






Recommended Cross-Functional External Outreach Approach

Following is the **recommended standardized approach for customer outreach across all Vegetation Management (VM) programs**. This balances the urgency of keeping our communities safe by **reducing wildfire risk**, with the long-term goal of **improving the customer experience**.

 ONGOING	PRIOR TO INSPECTIONS	 PRE-INSPECTION	PRIOR TO TREE WORK	 TREE WORK	POST TREE WORK
<p>Local Customer Experience (LCE):</p> <ul style="list-style-type: none"> • T-13 WEEKS: Send vegetation management overview mailer (see PDF p.1-2) <p>Marketing & Communications (MARCOMMS):</p> <ul style="list-style-type: none"> • T-13 WEEKS: Conduct proactive media/social engagement (see PDF p.3) • Explore ads, billboards, radio, etc. <p>California External Affairs (CEA):</p> <ul style="list-style-type: none"> • T-13 WEEKS: Engage with cities and counties <p>NEW FOR ALL PROGRAMS</p>	<p>LCE:</p> <ul style="list-style-type: none"> • T-10 TO 8 WEEKS: Customer postcard, IVR and canvassing as needed (see PDF p.4-6) <p>MARCOMMS:</p> <ul style="list-style-type: none"> • T-11 WEEKS: Nextdoor post (see PDF p.7) <p>CEA:</p> <ul style="list-style-type: none"> • T-12 WEEKS: Notify cities/counties <p>NEW FOR ALL PROGRAMS</p>	<p>VM INSPECTOR:</p> <ul style="list-style-type: none"> • T-7 WEEKS: Conduct pre-inspection and knock on customer’s door to discuss work with doorhanger (see PDF p.8-9) <p>Potential for customer to constrain the work through:</p> <ul style="list-style-type: none"> • Escalation • Refusal <p>Additional details on constraints on slide 2</p> <p>NEW FOR ALL PROGRAMS</p>	<p>LCE:</p> <ul style="list-style-type: none"> • T-5 WEEKS: Issue tree work postcard (see PDF p.10-11) • T-2 WEEKS: Issue tree work IVR (see PDF p.12) <p>NEW FOR ALL PROGRAMS</p>	<p>VM TREE CREW:</p> <ul style="list-style-type: none"> • T-0 WEEKS: Perform tree work and leave doorhanger (see PDF p.13-14) <p>Potential for customer to constrain the work through:</p> <ul style="list-style-type: none"> • Escalation • Refusal <p>NEW FOR ALL PROGRAMS</p>	<p>LCE:</p> <ul style="list-style-type: none"> • T+2 WEEKS: Issue tree work complete and post-work inspection IVR (see PDF p.15) <p>ALL:</p> <ul style="list-style-type: none"> • Wood management outreach to be determined <p>NEW FOR ALL PROGRAMS</p>

Some of the measures included in this presentation are contemplated as additional precautionary measures intended to further reduce the risk of wildfires.



Customer Responses Following Initial Outreach

Potential customer constraints (!) after initial outreach across vegetation management programs include:

NO RESPONSE | Landowner has not responded to contact

ESCALATION | Soft refusal; landowner threatens to notify an agency or media outlet

REFUSAL | Landowner refuses work and interferes with work completion (threats, access prevention, etc.)

