



# Joint IOU Report of the Customer Marketing and Outreach

Low Income Oversight Board Meeting  
WebEx  
September 29, 2021

# Outreach to Customers for COVID-19 Payment Plans

- SCE began enrolling eligible residential and Small Business customers in their respective COVID-19 Payment Plans during the week of Sept. 6, 2021.
- Due to the number of eligible customers, SCE requested an extension of time to comply to Oct. 29, 2021.
  - This proposed extension will not negatively impact SCE's customers as SCE will not disconnect any residential or Small Business customer for non-payment in the interim.
- SCE has also begun notifying customers of their automatic enrollment in payment plans via mailed letters, which notify the customer of:
  - Enrollment in a payment plan
  - Details on the payment plan
  - Options should the customer choose to opt-out of the payment plan
  - SCE contact information for any questions

# Example of Letter Sent to Residential Customer



[First Name Last Name]  
[Street]  
[City, State ZIP]

**COVID-19 Residential Relief Payment Plan for Account Number [xxxxxxxx]**

Dear [First Name Last Name],

**You are being enrolled in a 24-month payment plan.**

Many of our customers have been impacted by the COVID-19 pandemic and have an outstanding unpaid balance on their energy bill. Southern California Edison is automatically enrolling all eligible residential customers with balances over 60 days past due\* into a 24-month COVID-19 Residential Relief Payment Plan (payment plan) after the extended disconnection moratorium ends on September 30, 2021.

How Does It Work?

The payment plan allows you to pay a portion of your past due balance in equal monthly installments over a period of two years. The installment plan amount is due each month in addition to your regular monthly bill. The installment payment plan amount will be included on your first monthly bill after September 30 in the "Your account summary" section unless you have already paid your past due amount. As long as you pay the total of both amounts due on time you will not be subject to further collection activity.

What Do I Need to Know About the Payment Plan?

- You will need to make full on-time payments of your monthly energy bill and the monthly installment plan amount for the next two (2) years, and
- You can pay more than the minimum amount if you are able.
- You can pay the past due balance in full to end the installment plan.
- You can miss up to two (2) payments. After a third late payment, you will be removed from the plan.
- Late payment charges may apply.

What if I Opt-Out or Am Removed from the Payment Plan?

- You can opt-out of the installment plan at any time online at [sce.com/payplanoptout](https://sce.com/payplanoptout).
- If removed from the plan, you will receive a letter showing your remaining past due balance and information on other available payment options.
- In either case all past due balances will be due immediately, late payment charges apply and you are subject to further collection activity.

If you have additional questions or would like to opt out, you can call us at **1-800-655-4555** to speak with a representative.

Sincerely,

Marc Ulrich, Vice President - Customer Service Operations Division  
Southern California Edison

*\*Southern California Edison has been authorized by the California Public Utilities Commission to automatically enroll all eligible residential customers.*



# Updates to SCE's Website and Factsheets

- In response to the extension of moratorium on disconnections for non-payment until Sept. 30, 2021, SCE updated its website and factsheets to reflect the new date.
  - [www.sce.com/findsupport](http://www.sce.com/findsupport)
  - [www.sce.com/safety/coronavirus](http://www.sce.com/safety/coronavirus)



The graphic is a promotional banner for SCE's financial assistance programs. It features a yellow header with the SCE logo and tagline 'Energy for What's Ahead®'. Below the header is a purple bar with the text 'GET THE FINANCIAL ASSISTANCE YOU NEED'. The main body of the graphic is divided into two columns. The left column features a photo of hands clasped together, symbolizing support. The right column contains a red-bordered box with the text 'Keeping you connected. Suspension of service disconnections has been extended through September 30, 2021.' Below this box is a paragraph explaining that while temporary COVID-19 emergency response measures have ended, SCE's commitment to customers remains. The bottom section of the graphic is titled 'FIND THE PROGRAM THAT WORKS BEST FOR YOU' and lists four programs: 'Reduce Your Bill Based on Your Income', 'Take Advantage of Discounts', 'Pay Your Balance Over Time', and 'Get One-Time Payment Assistance'. Each program is accompanied by a small icon and a brief description of the assistance provided.

**SOUTHERN CALIFORNIA EDISON®**  
Energy for What's Ahead®

**GET THE FINANCIAL ASSISTANCE YOU NEED**

**Keeping you connected.**  
**Suspension of service disconnections has been extended through September 30, 2021.**

While temporary COVID-19 emergency response measures have ended, our commitment to our customers will never change. We are here to help you find the right assistance program for your household to continue supporting you long-term.

**FIND THE PROGRAM THAT WORKS BEST FOR YOU**

- Reduce Your Bill Based on Your Income**  
You may be eligible for help paying your energy bill based on your household income.
- Take Advantage of Discounts**  
Get discounted electricity for qualifying medical equipment or save on energy-efficient appliances.
- Pay Your Balance Over Time**  
You may qualify for a 24-month repayment plan to give you more time to pay your energy bill or for debt forgiveness through our Arrearage Management Plan (AMP) Program.
- Get One-Time Payment Assistance**  
Qualifying customers can receive one-time monetary assistance with their energy bill.

9/27/2021



# Customer Protections and Key Milestones

## **PG&E Emergency Customer Protections launched March 2020**

### **Arrearage Management Plan launched February 2021**

- Eligible PG&E customers may have up to \$8,000 in past due balance forgiven

### **PG&E Emergency Customer Protections extended through June 30, 2021:**

- Post-enrollment verification and re-enrollment requirements have been paused for the [California Alternate Rates for Energy Program](#) (CARE) and [Family Electric Rate Assistance \(FERA\) Program](#) (FERA);
- Security deposits waived for small commercial customers (N/A for residential customers)
- Customers on the [Medical Baseline](#) program with qualifying medical conditions are not being asked to re-certify through a doctor or other eligible medical professionals for up to one year.

