

**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)

**LIBERTY UTILITIES (CALPECO ELECTRIC) LLC'S (U 933-E)  
PUBLIC SAFETY POWER SHUTOFF 2021 POST-SEASON REPORT**

Dated: March 1, 2022

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PUBLIC SAFETY POWER SHUTOFF 2021 POST-SEASON REPORT**

Liberty Utilities (CalPeco Electric) LLC ("Liberty") hereby submits its Public Safety Power Shutoff ("PSPS") 2021 Post-Season Report pursuant to Commission Decision 21-06-034 in Phase Three of R.18-12-005.

Respectfully submitted,

/s/ Jordan Parrillo

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**Attachment A**

**Public Safety Power Shutoff 2021 Post-Season Report**

## 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]

N/A

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]

N/A

### **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]

N/A

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:*

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

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

N/A

3. *Notification:*

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

- a. *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);*
- b. *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]

N/A

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:*

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

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

N/A

## 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]

Refer to attachments: “Attachment 1: Liberty Wildfire Messaging Awareness – Wave 1” and “Attachment 2: Liberty Wildfire Messaging Awareness – Wave 2.”

### 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*
- b. Self-Generation Incentive Program Equity Resiliency Budget*
- c. Community Microgrid Incentive Program*
- d. Hotel vouchers*
- e. Transportation to CRCs*
- f. Any other applicable programs or pilots to support resiliency for persons with access and functional needs and vulnerable populations*

Liberty has the following programs that provide PSPS support for persons with access and functional needs (“AFN”) and vulnerable populations. More information on most programs can be found in Liberty’s 2022 Plan to Support AFN Populations During PSPS.

- a. Free and/or subsidized backup batteries:** In February 2022, Liberty filed its Customer Resiliency Program (“CRP”) application with the Commission. The proposed CRP includes a behind-the-meter (“BTM”) battery storage program that will be offered to Liberty’s critical needs customers, including medical baseline (“MBL”) customers and critical facilities. The BTM program will be structured as a resiliency-as-a-service (“RaaS”), which includes customers paying a monthly fee to participate in the program. For MBL customers, Liberty will provide this service at a significantly lower rate (\$10/month), and, for MBL customers who also qualify for Liberty’s low-income California Alternate Rates for Energy (“CARE”) rate, the RaaS will be free.
- b. Self-Generation Incentive Program Equity Resiliency Budget:** N/A

- c. **Community Microgrid Incentive Program:** N/A
- d. **Hotel vouchers:** Liberty does not have a specific hotel voucher program in place. In the past, however, Liberty has accommodated requests from customers for lodging during significant outage events on an as-needed basis. Liberty has ordered gift cards for use during PSPS events on an as-needed basis for food, lodging, or other customer needs. Liberty looks to continue partnerships with local organizations to remain aware of community needs.
- e. **Transportation to CRCs:** Liberty does not currently partner with transportation/paratransit services and plans to seek existing transportation/paratransit services available to customers in 2022.
- f. **Other applicable programs:**
  - i. **Community-Based Organization (“CBO”) Partners:** Liberty seeks opportunities to provide PSPS preparedness information through established CBOs throughout the year. For example, Liberty proactively sent PSPS and wildfire mitigation preparedness information via email to 34 CBOs, city, county, and school contacts throughout its service territory in 2021 and discusses this information during physical site visits and virtual meetings with CBOs. Liberty also continues to grow and expand CBO networks throughout its service territory, providing materials and resource information for CBOs to share within the communities they serve.
  - ii. **Community Engagement:** Liberty hosts community meetings throughout its service territory to educate customers on the PSPS determination and notification process. When applicable, Liberty will co-host meetings with public safety partners and AFN advocacy groups. Liberty discusses PSPS preparation with CBOs during physical and virtual meetings throughout the year. Liberty also provides PSPS materials to CBOs, cities, counties, and schools
  - iii. **AFN Outreach:** Liberty executes customer outreach to share information about PSPS awareness through a variety of methods, including community events, website resources, social media, bill inserts, targeted outreach to multi-family dwellings and mobile home parks, radio ads (including multicultural media), digital ads, print ads, and through call center staff. Liberty plans to execute AFN identification outreach through a variety of channels throughout 2022, including CBO outreach and targeted customer outreach to encourage AFN self-identification, customer program enrollment, and increased awareness of AFN resource availability
  - iv. **In-Language/Accessible Materials:** Liberty provides PSPS toolkit information in English, Spanish, French, German, Chinese, Vietnamese, and Tagalog. Liberty looks to continually improve accessibility of materials throughout 2022.
  - v. **Community Resource Centers (“CRC”):** Liberty continues to establish agreements with community partners and facilities throughout its service territory in preparation for PSPS events. Liberty has CRC use agreements in South Lake Tahoe, Loyalton, Truckee, Coleville/Walker, and Washoe Tribal land. Liberty plans to establish additional locations in Portola and North Lake Tahoe. Liberty has established an internal working group comprised of representatives from a variety of departments, including Emergency Management and Wildfire Mitigation, to focus on CRC planning. The group meets regularly to develop plans, determine priorities, and execute required action for CRC preparedness in 2022. This internal group continues to develop a thorough approach to CRC execution and collaborates externally with community stakeholders
  - vi. **Tribal Engagement:** Liberty maintains a working relationship with the Washoe tribal community, the only tribal community in Liberty’s service territory. Liberty includes

the Washoe Tribe as an essential public safety partner and has worked closely with tribal contacts regarding PSPS event preparation and the establishment of a CRC on tribal land during Liberty's potential PSPS event in September 2021. The Washoe Tribe has provided helpful insights throughout 2021, not only through regular contact, but also through participation in survey efforts. Partnering with the Washoe Tribe has proven beneficial to the effectiveness of PSPS information sharing throughout the tribal community. Liberty will continue to develop a mutually supportive working relationship with the Washoe Tribe in 2022.

