



Public Safety and Education Efforts during COVID Roundtable

PRESENTED BY:

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PANDEMIC LOCKDOWN



How did we continue to engage with our community?

- **WHAT OCCURRED?**
- **TEAMS FOCUS REDIRECTED**
- **NEW ENGAGEMENT STRATEGIES**
- **ENGAGING OUR COMMUNITY**
- **OUR SUCCESSES**



WHAT OCCURRED?

MANDATORY WORK FROM HOME BEGAN END OF MARCH 2020



- Overnight our PS&E Team was re-directed on reaching out to our community partners/businesses to create a “Community Resource Listing” to better help assist our customers on location resources available within our service area.
- This required consistent daily updates to keep our listing relevant on current resources available and reaching out for newer resources, all to better assist our customers within our community.
- Any and all kinds of assistance available was being captured.
- During this short period of time (April 2020) PS&E Presentations were non-existent

TEAMS FOCUS REDIRECTED

HOW ARE WE GOING TO ENGAGE OUR COMMUNITY?

Team began brainstorming ideas for Community Engagement Live/Virtual Events and the challenges with new technology:

- Social Media (Facebook Live?)
- WebEx – How do you use it?
- Microsoft Teams – How does it work?
- Zoom – We cannot download on company equipment, but we can utilize Zoom only if our community partner sets it up and invites us.



CHALLENGES & OPPORTUNITIES



OPPORTUNITIES:

- We were not alone
- Immediately went to the “low hanging fruit”
 - Making phone calls and using our SWN system
 - Mailing and emailing information to our customers and partners
 - Utilized Community Networks and Connections
 - Leveraged the limited gatherings happening in person

CHALLENGES:

- Overnight leveraged technology to keep the community informed
- Utilized social media
 - Good for small amounts of information, however anyone can post anything

LOCATION SETUP

- Determine best location to be utilized to have the greatest chance for a safe successful event.

Bedroom



Garage



Dining Room



GATHERING THE RIGHT MATERIALS



- If you are selected by the team to conduct the presentation, ensure you find ways to acquire ALL needed materials for a successful presentation to include:
 - Props, Hazard Hamlet, Tablecloth, Head-set, etc.

CONFIGURATION



- Depending on location chosen to present, the team needed to schedule adequate time before the presentation date to set-up a safe, functional, configuration conducive to the specific needs and style of presentation to engage the audience efficiently.



CONDUCT A SUCCESSFUL EVENT



CONDUCT A SUCCESSFUL EVENT

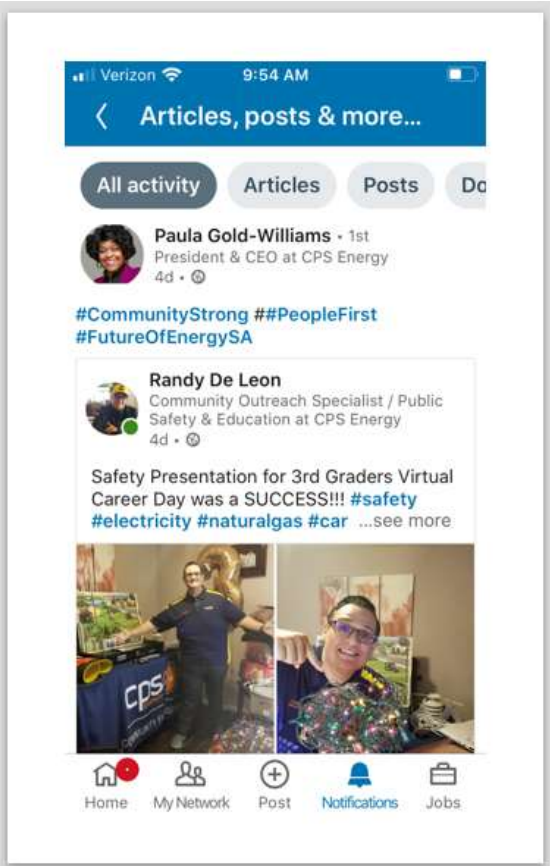
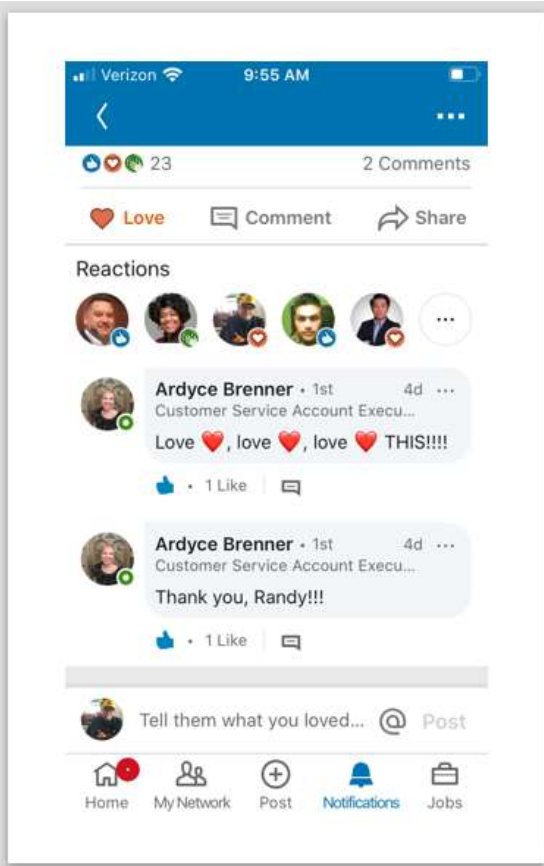


CONDUCT A SUCCESSFUL EVENT



FIRST SUCCESSFUL VIRTUAL EVENT!

