

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA**

Order Instituting Rulemaking to Examine Electric  
Utility De-Energization of Power Lines in Dangerous  
Conditions.

Rulemaking 18-12-005  
(Filed December 13, 2018)

**PACIFICORP'S (U 901 E) 2023  
PUBLIC SAFETY POWER SHUTOFF  
POST SEASON REPORT**

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March 1, 2024

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Utility De-Energization of Power Lines in Dangerous  
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Rulemaking 18-12-005  
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**PACIFICORP’S PLAN TO ADDRESS ACCESS AND FUNCTIONAL NEEDS DURING  
DE-ENERGIZATION EVENTS**

PacifiCorp (U 901 E) d/b/a Pacific Power (PacifiCorp or company) submits this 2023 Post-Season Public Safety Power Shut-Off Report. This plan is submitted consistent with Decision (D.) 21-06-034, Decision Adopting Phase 3 Updated and Additional Guidelines and Rules for Public Safety Power Shutoffs (Proactive De-energizations) of Electric Facilities to Mitigate Wildfire Risk Caused by Utility Infrastructure. As the report demonstrates, PacifiCorp did not have a public safety power shut-off event in 2023.

Respectfully submitted,

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## Section I. Background: Overarching Regulation

1. Each electric investor-owned utility must file a comprehensive [prior year] Post-Season Report, no later than March 1 of each year, in R.18-12-005 or its successor proceeding. The report must follow a template provided by SED no later than 60 days after SED posts a [prior year] Post-Season Report template on the Commission's website. Parties may file comments on these reports within 20 days after they are filed and reply comments within 10 days after the final date to file comments.

[Authority: Decision (D.) 21-06-034; Guidelines at p. A15, Section K-3]

2. The [prior year] Post-Season Report must include, but will not be limited to:
  - f. Annual report, as applicable, required by Ordering Paragraph 66 of D.21-06-014. [Authority: D.21-06-034; Guidelines at p. A15, Section K-3.f]
3. To the extent a required item of information is also required to be included in the electric investor-owned utility's Wildfire Mitigation Plan, the [prior year] Post-Season Report may refer to the electric investor-owned utility's Wildfire Mitigation Plan rather than repeat the same information; such reference must specify, at minimum, the page and line number(s) for where the required information is contained within the electric investor-owned utility's Wildfire Mitigation Plan. In cases where this reference is to data, a summary table of the data shall be provided in the report.

[Authority: D.21-06-034; Guidelines at p. A17, Section K-3]

## Section II: Amendments to Post-Event Reports

### A. Regulatory Requirements

1. *Pacific Gas and Electric Company, Southern California Edison Company, and San Diego Gas & Electric Company must provide aggregate data, as identified above [D.21-06-014, Ordering Paragraph (OP) 65], in an annual report, including aggregate data that may not have been available at the time the utility filed the 10-day post-event report and must contact the Commission's Safety and Enforcement Division if the utility requires additional guidance to ensure adequate reporting on the requirement to provide information on affected customers in the 10-day post-event reports.*

[Authority: D.21-06-014; OPs 65 and 66]

2. *Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), and San Diego Gas & Electric Company (SDG&E) must address, among other things, each element of Resolution ESRB-8 reporting requirements, as clarified herein, in the 10-day post-event reports, including the below [OP 65] and, if no information is available, PG&E, SCE, and SDG&E must respond to these Resolution ESRB-8 reporting requirements by indicating the reason this information is not available.*

[Authority: D.21-06-014; OPs 65 and 66]

## B. Direction

1. *Provide any information missing [including, but not limited to the specific topics listed below] from any Post-Event Report for Public Safety Power Shutoffs (PSPS) in 2021 by:*

- a. *Identify the date name of the PSPS.*
- b. *Identify the Section of the Post-Event Report template for which the missing information will be added.*
- c. *Provide the missing information under that heading.*

[Authority: D.21-06-014; OPs 65 and 66]

2. *Community Resource Centers:*

*Provide aggregate data, including aggregate data that may not have been available at the time the utility filed the 10-day post-event report:*

- d. *Address and describe each Community Resource Center during a de-energization event.*

[Authority: D.21-06-014, OPs 65 and 66]

3. *Notification:*

*Provide aggregate data that may not have been available at the time the utility filed the 10-day post-event report:*

- e. *Identify who the utility contacted in the community prior to de-energization and whether the affected areas are classified as High Fire Threat District Tier 1, Tier 2, or Tier 3 (as defined in General Order 95, Rule 21.2-D22);*
- f. *Explain why notice could not be provided at least two hours prior to a de-energization, if such notice was not provided;*

[Authority: D.21-06-014, OPs 65 and 66]

4. *Restoration:*

*Provide aggregate data, as identified in OP 65, in an annual report, including aggregate data that may not have been available at the time the utility filed the 10-day post-event report:*

- g. *Provide a detailed description of the steps the utility used to restore power.*

[Authority: D.21-06-014, OPs 65 and 66]

**Response:** PacifiCorp does not provide responses to Section II, as it is not applicable to the Company.

## Section III: Decision-Specified

### A. Education and Outreach

1. Include the results of the most recent education and outreach surveys not yet previously reported on, as an attachment to the Post-Season Report. See D.21-06-034, Sections E-1.1. – E.1.4. for specific requirements on the surveys.

[Authority: D.21-06-034, Guidelines at p. A7, Section E-1]

**Response:** See *POSTSR 1 - Attachment A – 2023 Survey Results* for the detailed results of PacifiCorp’s most recent survey conducted in accordance with Sections E-1.1 – E.1.4 of D.21-06-034. A total of 549 surveys, including 33 from critical customers were completed between November 2023 and December 5, 2023.

## **B. Medical Baseline and Access and Functional Needs**

### 1. Describe in detail all programs and/or types of assistance, including:

#### a. Free and/or subsidized backup batteries:

**Response:** PacifiCorp offers free-to-the-customer portable batteries to eligible medical baseline customers statewide. The program includes the procurement of contracted services to provide program administration, customer outreach, backup power needs assessments, and battery procurement and delivery. Program participants also receive individual education on battery operations, maintenance, and storage upon installation and ongoing remote technical support as needed. Since 2021, 81 batteries have been delivered to eligible customers, as shown in the table below.

	<b>2021</b>	<b>2022</b>	<b>2023</b>	<b>TOTAL</b>
<i>Batteries Delivered</i>	32	53	8	93

#### b. Self-Generation Incentive Program Equity Resiliency Budget:

**Response:** PacifiCorp offers a Backup Electric Power Rebate to all residential customers in California. Eligible customers can claim a rebate of up to \$300 on the purchase of one generator, backup power station, or battery. Additionally, customers enrolled in the California Alternate Rates for Energy (CARE), or California medical baseline program are eligible to claim a rebate of up to \$800. Both tenants and property owners are eligible to claim a rebate. To date, 510 eligible customers have been gifted rebates, as shown in the table below.

	<b>2022</b>	<b>2023</b>	<b>TOTAL</b>
<i>Rebates Gifted</i>	7	503	510

#### c. Community Microgrid Incentive Program [sic] [“Microgrid Incentive Program” per D.21-01-018]:

**Response:** Not applicable to PacifiCorp as the Company does not meet the standard of large electrical corporation per Senate Bill 1339.

#### d. Hotel Vouchers:

**Response:** Not currently offered.

#### e. Transportation to CRCs:

**Response:** Not currently offered however we are in negotiations with local jurisdictions to provide support.

#### f. Any other applicable programs or pilots to support resiliency for persons with access and functional needs and vulnerable populations.

**Response:** None currently offered.

2. Identify and describe the costs and associated funding source(s) for all partnerships, each unique program and form of assistance (e.g., backup batteries as distinct from hotel vouchers), and any other efforts aimed at mitigating the impact of public safety partners events on persons with access and functional needs and vulnerable populations.

**Response:** The table below lists the costs associated with programs described in B.1.a. and B.1.b. above.

<b>Program</b>	<b>Program Spend to Date</b>	<b>Program Statistics</b>	<b>Form of Assistance</b>
<i>Free Portable Battery Program</i>	<i>\$381,212.22</i>	<i>126 customers reached and 93 batteries delivered.</i>	<i>Free portable batteries to eligible customers who were reached and wanted to participate, and all aspects of program administration (see below).</i>
<i>Generator Rebate Program<sup>1</sup></i>	<i>\$234,199.41</i>	<i>510 rebates gifted.</i>	<i>Rebates and customer rebate portal support and maintenance.</i>

To minimize the impact of PSPS on low-income medical baseline customers, in 2021 PacifiCorp implemented a program to provide back-up batteries - at no cost - to customers enrolled in the California Alternate Rate for Energy (CARE) and California medical programs. A third-party vendor, Richard Heath and Associates, Inc. (RHA), was hired by PacifiCorp to implement all aspects of the program. The contracted services include program administration, customer outreach, backup power needs assessments, battery procurement and delivery, and provision of a program quality assurance report at the conclusion of each annual program cycle. As part of battery delivery, RHA also provides participants with individual education on battery operations, maintenance, and storage.

In 2022, PacifiCorp implemented a backup power rebate program for California customers to further mitigate the impact of PSPS events. To start, customers residing in Tier 2 or Tier 3 high fire threat areas who purchased a qualified generator and/or portable power station were eligible to receive a rebate of up to \$200. Customers enrolled in either the CARE or Medical Baseline program were eligible for a rebate of up to \$400. In 2023, the program was expanded to include all California customers. Additionally, rebate amounts were increased to up to \$300 for residential customers and \$800 for residential customers enrolled in the CARE or Medical Baseline programs.

3. *Funding source(s) shall specify applicable utility balancing accounts or other accounting mechanisms, and non-utility funding sources, if applicable.*

**Response:** The costs associated with the free portable battery program and generator rebate program are being tracked in the Company's Fire Risk Mitigation Memorandum Account.

<sup>1</sup> <https://www.pacificpower.net/outages-safety/storm-emergency-preparedness/backup-generators.html>

4. Identify any communities or areas not served by utility partnerships with CBOs that provide assistance to persons with access and functional needs or vulnerable populations in preparation for or during a public safety partners event.

**Response:** There were no communities within the affected areas which were not served by utility and CBO partnerships.

[Authority: D.21-06-034, Guidelines at p. A16, Sections K-3.d]

### C. Mitigation

1. For each proactive de-energization event that occurred during the prior calendar year:
  - a. *Circuit-by-circuit analysis of mitigation provided from backup power and microgrid pilots.*

**Response:** There was no PSPS event in 2023.

[Authority: D.21-06-034, Guidelines at p. A15, Section K-3.a.i.]

### D. Public Safety Partners

2. Identification of all requests for selective re-energization made by public safety partners during a de-energization event, whether each such request was granted or denied, and the reason for granting or denying each such request.

**Response:** There was no PSPS event in 2023.

[Authority: D.21-06-034, Guidelines at p. A16, Section K-3.c.]

### E. Transmission

1. Description of the impact of de-energization on transmission.

**Response:** PacifiCorp does not de-energize any bulk electric system (BES) elements due to a PSPS event.

2. Evaluation of how to mitigate and prepare for those impacts in future potential de-energization events.

**Response:** PacifiCorp Grid Operations runs a robust Real-time Contingency Analysis (RTCA) program that evaluates over 1800 possible contingencies every five to ten minutes which will keep the system operators aware of any issues that could come up in the event of the loss of a transmission line. We also utilize a state estimator in which we can manually run possible contingencies to make sure we are aware of any possible system issues in the event of a PSPS event where we may be required to remove a BES line from service.

3. Identify and describe all studies that are part of such analysis and evaluation.

**Response:** Studies were conducted in 2022 to evaluate loss of BPA transmission sources in Modoc County, CA.

4. Identify all efforts to work with publicly owned utilities and cooperatives to evaluate the impacts of de-energization on transmission.

**Response:** Continued coordination is ongoing with Bonneville Power Administration, Modoc County and Surprise Valley Electric to discuss potential loss of BPA transmission sources.

[Authority: D.21-06-034, Guidelines at pp. A15-A16, Section K-3.b.]

## Section IV: Safety and Enforcement Division-Specified

Brief response no longer than two pages.

1. Discuss how your meteorology and fire science predictive models performed over the year. What changes will you make to improve performance?

