

# Customer Engagement

## Climate Resilience Methodology

November 2022



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## Version History

Version	Edited By	Changes
0.1	Samuel Morris	Document Creation
1.0	Samuel Morris	Document Creation

# 1.Introduction

## 1.1. Purpose

The purpose of this method is to provide context and a framework for the activities required to ensure Endeavour meet the first of three Resilience Strategy Goals defined in the Resilience Plan, specifically Resilience Goal 2, which is to:



Enhance customer experience through regular engagement and improved electrical network resilience

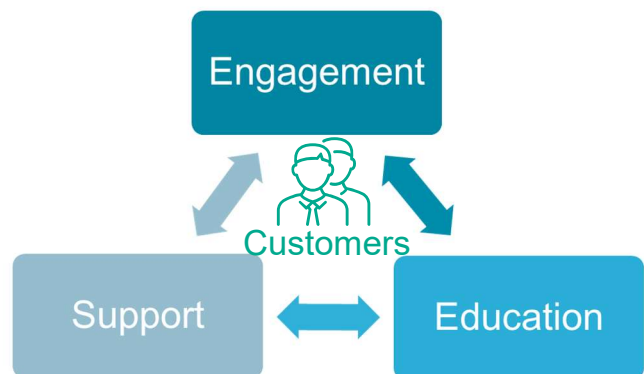
Endeavour Energy recognises the value and importance of reliable electrical networks and the impact loss of supply events can have on the customers they serve. To achieve this goal with customers, Endeavour Energy will:

1. Be open and transparent;
2. Communicate clearly;
3. Commit to supporting customers before, during and after a loss of supply event; and,
4. Collaborate with and learn from its customers.

Endeavour Energy's engagement has been informed by *Endeavour Energy's Customer Value Framework* and the *AER Better Resets Handbook – Towards Consumer Centric Network Proposals Dec 2021*.

Endeavour Energy's approach to enhancing the customer experience, covers the following three main areas:

1. **Engagement:** Ensuring the customer is informed and involved during the development and ongoing improvement of our services for customers.
2. **Support:** As part of the community, Endeavour Energy is committed to helping the community, customers and other utilities where it can.
3. **Education:** Ensuring customers have the knowledge before, during and after an event about how they can reduce the possible impacts of these climate events on themselves and their communities.



# 1. Customers

## 1.1 Customers and Stakeholder Groups

Endeavour Energy serves a broad and diverse set of stakeholders who have different needs and interests in a resilient energy network. Endeavour Energy aims to ensure each group is consulted and their views represented to shape our approach to providing a network to meet their needs. Table 1 provides a high level summary of these identified groups.

Table 1

Stakeholder Group	Who they are	What they care about
<b>Residential customers</b>	Urban, regional and remote customers. Sub groups are made up of: Vulnerable customers, life support customers and people who experience major weather events disproportionately.	Customers experience during, and after, major weather events which is tied to their wellbeing, standard of living and emergency responsiveness/preparedness.
<b>Commercial customers</b>	Businesses, universities, schools etc. including major growth areas in NSW earmarked as industrial and commercial hubs (for example, Western Sydney Aerotropolis).	Ability to operate, avoidance of economic and financial loss, and the ability to bounce back after extreme weather events.
<b>Industrial customers / data centres</b>	Manufacturing and industrial processing etc. who impose large loads on the network and/or use electricity on a different usage cycle, when compared to residential and commercial.	Safety of staff and ability to operate. Associated costs to their operations during outages, or sub-optimal service, during major weather events.
<b>Essential Services &amp; Critical Infrastructure</b>	Regulated services such as water and telecommunications, who heavily reliant on electricity supply. Often also critical infrastructure owners.	Being informed and engaged especially during major weather events. Ability to partner and share knowledge to jointly plan, prepare and respond to extreme weather.
<b>Emergency Services</b>	First responders (such as SES, RFS) and hospitals that are likely to be inundated during a major weather event.	Electricity service continuity, safety of their staff and geographic hazard zones that may be created by the network assets or network operation.
<b>Councils</b>	LGAs responsible for the local area's emergency preparedness and disaster response.	Working with Endeavour Energy to ensure electricity supply, especially at disaster relief zones, through jointly developing Community Hubs etc.

## 2. Engagement

Customer engagement is a continuous process that allows Endeavour Energy to get customer preferences in terms of type and level of investment, and to keep customers informed during major events.

For our resilience strategy, there are three avenues in which we will engage with our customers and stakeholders:

1. In the lead up to our regulatory submissions;
2. During and post a major event; and,
3. Through part of BAU engagement (newsletters, social media releases, telephone and web-based services).

### 2.1 Regulatory Proposals

As part of Endeavour Energy's regulatory submission development, engagement on resilience will be rolled into the overarching Customer Consultation Plan, which follows the discover, explore, and prioritise phases. The key actions for developing regulatory proposals will be as follows:

- We will engage with customers to get their preferences and guidance on our approach in line with their needs;
- We will tailor our responses to achieve this; and,
- We will report/inform back to them about how we went.

