Drive-Thru Safety Fair, over 2,200 members of the public drove their way thru these events. Final surveys showed a 97% very satisfied rate.

The SDG&E Wildfire Safety Webinars resulted in record attendance for each event compared to previous open houses. Over 700 participants benefitted from these informative webinars. Recordings have been added to SDG&E's website for those who could not attend.

Planning for the 2021 Webinars and Wildfire Safety Fairs has begun and is scheduled to kick-off in the second quarter.

D. CBO Engagement and Community Partnerships

SDG&E works 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. 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. Since September 2020, SDG&E has added four new AFN partners to its Energy Solutions Partner network including the Epilepsy Foundation of San Diego, which provides support to individuals and families impacted by epilepsy to overcome challenges through education, advocacy, counseling, resources, and other supportive programs.

E. Emergency Preparedness Safety Website

In September 2020, SDG&E re-designed the wildfire safety section of its website (sdge.com/wildfire-safety) based on customer and stakeholder feedback solicited after the 2019 fire season. The re-design was made with substantial consideration of AFN populations and designed to be a one-stop shop of information and resources for customers and the public. Each of the pages are available in the prevalent languages spoken in SDG&E's service territory, video offerings have been captioned, and collaborations with local community-based organizations and service providers are also highlighted. Updates also included new resiliency videos that educate the public about preparing for a PSPS, wildfire preparedness, emergency kit essentials; content regarding collaborations with CBOs within the service territory and the services available to the public during wildfire and PSPS events; and information on the wildfire safety advancements achieved in the service territory in 2020. In addition, content and visual updates were made to further inform the public, simplify navigation and improve the viewers' experience while on the website. Feedback from customer surveys reflected high rankings for the updated section. Approximately 84% of respondents who learned about PSPS from the company website said they were very satisfied with the site.

The main website sections updated included landing pages for Public Safety Power Shutoffs, Emergency Preparedness, Community Resource Centers and the section that describes the Company's wildfire-safety advancements. The Public Safety Power Shutoff landing page now includes a list of affected communities during these weather-related events. The Community Resource Center section also includes new COVID-19 protocols that are implemented during activations as well as updated facility locations. The Emergency Preparedness section has been re-designed so that content is easier to find as well as promoting the company's new PSPS mobile app. SDG&E's Wildfire Safety Advancement's landing page also conveys the new operational tactics that the company uses to keep the region safe such as drone technology, advanced wireless communications and expanded local partnerships with over 560 nonprofit organizations.

Customer and public service program offerings for wildfire safety and PSPS preparation were expanded this year as well. Along with the marketing and promotional tactics that were used to inform customers about safety programs, additional content was added to the website to educate and inform customers about these efforts. This year, the Company offered some novel outreach events and services for customers and the public such as webinars, drive-through safety fairs and multiple generator programs. Detailed information about all these safety offerings were added and managed on

sdge.com. This information also helped drive record attendance to the wildfire safety outreach events this year.

The Company has also been working with local CBO within the company's service territory, such as 2-1-1 San Diego, 2-1-1 Orange County, the San Diego County AFN Working Group, the American Red Cross, CERTS, etc. to update their web and digital content for amplification to their constituency. Specifically, at the beginning of this year's fire season, SDG&E partnered with these organizations to help them design PSPS landing pages and develop joint public education collateral material for their websites. This information has been used during each of the 2020 PSPS events and the Company continues to coordinate with these organizations and provide them with updated information.

As previously discussed, during PSPS events there is a dedicated team of company liaisons who coordinate directly with 2-1-1 organizations and the San Diego County AFN Working Group. These organizations are consortiums for local CBOs and service providers, and they amplify real-time awareness messaging to their CBO partners and their constituency. This practice started in earnest this past quarter and has been a great asset with helping to spread information to affected communities and local residents.