### **PG&E Emergency Customer Protections extended through September 30, 2021:**

- Moratorium on service disconnections for non-payment for residential and small business customers

### **COVID Relief Payment Plan launched September 2021**

- Qualified PG&E customers will be automatically enrolled and be successful when they pay the plan installment amount and current charges each month.
- Ongoing cross-promotion of Housing is Key: CA COVID-19 Rent Relief, LIHEAP, and other assistance programs



# COVID Relief Payment Plan on pge.com

YOUR ACCOUNT CUSTOMER SERVICE OUTAGES RATE PLANS SAVE ENERGY & MONEY SOLAR & VEHICLES IN YOUR COMMUNITY

ABOUT PG&E > COMPANY INFORMATION > PROTECTIVE PROTOCOLS > FINANCIAL ASSISTANCE AND SUPPORT

## Financial assistance and support for customers

**UPDATE:** The following COVID-19 emergency protection is extended through September 30, 2021: Moratorium on service disconnections for non-payment for residential and small, medium, and large business customers.

### You have a wide variety of options

Are you among the many Californians who are struggling in these difficult times? As your local service provider and neighbor, we are here to help. These financial assistance programs offer solutions for paying past-due energy bills now, and additional support programs that provide assistance on reducing household expenses in the future. You may qualify for several programs at once and you can begin applying or enrolling now.

CALIFORNIA COVID-19 RENT RELIEF PROGRAM ▾

GET HELP WITH PAST DUE BILLS ▾

FIND WAYS TO REDUCE FUTURE ENERGY BILLS ▾

GET ADDITIONAL SUPPORT ▾

### PG&E COVID Relief Payment Plan

Qualified PG&E customers will be automatically enrolled in our COVID Relief Payment Plan. If you are enrolled, the plan will help you pay down your balance over time. It will also protect you from disconnection after the shutoff moratorium ends on September 30, 2021, but only if you pay the plan installment amount and your current charges each month.

#### What you can expect:

##### Residential customers:

- Your total eligible outstanding balance can be paid over 24 months.
- Your monthly payment plan installment amount, which is your outstanding balance equally divided over 24 months, is due every month along with your Total Current Charges.
- Your Total Current Charges can be found on page one of your PG&E bill.
- If you miss more than two payment plan installments, you'll be unenrolled from the plan.

##### Small Business customers:

- Your monthly payment installments are calculated based on no more than 10% of your average bill over the past 24 months.
- Your monthly payment plan installment amount is due every month along with your Total Current Charges.
- Your Total Current Charges can be found on page one of your PG&E bill.
- If you miss more than one payment plan installment within a 12-month period, you'll be unenrolled from the plan.

##### Small Business customers in Disadvantaged Communities:

Payment installments are no more than 5% of your average bill over the past 24 months. Note: Disadvantaged Communities refer to specific communities that have been recognized by the California Public Utilities Commission (CPUC) as most in need of investments to improve public health, quality of life and economic opportunity. [Learn more about Disadvantaged Communities.](#)

PG&E COVID RELIEF PAYMENT PLAN FAQ ▾



#### Need more information?

If you have questions, please don't hesitate to call 1-800-743-5000



#### Resources for businesses

Financial resources are also available for businesses.

[FIND OUT MORE >](#)

## Small Business page [here](#).



#### Rate Plan Comparison Tool

Compare your electric rate plan options and choose the best one for your business via your online account. Register or log in to get started.

[REVIEW AND CHANGE >](#)



#### Bill Payment and Management Options

Sign in to your online account at pge.com to pay your energy bills online, set up recurring payments or enroll in programs that offer more flexible or predictable monthly payments.

[SIGN IN >](#)

### Additional resources



#### No-cost training through PG&E Energy Centers

Register for free online courses through the PG&E Energy Centers. Gain new skills and fuel your future with online courses and a robust learning library, all at no cost.

[ENROLL TODAY >](#)



#### Financial and technical assistance for small business

The California Governor's Office of Business and Economic Development (GO-Biz) has compiled guidance for use by employers and employees as it relates to the coronavirus (COVID-19).

[READ THE UPDATE >](#)



#### Federal Small Business Assistance (SBA) Loans

The SBA is offering limited eligibility relief programs including low-interest federal disaster loans to California small businesses.

[GET THE DETAILS >](#)

### PG&E COVID Relief Payment Plan

Qualified PG&E business customers will be automatically enrolled in our COVID Relief Payment Plan. If you are enrolled, the plan will help you pay down your balance over time, protecting you from disconnection after the shutoff moratorium ends on September 30, 2021.

#### What you can expect?

##### Small Business customers:

- Your monthly payment installments are calculated based on no more than 10% of your average bill over the past 24 months.
- Your monthly payment plan installment amount is due every month along with your Total Current Charges.
- Your Total Current Charges can be found on page one of your PG&E bill.
- If you miss more than one payment plan installment within a 12-month period, you'll be unenrolled from the plan.

##### Small Business customers in Disadvantaged Communities:

Payment installments are no more than 5% of your average bill over the past 24 months. Note: Disadvantaged Communities refer to specific communities that have been recognized by the California Public Utilities Commission (CPUC) as most in need of investments to improve public health, quality of life and economic opportunity. [Learn more about Disadvantaged Communities.](#)