**Response:** PacifiCorp's predictive modeling approach during the 2023 fire season consisted of an operational WRF model, a WRF reanalysis, and wildfire modeling software from Technosylva (Wildfire Analyst-Enterprise). This model combination was instrumental in providing advanced warning of fire weather threats through the 2023 fire season. Twice per day, PacifiCorp's WRF generated 4-day circuit-level forecasts of hourly fuels and fire weather conditions. Additionally, critical forecast elements such as wind, Energy Release Component, and Hot-Dry-Windy Index were converted to percentiles using the climatology created by the WRF reanalysis to help company meteorologists identify and warn of extreme conditions relative to normal. PacifiCorp WRF forecasts were also sent to Technosylva to be used daily by specialized wildfire models to produce detailed conditional wildfire behavior and consequence forecasts. In short, these predictive models made it possible for company meteorologists to assess the daily district and circuit-level wildfire risk in a way that was not possible with government or other model data alone. The result of the predictive modeling was forecasts of wildfire risk that agreed with partner wildfire forecasts such as ones created by the National Weather Service and the Geographic Area Coordination Centers which supports and assessment for forecast skill. PacifiCorp's predictive models also identified risk with wildfires that occurred during the 2023 wildfire season.

In 2024, PacifiCorp plans to bolster the existing 30-year WRF reanalysis by adding two additional years of data from 2021 through 2023. In 2026, PacifiCorp aims to implement a multi-member WRF ensemble forecast system to improve forecast uncertainty associated with the use of the current single deterministic WRF model runs. Further, machine learning modeling solutions are being investigated to help address forecast bias and uncertainty. Lastly, PacifiCorp plans to implement new tools such as a Fire Potential Index to better quantify daily fire potential and risk across its territory.

2. What were the challenges in quantifying risks and benefits in terms of determining the scope (size and duration) of the PSPS you conducted?

**Response:** There was no PSPS conducted in 2023.

3. Explain your communication to customers about the cost/benefit analysis you perform to determine whether to utilize protective equipment and device settings or PSPS during a weather event.



**Response:** PacifiCorp discussed the advantages of utilizing Elevated Fire Risk (EFR) settings within the California Wildfire Advisory Board, with elected officials and with emergency management agencies. Additionally, the same groups were made aware when these settings were implemented and when the system was returned to a normal configuration.

PacifiCorp also communicates to customers through a yearly media campaign that is produced from January – March and runs from April through October. Key messages in that effort include 1) PacifiCorp’s system hardening efforts mitigate wildfire risk, but also impact restoration times, and 2) proactive shutoffs may be necessary to avoid an ignition event. Customer outreach is conducted through radio and social media to promoting our annual webinar, radio, email and social media to promote community events, targeted display ads across social media platforms, targeted letters, bill inserts and emails to customers regarding enhanced recloser settings, delivered brochures to community partners, social service agencies and medical clinics, chamber newsletter articles, and a brochure for our generator safety/residential generator rebate program. These efforts are supported by expanded content updates to our meteorology, emergency management, and wildfire preparedness websites. In addition, PacifiCorp has added a vegetation management page to educate customers on our enhanced wildfire mitigation practices and has added a residential generator rebate program webpage to increase that program’s reach.

Even as the previously described actions inform the public about enhanced fire settings and the potential for a PSPS event ahead of time, PacifiCorp deploys frequent messaging in the 48 hours ahead of an event to educate customers. The company has the ability to distribute press releases 48-, 24-, and 2- hours ahead of a proactive shutoff to media outlets, and notifies customers via text message, email and phone at the same increments. These communications describe the wildfire risk posed by continuing to provide power and explains resources at their disposal during the planned outage.

4. Explain how you fully incorporated public safety partners in your exercise planning. How many were invited to, and attended each planning meeting? Describe your communication efforts-dates and methods-to solicit participation.

**Response:** PacifiCorp invited representatives from the county and state jurisdictions. Due to the rural nature of the service territory the planning team was relatively small. Representatives participated from: Karuk Tribal Emergency Management, CPUC, CalFire, CalOES, Siskiyou County Office of Emergency Management, Siskiyou County Public Health, and PacifiCorp.

5. Recap the lessons learned from all of your de-energization exercises, the resulting action items, their implementation, and observed consequences.

**Response:** PacifiCorp captures lessons learned in our Improvement Plan based on findings from each exercise. PacifiCorp conducted a tabletop exercise with Siskiyou County on March 28, 2023, and a functional exercise on May 15, 2023, through May 18, 2023. Many of our lessons learned revolve around communications to the community and AFN outreach. Through these lessons learned PacifiCorp has enhanced the capabilities of key members to increase the outreach to all customers with significant focus on the AFN population.

<b>Date</b>	<b>Location</b>	<b>Action Item/Recommendation</b>	<b>Responsible Person</b>
<b>6/13/2023</b>	<i>Siskiyou County</i>	<i>Ensure exercise participants have consistent understanding of MBL/AFN Customers</i>	<i>PacifiCorp Emergency Management</i>
<b>6/13/2023</b>	<i>Siskiyou County</i>	<i>Ensure MBL in person notifications reported out to ECC for confirmation</i>	<i>PacifiCorp Emergency Management</i>
<b>6/13/2023</b>	<i>Siskiyou County</i>	<i>Conduct calls to strategic warming center during exercises</i>	<i>PacifiCorp Emergency Management</i>
<b>6/13/2023</b>	<i>Siskiyou County</i>	<i>Educate exercise participants by providing more details/information on the restore process during or prior to PSPS</i>	<i>PacifiCorp Emergency Management</i>
<b>6/13/2023</b>	<i>Siskiyou County</i>	<i>Provide more information to exercise participants such as maps and timing, ahead of the event for planning</i>	<i>PacifiCorp Emergency Management</i>

6. Discuss how you fully implemented the whole community approach into your de-energization exercises.

**Response:** PacifiCorp includes representatives from all facets of the community in exercises, these include but are not limited to emergency services agencies, community-based organizations, faith-based organizations, public health agencies, hospitals, AFN representatives, tribal organizations, critical infrastructure, and community leaders.

7. Discuss the complaints you received (as documented in POSTSR4) and any lessons learned and implementation of changed business practices.

**Response:** PacifiCorp did not receive any complaints, and no complaints are documented in POSTSR4.

8. How did your PSPS notifications, to both customers and public safety partners/local governments, perform over the year? What changes will you make to improve performance?

**Response:** PacifiCorp did not have a PSPS event in 2023.

9. How did your Public Safety Specialists and Public Affairs Representatives deconflict and synchronize operational direction given to local governments' Office of Emergency Services? What lessons did they learn in 2023 and what corrective actions are planned?

5. **Response:** During any PSPS event the PacifiCorp Emergency Coordination Center (ECC) is activated to support the response and deconflict any messaging or direction during the lead up to, execution of and recovery from the event. PacifiCorp does not have public safety specialists on staff; however, these roles and responsibilities are completed through a partnership between our emergency management, operations staff, regional business manager staff and corporate communications. The emergency

management role in the ECC is to ensure ECC coordination between PacifiCorp and state and local public safety partners.

# **Attachment A**

# Wildfire Messaging Awareness

November 2023



## Prepared by

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MDC Research

# Objectives & Methodology

The **overall objective** of this research was to measure the public's awareness of messaging related to wildfire preparedness and safety.

Specific research objectives include:

- Measure awareness of Pacific Power messages related to wildfire preparedness
- Identify recall of specific message topics
- Identify recall of message channels
- Measure recall and understanding of Public Safety Power Shutoff or PSPS
- Evaluate sources customers are most likely to turn to for information about PSPS
- Explore actions taken by customers to prepare for wildfire season
- Measure awareness of Pacific Power's efforts to reduce the risk of wildfires
- Evaluate PSPS notifications perception

## Target Audience

- Pacific Power residential and business customers in California
- Pacific Power critical customers

## Methodology

- This study was conducted using a mix of online and phone surveys
- Surveys available to customers in English and Spanish
- A total of 549 surveys, including 33 from critical customers, were completed between November 7 and December 5, 2023
  - Phone: 85 completed surveys
  - Web: 464 completed surveys

# Key Findings

**77% are aware of wildfire safety communications, up from March 2023 (52%) and November 2022 (67%). Pacific Power** remains the primary sources for wildfire preparedness information, and **personal preparedness (59%) and Public Safety Power shutoff (53%)** are the most common messages recalled, the latter up significantly from March 2023 (31%)

**Email, social media, and the Pacific Power website** are the most common channels for wildfire communications. Mentions of TV news and bill inserts as channels for wildfire communication has decreased significantly since last wave (25% vs 32% and 14% vs 20%).

**Bill inserts, email, and radio** are considered the clearest sources for information about wildfire preparedness, with the **Pacific Power website** considered the most useful source.

**58% are aware of their ability to contact Pacific Power for wildfire safety information, but only 10% of those aware have done so.** Of those who have contacted, notifications and updating customer information is the most common topic discussed.

**75% have taken action to prevent wildfires or to prepare their home or business** for the event of a wildfire, up from March 2023 (69%). **Trimming vegetation around properties** remains the most common action taken, while those who have created a defensible space has decreased from March 2023 (21% vs 27%). Recallers remain more likely than Non-Recallers to say they have taken actions (**79% vs 64%**).

**62% are aware of Pacific Power's efforts to prune vegetation** around power lines in higher-risk areas, which remains the most common effort recalled. Recallers remain more likely than Non-Recallers to be aware of Pacific Power's efforts to reduce the risk of wildfire.

**66% recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS,"** which is up significantly from both March 2023 (51%) and November 2022 (56%). **Email** has taken the place of TV News as the main source of PSPS communication, followed by **social media**. **Recallers** are significantly more likely than Non-Recallers to mention email (**50% vs 34%**) and the Pacific Power website (**27% vs 12%**)

**77%** understand the following statement about PSPS: "for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather."

**Food replacement and heating and cooling** remain the most common concerns during an extended power outage.

**Half of respondents** agree that **notifications should be sent if there is any possibility of a PSPS**, and another 35% say **notifications should be sent if there is a high likelihood**.

**Satisfaction with all types of outreach and engagement is up significantly from March 2023**, with roughly half of customers indicating they are satisfied with each type

**Awareness of Pacific Power's Generator Rebate Program increased significantly** from 5% in March 2023 to 26% in November 2023. Of the **customers aware of Pacific Power's Generator Rebate program, 32% heard of the program either through the Pacific Power website or email, with email as the preferred source of information.** Whether customers qualify for a rebate is the topic customers consider to be most important.

**Almost two thirds (64%) are aware of the ability to update their contact information** with Pacific Power to receive notifications prior to PSPS events, up from March 2023 (58%); and 67% of those report doing so.

**Almost two thirds (63%) are aware of Pacific Power's website where information on PSPS events may be found**, up from March 2023 (55%). Awareness of website is higher among Recallers than Non-Recallers (67% vs 49%).

Of those relying on electricity for medical needs more than one quarter (25%) are aware Pacific Power provides additional notices.

3% say it would be helpful for them or anybody else in their household to receive communication in another language, with Spanish most commonly mentioned.

# Recommendations

Continue the communication strategy employed during Summer 2023; awareness of communications from Pacific Power has increased dramatically from March 2023 and November 2022, and awareness of PSPS has also improved. The percentage mentioning Pacific Power as a source of information about wildfire preparedness has increased significantly during this time as well.

Similarly, the campaign to promote the Generator Rebate Program has been highly successful, with a large increase in awareness. However, awareness of the Generator Rebate Program still lags behind other measures, and there is room to continue increasing awareness.

Continue to use email and social media to reach customers and drive them to the Pacific Power website. Additionally, offline communications (bill inserts or letters/flyers) should also be used to reach those in the community with limited access to the internet or technology.

Maintain efforts to leverage local organizations or community centers to reach the community and encourage word of mouth. While these resources aren't as widely used as direct communications or mass media, they are considered useful and can help reach those with limited access to other broadly available information sources.

Continue messaging into the off-season to maintain the high level of awareness currently reported. Following the trend from previous waves, awareness is considerably higher after the wildfire season.

Recall of PSPS is now higher than has been reported in the past. Continue efforts to disseminate communications through email, social media, and TV news to maintain awareness. Focus communication on being prepared in the event of an outage, whether due to PSPS or other factors.