- vii. **211 Care Coordination and Referral Service:** Liberty has engaged 211 contacts throughout the state and plans to continue collaboration throughout 2022. 211 offers support to residents in most counties Liberty serves, excluding residents in Sierra and Plumas counties. Liberty implemented a webpage dedicated to 211 customer resource information during 2021. Liberty does not currently participate in 211 Care Coordination contracts. However, 211 partnership is an area of further exploration in 2022.
- viii. **Preparation Exercises and Training:** In preparation for wildfire season, Liberty will conduct internal training for its Incident Management Team in May 2022 and a full-scale PSPS exercise in June 2022. The full-scale exercise and the planning meetings leading up to the exercise will include Cal OES, CPUC, CAL FIRE, and OEIS, along with other public safety partners, including government, critical facilities, and the AFN community.

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 impacts of [PSPS] events on persons with access and functional needs and vulnerable populations.*

The costs associated with Liberty programs aimed at mitigating the impacts of PSPS events on persons with access and functional needs and vulnerable populations are tracked within two of Liberty's Wildfire Mitigation Plan ("WMP") initiatives: "7.3.9.1: Adequate and Trained Workforce for Service Restoration" and "7.3.9.3: Customer Support in Emergencies." Costs are tracked as either labor or non-labor related costs. In 2021, Liberty's costs for WMP initiative 7.3.9.1 included \$377,973 of labor costs and \$450,778 of non-labor costs, and Liberty's costs for WMP initiative 7.3.9.3 included \$159,479 of labor costs and \$90,723 of non-labor costs. Not all costs captured in these two WMP initiatives are associated with mitigating the impacts of PSPS events on persons with access and functional needs and vulnerable populations.

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

The costs associated with Liberty programs aimed at mitigating the impacts of PSPS events on persons with access and functional needs and vulnerable populations are charged to the following Liberty balancing accounts: "8800-WMP-EXPENSE" and "WFMP-EXPENSE." Labor and non-labor related costs are broken down within this account using individual cost codes.



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 [PSPS] event.*

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

None.

### **C. Mitigation**

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

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

N/A

### **D. Public Safety Partners**

1. *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.*

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

N/A

### **E. Transmission**

1. *Description of the impact of de-energization on transmission.*
2. *Evaluation of how to mitigate and prepare for those impacts in future potential de-energization events.*
3. *Identify and describe all studies that are part of such analysis and evaluation.*
4. *Identify all efforts to work with publicly owned utilities and cooperatives to evaluate the impacts of de-energization on transmission.*

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

Liberty did not initiate any proactive de-energization events in 2021. Liberty does not own transmission lines that serve other non-Liberty customers. Therefore, any decision to de-energize Liberty-owned transmission would impact only Liberty customers (with the exception of a very small number of PG&E customers fed from Liberty's distribution lines near Echo Summit).

Liberty will continue to work with NV Energy and local POUs to prepare and coordinate on issues in advance of each PSPS season. Liberty's power provider is NV Energy, which is part of the NV Energy Balancing Authority Area. NV Energy has a program for proactive de-energization called Public Safety Outage Management ("PSOM"), which is similar to a PSPS in California. The de-energization of transmission sources owned by NV Energy is not a Liberty PSPS event because the decision to de-energize is determined by NV Energy, which owns the transmission lines, and by NV Energy alone. In the event that

an NV Energy de-energization impacts Liberty's power lines and customers, Liberty will follow established PSPS protocols when it comes to PSPS communications to the extent possible. Liberty will coordinate closely with NV Energy liaisons and will communicate relevant information to government entities, public safety partners, critical infrastructure providers, and customers. Liberty has worked closely with NV Energy's operations and emergency management staff to coordinate communications and share information regarding fire weather observations. Additionally, Liberty has regular meetings with NV Energy, Truckee Donner Public Utilities District, and public safety partners to discuss the impacts of an NV Energy de-energization to Liberty customers.

## Section IV: Safety and Enforcement Division-Specified

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

In 2021, Liberty's weather forecast pipeline pulled data from several operational forecast models (HRRR, NAM, GFS, ECMWF Hi-Res). These models provide two-day to 16-day forecasts at spatial resolutions ranging from two km to 12 km and update nominally every six hours. Two challenges associated with this approach are (1) addressing inter-model variability (where two models forecast somewhat different outcomes), and (2) addressing inter-cycle variability (where the forecast changes from one forecast cycle to the next). To address the first challenge, Liberty started archiving gridded forecast data and implemented an automated procedure where key forecast variables (temperature, relative humidity, sustained wind speed, and gust wind speed) are compared with observations at multiple weather stations in and around Liberty's service territory. This makes it possible to quantify over- or under-prediction bias during prior events and apply bias-correction for future events. To address the second challenge, Liberty has added the National Blend of Models (NBM) to the weather forecast pipeline. NBM provides high-resolution multi-model ensemble guidance using statistically derived weightings and shows lower inter-cycle variability than other operational forecast models.

Two changes to improve performance of Liberty's fire science predictive models are underway. First, Liberty's FPI is based on the Severe Fire Danger Index (SFDI) with geospatial data obtained from the United States Forest Service (USFS) Wildland Fire Assessment System (WFAS). During 2021 fire season, WFAS was offline several times, and FPI ratings could not be determined for FPI zones. To rectify this for 2022 fire season, Liberty is developing a stand-alone SFDI calculation that does not rely on WFAS but instead calculates SFDI from its components (ERC and BI percentiles with forecast data provided by the operational weather models mentioned above). The second change involves an expansion of fire modeling capabilities. In 2021, Liberty used fire modeling to estimate spread rate and flame length in PSPS zones, assuming all pixels burn as a head fire (similar to a FlamMap analysis). In 2022, Liberty will explore fire spread modeling that involves igniting fires underneath overhead lines and modeling spread for six to 12 hours to better understand potential impacts to assets at risk.

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

N/A

3. *How did you build a resilient emergency management team? Discuss in terms of personnel staffing, training, exercising, and changes to business practices.*

Liberty has one full-time emergency management employee, the Emergency Management Manager. To foster resiliency and complete all emergency management functions, including staffing, training, exercising, and updating business practices, Liberty has relied on the expertise of staff and effective teamwork throughout the enterprise.