# COVID Relief Pay Plan Outreach

Channel	Format	Key Message	Timing (start)
News Release	Systemwide – Media Outreach	Continue systemwide updates on COVID-19 emergency customer protections and new default payment plan.	September
Direct Mail	Customer Enrollment Letter Default Enrollment Confirmation	Pay Plan default letter notification	September
Email	COVID Relief Pay Plan – enrollment notification	Pay Plan default email – point to FAQs	September - October
Direct Outreach	Person to Person Outreach - Outbound Call from Reps	Outbound calls promoting number of programs – income qualified, budget billing, and Rate Changes	September
Digital Media	Search Engine Marketing and Display Advertising	Drive to default pay plan information on <a href="http://pge.com/covid19">pge.com/covid19</a>	Mid-September - November
Digital Radio	Pandora	Build awareness of auto-enroll	Mid-September - November
Community Outreach	Content coordination and distribution facilitated by community - based organizations	Outreach support – provide content for communications, webinars, website, in-office (depends on CBO's capacity and network)	September
Website Update	Update key pages with relevant content. Translation into 15 additional languages on <a href="http://www.pge.com/covid19">www.pge.com/covid19</a>	<ul style="list-style-type: none"> <li>• <a href="http://www.pge.com/covid19">www.pge.com/covid19</a></li> <li>• <a href="#">SMB Page</a></li> </ul>	September
PG&E Call Center	Talking points	Customer-oriented talking points on what customers can expect and their alternative payment options.	September
PG&E Call Center	Help Center FAQs	Update help center sections – ‘Bills’; ‘Financial Help’	September
Social media	Facebook Twitter	Leverage communications such as news release and drive traffic to support resources	September
Direct Mail	Relief Pay Plan Missed Payment Letter	Payment alert letter notification	Developed – first use TBD
Direct Mail	COVID Relief Pay Plan – removal letter	Payment alert letter notification of removal from program for non-payment	Developed – first use TBD
Planned			
Supplementary Web Content	FAQ updates	Provide answer questions to customer questions and link/add content to <a href="#">payment assistance page</a>	October
IVR	Pre-recorded outbound call	Past due customer alert	TBD



# News Releases & Newsletters



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## News Releases

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### PG&E Automatically Enrolling Qualified Customers Who Are 60 Days Behind on Energy Bills in Payment Plans

**New Program Protects Customers from Shut offs While Helping Them Pay Down Their Balance Over Time**

Release Date: September 01, 2021  
Contact: PG&E External Communications (415) 973-5930

**SAN FRANCISCO, Calif.** — As part of ongoing efforts to provide help and assistance for customers to manage their bills, Pacific Gas and Electric Company (PG&E) will auto-enroll eligible customers in new extended payment arrangements by the end of September 2021. The new program coincides with the ending of the service-disconnection moratorium which is part of the COVID-19 emergency customer protections in place since March 2020.

"We are here to help customers during these times of increasing financial hardships. We want as many customers who are eligible to take advantage of these programs. Even as COVID-19 customer protections come to an end, our support won't. The new payment plans were created to assist customers pay down their past-due balance over time and protect them from disconnection of service due to non-payment," said Marlene Santos, PG&E executive vice president and chief customer officer.

Residential and small business customers with a PG&E bill at least 60 days past due will automatically be enrolled over the next few weeks starting with their September bill.

The monthly payment plan amount for residential customers will be their outstanding balance equally divided over 24 months. For example, if a residential customer owes \$1,200 the payment arrangement would be \$50 a month. Payment installments for small business customers will be calculated based on no more than 10% of their average bill (5% for customers in disadvantaged communities<sup>1</sup>) over the past 24 months.

To view the amount of their payment plan installments customers can sign into their PG&E account online. It will also be on their monthly energy statement under the Account Summary section.

Residential customers who miss more than two payments, and small business customers who miss one payment within a 12-month period, will be removed from the payment plan. As a last resort, gas and/or electric service may be disrupted approximately 45 days later unless payment is received. Disconnection of service is an action that PG&E does not take lightly. Customers having a hard time paying their bills should contact PG&E immediately at 1-800-743-5000.

#### Ways for Customers to Save on Energy Bills

Automatic enrollment in the new payment plan program will not change enrollment in financial assistance programs. We encourage customers struggling to pay their bills to learn more about the following programs:

### Media Contact Info

For Media Inquiries Only:  
415-973-5930  
Media Inquiry Form

Customer Service Questions :  
1-800-743-5000

### Winter Storm Kit

- Company Profile (PDF, 245 KB)
- Carbon Monoxide Safety (PDF, 133 KB)
- Customer Safety (PDF, 221 KB)
- Media Safety (PDF, 242 KB)
- Storm and Outage Safety (PDF, 244 KB)
- Notification of Power Outages (PDF, 242 KB)
- Call 811 Before Digging (PDF, 220 KB)

### About PG&E

Pacific Gas and Electric Company, a subsidiary of PG&E Corporation (NYSE:PG), is one of the largest combined natural gas and electric utilities in the United States.

- Company Profile
- Officers
- Investor Relations
- Corporate Responsibility and Sustainability Report
- Electric Power Mix
- PG&E Currents News Site

### Energy Facts


By going solar, you can offset more than a pound of CO<sub>2</sub> each solar kilowatt hour.


### SUSTAINABILITY

#### Beat pump prices: Go EV!

Find the EV that fits your needs with help from our EV Savings Calculator. Search models, estimate costs and savings, discover incentives, rebates and more!

[Explore EVs »](#)






### Understand your bill

Get help understanding your energy bill, payment options, usage history and more. Did you know you can receive statements in Spanish or Chinese?

[Learn more now »](#)



### SAFETY

#### Your safety matters

To keep you safe, we provide required routine gas meter inspections at no additional cost. We may contact you to request meter access during these mandated inspections or while performing safety work.

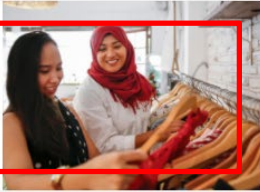
[Learn more »](#)


### ENERGY TRENDS

#### Planet-friendly spending

Being green doesn't have to be expensive. Explore easy ways to spend your money sustainably.

[Sustainable spending »](#)





### Are you enrolled in the COVID-19 Relief Payment Plan?

We understand if you are struggling financially and are here to help you understand your payment plan.

[LEARN MORE>>](#)

Link [here](#).



Pacific Gas & Electric ✓  
@PGE4Me

...

As part of ongoing efforts to provide help and assistance for customers to manage their bills, PG&E will auto-enroll eligible customers in new extended payment arrangements by the end of September. Learn more: [pgecurrents.com/2021/09/01/pge...](https://www.pgecurrents.com/2021/09/01/pge...)