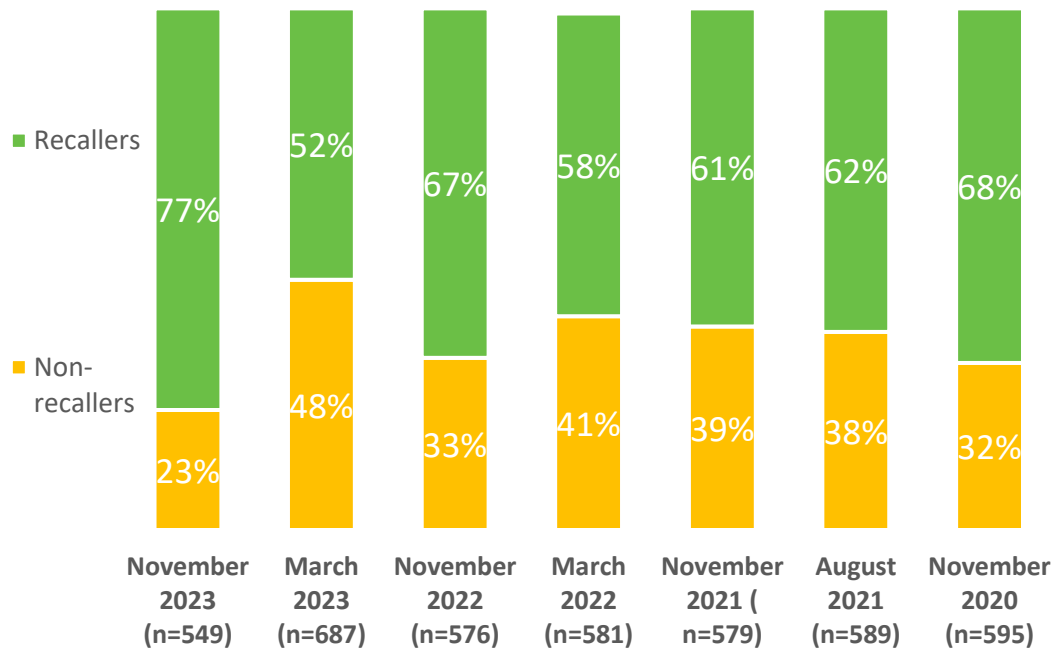
Continue efforts to educate the public about the steps Pacific Power is taking to mitigate the risk of wildfires (including vegetation management and equipment maintenance), that a shutdown is the last resort to prevent a devastating fire, and that Pacific Power is committed to restoring power as quickly as safely possible.



# Wildfire Safety Communications Awareness

- Just over three-quarters (77%) say they have seen or heard communications about wildfire safety in the past year, significantly higher than March 2023 (52%)
- Recallers are more likely than Non-Recallers to be 55-64 years of age (22% vs 13%) or 65 years of age or older (56% vs 43%), while Non-Recallers are more likely to be age 18–54 (40% vs 19%)

## Communication Awareness



	Recallers (n=420)	Non-Recallers (n=129)
Gender	Male – <b>39%</b> Female – 56%	Male – 26% Female – <b>67%</b>
Age	18-54 – 19% 55-64 – <b>22%</b> 65+ – <b>56%</b>	18-54 – <b>40%</b> 55-64 – 13% 65+ – 43%
Median Income	<b>\$51K</b>	\$45K
Home Ownership	Rent – 20% Own – 74%	Rent – 24% Own – 67%
Primary Language is not English	14%	18%
Responded they Rely on Electricity for Medical Needs	26%	21%

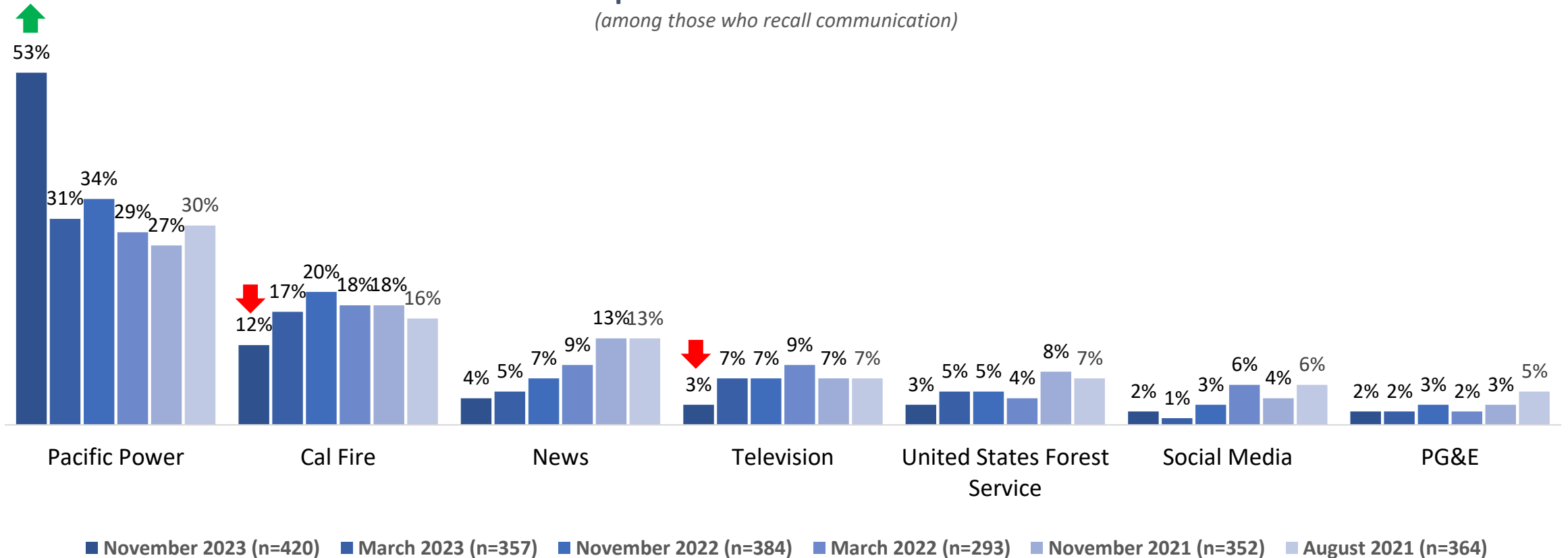
# Communication Recall (among those aware of communications)



# Sources of Wildfire Preparedness Communications

- Pacific Power remains the most mentioned source of communication about wildfire preparedness (53%) and mentions of Pacific Power are significantly higher than in March 2023 (31%)
- Mentions of CalFire and television have decreased significantly from March 2023 (12% vs 17% and 3% vs 7%, respectively)

**Wildfire Preparedness Communications Sources**  
*(among those who recall communication)*



# Wildfire Preparedness Communications Messages

- Since March 2023, a significant increase has been seen for messages concerning Public Safety Power Shutoff (53% vs 31%), notifications & updating customer information (36% vs 28%), Pacific Power’s wildfire mitigation plan (35% vs 28%), community resource centers (30% vs 24%), offering a generator rebate program (24% vs 3%), and enhanced wildfire safety settings (23% vs 17%)
- A significant decrease since March 2023 has been seen for messages concerning vegetation management (40% vs 57%) and CPUC designation (20% vs 26%)

## Communications Messages Recalled

(among those who recall communication)

		March 2023 (n=357)	Nov 2022 (n=384)	March 2022 (n=293)	Nov 2021 (n=352)	Aug 2021 (n=364)
Personal Preparedness	59%	61%	62%	61%	53%	51%
Public Safety Power Shutoff – De-Energization of Power	53% ↑	31%	33%	32%	37%	40%
Vegetation Management	40% ↓	57%	52%	65%	68%	66%
Notifications & Updating Customer Information	36% ↑	28%	29%	24%	20%	22%
Pacific Power's Wildfire Mitigation Plan	35% ↑	28%	30%	25%	27%	27%
Local Emergency Services – Resources	32%	34%	36%	32%	39%	42%
Community Resource Centers	30% ↑	24%	25%	19%	27%	34%
Local Emergency Services – Support Tools	29%	25%	30%	27%	25%	23%
Offering a Generator Rebate Program	24% ↑	3%	3%	Added November 2022		
Enhanced Wildfire Safety Settings	23% ↑	17%	15%	Added November 2022		
Medical Needs – Plan for any medical needs	22%	20%	19%	24%	32%	32%
CPUC designation of high wildfire threat areas	20% ↓	26%	22%	21%	24%	23%
Weather Stations	10%	10%	13%	15%	20%	21%

# Information Channels for Wildfire Communications

- More than half of respondents mention email (54%), a significant increase since March 2023
- Those 65 years of age or older are more likely than those 18-44 years of age to mention the Pacific Power website, TV news, bill inserts, community meeting or event, newspaper, and other website (33% vs 20%, 31% vs 12%, 16% vs 6%, 15% vs 4%, 10% vs 2%, and 8% vs 2%, respectively) and are more likely than those 45-64 years old to mention TV news and direct mail (31% vs 20% and 20% vs 11%, respectively)

## Information Channels for Wildfire Preparedness Communications

(among those who recall communication)

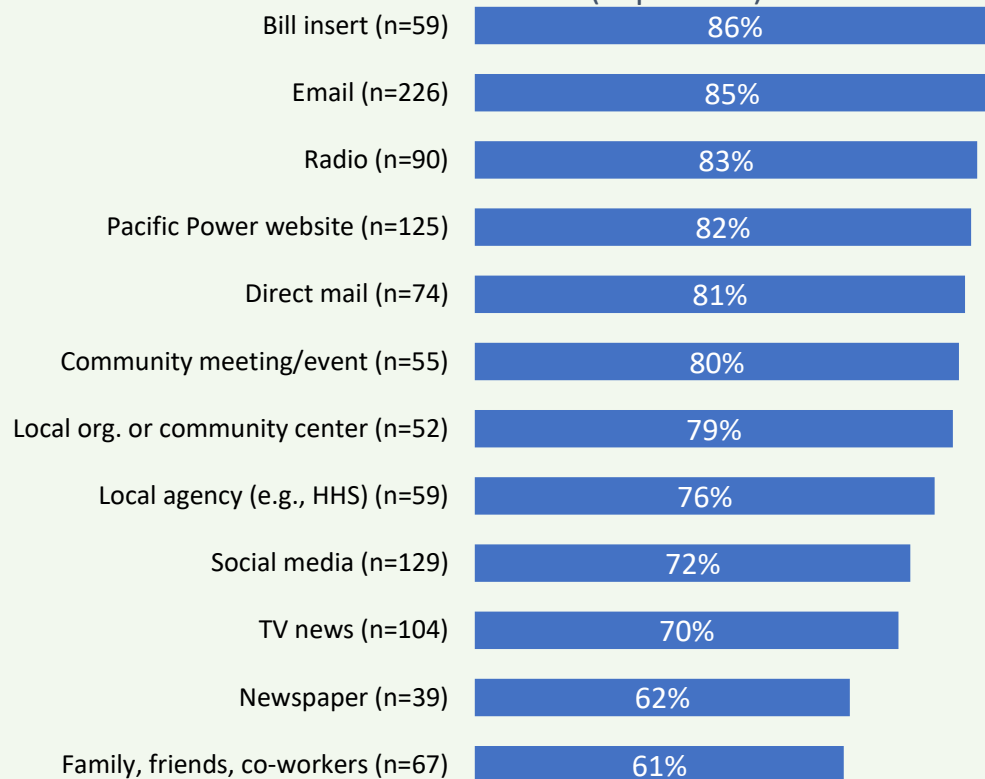
	March 2023 (n=357)	Nov 2022 (n=384)	March 2022 (n=293)	Nov 2021 (n=352)	Aug 2021 (n=364)	
Email	54%	36%	40%	29%	36%	
Social Media	31%	31%	34%	36%	38%	
Pacific Power Website	30%	25%	23%	28%	22%	
TV News	25%	32%	32%	38%	41%	
Radio	21%	13%	12%	14%	15%	
Direct Mail	18%	21%	24%	17%	17%	
Family, Friends, Co-Workers	16%	18%	17%	26%	20%	
Bill Insert	14%	20%	18%	16%	16%	
Local agency (e.g., Health and Human Services)	14%	Added November 2023				
Community Meeting or Event	13%	13%	11%	13%	13%	
Local Organization or Community Center	12%	14%	10%	15%	13%	
Newspaper	9%	12%	17%	22%	20%	
Other Website	8%	5%	4%	21%	24%	

# Information Usefulness and Clarity

- Bill inserts are rated highest in terms of clarity (86%), followed by email (85%) and radio (83%)
- With respect to usefulness, the Pacific Power website (83%) is most useful, followed by radio (82%), bill inserts (78%), and community meetings/events (78%)