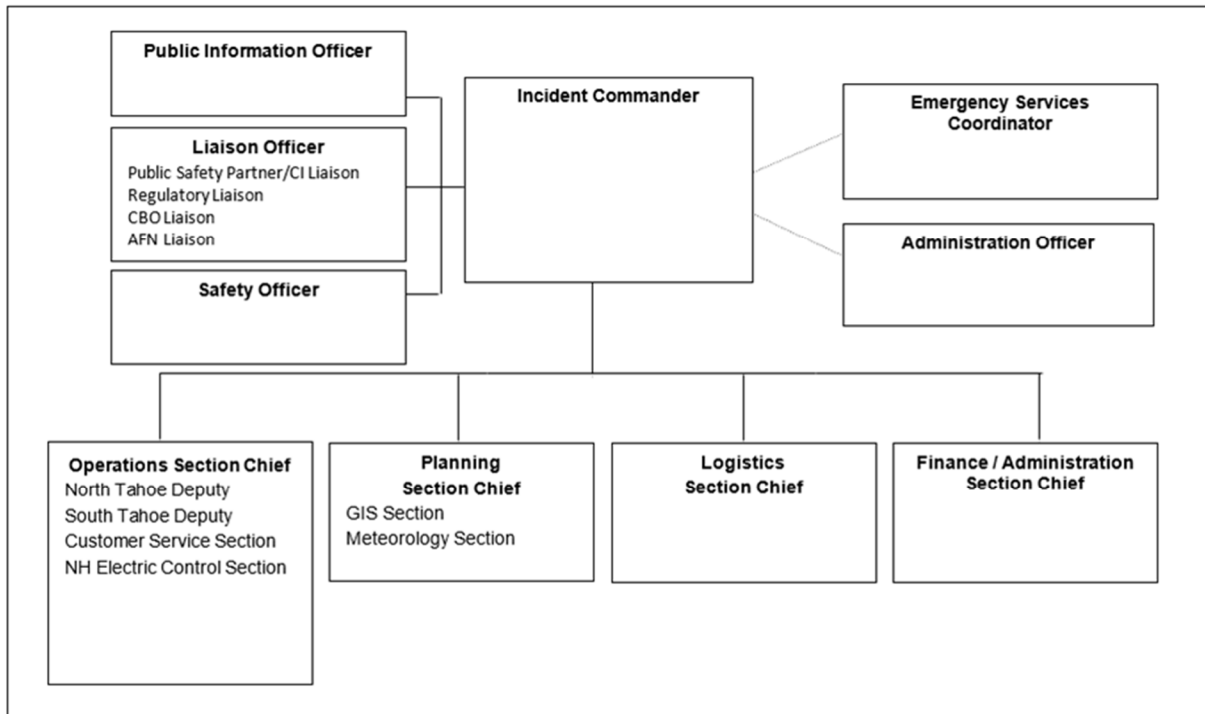
- Personnel staffing - Personnel staffing has been a key element in Liberty's resiliency in carrying out emergency management functions. Liberty employs the Incident Command System ("ICS") in addressing emergencies beyond the scope of normal operations. Personnel are assigned to incident command functions during exercises and real events. All ICS Incident Management Team positions have backup staff assigned to them to provide redundancy in the event of turnover, vacations, or illness. An advantage that Liberty has in carrying out emergency functions is that, as a small company, staff generally work together often on multiple projects, and this has fostered a strong sense of teamwork and trust within the organization. In addition, Liberty has aligned incident command positions with daily work functions wherever possible. Liberty's communications staff fill Public Information Officer functions during an event and benefit from strong relationships with their community counterparts.
- Training and exercising - Training of staff in their Incident Management Team roles and in the ICS process has been key for the Incident Management Team's ability to perform at a high level. In addition to training and cross-training staff on ICS roles, staff is trained on the exercise and event After Action Review and lessons learned processes. Conducting exercises has been a key element in training on the Incident Management Team. Liberty treats exercises and emergency events as priorities, including the documentation of lessons learned and continual quality improvement of emergency management processes. Another element in Liberty's learning process has been actual emergency response experience. In 2021, Liberty mobilized its Incident Management Team for the Tamarack Fire, the Caldor Fire, and an extensive winter storm. These events have resulted in a strong and experienced Incident Management team that is accustomed to coordinating with their counterparts in the South Lake Tahoe Emergency Operations Center ("EOC"), CalFire EOCs, and local utility EOCs.
- Changes to business practices - In response to COVID-19, Liberty increased its ability to function in a virtual environment, including performing Incident Command functions. All ICS agendas, ICS forms, and Incident Action Plans, etc. are available and shared virtually. Liberty has developed playbooks with checklists for each Incident Command Team role.

4. *Explain your policies (provide a copy of written policies) regarding public safety partner (PSP) liaisons in your emergency operations center (EOC) and utility liaisons to state, local, and tribal government EOCs.*

PSPS exercises and a recent potential PSPS event have shown that the Liaison Incident Command Position involves significant responsibilities. To meet this challenge, Liberty has revised its Liaison assignments under the Incident Management Team Liaison. As outlined in the IMT chart below, separate Liaison functions have been assigned to include a Public Safety Partner/Critical Infrastructure Liaison, a Regulatory Liaison, a Community Based Organizations (CBO) Liaison, and an AFN Liaison. Liberty's Public

Safety Partner Liaison is responsible for updating Public Safety Partner and Critical Infrastructure contacts on an ongoing basis and contacts these partners during an event. Liberty’s Regulatory Liaison is responsible for coordination and notifications to the CPUC and CalOES and organizing the State Executive Briefings during an event. Liberty’s CBO Liaison coordinates with key groups on a regular basis and organizes the CBO briefings during an event. Liberty’s AFN Liaison works with AFN and tribal customers on a regular basis and coordinates with them during an event as well as works to coordinate Liberty’s Community Resource Center response prior to and during events.

The revised Liaison functions below are contained within Liberty’s Corporate Emergency Management Plan (CEMP). Refer to Attachment 3 for a relevant excerpt from Liberty’s CEMP.