3:00 PM · Sep 15, 2021 · Salesforce - Social Studio



Pacific Gas and Electric Company ✓  
@pacificgasandelectric

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Pacific Gas and Electric Company ✓  
September 15 at 3:00 PM · 🌐

As part of ongoing efforts to provide help and assistance for customers to manage their bills, PG&E will auto-enroll eligible customers in new extended payment arrangements by the end of September. Learn more: [https://www.pgecurrents.com/.../pge-automatically-starting-p...](https://www.pgecurrents.com/.../pge-automatically-starting-p.../)



3

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# Payment Plan Auto-Enroll Letters

## Residential



MONTH XX, 2021

«CUSTOMER\_NAME»  
OR CURRENT OCCUPANT  
«BILLING\_ADDRESS 1»  
«BILLING\_ADDRESS 2»  
«BILLING\_CITY» «BILLING\_STATE»  
«BILLING\_POSTAL»

Dear [CUSTOMER NAME]:

As a qualified Pacific Gas and Electric Company (PG&E) customer, your account has been enrolled in PG&E's COVID-19 Relief Payment Plan. This new payment plan will help you pay down your balance over time, protecting you from disconnection when the shut-off moratorium ends on September 30, 2021. We are here to help during these times of increasing financial hardships you may be facing.

**What you can expect**  
As of [DATE], you have been enrolled in our COVID-19 Relief Payment Plan. Your total eligible outstanding balance of [\$XXX] can be paid over 24 months. Your monthly payment plan installment amount of [monthly installment amount], which is your outstanding balance equally divided over 24-months, is due every month along with your Total Current Charges. Your Total Current Charges can be found on page one of your PG&E Bill. Missing more than two payment plan installments will cause you to be unenrolled from the payment plan.

### Additional financial assistance support

For qualified customers, including those who recently lost their jobs, even if they are receiving unemployment benefits, we offer additional support to help you save money on your PG&E bills:

- **California Alternate Rates for Energy (CARE) Program:** Households can save 20% or more each month on their energy bill.
- **Family Electric Rate Assistance (FERA) Program:** Households with three or more persons can apply for a monthly discount on their electric bill.
- **Relief for Energy Assistance through Community Help (REACH):** Provides financial assistance during times of hardship.
- **Arrearage Management Plan (AMP):** Helps qualifying residential customers enrolled in CARE or FERA reduce unpaid balances on their bills.
- **Low-Income Home Energy Assistance Program (LIHEAP):** A federally funded program that helps low-income households with their energy bill.
- **Medical Baseline:** Residential customers with special energy needs due to certain medical conditions can receive a lower rate on monthly energy bills. Additionally, customers can enroll without a medical professional signature, and PG&E has suspended removals from the program for up to one year.

### For questions or concerns

Please feel free to contact us at 1-800-743-5000, visit [pge.com/COVID19reliefpaymentplan](http://pge.com/COVID19reliefpaymentplan), or log in to your PG&E account to view payment plan details.

Sincerely,

Pacific Gas and Electric Company

CCC-0821-4070



**We're here to help!** Did you know we offer financial assistance programs and convenient ways to manage and control your bill payments? Learn more at [pge.com/helpcenter](http://pge.com/helpcenter).

## Small Business



MONTH XX, 2021

«CUSTOMER\_NAME»  
OR CURRENT OCCUPANT  
«BILLING\_ADDRESS 1»  
«BILLING\_ADDRESS 2»  
«BILLING\_CITY» «BILLING\_STATE»  
«BILLING\_POSTAL»

Dear [CUSTOMER NAME]:

As a qualified Pacific Gas and Electric Company (PG&E) business customer, your account has been enrolled in PG&E's COVID-19 Relief Payment Plan. This new payment plan will help you pay down your balance over time, protecting you from disconnection when the shut-off moratorium ends on September 30, 2021. We understand the increasing financial hardships you may be facing and want you to know that we're here to help.

### What to expect

As of [DATE], you have been enrolled in a COVID-19 Relief Payment Plan. Your total eligible outstanding balance of [\$XXX] can be paid over the next [number of PP installments] installments. Your monthly payment plan installment amount of [monthly installment amount] is due every month along with your Total Current Charges. Your Total Current Charges can be found on page one of your PG&E Bill. Installments are no more than 10% of your average bill over the past 24 months. Missing more than one payment plan installment within a 12-month period will automatically remove you from the payment plan.

### For questions or concerns

Please feel free to contact us at 1-800-743-5000, visit [pge.com/COVID19reliefpaymentplan](http://pge.com/COVID19reliefpaymentplan), or log in to your PG&E account to view payment plan details.

Sincerely,

Pacific Gas and Electric Company

CCC-0821-4072



**We're here to help!** Did you know we offer financial assistance programs and convenient ways to manage and control your bill payments? Learn more at [pge.com/helpcenter](http://pge.com/helpcenter).

## Small Business in DAC



MONTH XX, 2021

«CUSTOMER\_NAME»  
OR CURRENT OCCUPANT  
«BILLING\_ADDRESS 1»  
«BILLING\_ADDRESS 2»  
«BILLING\_CITY» «BILLING\_STATE»  
«BILLING\_POSTAL»

Dear [CUSTOMER NAME]:

As a qualified Pacific Gas and Electric Company (PG&E) business customer, your account has been enrolled in PG&E's COVID-19 Relief Payment Plan. This new payment plan will help you pay down your balance over time, protecting you from disconnection when the shut-off moratorium ends on September 30, 2021. We understand the increasing financial hardships you may be facing and we want you to know that we're here to help.

### What to expect

As of [DATE], you have been enrolled in a COVID-19 Relief Payment Plan. Your total eligible outstanding balance of [\$XXX] can be paid over the next [number of PP installments] installments. Your monthly payment plan installment amount of [monthly installment amount] is due every month along with your Total Current Charges. Your Total Current Charges can be found on page one of your PG&E Bill. Installments are no more than 5% of your average bill over the past 24 months. Missing more than one payment plan installment within a 12-month period will automatically remove you from the payment plan.

### For questions or concerns

Please feel free to contact us at 1-800-743-5000, visit [pge.com/COVID19reliefpaymentplan](http://pge.com/COVID19reliefpaymentplan), or log in to your PG&E account to view payment plan details.

