

PG&E Safety Reporting Mobile App Pilot Workshop 1

A.19-07-019



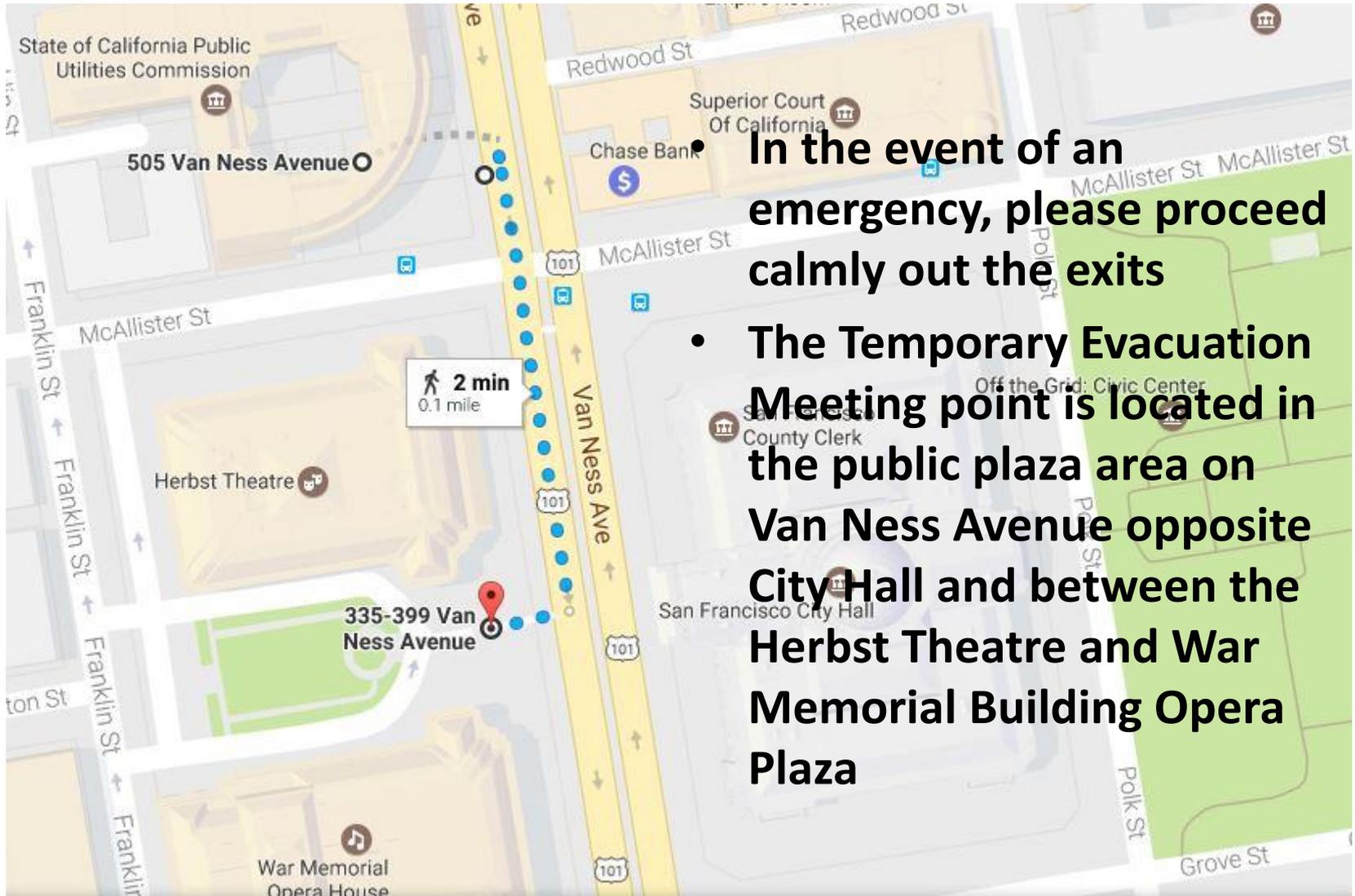
Jeremy Battis

Risk Assessment, CPUC Safety and Enforcement Division

CPUC Auditorium | San Francisco

December 3, 2019

Safety and Emergency Information



In the event of an emergency, please proceed calmly out the exits

- **The Temporary Evacuation Meeting point is located in the public plaza area on Van Ness Avenue opposite City Hall and between the Herbst Theatre and War Memorial Building Opera Plaza**