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

A synopsis of lessons learned from Liberty’s de-energization exercises in 2021, the resulting action items, and their implementation and consequences is provided in Attachment 4.

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

Liberty has implemented the whole community approach into de-energization exercises by successfully integrating public safety partners, community-based organizations, and critical infrastructure into the exercise planning process and the exercises. In addition to planning and exercising, they provide input subsequent to the exercise that is included in the after-action review and exercise documentation. Emergency Management works closely with the Liberty Community Outreach Coordinators to participate in meetings with city, county, and state officials; key CBOs; and its Wildfire Safety Community Advisory

Council. This approach allows Emergency Management to be familiar with community partners and their concerns throughout the year

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

Liberty received one complaint from AT&T, indicating that they were not contacted regarding Liberty's potential PSPS event in September 2021. After receiving the complaint, Liberty reviewed and updated telecom points of contact (AT&T, Verizon, and T-Mobile) and entered them into Liberty's Everbridge Public Safety Partner and Critical Infrastructure database. In addition, current points of contact will receive invitations to 2022 exercises. These actions integrate telecom companies into the PSPS emergency planning and exercising process and provide them priority notifications along with the rest of Liberty's public safety and critical infrastructure partners.

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?*

During its potential PSPS event in September 2021, Liberty successfully initiated its notification processes. Liberty notified impacted customers, including MBL customers. During the potential PSPS event, Liberty performed positive or affirmative communication with its potentially impacted MBL customers in the form of Everbridge notifications, personal calls, and home visits when needed. Liberty also notified its public safety partners, CBOs and critical facilities during the potential PSPS event. Liberty held two workshops—one for public safety partners, CBOs, and critical facilities and one for customers and the community—to communicate current information about the potential PSPS event. The lessons learned from this potential event are being incorporated into Liberty's updated PSPS playbook.

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 2021 and what corrective actions are planned?*

Liberty does not have Public Safety Specialists or Public Affairs Representatives. However, during PSPS events, individuals who are tasked with communication for public safety partners, including local governments' Office of Emergency Services, assume similar roles. Because Liberty has never executed a PSPS, it has not experienced any instances during which representatives needed to deconflict operational direction to local governments' Office of Emergency Services. In order to help synchronize communication during PSPS events, Liberty's Liaison Officer provides daily situational briefings to Public Safety Partners which includes Office of Emergency Services from local governments. Partners are also given the direct line to the Liaison Officer in the event that questions or concerns require immediate response.

10. *What process did your Public Safety Specialists follow to provide situational awareness and ground truth to your EOC? How did the EOC incorporate their input?*

Liberty does not have Public Safety Specialists. Situational awareness is provided primarily by Liberty's fire science consultant, who designed Liberty's PSPS forecasting and monitoring tools. Leading up to a potential event, Liberty's fire science consultant provides weather and model observations directly to the EOC multiple times per day. The Incident Commander utilizes the information for PSPS decision-making. Additionally, Liberty will have operational personnel proactively patrolling power lines leading up to an event. Field staff will report safety concerns to the Operations Section Chief if they observe unsafe conditions.

**Attachment 1**

**Liberty's Wildfire Messaging Awareness (Wave 1)**



# Wildfire Messaging Awareness



**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 Liberty Utilities (Liberty) 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 Liberty's efforts to reduce the risk of wildfires
- Evaluate PSPS notifications perception

## Target Audience

- Liberty residential and business customers in California
- Liberty critical customers

## Methodology

- Customers were surveyed at random from Liberty customer records, targeted for either phone or web administration
- Surveys available to customers in English and Spanish
- A total of 204 surveys, including 30 from critical customers, were completed between August 16 and September 15, 2021
  - Phone: 80 completed surveys
  - Web: 124 completed surveys



# Key Findings

**59% are aware of wildfire safety communications**, significantly fewer than last year. **Liberty** remains the primary source for wildfire preparedness information, and **personal preparedness**, and **vegetation management** are the most common messages recalled.

**Email** remains the most commonly recalled channel for wildfire preparedness communication. In terms of **clarity**, **bill insert** is rated the highest; **other websites** and **newspaper** are rated as the **most useful** sources of information about wildfire preparedness. Customers say they **most often** recall seeing or hearing messages about wildfire on **social networks**, though **word of the mouth**, and on **TV news**.

**Similar to last year 88% have taken action to prevent wildfires or to prepare their home or business** for the event of a wildfire. **Trimming vegetation around properties** remains the most common action taken.

**55% are aware of Liberty's efforts to prune vegetation** around power lines in higher-risk areas. **Recallers** remains more likely than **Non-Recallers** to be aware of Liberty's efforts to reduce the risk of wildfire.

**67%** recall seeing, hearing or reading the phrase **"Public Safety Power Shutoff or PSPS,"** in line with last year's results. **TV News** remains the main channel for seeing/hearing about PSPS, and the percentage of customers who mentioned email has decreased since November 2020.

**33%** say they would first turn to the **Liberty website** for information about a PSPS event. And **79%** 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."**

Satisfaction with outreach and engagement remains mostly consistent with previous results, though **fewer** customers say they are very satisfied with outreach regarding **where to find information to help them stay safe** and prepare before a wildfire and communications in **preparing them to act in the event of a wildfire**.

On average, customers have received **1 PSPS notification**, just under a half say that **"false alarms" didn't affect them in any way**. **47%** say that **notifications should be sent if there is any possibility of a PSPS**.

**53%** are aware they can **update their contact information with Liberty**, and just under two thirds of those have done so, in line with last year's findings.

Similar to November 2020, **31%** say they know **whether their address is in PSPS area**, and **21%** are aware of a **PSPS map** on Liberty's website.

Among those reporting that they **rely on electricity for medical needs 60% are aware of additional notices from Liberty**.