Sincerely,

Pacific Gas and Electric Company

CCC-0821-4073



**We're here to help!** Did you know we offer financial assistance programs and convenient ways to manage and control your bill payments? Learn more at [pge.com/helpcenter](http://pge.com/helpcenter).



# Payment Plan Post Enrollment Support

## Social Media



**Social Media—Facebook/Instagram**

**Post Content:** New COVID-19 Relief Payment Plan protects customers. Enrolled in our COVID-19 Relief Payment Plan? We're here to answer your questions and help you understand how it works.

**Image copy:** New program protects enrolled customers

**Button:** Learn more [pge.com/COVID19]

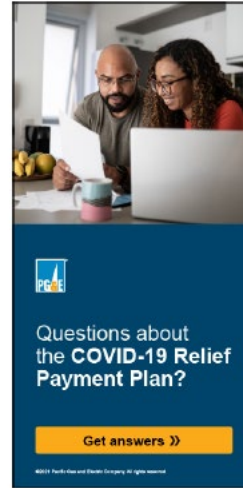


**Post Content:** Questions about your COVID-19 Relief Payment Plan? If you're enrolled in our COVID-19 Relief Payment Plan, we're here to answer your questions and help you understand how it works.

**Image copy:** New COVID-19 Relief Payment Plan protects customers

**Button:** Get answers [pge.com/COVID19]

## Digital Displays



## Radio Ads

### Pandora Script: :15 (ENGLISH)

Are you enrolled in P-G-E'S COVID-nineteen Relief Payment Plan? We understand that you may be facing hardships, but you're not alone. If you have questions about your new payment plan, please visit p-g-e dot com slash covid nineteen. We're here to help.

SPANISH Script to follow shortly.



Objectives	<p><b>Effectively ease customers through the transition from COVID-19 protections:</b></p> <ul style="list-style-type: none"> <li>• Create early awareness around the expiration of COVID-19 consumer protections</li> <li>• Educate customers about the status of their account and resources to help</li> <li>• Help get customers out of arrears</li> <li>• Enable customers to stay current through ongoing support and financial assistance programs</li> </ul>
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### Timeline of Earliest Possible Dates for Resumption of Activities

Key	
Notice sent to customer	N
Customer response period	
Call made to customer	C
First Possible Disconnection	D
Removed in 1 - 2 billing cycles	B

- **New customer enrollment campaigns** for MBL, CARE, FERA and ESA (email, direct mail, search marketing, online advertising, radio and CBO outreach)
- **Targeted phone-based outreach and direct mail** (payment plans, LIHEAP, REACH, CARE, FERA)
- Integrated customer protections messaging in channels such as **pge.com**, **residential newsletters**, and the **monthly bill package** (includes referral to LIHEAP, REACH, and other assistance programs)

# COVID Customer Protections Transition Communications Plan - Overview

**Presented  
March 2021 at  
LIOB**

	Residential Customers			Small Business Customers
Target Audience	General Residential	Enrolled in Income Qualified Programs (IQP)	IQP-enrolled – Past Due and Meet Arrearage Management Plan (AMP) Eligibility Criteria	Past Due and Meet Size of Business Criteria
Key Messages	PG&E is committed to helping customers. We offer bill payment options and programs that can help you better manage your bill.	In these tough times, we're dedicated to serving our customer's needs. Together we can find solutions that work for you.	If you are struggling to pay your energy, we offer special relief and bill assistance programs.	We understand the increasing struggles businesses are facing, and we remain committed to helping you find ways to save energy and money.
Example Programs, Services and/or Tools Marketed	<b>Convenient Ways to Pay</b> <ul style="list-style-type: none"> <li>Flexible payment arrangements</li> <li>One-time payments</li> <li>Recurring payments</li> <li>Budget Billing</li> </ul> <b>Financial Assistance and Customer Support</b> <ul style="list-style-type: none"> <li>Income Qualified Programs – CARE, FERA, ESA</li> <li>Medical Baseline</li> </ul>	<b>Financial Assistance Programs</b> <ul style="list-style-type: none"> <li>LIHEAP</li> <li>REACH</li> </ul> <b>Complementary Customer Support and Programs</b> <ul style="list-style-type: none"> <li>Medical Baseline</li> <li>ESA</li> <li>Flexible payment arrangements</li> <li>Lifeline, Internet for All</li> </ul>	<b>Financial Assistance and Debt Forgiveness Programs</b> <ul style="list-style-type: none"> <li>AMP</li> <li>LIHEAP</li> <li>REACH</li> </ul> <b>Complementary Customer Support and Programs</b> <ul style="list-style-type: none"> <li>Medical Baseline</li> <li>State, Local and Federal Programs referrals</li> </ul>	<b>Convenient Ways to Pay</b> <ul style="list-style-type: none"> <li>Flexible payment arrangements</li> <li>Economic Development Rate (EDR) discount for qualified businesses</li> </ul> <b>Other tools and resources</b> <ul style="list-style-type: none"> <li>Find the best Rate Plan option (TOU)</li> <li>On-Bill Financing (OBF) for energy efficiency projects</li> <li>Business Energy Savings Tool – Online Energy Audit</li> </ul>
Example ME&O Channels Used	<b>Broad Reach and Awareness:</b> pge.com, social media, paid media, earned media and media relations, bill messages, customer newsletters <b>Targeted Marketing:</b> Direct-to-customer mail and email <b>Community Outreach:</b> Coordinated outreach with Tribal, Local Government, CCA's, and Community Based Organizations <b>Phone-Based Outreach:</b> Outbound calls from Credit Operations and Small Business Advisors from PG&E			

**PG&E is using the Access and Functional Needs (AFN) Plan for Public Safety Power Shutoff Support PSPS and Community Wildfire Safety Program outreach as models for customer protections transition communications and currently has planned:**