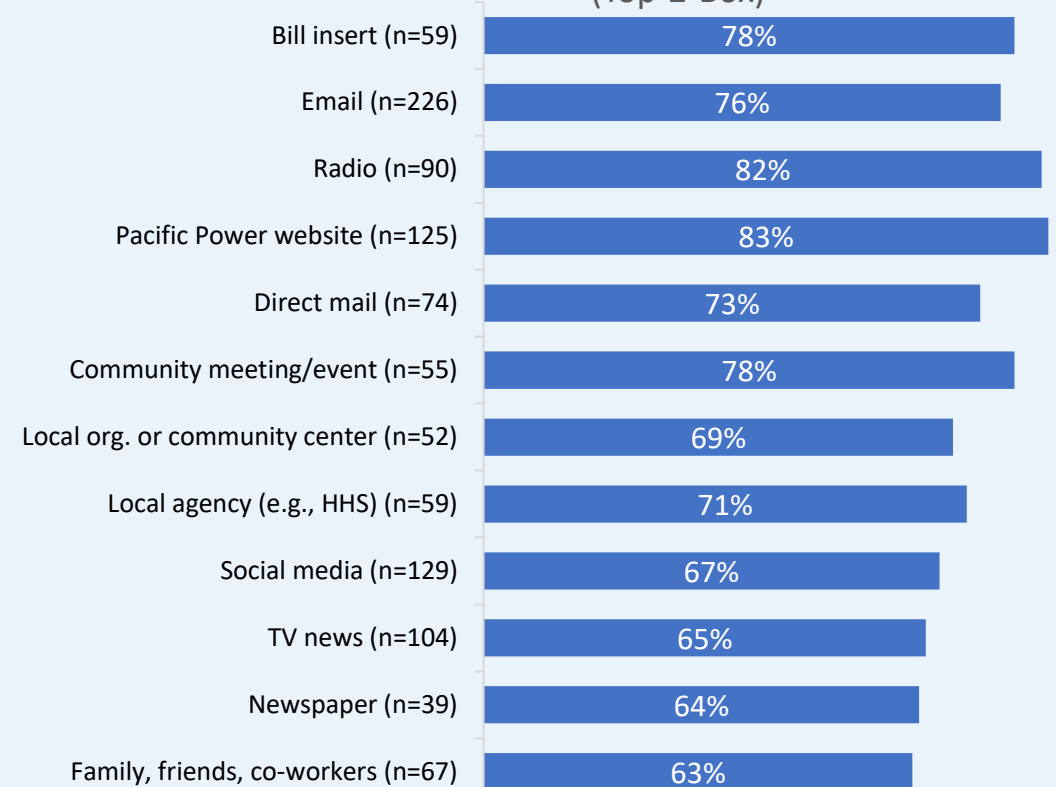
## Clarity

(Top-2-Box)



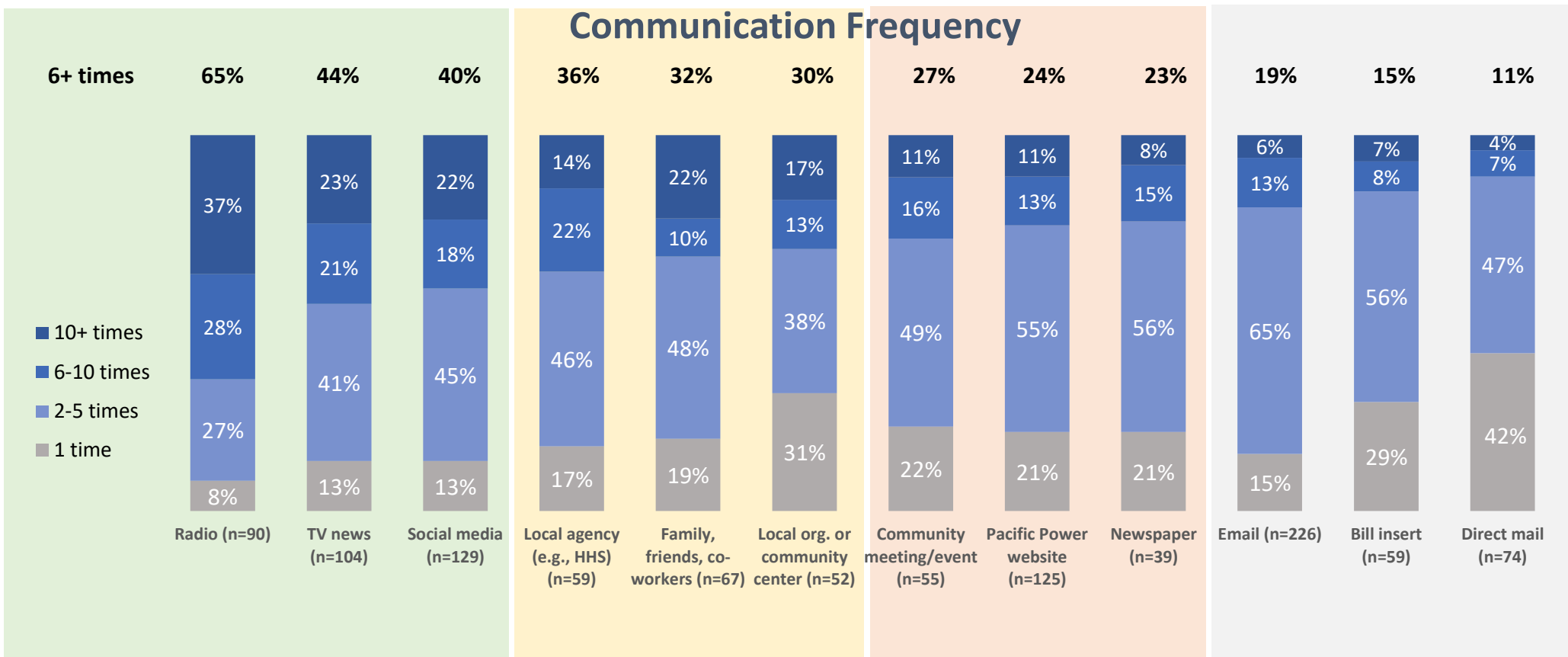
## Usefulness

(Top-2-Box)



# Communication Frequency

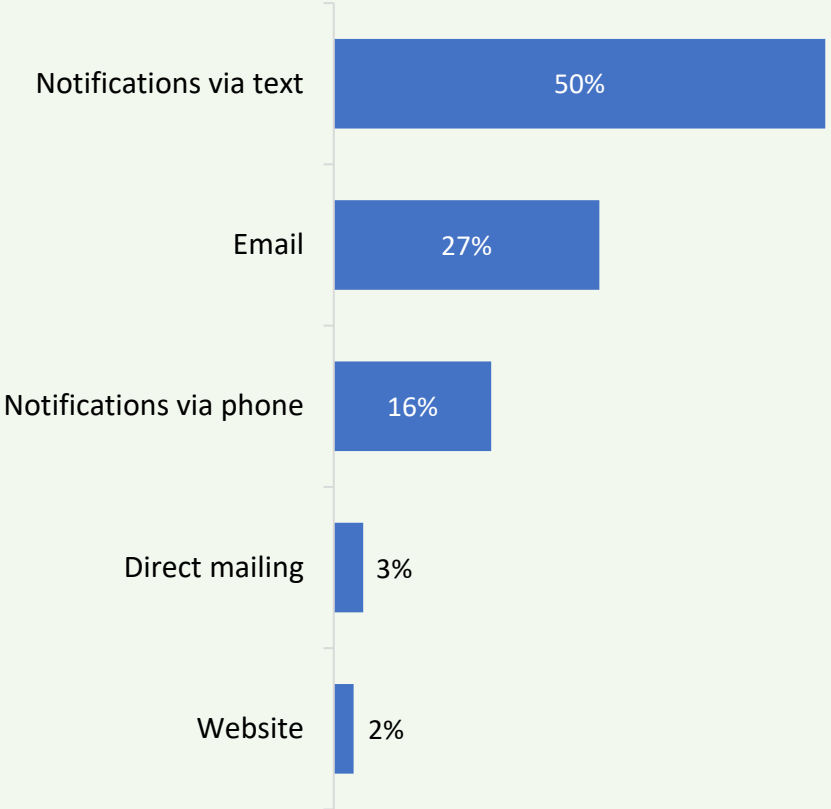
- Respondents say they most frequently see or hear messages about wildfire preparedness from radio, TV news, social media, local agencies, family, friends, coworkers, and local organizations or community centers



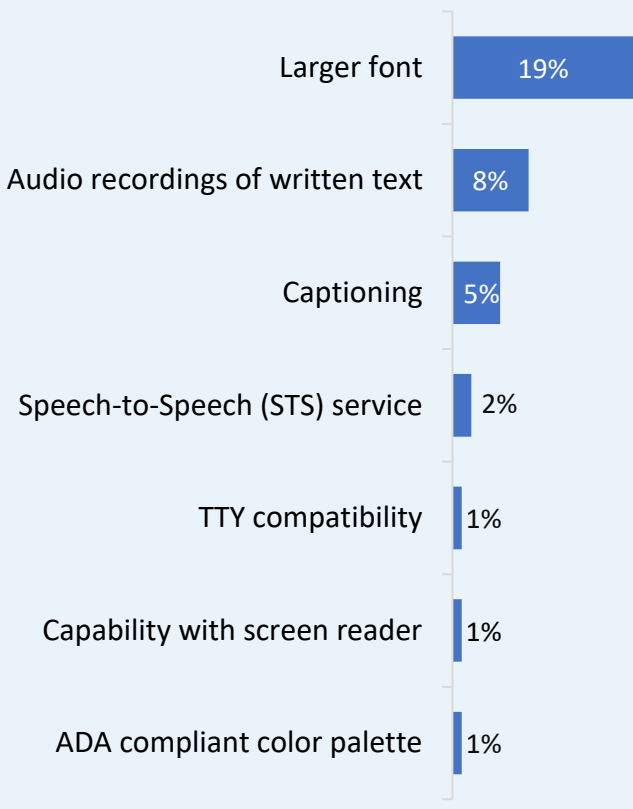
# Effective and Helpful Communication

- Notifications via text are considered the most effective form of communication from Pacific Power (50%) followed by email (27%); larger font is considered the most helpful (19%) element that could be incorporated

## Most Effective Communications



## Helpful Elements



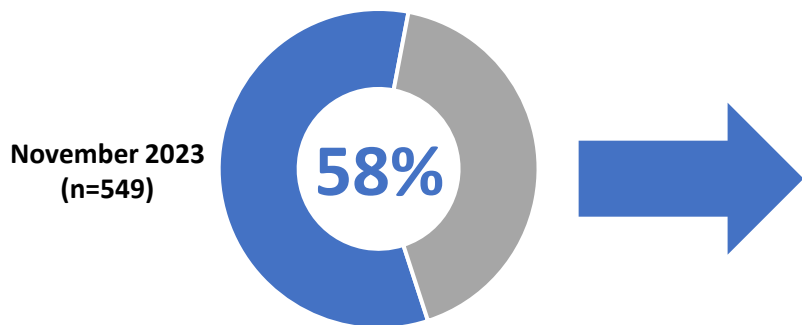
QA6 What method of communication from Pacific Power do you find most effective? (n=549, Total)  
QA12 Regardless of how communications from Pacific Power are received, which, if any, of the following would be helpful for you? (n=549, Total)



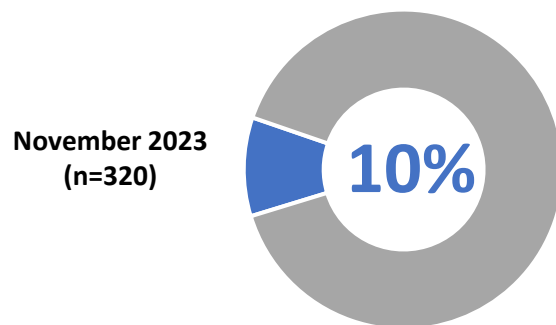
# Awareness and Use of Pacific Power Information

- Over half (58%) are aware they can contact Pacific Power for wildfire safety information
- Of those aware, 10% have contacted Pacific power for wildfire safety information
- Among those who have contacted, notifications and updating customer information and PSPS are the most common topic discussed, and 78% report they received the information needed

## Awareness of Ability to Contact Pacific Power for Wildfire Safety Information



## Have Contacted Pacific Power for Wildfire Safety Information (among those aware)



Received Needed Information	Nov 2023 (n=32)
Yes	78%
No	22%

## Wildfire Topics Discussed

(among those who contacted Pacific Power)

Nov 2023 (n=32)

Notifications & Updating Customer Information	44%
Public Safety Power Shutoff – De-Energization of Power	41%
Local Emergency Services – Resources	25%
Generator Rebate Program	25%
Community Resource Centers	22%
Personal Preparedness	19%
Local Emergency Services – Support Tools	16%
Elevated Fire Risk (EFR) settings	16%
Power outage info (duration, etc.)	16%
Fire High Consequence Areas	13%
Vegetation Management	9%
Medical Needs – Plan for any medical needs	9%
Free Portable Battery Program	9%