**All but two customers for whom English** is not their primary language prefer to receive communications in English.



# Recommendations

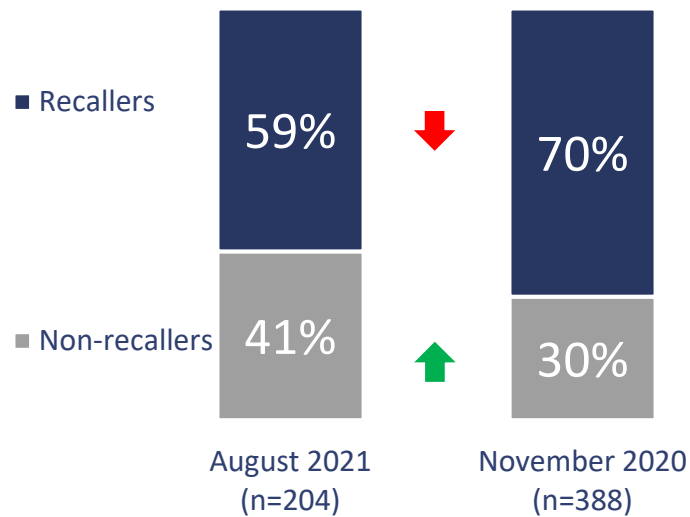
- Evaluate the current communication strategy, as recall of wildfire safety communications is down from November. However, it must be kept in mind that the trend is for lower awareness of communications in the “pre” fire season wave, and increased awareness in the “post” wave conducted in November.
  - It is also important to note that fire activity in the South Lake Tahoe area occurred during the survey. While the bulk of responses came before evacuations, the fire was in the news throughout the survey period.
- Fewer customers recalled seeing or hearing about Liberty’s wildfire mitigation plan and compared to last year more customers say they are not aware of Liberty’s efforts to reduce wildfire risk.
  - Consider focusing communications on inspections by air and ground, investing in covered conductors, wood pole alternatives, additional control devices, and weather monitoring points.
- Consider increasing messaging around preparing an emergency kit, watering, and a readiness plan, as customers remain considerably less likely to have taken these actions, relative to vegetation management and creating defensible space.
- Continue utilizing email and bill inserts as the channels for communications about wildfire preparedness and safety. Consider increasing frequency of email and direct mail outreach.
  - Evaluate information provided on the website to make sure it is presented in a clear and easy-to-understand way.
- Continue leveraging TV news and email to educate consumers about PSPS events. Customers prefer to be notified proactively, if there is any possibility of a PSPS event or high likelihood of a PSPS event.



# Wildfire Safety Communications Awareness

- Three in five say they have seen or heard communications about wildfire safety in the past year, a significant decrease from November 2020 (70%)
- Compared to Non-Recallers, Recallers are more likely to be older and say they rely on electricity for medical needs

## Communication Awareness



	Recallers (n=120)	Non-Recallers (n=84)
Gender	Male – 56% Female – 40%	Male – 40% Female – 52%
Age	18-54 – 18% 55-64 – 21% <b>65+ – 56%</b>	<b>18-54 – 33%</b> 55-64 – 26% 65+ – 35%
Median Income	\$103K	\$106K
Home Ownership	Rent – 8% Own – 88%	Rent – 10% Own – 85%
Primary Language is not English	18%	21%
Responded they Rely on Electricity for Medical Needs	<b>28%</b>	15%

Q2 Have you seen or heard any communications about wildfire safety in the past year? (n=372; Total)

↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave

**Bold** denotes statistically significant difference between Recallers and Non-Recallers





# Communication Recall

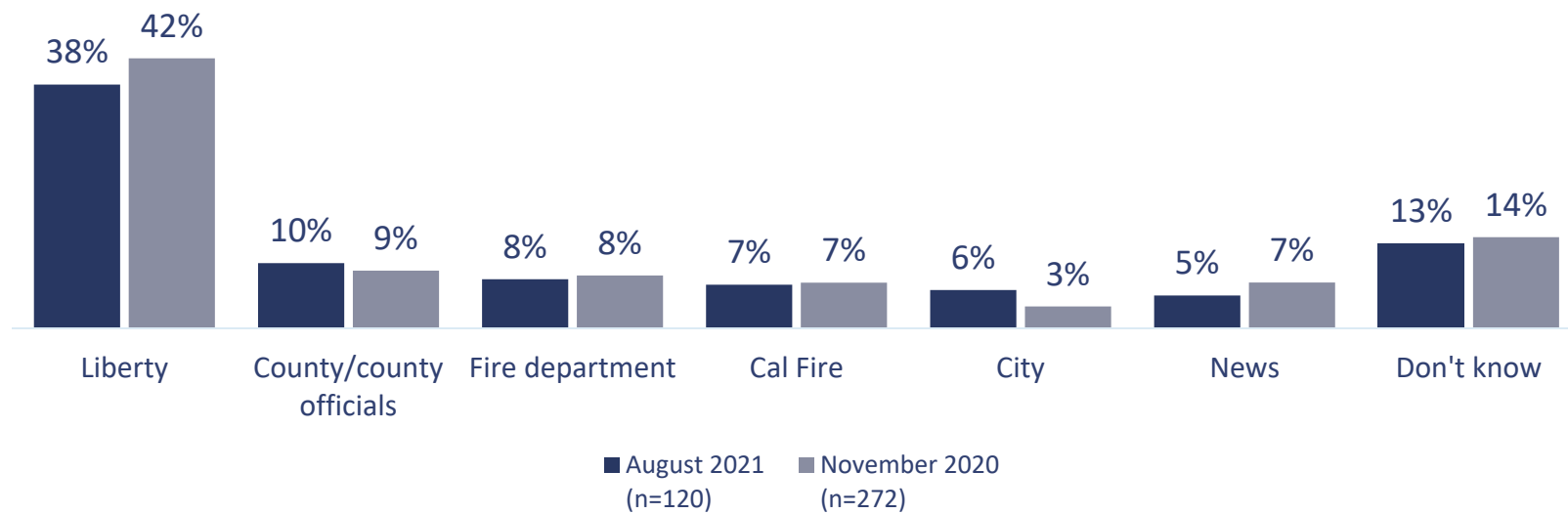
(among those aware of communications)