- Website translations in **15 non-English languages**
- Multi-cultural media** engagement
- Call center support** for non-English speakers (**250+ languages supported** via Language Line)
- CBO partnerships**, including those that support customers in the **agricultural economy + speak indigenous languages** (Mixteco/Zapotecco)
- Bills, notices, and collateral in **non-standard format** (braille and large print)
- Proactive outbound calls** to connect customers (**with support for non-English speakers** via Language Line)
- Bill insert** to inform customers on the end of COVID-19 customer protections and available support **sent in English and Spanish**

# Pre-Enrollment Communications Residential and Small Business Customers

Auto Enrollment Payment Plan  
communications began August 9, 2021

Date	Email	Amount
8/9	Residential - English	34,038
8/9	Residential - Spanish	4,997
8/12	Small Business	7,409
8/16	Residential - English	34,166
8/16	Residential - Spanish	5,012
8/16	Res EN & SP Direct Mail	7,897

## Customer Criteria

- Unpaid bills at least 60 days past due
- Never been enrolled in a COVID-19 Payment Plan
- Not enrolled in AMP, LPP, or NEM

You're being auto-enrolled on a 24-month payment plan



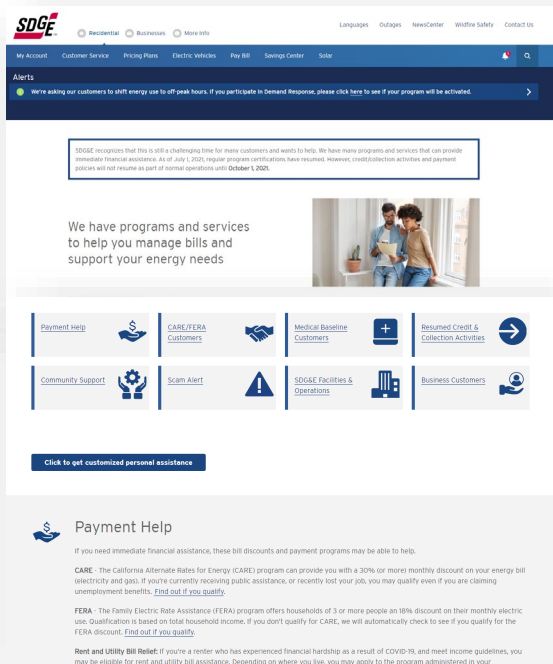
We recognize that this is still a challenging time for many customers and SDG&E wants to help you regain financial health. Our records indicate that you are currently more than 60 days behind on your energy bill payments.

The California Public Utilities Commission (CPUC) instructed SDG&E to automatically enroll customers that are 60 days or more past due on their energy bill in a 24-month payment plan. Beginning in September, SDG&E will begin automatically enrolling customers in the plan distributing your past-due balance over the upcoming 24 months.

This payment arrangement will help eliminate your past due debt and avoid a large one-time payout. No fees or interest charges are associated with this payment plan. If you pay your current month's bill and the installment on your past due bills, your account will remain in good standing and you'll avoid a potential service interruption.

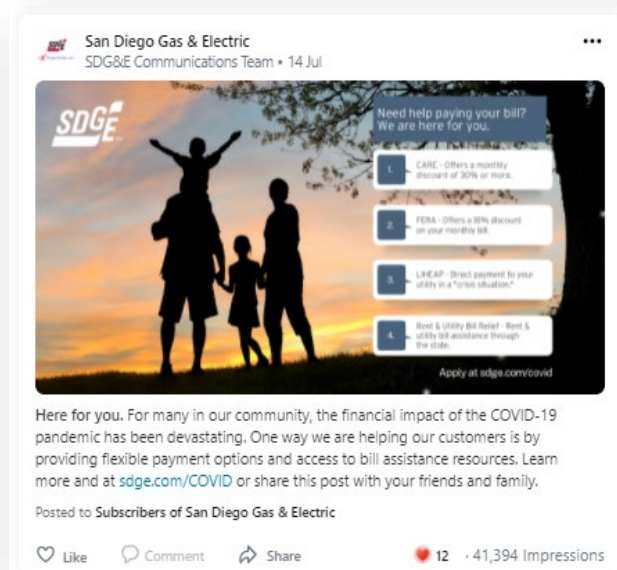
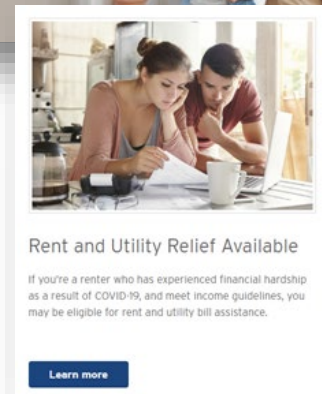
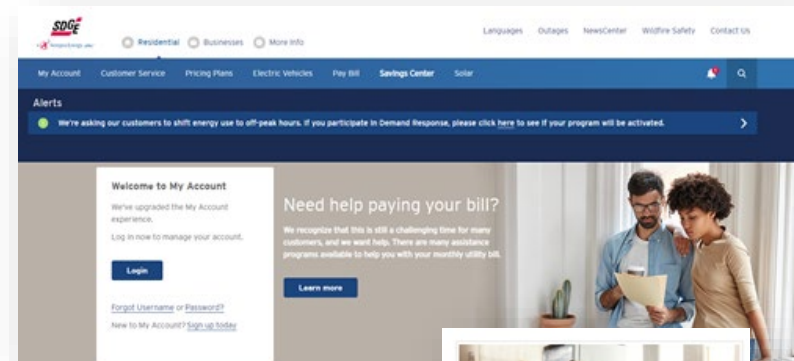
No action is required to be enrolled. However, if you would like to set up an alternate payment plan with shorter terms, you must do so before receiving your September bill. You may set up an alternate payment plan via My Account or by calling SDG&E at 1-800-411-7343.