V. In-Event PSPS Customer Communications

A. CBO Engagement and Community Partnerships

SDG&E partnered with County OES, AFN Working Group, 2-1-1 San Diego, 2-1-1 Orange County, and CBOs to amplify key messaging through their databases and social media channels, and to translate PSPS notification into other languages. Updates on the PSPS event, including tips and a link to sign up for notifications, were sent to more than 500 community and public safety partners. In addition, more than 60 CBOs amplified PSPS notifications to their constituencies this wildfire season.

CBO partners were asked to:

- Distribute PSPS notifications to the CBOs' respective database of members before, during, and after a PSPS event
- Provide translation of SDG&E PSPS notifications in-language (if possible)
- During a PSPS event, share PSPS messaging with constituents via social media, email and other relevant channels used by partner
- Inform constituents how to sign up for PSPS and emergency notification and alert information

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.

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 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 to notify them.

C. Website

SDG&E has a dedicated webpage to inform customers about PSPS events. The page, found at SDGE.com/Ready, was improved for this fire season. It has a new dashboard layout that makes it easier to find information. Built with a mobile-first approach, the "under the hood" specifications include responsive coding that optimizes the page on all devices and built with low-bandwidth customers in mind. New to the page is an address look-up tool which tells customers where they are in the PSPS journey, including if they are at-risk, de-energized or if SDG&E is patrolling in their area. The page features an interactive Google-based map which shows heatmaps of at-risk and affected areas. In addition, there is a dynamic list of communities impacted and potential shutoffs, including real-time customer counts. The CRCs are a prominent feature this year, and lists hours of operations, addresses and directions, as well as amenities for each CRC. SDG&E also provides resource information for the AFN community, as well as additional resources to assist customers before, during and after a PSPS event.

D. Media

Since September 1, 2020, SDG&E had been deliberate to communicate its expanded collaboration with 2-1-1 San Diego and 2-1-1 Orange County. SDG&E launched a new co-branded public education campaign. The campaign will remain in market into December 2020 and includes mass-communications such as print advertising, radio, and digital media platforms, including paid social all targeted towards vulnerable and hard to reach populations.

Digital banners have already run 3.2 million impressions (or touchpoints). Social Media messaging on Facebook has garnered over 397,000 impressions. Print advertising, particularly in-language local community newspapers and magazine publications, will help reach affected communities more readily as well as AFN and 16 hard-to-reach audiences. Print will provide over 1 million campaign impressions. SDG&E's traditional radio buy is currently working towards reaching over 4 million impressions, with streaming radio adding another 1.8 million. As part of the radio buy, SDG&E is

also receiving over 1.7 million station newsletters, 75,000 social posts and 675,000 targeted emails to their listeners. SDG&E also developed and disseminated event-specific community flyers that were posted in community centers and high traffic areas in affected communities. These flyers were intended to reach audiences that may not have had readily available internet or cable access.

As part of its expanded outreach to vulnerable communities during an event, SDG&E had roadside electronic message signs placed in strategic locations, throughout affected communities, to keep impacted residents informed. These signs were critically important to communicating with travels going in and out of affected communities. To date, a total of 31 signs have been deployed this year.

Additionally, SDG&E continues to foster a partnership with local broadcast and print media to inform customers of proactive safety and preparedness outreach prior to a PSPS event. Local broadcast and print media, including the designated emergency broadcast radio, also amplify SDG&E's messaging during a wildfire or wildfire-related events such as PSPS.

Prior to 2020, broadcast and print media were brought into SDG&E's Emergency Operation Center (EOC), before a potential wildfire-related, and provided situation awareness that they could begin disseminating to the public. Due to COVID-19, SDG&E has adapted its approach and now pre-records event briefings from the meteorology team that are shared via the Company's social media channels (YouTube, Twitter, Facebook and Nextdoor). The media is kept informed throughout the duration of an event by media representatives and real-time updates via the NewsCenter (sdgenews.com) and social media.

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 PSPS events with regional partners serving AFN populations. A key responsibility of this role is to ensure timely updates are being passed from SDG&E's EOC to these regional partners, and vice versa. SDG&E's regional partners amplify 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.