# Sources of Wildfire Preparedness Communications

- Of those aware of communications, just under two in five mention Liberty as the source of wildfire preparedness communication, in line the previous wave of the study (38% vs 42%)
- One in seven (13%) are not aware of the source of communication, consistent with November 2020 (14%)

## Wildfire Preparedness Communications Sources

(among those who recall communication)





 Arrows signify statistical difference at the 95% confidence level compared to the previous wave



Q5

Who was the communication about wildfire preparedness from? (n=120; Aware of Communication)

# Wildfire Preparedness Communications Messages

- Of those who recall communications, three in five recall messages about personal preparedness (59%), followed by vegetation management (48%)
- Compared to the previous wave, vegetation management and Community Resource Centers available for information and support are mentioned by significantly fewer customers (48% vs 61%, and 13% vs 26%)

## Communications Messages Recalled (among those who recall communication)

Nov. 2020  
(n=272)

Personal Preparedness	59%		59%
Vegetation Management	48%	↓	61%
Public Safety Power Shutoff	38%		36%
Liberty's Wildfire Mitigation Plan	33%		33%
Notifications & Updating Customer Information	31%		33%
Local Emergency Services – Resources	18%		24%
Medical Needs	18%		20%
Local Emergency Services – Support Tools	14%		21%
California Public Utility Commission designation of high wildfire threat areas	13%		18%
Community Resource Centers available for information and support	13%	↓	26%
System Hardening	12%		8%
Weather Stations	11%		13%



 Arrows signify statistical difference at the 95% confidence level compared to the previous wave

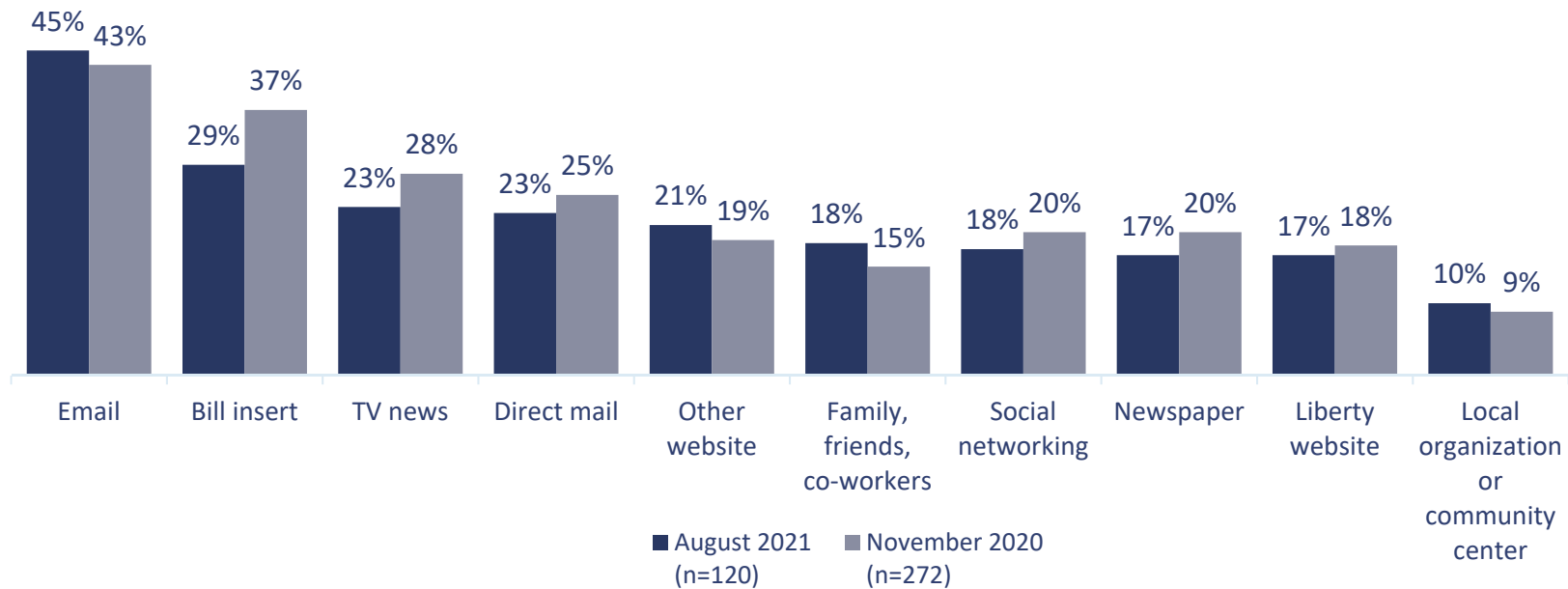
Q3 What were the messages of the communications you saw or heard about wildfire preparedness? (n=120; Aware of Communication)




# Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communication with just under half mentioning it (45%), followed by bill insert (29%), TV news (23%), and direct mail (23%)

## Information Channels for Wildfire Preparedness Communications (among those who recall communication)





 Arrows signify statistical difference at the 95% confidence level compared to the previous wave



