

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

Local Customer Experience (LCE):

 T-13 WEEKS: Send vegetation management overview mailer (see PDF p.1-2)

Marketing & Communications (MARCOMMS):

- T-13 WEEKS: Conduct proactive media/social engagement (see PDF p.3)
- Explore ads, billboards, radio, etc.

California External Affairs (CEA):

• T-13 WEEKS: Engage with cities and counties

PRIOR TO INSPECTIONS

LCE:

 T-10 TO 8 WEEKS: Customer postcard, IVR and canvassing as needed (see PDF p.4-6)

MARCOMMS:

 T-11 WEEKS: Nextdoor post (see PDF p.7)

CEA:

 T-12 WEEKS: Notify cities/counties

NFW FOR ALL PROGRAMS



PRE-INSPECTION

VM INSPECTOR:

- T-7 WEEKS: Conduct pre-inspection and knock on customer's door to discuss work with doorhanger (see PDF p.8-9)
 - Potential for customer to constrain the work through:
 - **Escalation**
 - Refusal

Additional details on constraints on slide 2

PRIOR TO TREE WORK

LCE:

- T-5 WEEKS: Issue tree work postcard (see PDF p.10-11)
- T-2 WEEKS: Issue tree work IVR (see PDF p.12)

NEW FOR ALL PROGRAMS

- customer to
 - **Escalation**

TREE WORK **POST TREE WORK**

VM TREE CREW:

- T-0 WEEKS: Perform tree work and leave doorhanger (see PDF p.13-14)
- Potential for constrain the work through:
- Refusal

LCE:

• T+2 WEEKS: Issue tree work complete and post-work inspection IVR (see PDF p.15)

ALL:

 Wood management outreach to be determined

NEW FOR ALL PROGRAMS



Customer Responses Following Initial Outreach

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

Soft refusal; landowner threatens **NO RESPONSE** Landowner has not **ESCALATION** I Landowner refuses work and interferes with work REFUSAL completion (threats, access prevention, etc.) responded to contact to notify an agency or media outlet **LEGEND: NO CONSTRAINTS / NO RESPONSE** Vegetation Management (Follow standard T-minus timing on slide 5) **Local Customer Experience** Land Corporate Security **Notify** California External Affairs Landowner outreach during **Notify** Perform tree Marketing & Communications neighborhoods by cities/counties and pre-inspection work neighborhoods (door knock and doorhanger) If at any time the postcard and IVR customer escalates or refuses work, move to section B **ESCALATION / REFUSAL** Send letter to landowner (Does not apply to P1, P2 or other emergency work) If at any time the and notify internal, Supervisor DOR Manager Operating Review customer removes **Director Operating Review** external stakeholders and 3 their objection to the VM Regional Manager notifies provide final notification Local ops uses Cross-functional team* work, move to A3 cross-functional team; Land via phone pre-defined tools evaluates additional confirms land rights; LCE calls to attempt to resolutions or determines to (4b) landowner and attempt to resolve objection proceed Move remaining customer resolve escalation or refusal Week 1 Week 2 Week 3 through legal process * Customer, MarComms, California External Affairs, Law, Land, Corporate Security, Week 4 Wildfire PMO and Wildfire Risk Governance Steering Committee, if needed