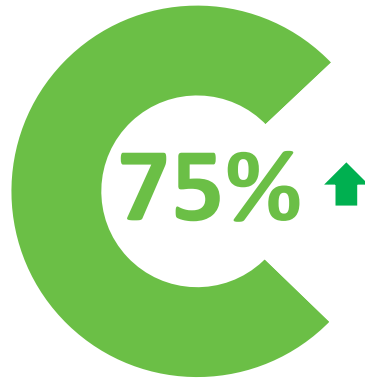
# Wildfire Preparedness Actions Taken



# Wildfire Preparedness

- Three-quarters say they have taken actions to prevent or prepare their home or business in the event of a wildfire, significantly higher than in March 2023 (69%); Recallers are significantly more likely than Non-Recallers to say they have taken actions (79% vs 64%)
- Non-Recallers are significantly more likely than Recallers to have trimmed vegetation around their home or property (80% vs 63%)
- Less than 1% of customers mentioned participating in a generator rebate program, up slightly from 0% in March 2023 but down from 8% in November 2022

## Took Actions to Prevent or Prepare for a wildfire



March 2023 (n=687)	69%
November 2022 (n=576)	71%
March 2022 (n=581)	73%
November 2021 (n=579)	73%
August 2021 (n=589)	73%

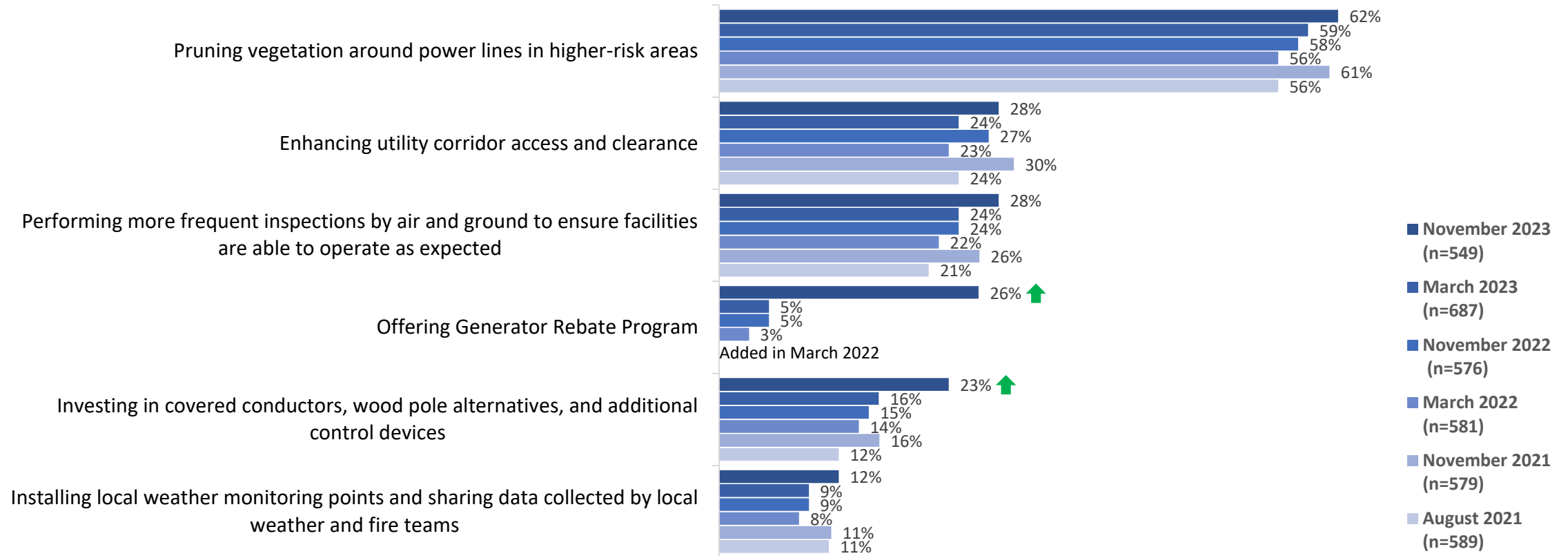
## Actions Taken *(among those taking action)*

	Nov 2023 (n=414)	March 2023 (n=474)	Nov 2022 (n=408)	March 2022 (n=423)	Total Nov 2021 (n=420)	Aug 2021 (n=431)
Trimmed vegetation around home or property	66%	71%	69%	71%	75%	75%
Created defensible space	21%	27% ↓	26%	34%	18%	17%
Prepared an emergency kit	14%	10%	12%	12%	13%	14%
Watering/installed watering systems	6%	6%	5%	10%	8%	11%
Prepared an emergency readiness plan and contact information	4%	2%	3%	10%	7%	15%
Participated in generator rebate program	<1%	--	8%	--	Added March 2022	

# Awareness of Pacific Power's Efforts

- Awareness of Pacific offering a generator rebate program and investing in covered corridors, wood pole alternatives, and additional control devices increased significantly from March 2023 (26% vs 5% and 23% vs 16%, respectively)
- Pacific Power pruning vegetation around power lines in higher-risk areas remains the most recalled effort (62%)
- Recallers remain significantly more likely than Non-Recallers to be aware of all Pacific Power efforts to reduce the risk of wildfire

## Awareness of Pacific Power's Efforts to Reduce Wildfire Risk



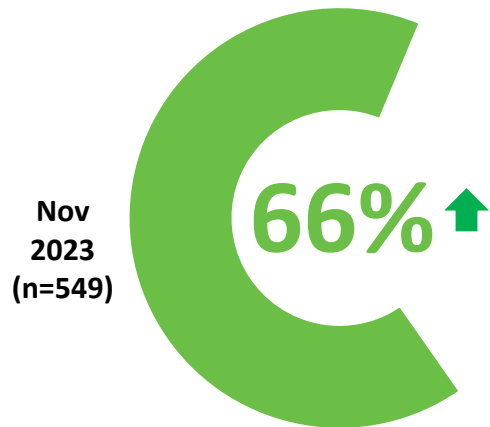


Awareness of Public Safety Power Shutoff

# PSPS Awareness

- Two-thirds (66%) indicate seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," significantly higher than in March 2023 (51%); Recallers are significantly more likely than Non-Recallers to be aware of PSPS (73% vs 45%)
- Email has taken the place of TV news as the main source of PSPS communication and is mentioned at a significantly higher rate than in March 2023 (47% vs 32%); Recallers are significantly more likely than Non-Recallers to mention email (50% vs 34%) and the Pacific Power website (27% vs 12%)
- Mentions of radio and other websites are also significantly higher than in March 2023 (27% vs 19% and 4% vs 1%, respectively)

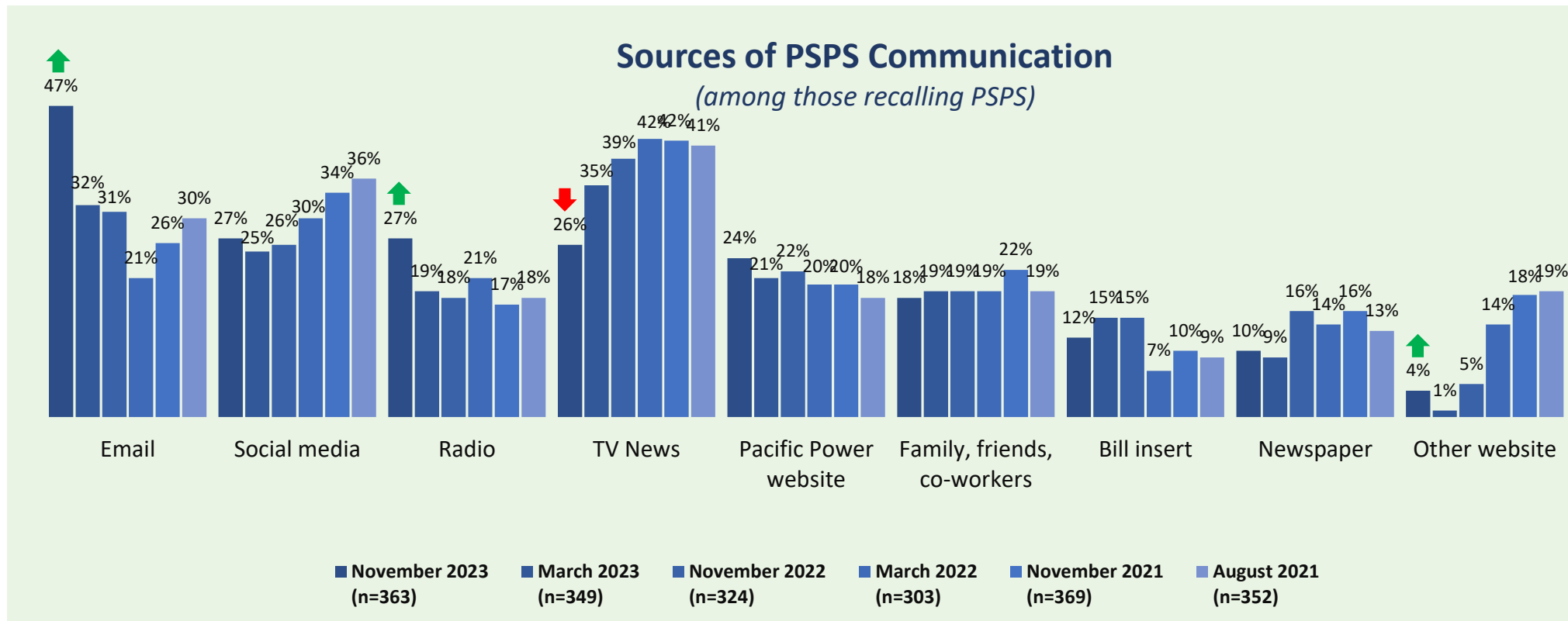
## PSPS Recall



March 2023 (n=687)	51%
November 2022 (n=576)	56%
March 2022 (n=581)	52%
November 2021 (n=579)	64%
August 2021 (n=589)	60%

## Sources of PSPS Communication

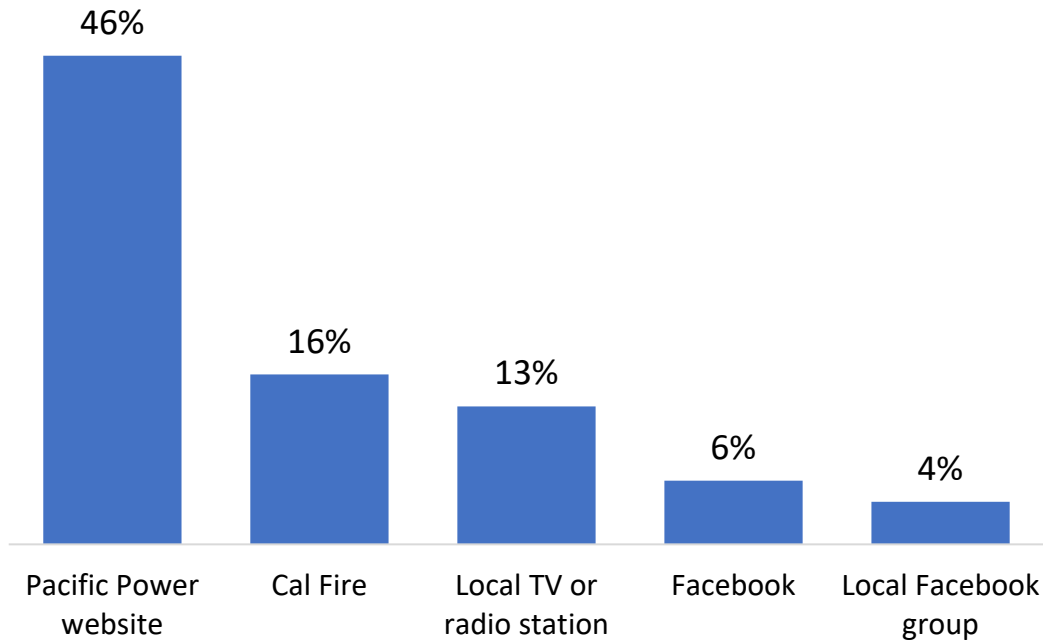
(among those recalling PSPS)



# PSPS Awareness & Understanding

- The Pacific Power website remains the main source customers would turn to for PSPS information (46%)
- Consistent with previous waves, of those aware, three quarters understand that a PSPS means “for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather” (77%)
- Recallers are significantly more likely than Non-Recallers to understand that “the likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid”

## Top 5 Sources of PSPS Information



## PSPS Understanding

	Nov 2023 (n=363)	Mar 2023 (n=349)	Nov 2022 (n=324)	Mar 2022 (n=303)	Nov 2021 (n=369)	Aug 2021 (n=352)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	77%	77%	77%	80%	78%	81%
Before considering a Public Safety Power Shutoff the utility assesses several factors: dry trees and other fuel, winds, extremely low humidity, weather conditions, population density, real-time on-the-ground observations and input from local public safety and health agencies.	63%	57%	57%	64%	62%	66%
A Public Safety Power Shutoff is a last resort by the utility in an effort to prevent a fast-moving, hard to fight wildfire to help ensure customer and community safety.	51%	52%	48%	52%	48%	51%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	38%	42%	35%	38%	35%	41%
Taking steps to enhance situational awareness by tracking satellite information and monitoring weather conditions can reduce the likelihood of a Public Safety Power Shutoff.	28%	31%	26%	Added in November 2022		

