

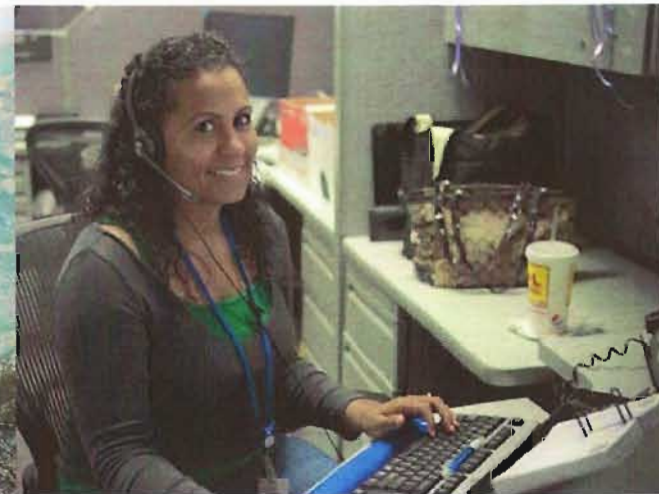
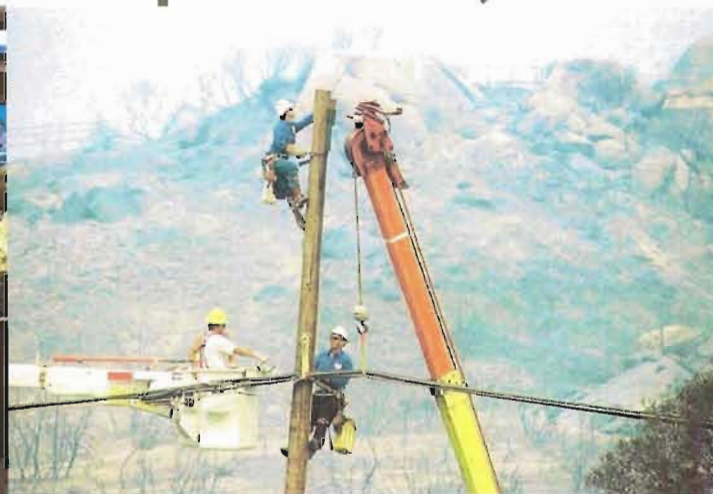


A  Sempra Energy utility®

Pacific Southwest Outage

SDG&E's Approach to System Restoration

September 8, 2011



October 26, 2011

SDG&E Emergency Response Preparation



- Began over a decade ago with the Energy Crisis, 2003 and 2007 Firestorms
 - Emergency Operations Center (EOC) 7/24 activation
 - Use of Outbound Dialing System
 - Partnerships with Cities, Counties, FBI, Fire, Police, Military
 - Use of customer-owned generation
 - Use of SDG&E-contracted pool of mobile generators
 - Vulnerable customer outreach program
- Practice through regular drills
 - SDG&E EOC
 - Annual Blackstart Drills
 - Community Fire Safety Program procedures and drills
 - Partnership with key emergency responders
- Fire Safety Stakeholder Collaboration



Communication Channels Utilized during the Pacific Southwest Outage



Media

- Press Conferences
- Twitter
- Media Advisories/News Releases
- One-on-One Interviews (TV and Radio)



Local/State Government Leaders

- E-mail
- Phone Calls
- Text Messaging



Residential Customers

- Twitter
- E-mail
- SDGE.com Website
- Radio



Life Support/Medical Baseline Customers

- E-mail
- Phone Calls
- Door-to-Door



Commercial and Industrial Customers

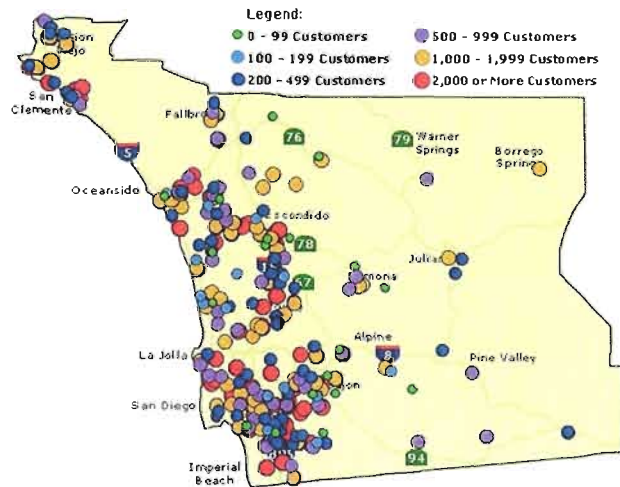
- E-mail
- Phone Calls
- Twitter
- SDGE.com Website



Local Trade and other Associations

- E-mail
- Text Messaging
- Phone Calls

Key Communication Facts

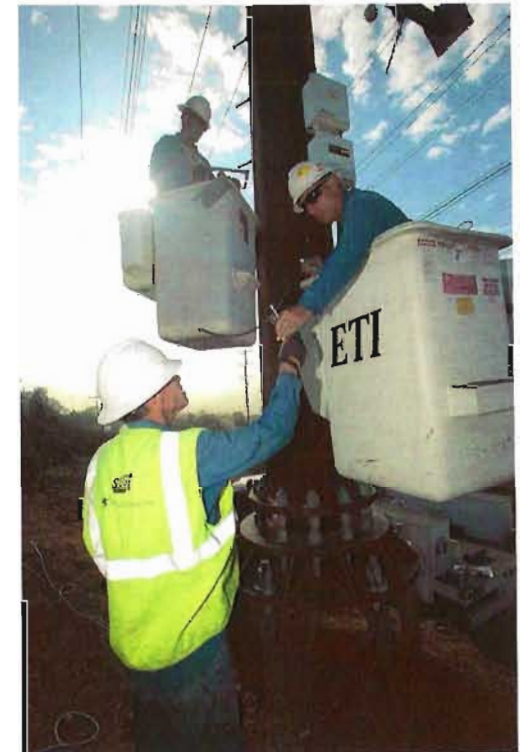


- Five press conferences, over 125 local, state, national and international media covered
- Twitter was an effective communication channel. Sent out first tweet within approximately 14 minutes
- SDG&E sent out over 130 tweets and increased number of followers by 10-fold
- Nearly 248,000 customers visited SDGE.com on September 8th compared to average day of 13,000 visitors. About half of the customers accessed the site through their smart phones
- Regular updates were made on SDGE.com website and IVR systems
- Over 52,000 calls into the Call Center on 9/8 in which 38,000 hung up after hearing the updated IVR message
- Knocked on over 1,800 doors of medical baseline and life support customers

Customer-Focused Restoration Process



- Connected high voltage grid and power plants
- Simultaneously connected customer load using a customer-focused priority for service restoration
 - Hospitals
 - Airports
 - Sewage Treatment Plants
 - Water Districts
- SDG&E customers significantly helped reduce the load on the system by responding to conservation messages





- Customers now expect instantaneous information
 - Pre-defined messaging and emergency advertising to emergency broadcast stations
 - Work with Internet Service Providers to ensure they will not throttle SDG&E email messages
 - Acquire more customers' cell phone numbers to provide a more robust text message campaign
 - Mobile cell phones have added a new communication opportunity for customers during emergencies
- Wireless services were impacted
- Develop stronger, more repetitive reminders to essential customers about testing their back-up systems
- Continue to reinforce the message to customers about emergency preparedness
- Ensure alternative emergency communication channels are expanded and tested frequently

High Level Chronology of Events



September 8, 2011

September 9, 2011

