



# California Public Utilities Commission Committee on Finance and Administration



**Report on Strategic Directive 12  
Communication and Engagement  
October 24, 2018**

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# Strategic Directive 12 – Communication and Engagement

The CPUC engages in open communication with staff, stakeholders, and members of the public. Within its jurisdictional authority, the CPUC will:

1. Increase awareness of and engagement in the work of the CPUC, both internally and externally;
2. Communicate the CPUC's role in facilitating the safe, affordable, reliable and environmentally sound delivery of services by regulated entities to diverse stakeholders;
3. Provide the public with accurate information and documents in a timely manner;
4. Support an organization-wide culture and core values through dialogue, critical thinking, learning, collaboration, and collegiality.





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# 1) Increase Awareness & Engagement

- **Lessons Learned/2018-19 Focus**
  - Increase targeted engagement
  - Prioritize issues for more focused outreach





# 1) Increase Awareness & Engagement (cont.)

- **Local Government Outreach:**
  - Conducted more than 300 meetings with local electeds/officials
  - Participated in more than 145 community events
  - Engaged in approximately 6,000 emails and 500 phone calls with stakeholders
- **Social Media:**
  - 289 posts on Twitter
  - 262 posts on Facebook
- **Online Comment Form:**
  - 442 comments received

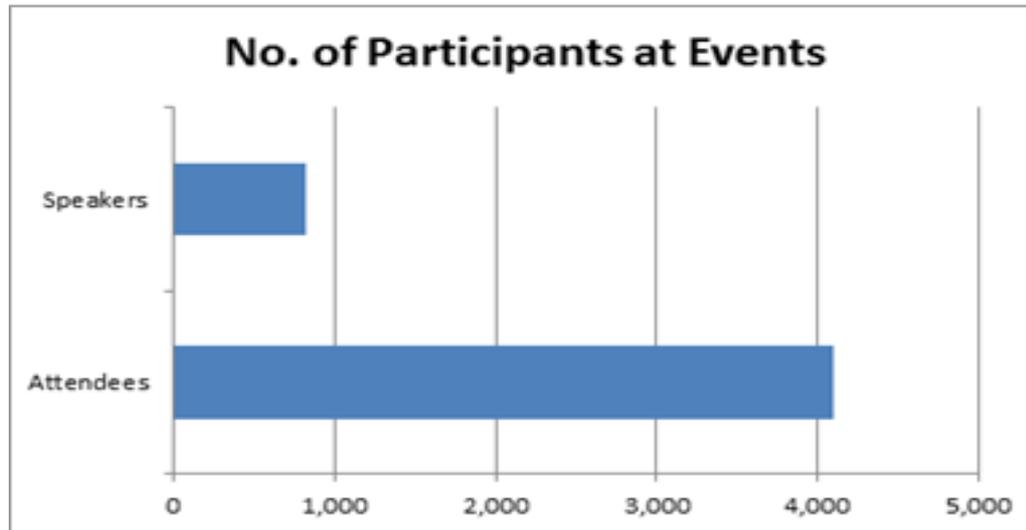




# 1) Increase Awareness & Engagement (cont.)

- **Events:**

- Organized, promoted, and staffed 80 events
  - 41 Public Participation Hearings and 39 other events
    - 4,105 attendees and 821 speakers
    - Estimated cost for office: \$54,708.65





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## 2) Communicate CPUC's Role

- **Lessons Learned/2018-19 Focus**

- Translate additional materials into non-English languages
- Improve content and navigation of CPUC website
- Create more videos for website and social media about the CPUC, issues, programs, etc.