# Awareness of Resources

- Seven in ten (71%) indicate they are aware of the Low Income Home Energy Assistance Program, followed by three fifths saying they are aware of Electrical and Wildfire Safety Information (61%), special payment arrangements, and CARE California Alternate Rates for Energy (58%)
- Recallers are significantly more likely than Non-Recallers to say they are aware of the majority of available resources

## Awareness

		Recaller (n=357)	Non-Recaller (n=330)
Low Income Home Energy Assistance Program (LIHEAP)	71%	73%	65%
Electrical and Wildfire Safety Information	61%	<b>69%</b>	36%
Special Payment Arrangements	58%	<b>61%</b>	47%
CARE California Alternate Rates for Energy	58%	<b>61%</b>	49%
ESA Energy Savings Assistance program	37%	<b>39%</b>	29%
Community Resource Centers (PSPS)	37%	<b>39%</b>	28%
Offering a Generator Rebate Program	34%	<b>37%</b>	23%
Residential Energy Audit	29%	<b>32%</b>	17%
Calling 211	20%	22%	16%
Offering a Free Portable Battery Program	15%	<b>17%</b>	5%
Medical Baseline Allowance	13%	<b>16%</b>	4%
Access and Functional Needs (AFN) Self-Identification	7%	<b>8%</b>	3%



# Familiarity of Resources













- Over two fifths (46%) report that they have not investigated the resources
- Non-Recallers are significantly more like to report they have not seen any communications about resources (27% vs 10%)

Familiarity		Recaller (n=420)	Non-Recaller (n=129)
Have not investigated the resources	46%	47%	40%
Have not seen any communications	14%	10%	<b>27%</b>
No need for these resources	13%	14%	10%
Did not pay attention to communications	6%	5%	8%
Familiar with resources	5%	6%	--
Not interested in these resources	3%	3%	5%
Impairment or disability makes it difficult to learn about these resources	2%	3%	1%
Unaware of resources	1%	2%	1%
Interested in resources	1%	1%	2%
Have applied for resources before	1%	1%	1%
Contain good information	1%	1%	1%
Do not qualify for resources	1%	1%	--

# Resources Used

- Of those who are aware of the resources available, over half (56%) have used electrical and wildfire safety information, followed by just under half (49%) who have used the California Alternate Rates for Energy

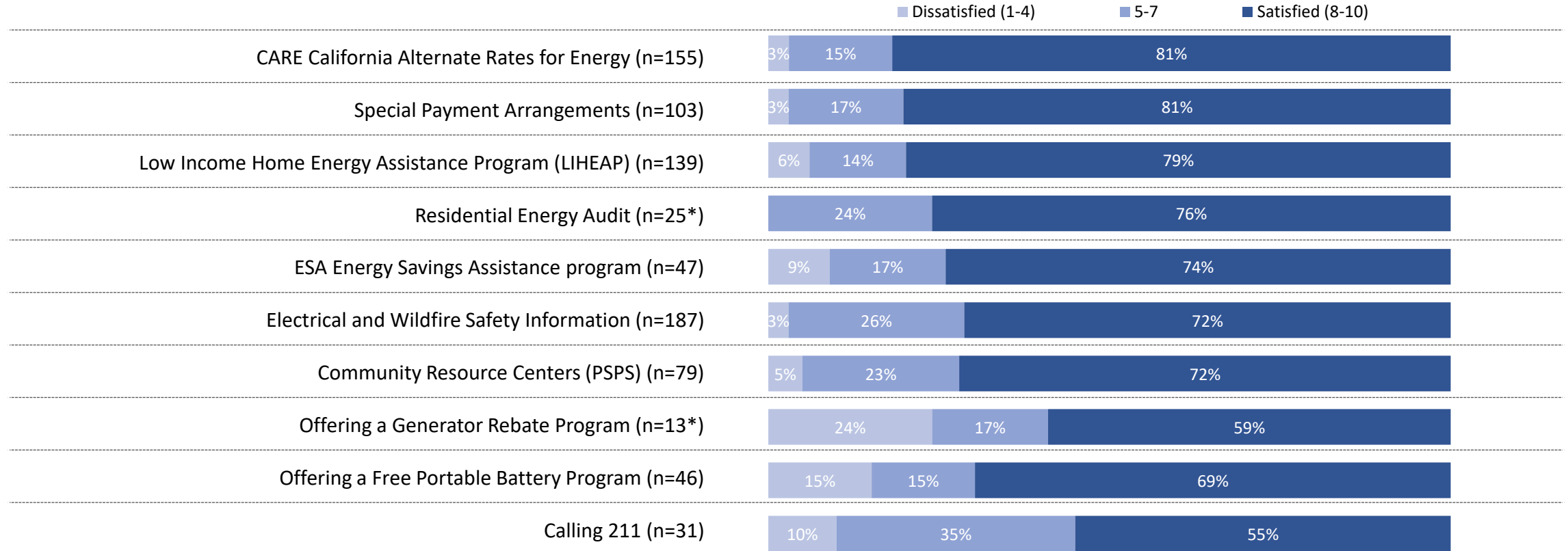
## Resources Used (among those who are aware)

			Recaller	Non-Recaller
Electrical and Wildfire Safety Information (n=335)		56%	<b>59%</b>	38%
CARE California Alternate Rates for Energy (n=318)		49%	49%	49%
Community Resource Centers (PSPS) (n=201)		39%	42%	28%
Low Income Home Energy Assistance Program (LIHEAP) (n=389)		36%	36%	36%
Special Payment Arrangements (n=318)		32%	31%	38%
Calling 211 (n=111)		28%	29%	25%
Offering a Generator Rebate Program (n=184)		25%	26%	20%
ESA Energy Savings Assistance program (n=203)		23%	25%	16%
Offering a Free Portable Battery Program (n=80)		16%	16%	14%
Access and Functional Needs (AFN) Self-Identification (n=37)		16%	15%	25%
Residential Energy Audit (n=158)		16%	16%	14%
Medical Baseline Allowance (n=71)		11%	12%	--

# Satisfaction With Resources Used

- Among those using the various resources available, satisfaction is highest with California Alternate Rates for Energy and special payment arrangements

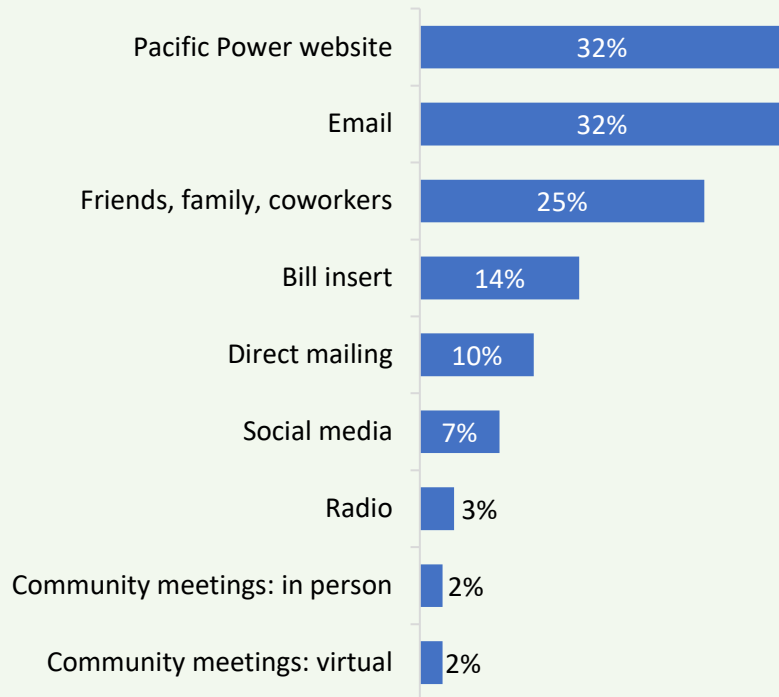
## Resource Satisfaction



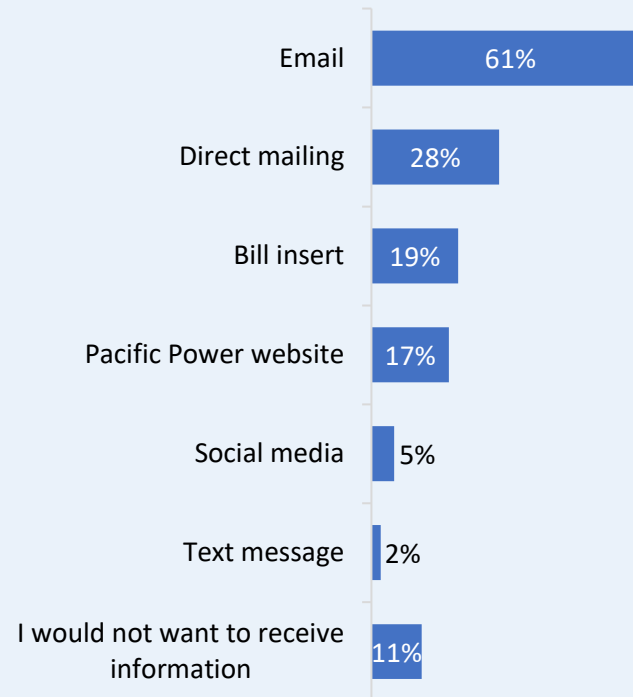
# Generator Rebate Program

- One-third (32%) indicate they heard of Pacific Power’s Generator Rebate Program from the Pacific Power website or Email; email is the most preferred (66%) source of communication for information about the Generator Rebate Program
- Customers indicate information about whether they qualify for a rebate and how to apply for a rebate to be highly important (61% and 55%, respectively)

## Program Information Source



## Preferred Source



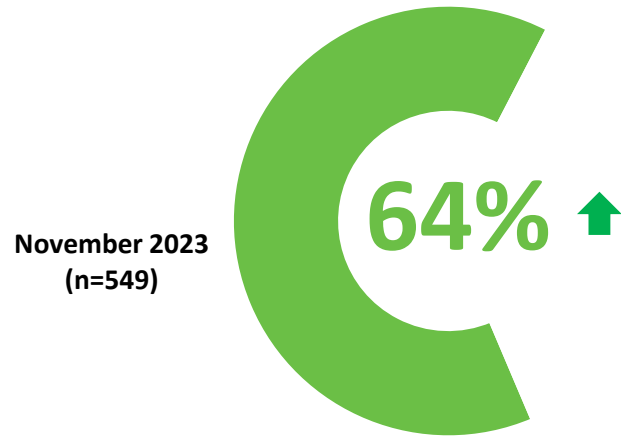
## Important Information

Whether I qualify for a rebate	61%
How to apply for a rebate	55%
Specific generators that qualify	52%
The rebate amount	49%
Retailers that sell qualifying generators	40%
Other types of financial assistance programs available	36%
I would not want any information	18%

# Contact Information for PSPS

- Almost two thirds (64%) of customers are aware they can update their contact information with Pacific Power, up significantly from March 2023; awareness among Recallers remains significantly higher than Non-Recallers (70% vs 45%)
- Seven in ten (67%) of those aware they can update their information have done so, consistent with previous findings

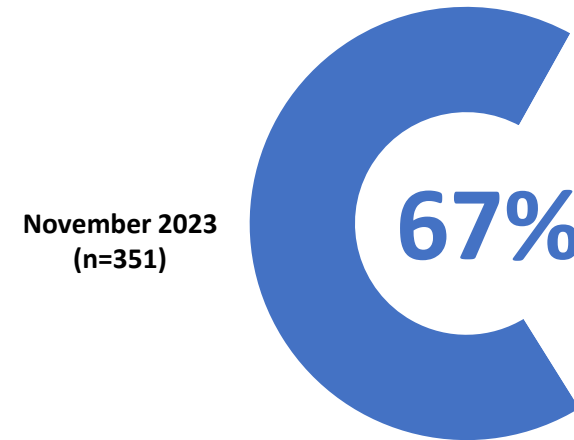
## Awareness of Ability to Update Contact Information for PSPS



March 2023 (n=687)	58%
November 2022 (n=576)	54%
March 2022 (n=581)	50%
November 2021 (n=340)	65%
August 2021 (n=301)	64%

## Have Updated Contact Information

(among those aware they can update contact info)