# COVID-19 Impacts: Additional Marketing Materials



Ongoing updates to  
[sdge.com/Covid](https://sdge.com/Covid)

Updated [sdge.com](https://sdge.com)  
homepage with  
customer assistance  
& ERAP messaging



Continued social media posts  
(Facebook, Instagram & NextDoor)

# COVID-19 Impacts: Additional Marketing Materials



**SDGE** a Semptra Energy unit

In the beginning of the COVID-19 crisis, SDG&E put emergency customer protections in place to help ease the financial burden many Southern Californians were suddenly feeling. We recognize that this is still a challenging time for many customers, but SDG&E wants to help. We have many programs and services that can provide immediate financial assistance.

The California Public Utilities Commission (CPUC) has extended the emergency customer protections to **June 30, 2021**. Regular program certifications, credit and collection activities, and payment policies may resume as part of normal operations on **July 1, 2021**.

**How does the end of the emergency customer protections affect me?**

**If you are currently a CARE or FERA customer:**  
You may also be eligible for debt forgiveness through our Arrearage Management Payment (AMP) program. [Learn more.](#)

**If you have a past due account balance:**  
We highly encourage you to set up a flexible payment plan. Credit and collections activities may resume on July 1, 2021. You can set up payment arrangements online through our SDG&E mobile app or by signing into your [My Account](#) and clicking "Need More Time to Pay?"

**If you rent a home:**  
Renters impacted by the COVID-19 pandemic may also qualify for rent and utility payment assistance. [Learn more.](#)

Targeted Emergency Customer  
Protection Emails & Direct Mail

**Tenemos asistencia financiera para quienes la necesitan**

En respuesta a la crisis de COVID-19, en marzo de 2020, SDG&E implementó protecciones de emergencia al cliente para ayudar a aliviar la carga financiera que muchos habitantes del Sur de California para muchos clientes.

**Emergency customer protections are ending**

In the beginning of the COVID-19 crisis, SDG&E put emergency customer protections in place to help ease the financial burden many Southern Californians were suddenly feeling. We recognize that this is still a challenging time for many customers, but SDG&E wants to help. The California Public Utilities Commission (CPUC) has extended the emergency customer protections to **June 30, 2021**. Normal business operations will resume on **July 1, 2021**.


**Residential Customers**

1. If you have a past due account balance, we encourage you to set up a flexible payment plan. Credit and collections activities will resume on July 1, 2021. You can set up payment arrangements online on My Account or through our SDG&E mobile app. [Visit \*\*sdge.com/my-account-2021\*\* for more information.](#)
2. From monthly discounts to one-time payment assistance, we may have different programs available to help manage bills. [Visit \*\*sdge.com/assistance\*\*.](#)
3. Renters impacted by the COVID-19 pandemic may qualify for rent and utility payment assistance. [Call 2-1-1 to learn more.](#)
4. If you are currently a CARE or FERA customer, you may also be eligible for debt forgiveness. [Visit \*\*sdge.com/AMP\*\* to find out if you qualify.](#)
5. Program recertifications and verifications for CARE, FERA and Medical Baseline will resume on July 1, 2021. We will notify you via email or mail if additional documentation is needed.

**Para ver cómo podemos ayudar, visite **sdge.com/covid** y responda a algunas preguntas fáciles.**

**Clientes comerciales**

Normal credit and collection practices are currently scheduled to resume effective July 1, 2021. Let us help you avoid disconnection and set up a payment plan, so you can rest easy knowing you're covered. [Visit \*\*sdge.com/recovery\*\* to learn more.](#)



Bill Inserts  
(English & Spanish)

# COVID-19 Relief Payment Plan

## Pre-enrollment Communications

- SoCalGas began sending pre-enrollment communications (mailed letters and emails) to targeted Residential and Small Business customers on September 13.
- Pre-enrollment communications notify customers of:
  - Upcoming automatic enrollment
  - Payment plan details
  - SoCalGas contact information
  - Options should they not want to participate
  - Additional communications should they be automatically enrolled
- Mailed letters and emails promote a COVID-19 Relief Payment Plan web page with payment plan details, eligibility criteria, and frequently asked questions.
- SoCalGas will begin automatically enrolling eligible Residential and Small Business customers on September 30.

# COVID-19 Relief Payment Plan

## Mailed Letter, Email, and Web Page Content

Dear Customer,

SoCalGas® remains committed to helping our customers experiencing financial hardship.

To help customers manage and pay bills, the California Public Utilities Commission (CPUC) has mandated that all small business customers with arrears older than 60 days be automatically enrolled in a monthly payment plan, also known as the COVID-19 Relief Payment Plan.

As part of ongoing efforts to help our customers manage their bills, SoCalGas will automatically enroll eligible customers in this new COVID-19 Relief Payment Plan starting September 30, 2021.

### What Does This Mean for You?

This letter is to inform you that your account is eligible for automatic enrollment in this payment plan. **Please note that no action is required at this time unless you wish to make other payment arrangements.** For information on the payment plan and eligibility, visit [socalgas.com/SmallBusinessRelief](https://socalgas.com/SmallBusinessRelief) to learn more.

Again, there is no action required at this time, and enrollment of your account will be automatic if you are still eligible as of September 30, 2021. If enrolled, you will receive an additional confirmation letter with your payment plan details. Once enrolled, if you do not wish to participate in this payment plan, please pay your past due balances in full or contact our Customer Service Representatives at 1-800-427-2000.

Thank you for being a valued customer.

Sincerely,

SoCalGas

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[1] Mailed Letter  
(English & Spanish)

[2] Email  
(English, with promotion  
of Spanish-language web  
page and phone number)

[3] Web Page  
(English & Spanish)

3

### COVID-19 RELIEF PAYMENT PLAN RESIDENTIAL CUSTOMERS

To help customers manage and pay bills, the California Public Utilities Commission (CPUC) has mandated that all residential customers with arrears older than 60 days be automatically enrolled in a 24-month payment plan, also known as the COVID-19 Relief Payment Plan.

As part of ongoing efforts to help our customers manage their bills, SoCalGas will automatically enroll eligible customers in this new COVID-19 Relief Payment Plan starting September 30, 2021. If enrolled, residential customers will receive a confirmation letter with payment plan details.

