

DOCKETED

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PUBLIC SAFETY POWER SHUTOFF OVERVIEW

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(CPUC)

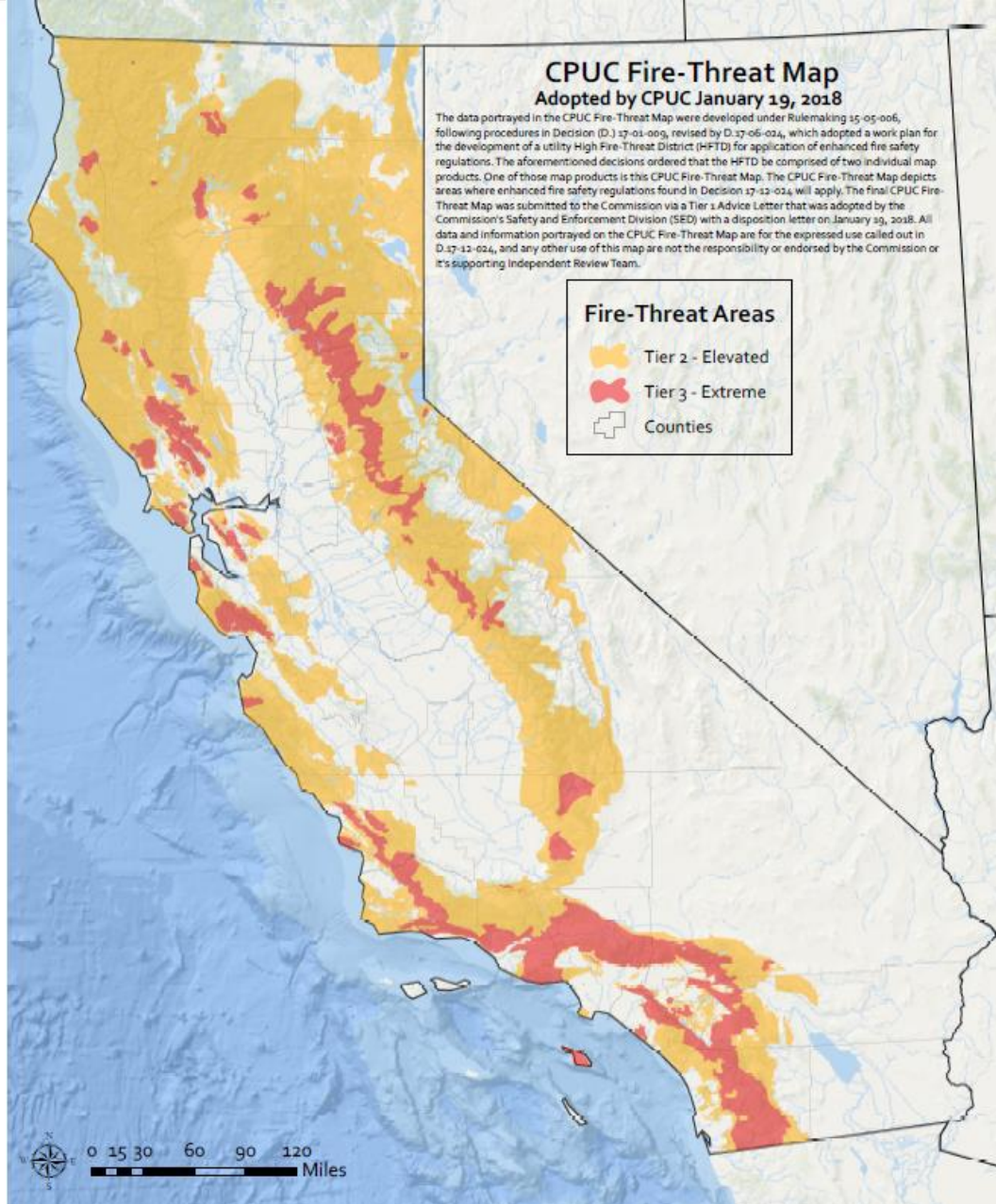




Background

- 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.







