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<tr>
<th><strong>Docket Number:</strong></th>
<th>16-OIR-06</th>
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<tbody>
<tr>
<td><strong>Project Title:</strong></td>
<td>Senate Bill 350 Disadvantaged Community Advisory Group</td>
</tr>
<tr>
<td><strong>TN #:</strong></td>
<td>229769-2</td>
</tr>
<tr>
<td><strong>Document Title:</strong></td>
<td>Item 4 Presentation on Public Safety Power Shut Off by CPUC staff</td>
</tr>
<tr>
<td><strong>Description:</strong></td>
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<tr>
<td><strong>Filer:</strong></td>
<td>Kristy Chew</td>
</tr>
<tr>
<td><strong>Organization:</strong></td>
<td>California Energy Commission</td>
</tr>
<tr>
<td><strong>Submitter Role:</strong></td>
<td>Commission Staff</td>
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<td><strong>Submission Date:</strong></td>
<td>9/18/2019 10:33:51 AM</td>
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<tr>
<td><strong>Docketed Date:</strong></td>
<td>9/18/2019</td>
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</table>
PUBLIC SAFETY POWER SHUTOFF OVERVIEW

Anthony Noll
Anthony.noll@cpuc.ca.gov
California Public Utilities Commission (CPUC)
Background

• 2009: CPUC found San Diego Gas & Electric (SDG&E) has authority to de-energize.

• 2012: CPUC adopted de-energization rules and requirements for reasonableness, notification, mitigation and reporting by SDG&E.
  – Since 2013 Pacific Gas and Electric Company (PG&E) and Southern California Edison Company (SCE) have exercised their authority to de-energize power lines.

• 2017: Most destructive wildfire season on record. CPUC issued a resolution (ESRB-8) extending 2012 rules and requirements to electric Investor Owned Utilities (IOU). WSRB-8 strengthened the reporting and public outreach, notification and mitigation guidelines adopted in 2012.
  – CPUC adopted the CPUC Fire-Threat Map designating Elevated and Extreme High Fire Threat Districts

• 2019: CPUC decision adopts de-energization (Public Safety Power Shut-off) communication and notification guidelines for the electric investor-owned utilities along with updates to the requirements established in 2017 resolution.
The data portrayed in the CPUC Fire-Threat Map were developed under Rulemaking 17-05-066, following procedures in Decision 17-05-067, revised by Decision 17-09-064, which adopted a work plan for the development of a utility high fire threat district (HFTD) for application of enhanced fire safety regulations. The aforementioned decisions ordered that the HFTD be comprised of two individual map products. One of those map products is the CPUC Fire-Threat Map. The CPUC Fire-Threat Map depicts areas where enhanced fire safety regulations found in Decision 17-13-004 apply. The final CPUC Fire-Threat Map was submitted to the Commission via a Fire Advisory Letter that was adopted by the Commission’s Safety and Enforcement Division (SED) with a disposition letter on January 19, 2018. All data and information portrayed on the CPUC Fire-Threat Map are for the anticipated or called out in D-12-12-064, and any omissions or misprints are not the responsibility assessed by the Commission or its supporting Independent Review Team.

**Fire-Threat Areas**

- Tier 2 - Elevated
- Tier 3 - Extreme

**Counties**
## Table 1
Geographic Area Covered by the IRT-approved CPUC Fire-Threat Map

<table>
<thead>
<tr>
<th>Region</th>
<th>Tier 2 Elevated</th>
<th>Tier 3 Extreme</th>
<th>Tier 2 + Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern California</td>
<td>6,352</td>
<td>6,070</td>
<td>12,421</td>
</tr>
<tr>
<td>Northern California</td>
<td>51,476</td>
<td>6,408</td>
<td>57,884</td>
</tr>
<tr>
<td>Total for Tier</td>
<td>57,827</td>
<td>12,478</td>
<td>70,305</td>
</tr>
</tbody>
</table>

### Percent of California Land Area

<table>
<thead>
<tr>
<th>Region</th>
<th>Tier 2 Elevated</th>
<th>Tier 3 Extreme</th>
<th>Tier 2 + Tier 3</th>
</tr>
</thead>
<tbody>
<tr>
<td>Southern California</td>
<td>13.9%</td>
<td>13.2%</td>
<td>27.1%</td>
</tr>
<tr>
<td>Northern California</td>
<td>45.7%</td>
<td>5.6%</td>
<td>51.3%</td>
</tr>
<tr>
<td>Total for Tier</td>
<td>36.5%</td>
<td>7.8%</td>
<td>44.3%</td>
</tr>
</tbody>
</table>

## PSPS DATA (2013-2018)

<table>
<thead>
<tr>
<th>Utility</th>
<th>Total Circuits De-energized</th>
<th>Average De-energization Duration (Hours)</th>
<th>Total Outage Hours</th>
<th>Total Outage Days</th>
<th>Average Number of Customers Impacted</th>
<th>Total Customers</th>
<th>Average De-energization Impact (Customer-Hours)</th>
</tr>
</thead>
<tbody>
<tr>
<td>PG&amp;E</td>
<td>41</td>
<td>27.17</td>
<td>1113.9</td>
<td>46.4</td>
<td>1466</td>
<td>60086</td>
<td>41,304.0</td>
</tr>
<tr>
<td>SCE</td>
<td>1</td>
<td>14.68</td>
<td>14.7</td>
<td>0.6</td>
<td>34</td>
<td>34</td>
<td>499.2</td>
</tr>
<tr>
<td>SDG&amp;E</td>
<td>131</td>
<td>37.27</td>
<td>4882.2</td>
<td>203.4</td>
<td>360</td>
<td>46849</td>
<td>15,435.9</td>
</tr>
<tr>
<td>Grand Total</td>
<td>173</td>
<td>34.7</td>
<td>6010.8</td>
<td>250.4</td>
<td>622</td>
<td>106969</td>
<td>21,480.2</td>
</tr>
</tbody>
</table>

PG&E PSPS event June 7-9 2019 involved 28 circuits affecting 22,000 customers
**DISCUSSION DRAFT**

Objectives: Develop and implement a multi-faceted outreach and engagement campaign to help the more vulnerable customers prepare for a PSPS event.