#### How Does the COVID-19 Relief Payment Plan Work?

The COVID-19 Relief Payment Plan for residential customers takes eligible past due balances and distributes them over 24 months, allowing customers to keep current on their monthly bills while paying off overdue balances. Enrollment of eligible accounts is automatic, and no action is required unless customers wish to make other payment arrangements or do not wish to participate in the payment plan.

#### COVID-19 Relief Payment Plan Eligibility

- The account must be for an active residential customer
- A portion of the account's unpaid balances must be at least 60 days past due
- The account has never been enrolled in the COVID-19 Relief Payment Plan
- The account is not currently enrolled in the Arrears Management Plan (AMP)
- The account is not currently participating in any other payment plan
- The account is not currently on a Level Pay Plan

#### Frequently Asked Questions

##### Why was I enrolled in the COVID-19 Relief Payment Plan without my consent?

The California Public Utilities Commission (CPUC) has mandated that all SoCalGas residential customers with arrears (past due balances) older than 60 days be automatically enrolled in the COVID-19 Relief Plan starting September 30, 2021. Your account met the eligibility criteria defined by the CPUC.

##### What are the eligibility criteria for the COVID-19 Relief Payment Plan?

What if I do not wish to participate in the COVID-19 Relief

## The COVID-19 Relief Payment Plan

You May Be Eligible

Dear [First Name],

SoCalGas® remains committed to helping our customers experiencing financial hardship.

To help customers manage and pay bills, the California Public Utilities Commission (CPUC) has mandated that all residential customers with arrears older than 60 days be automatically enrolled in a 24-month payment plan, also known as the COVID-19 Relief Payment Plan.

As part of ongoing efforts to help our customers manage their bills, we will automatically enroll eligible customers in this new COVID-19 Relief Payment Plan starting September 30, 2021.

### What Does This Mean for You?

This message is to inform you that your account is eligible for automatic enrollment in this payment plan. **Please note that no action is required at this time unless you wish to make other payment arrangements.** For information on the payment plan and eligibility, visit [socalgas.com/Relief](https://socalgas.com/Relief) to learn more.

Again, there is no action required at this time, and enrollment of your account will be automatic if you are still eligible as of September 30, 2021. If enrolled, you will receive a confirmation letter in the mail with your payment plan details. Once enrolled, if you do not wish to participate in this payment plan, please pay your past due balances in full or contact our Customer Service Representatives at 1-800-427-2200.

Para obtener informacion en Espanol o para hablar con un representante, visite [socalgas.com/Alivio](https://socalgas.com/Alivio) o llame 1-800-342-4545.

Thank you for being a valued customer.

Sincerely,  
SoCalGas

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### Residential Customers

English: [socalgas.com/Relief](https://socalgas.com/Relief)

Spanish: [socalgas.com/Alivio](https://socalgas.com/Alivio)

### Small Business Customers

English: [socalgas.com/SmallBusinessRelief](https://socalgas.com/SmallBusinessRelief)

Spanish: [socalgas.com/AlivioNegocios](https://socalgas.com/AlivioNegocios)



*Glad to be of service.®*

# Other Program and Payment Assistance

- SoCalGas continues to cross-promote the Arrearage Management Plan (AMP) with CARE across marketing efforts, including mailed letters, email, website, bill communications, and customer assistance program collateral.
- SoCalGas continues to cross-promote other payment assistance such as the Level Pay Plan where appropriate.

At SoCalGas, our commitment is helping you

## SAVE Money and Energy



**CARE Program**  
(California Alternate Rates for Energy)

You could save 20% on your monthly natural gas bill

[socalgas.com/CARE](https://socalgas.com/CARE)



**Energy Savings Assistance Program**

Qualify for no-cost home improvements from professional contractors

[socalgas.com/Improvements](https://socalgas.com/Improvements)



**Medical Baseline Allowance Program**

Get additional natural gas at the lowest baseline rate for serious health conditions

[socalgas.com/medical](https://socalgas.com/medical)

» You may also be eligible for past due bill forgiveness through the Arrearage Management Plan. Visit [socalgas.com/forgiveness](https://socalgas.com/forgiveness)


» Income-eligible households financially impacted by COVID-19 may qualify for rent and utility relief through the Emergency Rental Assistance Program.\* Learn more at [housing.ca.gov/covid\\_rr](https://housing.ca.gov/covid_rr)

\*This program is subject to limited funds and an enrollment period.



At SoCalGas, our commitment is helping you

## SAVE Money and Energy




**Help with your bill**

**CARE Program**  
(California Alternate Rates for Energy)

Save 20% on your monthly bill  
1-800-427-2200

See if you qualify at:  
[socalgas.com/CARE](https://socalgas.com/CARE)




**Help with your home**

**Energy Savings Assistance Program**

Qualify for no-cost home improvements from professional contractors  
1-800-331-7593

See if you qualify at:  
[socalgas.com/Improvements](https://socalgas.com/Improvements)




**Help with medical needs**

**Medical Baseline Allowance Program**

Get additional natural gas at the lowest baseline rate for serious health conditions  
1-866-431-3517

See if you qualify at:  
[socalgas.com/Medical](https://socalgas.com/Medical)




**Help with past due bills**

**Arrearage Management Plan**

Past due bill forgiveness for qualified customers  
1-800-427-2200

See if you qualify at:  
[socalgas.com/Forgiveness](https://socalgas.com/Forgiveness)



**Help managing your bill**

**Level Pay Plan**

Level the ups and downs of your bill by paying an average amount each month  
1-877-238-0092

See if you qualify at:  
[socalgas.com/LevelPayPlan](https://socalgas.com/LevelPayPlan)

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The CARE Program and Energy Savings Assistance Program are funded by California utility customers and administered by Southern California Gas Company (SoCalGas®) under the auspices of the California Public Utilities Commission. The Arrearage Management Plan is a debt forgiveness payment plan option for eligible customers administered by Southern California Gas Company under the auspices of the California Public Utilities Commission. Eligibility requirements apply; see the program conditions for details.