During a regulatory proposal, customer engagement will be made up of, but not limited-to, customer preference panels, deep dives into resilience, trade off discussions, and focus sessions dedicated to resilience.

In the pursuit of continual improvement and changing economic and social expectations, Endeavour Energy's engagement for Resilience will be ongoing.

### 2.2 Major Weather Events

Major weather events can displace people, cause emotional and social pressures on communities, business and support services. To help facilitate and support community resilience, keeping customers informed during and post event is crucial in reducing these stresses caused by these events.

#### 2.2.1 How are we going to keep customers informed?

Providing regular, consistent and clear communication is vital during a major event to avoid confusion and to enable customers to feel supported. Endeavour Energy has developed and maintains an online outage map on its corporate website that can be accessed (where telecommunications is still active and available).

This outage map allows customers to self-service, and find where outages are occurring in real time on the network, with a summary of status, customers affected and estimated time to restoration.

#### 2.2.2 How are we going to keep utilities/telecommunications informed?

Endeavour Energy recognises the importance of telecommunications during a major event, and has been actively working with telecommunication providers to establish real-time network status indication, to allow providers the ability to both know about network outages and be able to respond.

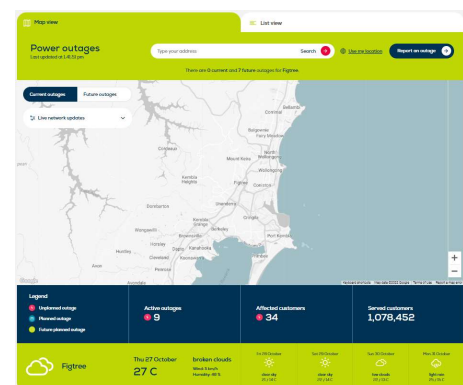


Figure 1 – Outage map on Endeavour Energy website

### **2.2.3 Post-event engagement**

In the pursuit of continual improvement and delivering on expectations, Endeavour Energy will survey both internal SMEs, the community and customers after extreme weather events to understand their experiences and where pain-points and uncover improvement areas.

This engagement will improve the BAU processes, our future regulatory submissions and our customer education strategies.

## **2.3 Business-As-Usual Engagement**

Endeavour Energy is committed to providing regular and transparent information, and as part of this, will continue its engagement with its customers through the following mechanisms:

1. Company-wide newsletter updates;
2. Through scheduled meetings with councils;
3. Engagement with its HVCs;
4. Through ad-hoc interaction with its customers through our call-centre and web-based contact services; and,
5. Industry-wide forums and working groups.



### 3. Education

Endeavour Energy recognises the advantages of providing information to customers regarding how they can prepare and respond in the lead up to, and during these disruptive events, but also how to recover. There is also benefit to clarifying the responsibilities of Endeavour Energy and other service providers. This can be done using the following mediums:

Table 2

Category	Education Approach	Aiming to Achieve
Education Materials	Upload and maintain educational material on the Endeavour Energy website.	Giving the ability to customers to self-serve and get information around how they can prepare for an event.
	Letter drops at key timings for known weather event risk e.g., preceding bushfire season.	Information, education around expected risks and preparedness.
Partnerships / Innovation	Partner with councils, to align advice on emergency preparedness either in print, radio, or online.	Alignment of messaging and vital contact information of who/when.
	Development of Community Resilience Hubs in partnership with councils, emergency services (see Section 4.2).	Novel approach to community resilience, providing what the community needs.

Currently Endeavour Energy has sections of its website dedicated to safety in these major events, preparing for and recovery.

Partnering with the Customer Engagement team, will be vital in delivering the best customer experience during these major events.

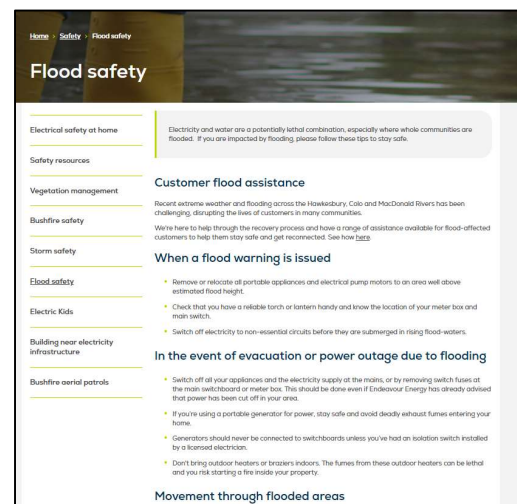


Figure 2 – Climate Hazard information on Endeavour Energy website



## 4. Support

Endeavour Energy has a role in supporting customers in the lead up to, during, and the recovery from a disruption to a major loss of supply event due to extreme weather.

Endeavour Energy, in collaboration with councils (see Section 5.3) will explore the best way to deliver resilience to customers which may be through initiatives such as Community Resilience Hubs.

### 4.1 Vulnerable Communities

Within Endeavour Energy's customer base, there are a few vulnerable groups of customers such as those on life support, those needing cultural and linguistically diverse (CALD) services, and those in low socioeconomic situations. Endeavour Energy has specific strategies and programs dedicated to helping each of these sub-groups, relating to additional notification procedures/timeframes, language resources and financial bill-support.