POSITIVE FEEDBACK



NEW ENGAGEMENT STRATEGIES



- We were able to be conduct engaging, virtual presentations within a few weeks of the lock-down beginning.

Bedroom



Garage



NEW ENGAGEMENT STRATEGIES

EVEN SETTING UP A CENTRAL LOCATION AT OUR HQ FOR THE TEAM TO UTILIZE



- Being limited on available props and supplies this allowed safe rotation of materials to be utilized for the entire PS&E Team



NEW ENGAGEMENT STRATEGIES PRESENTATION WORKSHOPS SUCCESSFULLY PUT INTO PRACTICE

Hashtags

- #Look Up & Live
- #Safety First
- #Zero Harm
- #Call Before You Dig 811
- #Public Safety & Education
- #PS&E



NEW ENGAGEMENT STRATEGIES

TEAM ALSO BEGAN CREATING SHORT SAFETY VIDEOS THAT COULD BE SHARED



- Videos had to be under (2 min), to be able to email file successfully. (Click play to view on each photo) – Initiative lead by Cristela Trevino



NEW ENGAGEMENT STRATEGIES

FILMING A LIVE ARC-N-SPARK DEMO



- Virtual Arc & Spark Demo for Girls Inc.'s 14th Annual RockIT Into The Future Science Festival was conducted live and filmed on location outside at one of our CPS Energy service centers, to be utilized for future virtual safety presentations.
- <https://www.youtube.com/watch?v=SolK2bwPvsQ>



ENGAGING OUR COMMUNITY



DATA PULLED FROM MARCH 2020 TO DECEMBER 2021

Conducted **333** Events:

- **29** Community Fairs
- **82** Outreach Events
- **94** Outreach and PS&E Events
- **70** Pop-Up Events
- **58** PS&E Events



OUR SUCCESSES

COMMUNITY FAIRS



Conducted **29** Community Fairs:
 Conducted our First Virtual Fair July 7, 2020

- **16** Virtual People First! Community Fairs
- **13** In-Person Utility Assistance Fairs

VIRTUAL
PEOPLE FIRST
COMMUNITY FAIR

Hosted by CPS Energy
 and District 2 Councilwoman Jada Andrews-Sullivan

JULY 7
2020
5:00-5:30 p.m.

BY COMPUTER
 Join online at cpsenergy.com/news/fairdistrict2
 Password: 2222

BY TABLET OR SMARTPHONE
 Download the Webex app in advance,
 then join cpsenergy.com/news/fairdistrict2
 Password: 2222

BY PHONE
 No online access? No problem.
 Just call 415-655-0002
 Access code: 133 029 0650



OUR SUCCESSES

OUTREACH



Conducted 82 Outreach Events: (Partners)

- Texas Workforce
- Senior Centers (Drive Thru Events)
- Libraries
- Food Pantries
- Virtual Events
- Etc.



OUR SUCCESSES

COMBINATION - OUTREACH AND PS&E



Conducted 94 Outreach/PS&E Events: (Partners)

- Habitat for Humanity
- KLRN
- Senior Centers
- School Districts
- SA Food Bank
- First Responders
- Churches
- SAHA
- COSA
- CPSE Service Centers
- Health Fairs
- Resource Fairs
- Career Fairs
- Flea Markets
- Local Businesses
- Virtual Events
- Etc.



OUR SUCCESSES

POP-UPS



Conducted 70 Pop-Up Events: (Partners)

- Lowes Parking Lots
- SAFD Training Center
- VFW's
- Churches
- COSA District Locations
- Schools
- Farmers Markets
- WIC Clinic
- Libraries
- Bexar County Locations
- Etc.



OUR SUCCESSES

PS&E



Conducted 58 PS&E Events: (Partners)

- Virtual Events
- Churches
- Schools
- CPSE Health & Safety Fair
- Tree Trimming Event
- Contractors
- First Responders
 - Fire Department
 - Police Department
 - Sherriff Offices



MOVING FORWARD

SLOWLY GETTING BACK INTO THE COMMUNITY



- In person events are increasing



MOVING FORWARD

SLOWLY GETTING BACK INTO THE COMMUNITY



- This past weekend, CPS Energy hosted our first ever Community Residential Electric and Gas Safety event.





Thank You