## 2) Communicate CPUC's Role (cont.)

- **Fact Sheets and Brochures:** 50 fact sheets and brochures
- **Interpreters:** Staffed 27 events and provided live interpretation at 16 of those events
- **Translations:** 19 documents (e.g., agendas, brochures, informational handouts)
- **Website:** New feature translates text into more than 90 languages
- **SB 512 Outreach/Newsletter:**
  - Approximately 900 emails sent as direct outreach
- **Press releases, media advisories, Information Alerts, blogs:** 146
- **Press Inquiries:** Approximately 600





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## 3) Accurate and Timely Information

- **Lessons Learned/2018-19 Focus**

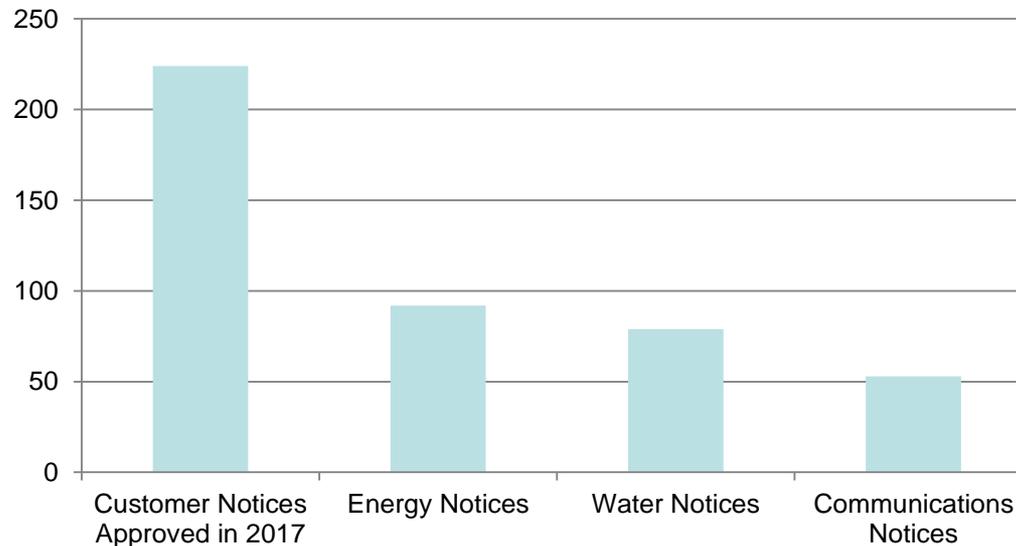
- Re-Design sections of the website
- Creating an online comment system tied to the Docket Card
- Adding CPUC responsive actions to “Comments or Complaints About the CPUC” online form
- CHANGES 3<sup>rd</sup> party evaluation underway





# 3) Accurate and Timely Information (cont.)

- **Public Advisor Contacts:** Approximately 14,000
  - 11,000 Comments
  - 3,000 requesting procedural help and/or assistance with other issues
- **Customer Notices:** 224





# 3) Accurate and Timely Information (cont.)

## TEAM/CHANGES Program

- **Education**

- CHANGES: 33,111
- TEAM: 36,269

- **Complaint Cases Resolved**

- CHANGES: 972
- TEAM: 1,715

- **Needs Assistance Cases Resolved**

- CHANGES: 3,045
- TEAM: 717





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## 4) Culture and Core Values

- **Lessons Learned/2018-19 Focus**

- Provide more information to staff about CPUC operations and policy decisions
  - Intranet redesign
  - Administrative Procedures Manual (APM) – new/revised/consistent policies
  - New Employee Orientation
  - Revisions to Onboarding
  - Training Advisory Committee





## 4) Culture and Core Values (cont.)

- Consistent email communication about CPUC issues, internal operations, staffing, etc. from Executive Director, HR, Facilities, DGS
- Operational issues discussed at Commissioner Committee Meetings
- Annual State of the CPUC Address
- Periodic All-Staff Meetings led by Executive Director
- Onboarding Program
- Training Program
- Improve the Intranet; utilize SharePoint





# Compliance with Strategic Directive-12

- CPUC staff believe the organization is substantially in compliance with SD-12.





# Questions?