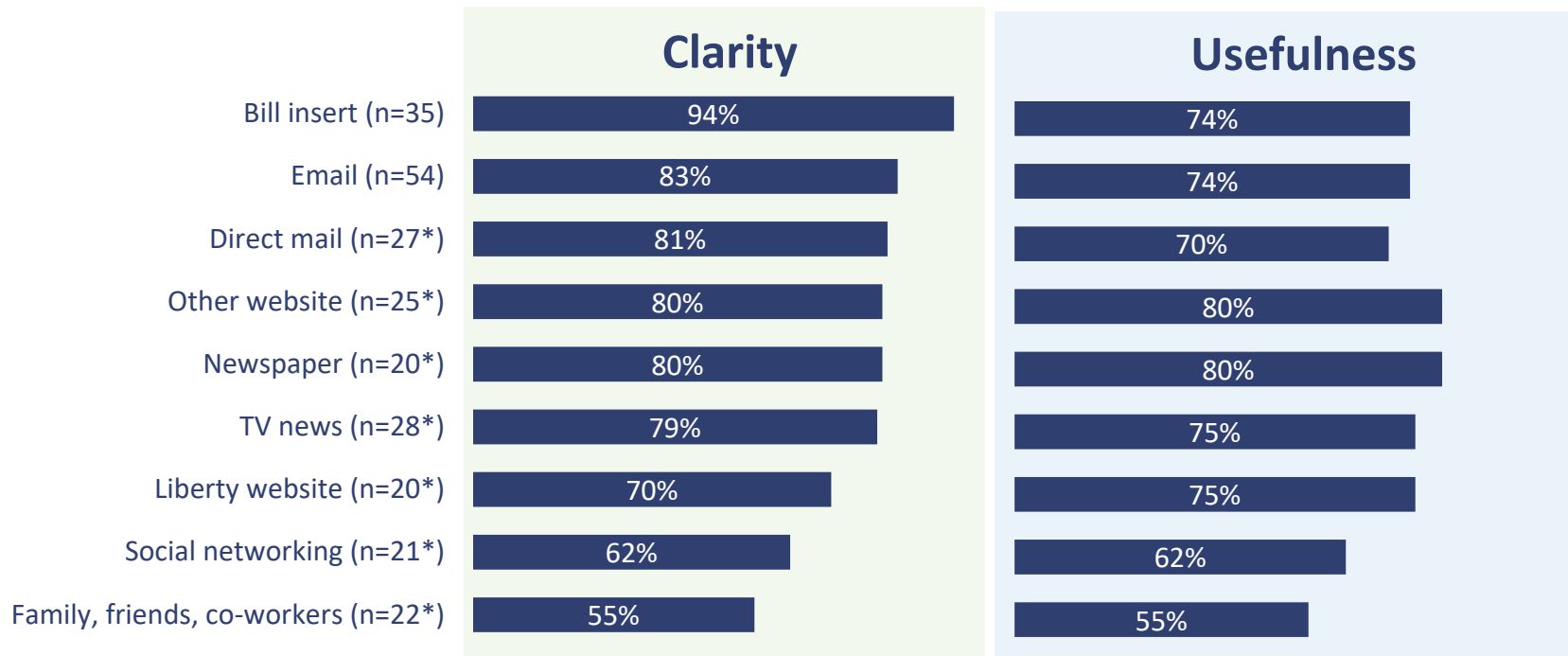
Q4

Where did you see or hear the communications about wildfire preparedness? (n=120; Aware of Communication)



# Information Usefulness and Clarity

- In terms of clarity, bill insert is rated the highest; other websites and newspaper are rated as the most useful sources of information about wildfire preparedness



\*Small sample size (n<30)

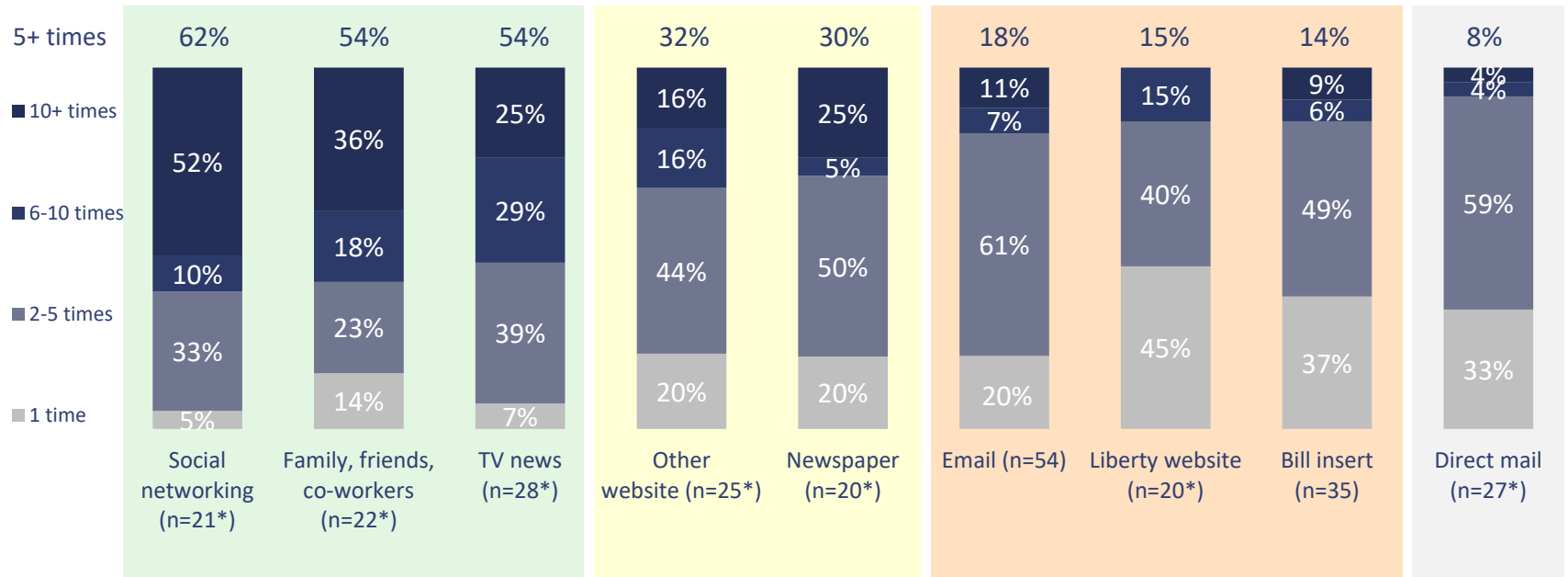
Q4A How useful was the information about wildfire preparedness from each of these sources? (n=120; Aware of Communication)  
 Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=120; Aware of Communication)



# Communication Frequency

- Just under two thirds say they have seen at least five messages about wildfire preparedness on social networks (62%), and over half mention hearing them from their friends and family (54%) or seeing on TV news (54%) at least five times during the last six months; other websites and newspaper make up the next tier of frequency

## Communication Frequency



\*Small sample size (n<30)