PG&E Safety Reporting Mobile App Pilot Workshop

December 3, 2019



DRAFT -- For Discussion Purposes



Workshop Agenda -- Part 1

#	Topic	Presenter	Start & End Time
1	Welcome and Safety Announcement	Jeremy Battis, CPUC SED	10:00am—10:10am
2	Workshop Agenda and Commission Directives to PG&E to Undertake Pilot	Matthew Plummer, PG&E	10:10am—10:20am
3	PG&E Application, Problem Statement and Approach to the Problem	Matthew Plummer, PG&E	10:20am—10:25am
4	Rulemaking Schedule and Key Milestones	Matthew Plummer, PG&E	10:25am—10:40am
5	Anticipated Project Steps and Timing of Pilot	Lori Geoffroy, PG&E	10:40am—10:55am
6	Select Provisions of Commission Directives Where PG&E Expects to Seek Regulatory Relief to Deviate in order to Optimize Outcome	Matthew Plummer, PG&E	10:55am—11:15am
7	Common Existing Safety Hazard Reports Received by PG&E from Public, and Existing Process to Address	Mary Hvistendahl, PG&E	11:15am—11:30am
8	Lunch	--	11:30am—12:30pm
9	Necessary and Desirable Regulatory Guidance Sought by PG&E to Enable Pilot	Matthew Plummer, PG&E	12:30pm—12:50pm
10	Vision for Mobile Reporting Experience and Existing Industry Benchmark Examples	Lori Geoffroy, PG&E	12:50pm—1:30pm
11	Demo Run of Prototype Mobile Web Solution	Lori Geoffroy, PG&E	1:30pm—2:30pm
12	Criteria for Evaluation of Success and Benefit of Pilot Project	Mary Hvistendahl, PG&E	2:30pm—3:00pm
13	Target Sample Population, Recruitment, Outreach and Marketing	Lori Geoffroy, PG&E	3:00pm—3:20pm
14	Media and Communication Plan	Matt Nauman, PG&E	3:20pm—3:40pm
15	Question and Answer Time	Matthew Plummer, PG&E	3:40pm—4:00pm

Goal: Mitigate catastrophic wildfire risk by harnessing the power of the public.

- **Identification of potential safety issues and risks**
 - Surface genuine safety issues that pose an ignition risk
 - Identify issues that would not have been identified by PG&E's own inspection programs
 - Pilot use in areas with fire risk
- **Quality of submissions is more important than quantity**



Rulemaking Schedule and Key Milestones

Event	Date
Prehearing Conference	October 15, 2019
First Workshop	December 3, 2019
PG&E files Preliminary Pilot Implementation Plan	45 days after Workshop
Parties file Comments on Preliminary Pilot Implementation Plan	15 days after Preliminary Plan filed
PG&E files Reply Comments	15 days after Comments
Second Workshop	TBD
PG&E files Final Revised Pilot Implementation Plan	30 days after Second Workshop
Parties file Comments	15 days after Final Revised Plan filed
PG&E files Reply Comments	15 days after Comments
Proposed Decision	2nd Quarter of 2020

- **Duration** (*anticipated to be 6-12 months*)
 - Duration or outcome/milestone-based, whichever occurs first
 - Sufficient to ensure a statistically significant number of responses or until the experience has been up for an acceptable period of time
- **Seasonality**
 - Ensure fire season is included



Order Instituting Investigation (OII): Proceeding # I.19-06-015

Ordering Paragraph 13:

- “Pacific Gas and Electric Company shall file an application within 30 days after the issuance of this Order to develop an open source, publicly available asset management/database and mobile app as described in this order. The costs to develop and operate the mobile app and asset management system/database will be at shareholder expense.”

Discussion:

- “open source, publicly available mobile app . . . Geographic Information System-equipped phone to send pictures of utility infrastructure (e.g., pole) to an asset management system/database maintained by PG&E.
- Include “GIS coordinates, attachments, operations and maintenance records and GO 95 requirements.”
- “The asset management database will also include any pictures received through the mobile app so that the photos of potential problems are accessible to the general public.”
- “PG&E shall also provide the following information for each photo received through the mobile app: 1) whether the photo identifies a problem; 2) whether the problem presents a safety concern or is a violation of safety regulations; 3) PG&E actions to remedy the matter; and 4) when the remedial action was or will be taken.”
- “This information shall be posted into the asset management database within 30 days of receipt of the photo through the mobile app. Development and continued operation of the asset management database and mobile app would be at shareholder expense.”