In the context of resilience to weather events, the term "vulnerable" relates to those more at risk from climate change due to their specific geographic areas, rather than the specific 'vulnerable groups' identified above. As such, resilience initiatives seek to improve the resilience of entire communities and the areas/network most at risk from climate events, which work in support of the already established programs/procedures it has set up to help vulnerable groups.

### 4.2 Community Resilience Hubs

The concept of a 'Community Resilience Hubs' is to establish a location in which customers can get access to telecommunications, power, emergency information and air conditioning during an emergency. Endeavour Energy intends to provide alternative supply during outages using a combination of the existing network and new renewables.

Each hub will need to be tailored for the area, so Endeavour Energy will engage with both councils and the impacted community/customers to develop these solutions, as well as engage on their effectiveness post major events. There is also the potential for co-funding of the investments, which again requires engagement and partnerships (see Section 0 and the Investment Method).

## 5. Partnerships and Innovation

In the context of network resilience to extreme weather events, Endeavour Energy has developed and will maintain partnerships with other industries and organisations to ensure that there is an integrated collaborative approach to resilience, especially when it comes to community resilience. Innovation within the resilience space requires sharing of knowledge; to plan, prepare, and respond to extreme weather events; reflect and learn, but also innovate with each other.



### 5.1 Essential Services and Critical Infrastructure

Endeavour Energy recognises the importance essential services and critical infrastructure has on the community and other utilities. Knowledge sharing with regards to criticality of other networks to Endeavour Energy, will allow Endeavour Energy the ability to respond and adapt to prioritise areas which can provide the greatest benefit. Conversely, knowing the reliability risk of their own assets allows them to make better investment decisions for their own resilience and contingency planning during emergencies.

Partnerships with Resilience NSW will allow Endeavour Energy greater access and facilitation. Currently Endeavour Energy has been engaging with both water and telecommunication service providers to explore these opportunities.

### 5.2 Industry Partnership with DNSPs and Private Industry

Partnerships with other DNSPs enable benchmarking opportunities and discovering additional resilience solutions and alternate technologies being considered. This allows Endeavour Energy to explore the “how do we know what we don’t know” question in terms of finding better ways to define, understand, and address, network resilience. Endeavour Energy has recently engaged with most Australian DNSPs and some American DNSPs on the topics of heat, bushfire, wind and flood resilience initiatives.

Endeavour Energy will also engage in partnerships with private industry and universities to establish innovative and unique solutions to network resilience risk and impacts, including maintaining reliability during extreme weather events. This will take the form of engagement sessions with universities, international working groups and RFQs.

### 5.3 Supporting Local Government

There is also the opportunity to support local government to best service communities by engaging with councils regarding plans in case of loss of supply events, and workshopping solutions with councils, particularly for Resilience Hubs as a trial project. Endeavour Energy has started engagement with councils to understand how Endeavour Energy can best support them to serve their communities, and this is to be continued.

# Annexure A – Customer Engagement Proposals

Table 3 - Investment Projects for Community Resilience and Engagement

Goal	Investment Projects	Further Explanation
Improving Local Response	<b>1. Local Emergency Management Plan Review</b>	Partner with the local government agencies and determine whether each LGA has: <ul style="list-style-type: none"> <li>- A local emergency plan</li> <li>- Whether the loss of supply has been adequately addressed</li> <li>- Whether each council points to Endeavour Energy in their resources (website/posters/flyers) in case of an outage</li> <li>- A critical resident register and checking whether life support customers have back up supply.</li> </ul>
	<b>2. Developing local resilient hubs</b>	In collaboration with the local councils, identify locations where, in the occurrence of a climate event, where residents can go for shelter, telecommunication services, sustenance etc.
Education and Information	<b>3. Review in Endeavour Energy communication protocols and resources during an emergency</b>	Endeavour Energy's communication during an event has been regarded as excellent. Are there any further things we can do to assist in information knowledge.
	<b>4. Development of education programs around preparation of these climate events</b>	Events are going to happen – ensuring that residents are prepared in the event of a loss of supply events.
Other	<b>5. Partnering with councils to reduce vegetation trimming, but also increase urban cooling</b>	Explore the possibility of introducing a tree planting/relocation program as to move vegetation away from powerlines.

## Annexure B - Definitions and Abbreviations

Term	Description
<b>Community Resilience</b>	The ability of communities to withstand and recover from the impacts of natural disasters.
<b>CMI</b>	Customer Minutes Interrupted. This is a summation of the durations each customer experiences during a particular outage event.
<b>Loss of Supply Event</b>	Planned, or unplanned, outage of power supply due to scheduled maintenance or major events
<b>Major Weather Event</b>	A significant weather event which has the potential to impact the network sufficiently to result in a Major Event Day.
<b>Major Event Day</b>	Interruptions beyond the control of Endeavour Energy, or because they are not representative of a normal day in terms of reasonable network resource availability and goes beyond a pre-defined threshold for organisational SAIDI.
<b>Resilient Network</b>	The ability to anticipate, withstand, quickly recover and learn from disruptive events to the power network.