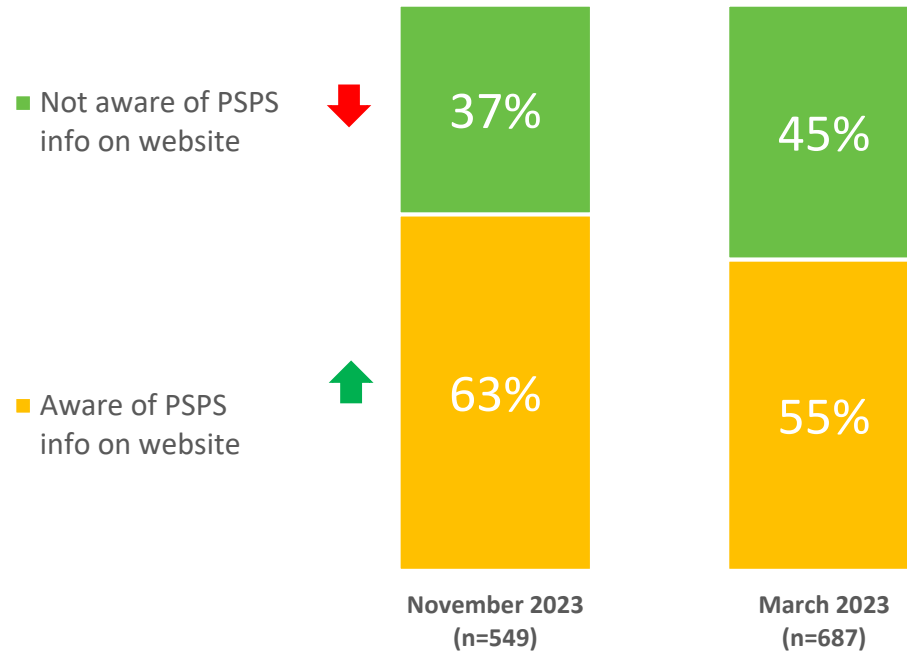


March 2023 (n=400)	70%
November 2022 (n=313)	65%
March 2022 (n=293)	64%
November 2021 (n=340)	65%
August 2021 (n=301)	64%

# Awareness of PSPS Event Information

- Almost two thirds (63%) of respondents are aware they may locate information about a PSPS event on Pacific Power’s website, up significantly from March 2023
- Recallers are significantly more likely than Non-Recallers to indicate they are aware of PSPS information that may be found on Pacific Power’s website (67% vs 49%)

## Awareness of PSPS Information on Pacific Power Website



# Medical Needs and Language Preferences

One quarter (25%) responded that they rely on electricity for medical needs, consistent with the previous wave; Critical customers are significantly more likely to rely on electricity for medical needs (48% vs 24%)

Of those relying on electricity for medical needs, 43% are aware Pacific Power provides additional notices, significantly higher than in March 2023

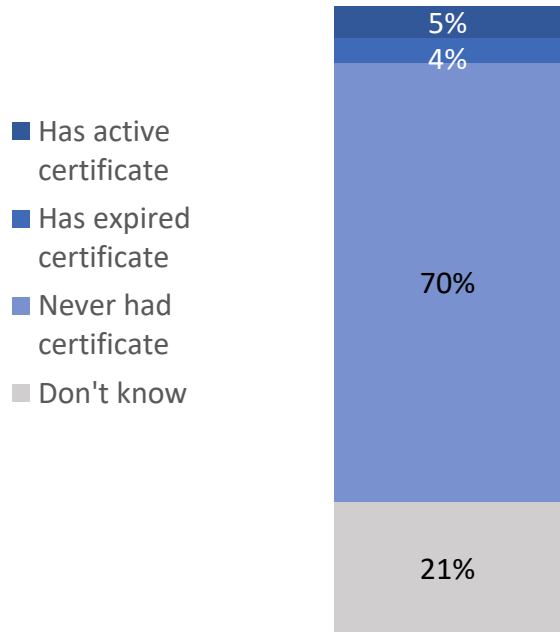
**English is not a primary language for one in ten customers (15%), but is still preferred for communications for the vast majority (97%)**

- Out of all respondents, 16 (3%) say it would be helpful for them or anybody else in their household to receive communication in another language
- When asked what their preferred language would be to receive communications from Pacific Power, Spanish (2% of all respondents) and Japanese (<1%) are the only non-English languages mentioned

# Medical Support Certificate Usage

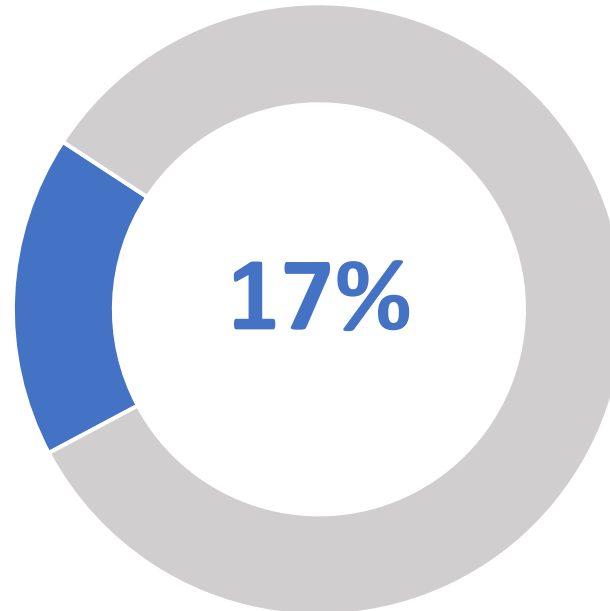
- Of the customers who rely on electricity for medical equipment, only 5% currently have an active Medical or Life Support Certificate
- Only 17% are aware that the Medical or Life Certificate requires annual renewal and 20% are aware that an active certificate would enable them to participate in the Oregon Medical Baseline Battery Rebate Program
- Customers who are aware they can contact Pacific Power for wildfire safety information are more likely than those unaware to be aware of annual renewal (22% vs 8%) and to be aware of eligibility to participate in the Oregon Medical Baseline Battery Rebate Program (29% vs 6%)

**Active Medical or Life Support Equipment Certificate**  
*(among those with medical needs)*



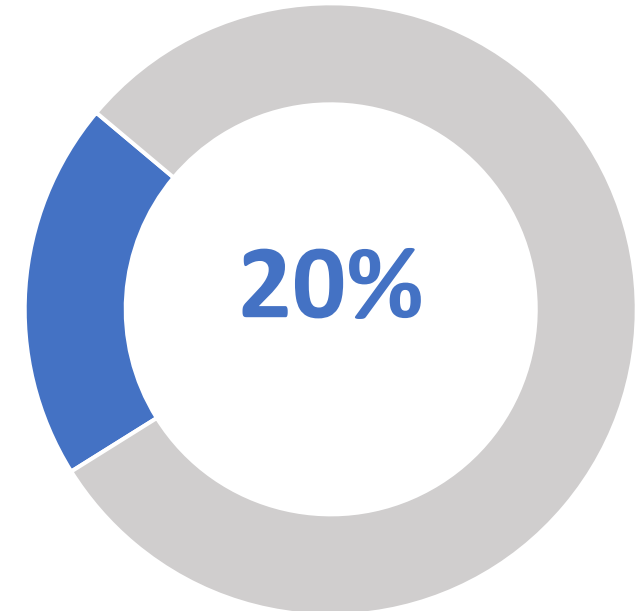
November 2023 (n=138)

**Aware Certificates Require Annual Renewal**  
*(among those with medical needs)*



November 2023 (n=138)

**Awareness of Eligibility for Battery Rebate Program**  
*(among those with medical needs)*

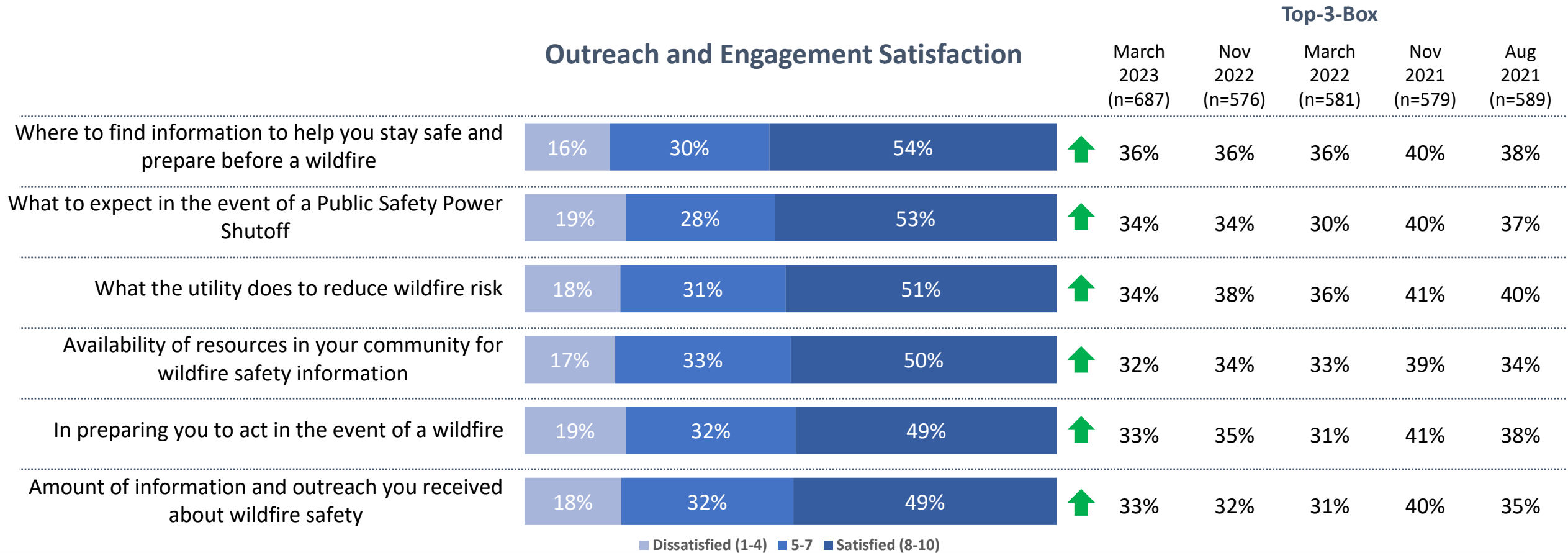


November 2023 (n=138)



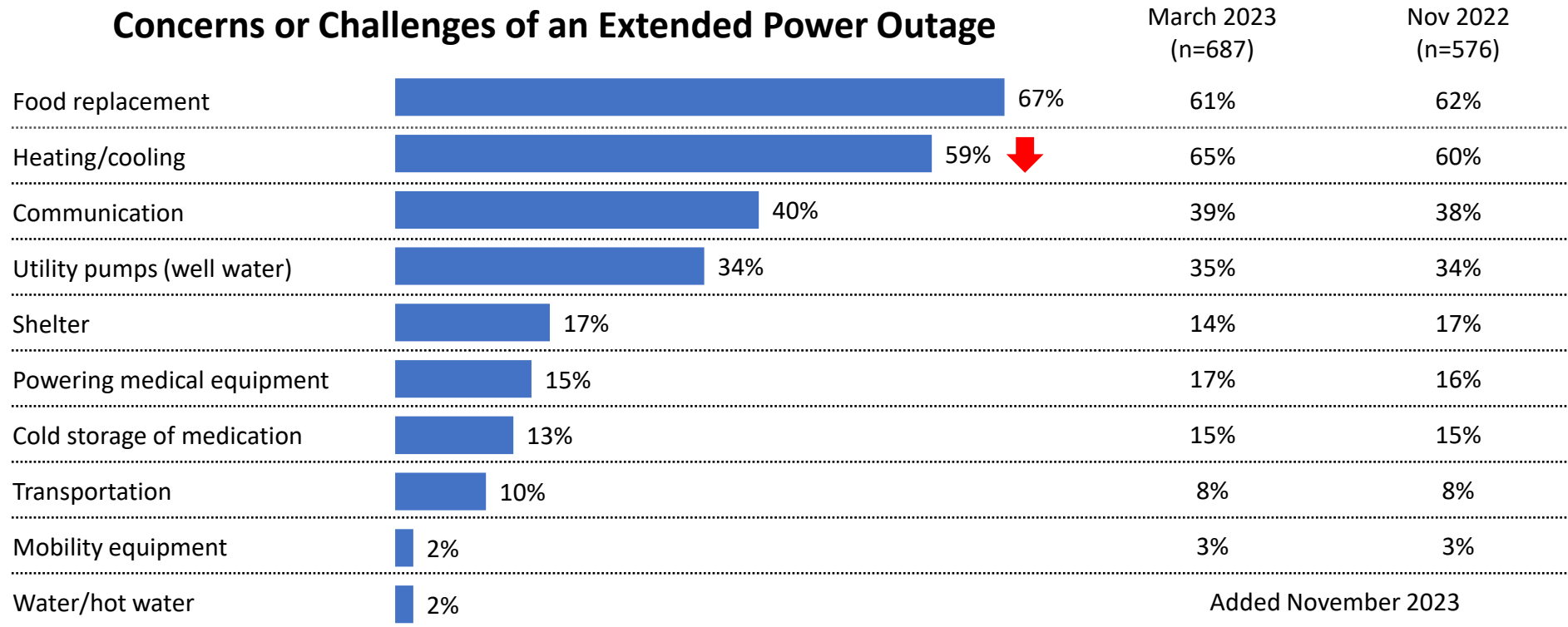
# Outreach and Engagement Satisfaction

- Roughly half (49% to 54%) of customers report being satisfied with all statements about outreach and engagement
- Satisfaction with all statements about outreach and engagement is significantly higher than in March 2023