Common Existing Types of Reports Submitted by Public Regarding PG&E Assets & Resolution Process

Customer calls PG&E

- Customer provides description of issue or request
- Customer Service Representative assesses issue and determines course of action

CSR logs issue

- Trouble reports or field orders are created for severe or critical issues
- Cases are created for tree trimming and vegetation requests

Field response

- Troubleshooter¹ responds to trouble reports and field orders
- Pre-inspectors and tree trimming contractors respond to cases

¹Troubleshooter is a qualified company representative (troubleman, lineman, gas service representative, inspector) who is able to provide 911 standby support.



Lunch

Goal: To provide an easily accessible, easy to use mobile experience.

- **Two ways to provide a mobile experience**
 - Mobile app (downloaded from an app store)
 - Mobile website (available from any mobile phone -- no app download required)

- **Customers are using mobile devices, but that doesn't mean they always download apps**
 - 56% of all web traffic to pge.com comes from mobile devices
 - 6% of all PG&E customers used the PG&E mobile payment app

- **In a benchmark discussion with 9 other utilities that have mobile apps:**
 - 6 utilities saw mobile app adoption of 3-7%
 - 1 utility saw adoption of 10%
 - 2 utilities saw mobile app adoption of 20%
 - Utility apps most commonly focus on bill pay, outages and usage.

- **Most widely available/least amount of consumer effort to start**
 - Doesn't require a separate step to use (ie: downloading the app)
 - Higher projected usage based on data and benchmarks
- **A home screen shortcut takes up less storage on the device than an app**
- **Can be built on a standard HTML framework**
- **Easy to find in search engines & use from pge.com navigation**
- **Uses existing PG&E operations for:**
 - Collecting customer feedback
 - Viewing click and scroll patterns
 - A/B (comparison) testing to quickly adjust copy and design based on user feedback
 - Reporting
- **Potential to be a lower cost to build and maintain over time**
 - No need to develop and maintain 2 additional platforms (iPhone and Android)



Brief Description of Conceptual Solution

1. Submitter identifies issues, sends to PG&E
2. Triage team screens for clarity, immediate hazard, non-PG&E asset
3. Submitter informed that report is received and in process
4. (a) Immediate dispatch of emergency personnel to address hazard *or*
(b) Standard inspection review and prioritization into existing work plan *or*
(c) Standard inspection review and confirmation that issue is already known to PG&E (duplicate)
5. Submitter receives notification upon issue resolution and close out

- **What the prototype is:**
 - A way to visually illustrate the concept
 - An interactive mockup
- **What you will see in the prototype is NOT:**
 - Fully functional
 - Final language
 - Final design
 - Final flow

- **Quantitative Measures**

- Unique # of submitters
- Total # of submittals
- # of tags; # of tags that were emergency in nature
- # or % of false positives
- # of hours spent reviewing and analyzing false positives

- **Qualitative Measures**

- Customer Sentiment Survey
 - “On a scale of 1 to 5, how easy was it for you to submit your request?”
 - “On a scale of 1 to 5, does the availability of this tool make you believe that PG&E is making a more concerted effort to address public safety concerns?”

- **PG&E emails customers inviting them to participate in the pilot**
 - Email content invites customers to visit pge.com/report-pilot from a mobile phone
 - On the landing page customers download a tile to their phone home screen for quick access to the mobile site
 - Customers open the mobile web page from their mobile phone
 - Benefits of using email to invite users
 - Email to web has higher response than postcard to web
 - Can easily monitor open and clicks to determine how many have responded
 - Allows for additional invites if usage is lower than planned
 - Allows for reminder emails for those that have engaged but not used the tool
- **PG&E's media plan will use a combination of a local and/or system-wide news releases and social media to match the footprint of the pilot**



Customers to Target

- **Target a diverse customer population in Tier 2 and 3 high-fire threat areas across PG&E territory**
 - Gas and Electric, including some just electric customers
 - Commercial and Residential
 - Urban, Suburban and Rural
- **Achieve a statistically significant sample size, for example:**
 - Send to 600,000 total customers (31% open rate)
 - 186,000 customers read the email
 - 3,720 get to the landing page (2% clicked)
 - 372 submissions (10% of those who clicked)



Question and Answer Time