Updated: Sept. 12, 2019

**INTEGRATED STATEWIDE PROGRAM – Targeted to all Californians including AFN population**

<table>
<thead>
<tr>
<th>Key Message:</th>
<th>Paid Media:</th>
<th>Consistent Messaging:</th>
</tr>
</thead>
<tbody>
<tr>
<td>PSPS education and awareness, updated contact information, emergency preparedness and safety resources, Medical Baseline and low income programs and services</td>
<td>Radio campaign – May - July 2019 – complete Digital campaign – June – November 2019 – ongoing Including animated, still banners, video and social assets</td>
<td>Continue to align messaging across the IOUs Identify gaps and opportunities to enhance communications Evolve campaign to include additional AFN targeted communications</td>
</tr>
</tbody>
</table>

**IOU Specific Campaigns**
- Direct to customer – Direct mail/email campaign
- Paid media campaign including radio, digital, social, newspaper and broadcast
- One to one outreach including outbound calls, events and community based organizations
- Online tools and resources including dedicated webpages, online maps
- Focus Groups
- Expand notifications to non-account holders
- Documentary (SDG&E)
- Fire safety press conferences

**Statewide-wide Planning**
- Review baseline metrics
- Develop strategy to apply lessons learned

**IOU Marketing Planning**
- Review baseline metrics
- Develop strategy to apply lessons learned

**AFN TARGETED OUTREACH**

**IOU Outreach**
- Ongoing community meetings/sitting sessions
- Open houses, fairs, and WebEx educational events
- Obtain onsite Medical Baseline enrollments where possible
- Continue evaluating AFN Community Advisory Panel
- Medical Baseline customer outreach requesting updated contact information (e.g. direct mail and outbound phone calls to MBL in high fire threat areas)

**CBO Partnerships and Stakeholder Engagement**
- Amplify the education outreach around PSPS events
- Participate in local AFN collaborative meetings (County, Regional Centers, etc.)
- Leverage CBO to share notifications to impacted customers
- Distribute existing program and services “Tool Kits” to CBOs
- Consider leveraging CBOs to connect customers to programs (e.g. SDG&E’s & PG&E’s Energy Solutions Partner Network)

**CBO Partnerships and Stakeholder Engagement**
- Examine feasibility to using existing capitation agencies to increase Medical Baseline enrollment
- Expand CBO partnerships to assist with Medical Baseline enrollments
- PG&E to partner with California Foundation for Independent Living Centers (CFILC) to administer resources (e.g. backup durable medical equipment and assistive technology) to AFN community

**IOU Specific Resources**
- Online Marketplace portable battery solutions (e.g., Adding Battery Powered Generators to the SCE.com Marketplace – End of Q1, 2020)
- Backup power online resources
- Explore “quick win” programs (e.g. SDG&E provided emergency preparedness backpacks to all customers who attended the three SDG&E Wildfire Safety Fairs)

**Notification Sign Up Process – Account Holders**
- Customers are encouraged to update their contact information
- Notifications delivered via email, text, phone calls, and in person visits to customers enrolled in Medical Baseline program

**Notification Sign Up Process – Non-Account Holders**
- SDG&E working to leverage the existing ENS (~Sept. ’19)
- SCE working to establish a solution (~Fall ’19)
- PG&E to partner with California Foundation for Independent Living Centers (CFILC) to administer resources (e.g. backup durable medical equipment and assistive technology) to AFN community

**IOU Specific “Pilot” Backup Power Programs – Targeting AFN Customers in High Fire Threat Districts**
- PG&E – partnering with CFILC as program implementer targeting ~200 AFN customers
- SDG&E – administered by independent third party targeting ~80 AFN customers
- SCE – Adding Portable Battery Power Stations to the SCE.com Marketplace

**2019 Pilot Evaluation:**
- Survey customers
- Lessons learned

**2020 PLANNING**

**Overarching Criteria and strategy**
- Crystalize the program scope, customer qualifications and program duration
- Develop metrics and ongoing program evaluation check points
- Develop 2020 MEAO strategy
- Continue refinement of Community Resource Center strategy
- Scope of resources needed (e.g. temporary power solutions, specialized medical transportation, lodging, public transit, personal care assistance, etc.)
- Review and make recommendations to expand/modify existing programs (e.g. SGIP, Medical Baseline, etc.)
- Align programs

**Scope and Implementation Planning**
- Target audience
- Budget/cost estimates
- Go-to-market plan
- Coordinate, synchronize and organize funding support
- Operations planning

**Implementation Begins**
- Funding secured
- Issue RFPs to secure partnerships
- Marketing development begins
- Operations planning begins

**Determine funding vehicles and regulatory process (TBD)**

**California IOUs prepare filings or establish processes according to determined regulatory process**

**CPUC review, comment and approval process (TBD)**

**Funding Authorization**
Questions?