CPUC Fire-Threat Map Land Coverage in California

Table 1 Geographic Area Covered by the IRT-approved CPUC Fire-Threat Map Square Miles			
Region	Tier 2 Elevated	Tier 3 Extreme	Tier 2 + Tier 3
Southern California	6,352	6,070	12,421
Northern California	51,476	6,408	57,884
Total for Tier	57,827	12,478	70,305
Percent of California Land Area			
Region	Tier 2 Elevated	Tier 3 Extreme	Tier 2 + Tier 3
Southern California	13.9%	13.2%	27.1%
Northern California	45.7%	5.6%	51.3%
Total for Tier	36.5%	7.8%	44.3%
<p>Source: <i>Response of the Peer Development Panel to Administrative Law Judges' October 6, 2017 Ruling – Additional Shape B Map Information filed on November 20, 2017, at Appendix A, page A-10.</i></p>			





PSPS DATA (2013-2018)

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

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





DISCUSSION DRAFT

PSPS AFN Marketing, Education & Outreach Overview

Objective: 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

2019

2020

	Sep	Oct	Nov	Dec	Jan	
INTEGRATED STATEWIDE PROGRAM – Targeted to all Californians including AFN population	Statewide PSPS Campaign Key Messaging: PSPS education and awareness, updated contact information, emergency preparedness and safety resources, Medical Baseline and low income programs and services Website: <ul style="list-style-type: none"> • Translated: Spanish, Vietnamese, Chinese, Korean, and Tagalog • Fact sheets: PSPS awareness, ADA, backup power Safety • Resource links: IOU, State and local resource website/contact information • Certified: ADA compliant • In development: FAQs and links to IOU AFN programs and resources Paid Media: <ul style="list-style-type: none"> • Radio campaign – May - July 2019 – complete • Digital campaign – June – November 2019 – ongoing • Including animated, still banners, video and social assets Consistent Messaging: <ul style="list-style-type: none"> • Continue to align messaging across the IOUs • Identify gaps and opportunities to enhance communications • Evolve campaign to include additional AFN targeted communications 				Statewide 2020 Planning <ul style="list-style-type: none"> • Review baseline metrics • Develop strategy to apply lessons learned 	
	IOU Specific Campaigns <ul style="list-style-type: none"> • 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 				<ul style="list-style-type: none"> • Focus Groups • Expand notifications to tourist and non-engage customers • Documentary (SDG&E) 	IOU Marketing Planning <ul style="list-style-type: none"> • Review baseline metrics • Develop strategy to apply lessons learned
AFN TARGETED OUTREACH	IOU Outreach <ul style="list-style-type: none"> • Ongoing community meetings/listening sessions • Open houses, fairs, and WebEx educational events (Obtain onsite Medical Baseline enrollments where possible) • Exploring establishing 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) 				<ul style="list-style-type: none"> • AFN specific communications including audio clips, visuals for deaf/hard hearing and signed/captioned options 	IOU Outreach <ul style="list-style-type: none"> • Continue listening sessions • Convene AFN Community Advisory Panel to discuss lesson learned and best practices • Incorporate lessons learned and best practices
	CBO Partnerships and Stakeholder Engagement <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Examine feasibility to use 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 		Stakeholder Engagement <ul style="list-style-type: none"> • Continue to ensure CBO Stakeholder Buy In • Lessons learned from CFILC collaboration 	
	Local Government Coordination <ul style="list-style-type: none"> • Provide training and establish on-going collaborative with local county emergency officials and AFN coordinators 				IOU Specific Resources <ul style="list-style-type: none"> • Continue to identify gaps and opportunities • Standardize resources where possible across the IOUs 	
	IOU Specific Resources <ul style="list-style-type: none"> • 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) 				IOU Specific Resources <ul style="list-style-type: none"> • Continue to identify gaps and opportunities • Standardize resources where possible across the IOUs 	
Notification Sign Up Process – Account Holders <ul style="list-style-type: none"> • 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 <ul style="list-style-type: none"> • Social media, Next Door • Partnering with CBOs to notify their constituents • Exploring Google Assist for in-home alerts • Zip code alerts (e.g. tenants, caretakers, travelers) 		Notification Sign Up Process – Non-Account Holders <ul style="list-style-type: none"> • Develop and implement long term solution to enable non-account holders to easily sign up for PSPS notifications 		
2019 IOU Specific "Pilot" Backup Power Programs – Targeting AFN Customers in High Fire Threat Districts <ul style="list-style-type: none"> • 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 						
2020 PLANNING	Overarching Criteria and strategy <ul style="list-style-type: none"> • Crystallize the program scope, customer qualifications and program duration • Develop metrics and ongoing program evaluation check points • Develop 2020 ME&O 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 (i.e. SGIP, Medical Baseline, etc.) • Align program 			Scoping and Implementation Planning <ul style="list-style-type: none"> • Target audience • Budget/cost estimates • Go-to-market plan • Coordinate, synchronize and organize funding support • Operations planning 		2019 Pilot Evaluation: <ul style="list-style-type: none"> • Survey customers • Lessons learned
	Implementation Begins <ul style="list-style-type: none"> • Funding secured • Issue RFPs to secure partnerships • Marketing development begins • Operations planning begins 		Determine funding vehicle 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?