# Concerns about Extended Outage

- The largest concerns and perceived challenges in the event of an extended power outage include food replacement (67%), heating/cooling (59%), and communication (40%)



Post-PSPS



# PSPS Notifications

- Half (54%) say that notifications should be sent if there is any possibility of a PSPS, inline with March 2023 (52%)

<b>PSPS Notifications Perception</b>	Nov 2023 (n=549)	March 2023 (n=687)	Nov 2022 (n=576)	March 2022 (n=581)
Notifications should be sent if there is any possibility of a PSPS	54%	52%	51%	50%
Notifications should only be sent if there is a high likelihood of a PSPS	35%	35%	34%	33%
Notifications should only be sent if a PSPS is certain to occur	11%	14%	15%	17%

# Critical Customers Summary





# Key Metrics: Random vs. Critical Customers

	Random Customers (n=516)	Critical Customers (n=33)
Aware of Wildfire Safety Communications	77%	67%
Aware of Communications from Pacific Power (among those aware)	54%	36%
Took Action to Prevent or Prepare for a Wildfire	76%	73%
Recall PSPS	<b>68%</b>	30%
Would Turn to Pacific Power Website for PSPS Info	46%	40%
Aware of Ability to Update Contact Info for PSPS	64%	67%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	50%	55%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	43%	50%



# Demographic Profiles: Random vs. Critical Customers

	Random Customers (n=516)	Critical Customers (n=33)
Gender	Male – 37% Female – 58%	Male – 27% Female – 73%
Age	18-54 – 23% 55-64 – 19% 65+ – <b>55%</b>	18-54 – 39% 55-64 – 33% 65+ – 27%
Median Income	<b>\$51K</b>	\$24K
Home Ownership	Rent – 20% Own – <b>74%</b>	Rent – <b>39%</b> Own – 55%
Primary Language is not English	14%	<b>30%</b>
Responded they Rely on Electricity for Medical Needs	24%	<b>48%</b>

Bold denotes statistically significant difference between Random and Critical customers



# Key Metrics: AFN vs. Non-AFN

	AFN Customers (n=478)	Non-AFN Customers (n=71)
Aware of Wildfire Safety Communications	<b>78%</b>	65%
Aware of Communications from Pacific Power (among those aware)	52%	54%
Took Action to Prevent or Prepare for a Wildfire	76%	69%
Recall PSPS	66%	66%
Would Turn to Pacific Power Website for PSPS Info	47%	38%
Aware of Ability to Update Contact Info for PSPS	65%	59%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	51%	44%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	43%	--

Bold denotes statistically significant difference between AFN and Non-AFN customers



# Demographic Profiles: AFN vs Non-AFN

	AFN Customers (n=478)	Non-AFN Customers (n=71)
Gender	Male – <b>38%</b> Female – 58%	Male – 25% Female – 63%
Age	18-54 – 18% 55-64 – 19% 65+ – 61%	<b>18-54 – 65%</b> 55-64 – 28% 65+ – --
Median Income	\$44K	<b>\$79K</b>
Home Ownership	Rent – 20% Own – <b>75%</b>	Rent – 30% Own – 58%
Primary Language is not English	17%	--
Responded they Rely on Electricity for Medical Needs	29%	--

# Respondent Profiles – AFN Criteria

	Total (n=549)	Random Customers (n=516)	Critical Customers (n=33)
AFN (NET)	87%	87%	88%
Age 65+	53%	<b>55%</b>	27%
<\$40K income	32%	31%	<b>55%</b>
Chronic conditions or injuries	24%	23%	<b>33%</b>
Limited access to transportation	7%	7%	<b>21%</b>
Physical, developmental, or intellectual disability	21%	18%	<b>64%</b>
Non-English language needs	2%	2%	3%
Medical need	25%	24%	<b>48%</b>



# CBO Interviews

# CBO Interviews

Three in-depth interviews were conducted with community-based organizations (CBOs) in the Pacific Power territory.

- Interviews lasted 30 minutes and were conducted using Microsoft Teams
- Participants were paid \$100 as a “thank you” for their time and feedback
- All interviews were recorded
- Interviews were scheduled using a “warm handoff” from Pacific Power



# CBO Interviews

## Current Communications

- Emergency services agencies report direct communications between themselves, other agencies, and Pacific Power for wildfire safety issues and power outages
  - Communications are typically direct and personal, using email, phone or text, between emergency services and Pacific Power
  - In-person meetings, table-top exercises, and community meetings are considered particularly effective, especially concerning emergency situations that may involve evacuations or the need for resource centers
  - Emergency messaging services are used during emergencies when reaching out to the public; however, given the isolated and rural nature of many communities, it is important for offline communications methods to be employed, such as message boards for personal contact
- Agencies report clear lines of communication between agencies and with utility partners; a mix of personal relationships and regular exercises helps keep lines of communication open and clear
- During emergency wildfire situations, one tribal agency reported that Pacific Power was spread thin and unable to be as responsive as typical; while it is understood that resources should be placed where need is greatest, it is worth noting that other areas of the service territory can be more vulnerable in those scenarios

## Spreading the Word

- Emergency services and tribal agencies appreciate partnership with Pacific Power for communication about wildfire safety, preparedness, and PSPS, and are interested in working together to reach the community
  - Information shared across multiple agencies is typically passed on to the public using official channels including as agency public information officers, city or county government, or through official social media channels
  - Offline communications (mailings, flyers, print, radio) are important to reach the elderly community and those in rural areas with limited connectivity
  - Agencies are willing and interested in reposting or linking to content from Pacific Power related to electric safety or outages; they do prefer Pacific Power focus on the factors they own, and leave evacuation preparation, etc. to emergency management agencies
  - Community meetings can also be an effective way to reach the public, and provides an opportunity for Pacific Power's to participate
  - Emergency automated phone or text messages (e.g., reverse 911) is used in emergency situations, as well as physically posting messages as well as door to door canvassing, in the event of emergencies but this is not suitable for informational communications
  - Direct communications by Pacific Power is recommended, including mailings, emails, or social media engagement; it is important to use multiple methods to reach the entire community
- English and Spanish are the primary languages required; the Karuk and Yurok languages are spoken within the tribal communities

# CBO Interviews

## Useful Information/Resources

- The most effective information and resources Pacific Power can provide to help prepare the community include:
  - Education about PSPS, and ensuring the community is aware of the program and understands why PSPS events may be triggered
  - Information about Pacific Power's efforts to mitigate the risk of fire in the area and that an outage is a last resort to maintain safety
  - General information about best practices for brush clearing, preparing properties, food storage, evacuation, insurance coverage, water storage, and how to manage an extended power outage
  - Special outreach to those with medical needs, particularly those in isolated rural areas, to ensure they have the support needed to weather an extended outage
- There is interest in programs to provide generators to tribal and rural communities, who are far removed from support resources and are vulnerable to food spoilage and more likely to have medical needs that rely on electricity
- For emergency response agencies, maintaining close contact during fire or PSPS events is crucial
  - This is generally a strength of Pacific Power, although resources were constrained during the fire events of Summer 2023
  - Sharing communications across agencies is highly important, and participation in the interagency firesafe council helps ensure all agencies are on the same page with information and resources

## PSPS Events

- Due to the constantly changing nature of PSPS events, frequent communication with emergency services agencies and the public is highly important
  - Emergency response agencies understand that situations frequently change and the need for flexibility around PSPS events; regular and timely communication is key to handling fluid circumstances
  - Early communication is helpful if possible; it is perceived to be better to provide proactive notifications and then updates if a PSPS is no longer necessary or if timing changes
  - Public-facing educational content about preparation is recommended during the off-season with a big informational push in the late spring/early summer to kick off fire season
- Special attention is required for those needing medical equipment, the elderly, low-income residents, and those in very isolated rural areas
  - Social media is considered a useful tool and widely used by all organizations, but it has some limitations when it comes to reaching the most vulnerable populations
  - Direct communications from Pacific Power (mailings, bill inserts) are optimal for reaching the general population with educational content, and reverse 911 is most effective in an emergency situation
  - Research participants are not aware of Pacific Power's generator rebate program, but do acknowledge the need for support with generators for those with medical needs, in rural areas, and for those who cannot afford to purchase generators on their own



Demographic Profiles

# Respondent Profiles

Gender	Total (n=549)	Recallers (n=420)	Non-Recallers (n=129)
Male	36%	<b>39%</b>	26%
Female	59%	56%	<b>67%</b>
Age			
18 to 24	1%	<1%	2%
25 to 34	5%	4%	<b>10%</b>
35 to 44	9%	8%	<b>15%</b>
45 to 54	9%	7%	13%
55 to 64	20%	<b>22%</b>	13%
65 or over	53%	<b>56%</b>	43%
Prefer not to say	3%	3%	5%

Renter/Homeowner	Total (n=549)	Recallers (n=420)	Non-Recallers (n=129)
Own	73%	74%	67%
Rent	21%	20%	24%
Other	2%	2%	3%
Prefer not to say	4%	4%	5%
Household Income			
Less than \$20,000	13%	12%	17%
\$20,000 to \$39,999	19%	20%	17%
\$40,000 to \$59,999	18%	19%	16%
\$60,000 to \$89,999	14%	15%	12%
\$90,000 to \$129,999	11%	12%	9%
\$130,000 to \$199,999	4%	4%	5%
\$200,000 or more	2%	3%	1%
Prefer not to say	18%	16%	24%



# Respondent Profiles: AFN vs. Non-AFN

Gender	Total (n=549)	AFN (n=478)	Non-AFN (n=71)
Male	36%	<b>38%</b>	25%
Female	59%	58%	63%
Age			
18 to 24	1%	1%	--
25 to 34	5%	4%	<b>14%</b>
35 to 44	9%	7%	<b>25%</b>
45 to 54	9%	6%	<b>25%</b>
55 to 64	20%	19%	28%
65 or over	53%	61%	--
Prefer not to say	3%	3%	7%

Renter/Homeowner	Total (n=549)	AFN (n=478)	Non-AFN (n=71)
Own	73%	<b>75%</b>	58%
Rent	21%	20%	30%
Other	2%	2%	4%
Prefer not to say	4%	3%	8%
Household Income			
Less than \$20,000	13%	15%	--
\$20,000 to \$39,999	19%	22%	--
\$40,000 to \$59,999	18%	17%	25%
\$60,000 to \$89,999	14%	12%	<b>27%</b>
\$90,000 to \$129,999	11%	9%	<b>21%</b>
\$130,000 to \$199,999	4%	4%	6%
\$200,000 or more	2%	2%	6%
Prefer not to say	18%	18%	15%

**BEFORE THE PUBLIC UTILITIES COMMISSION  
OF THE STATE OF CALIFORNIA**

Order Instituting Rulemaking to Examine Electric  
Utility De-Energization of Power Lines in Dangerous  
Conditions.

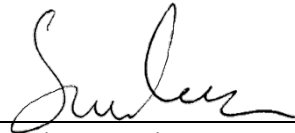
Rulemaking 18-12-005  
(Filed December 13, 2018)

**CERTIFICATE OF SERVICE**

I hereby certify that I have this day served a copy of the **PacifiCorp (U 901-E) Public Safety Power Shut-Off Post Season Report** on all known parties to R.18-12-005 by transmitting an e-mail message, with the document attached to each person named in the official service list.

(See the attached Service List R.18-12-005)

Executed on **March 1, 2024**, at Portland, Oregon.



\_\_\_\_\_  
Santiago Gutierrez  
Coordinator, Regulatory Operations



California  
Public Utilities  
Commission



[CPUC Home](#)

## CALIFORNIA PUBLIC UTILITIES COMMISSION Service Lists

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**PROCEEDING: R1812005 - CPUC - OIR TO EXAMIN**  
**FILER: CPUC**  
**LIST NAME: LIST**  
**LAST CHANGED: FEBRUARY 29, 2024**

[Download the Comma-delimited File](#)  
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