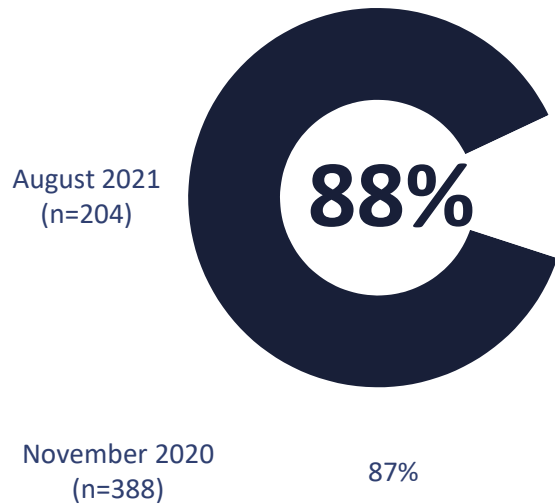


## Wildfire Preparedness Actions Taken



# Wildfire Preparedness

- Seven in eight (88%) have taken actions to prevent or prepare their home or business in the event of a wildfire, consistent with previous results (87%)
- Trimming vegetation around their home or property remains the most common action taken, mentioned by 71% of respondents

## Took Actions to Prevent or Prepare for a wildfire



Actions Taken <i>(among those taking action)</i>	August 2021 (n=180)	November 2020 (n=337)
Trimmed vegetation around home or property	71%	89%
Created defensible space	31%	--
Prepared an emergency kit	6%	9%
Watering/installed watering systems	6%	2%
Prepared an emergency readiness plan and contact information	4%	5%

  Arrows signify statistical difference at the 95% confidence level compared to the previous wave

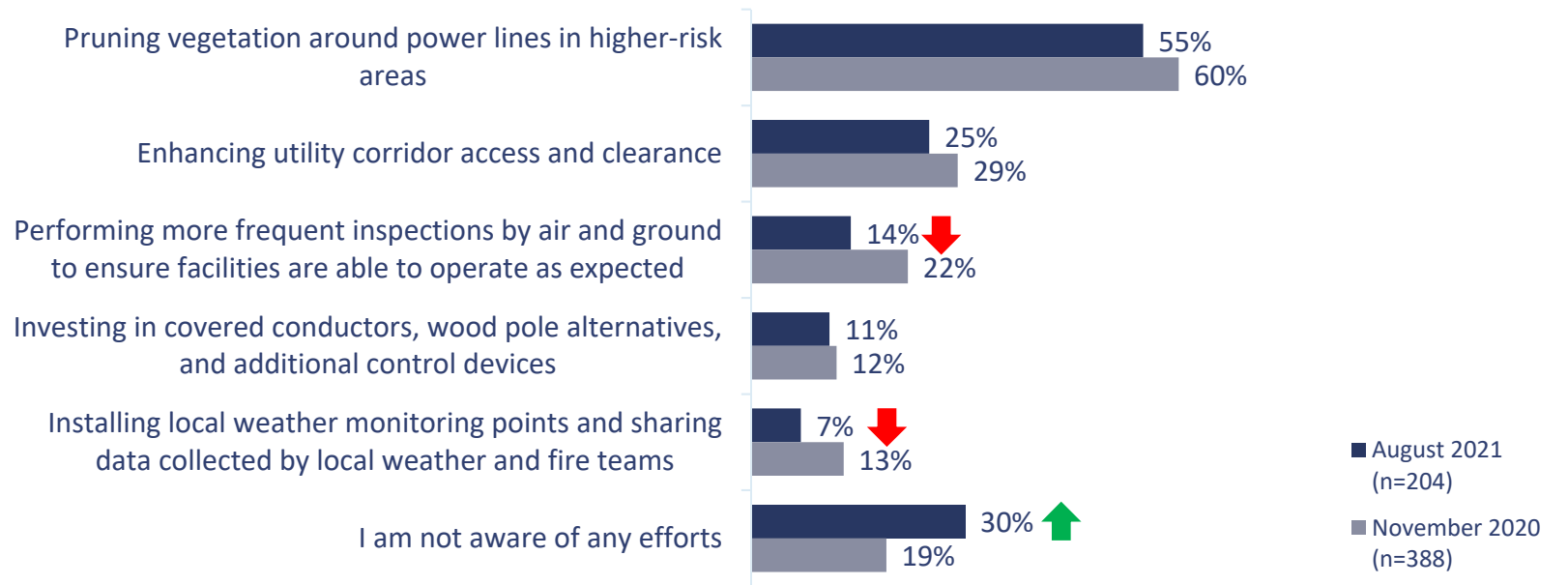


Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire? (n=204; Total)  
 Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=180; Took actions)

# Awareness of Liberty's Efforts

- Consistent with previous results, just over half are aware of Liberty pruning vegetation around power lines in higher-risk areas (55%), though significantly more customers say they are not aware of any efforts (30% vs 19%)
- **Recallers** remain significantly more likely than Non-Recallers to be aware of at least one of Liberty's efforts to reduce the risk of wildfire (**84%** vs 49%), and significantly more likely to mention every effort taken

## Awareness of Liberty's Efforts to Reduce Wildfire Risk



Q7 What efforts by Liberty are you aware of to reduce the risk of wildfire? (n=204; Total)

Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between Recallers and Non-Recallers



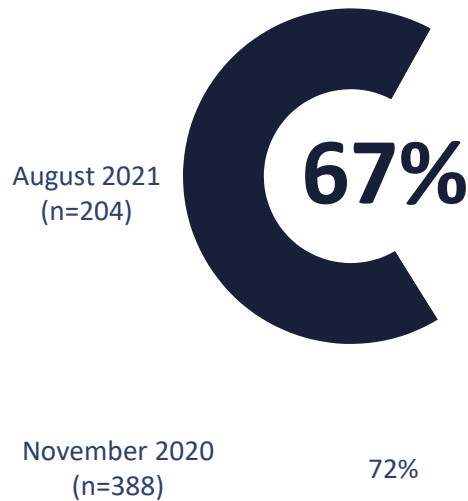


## Awareness of Public Safety Power Shutoff

# PSPS Awareness

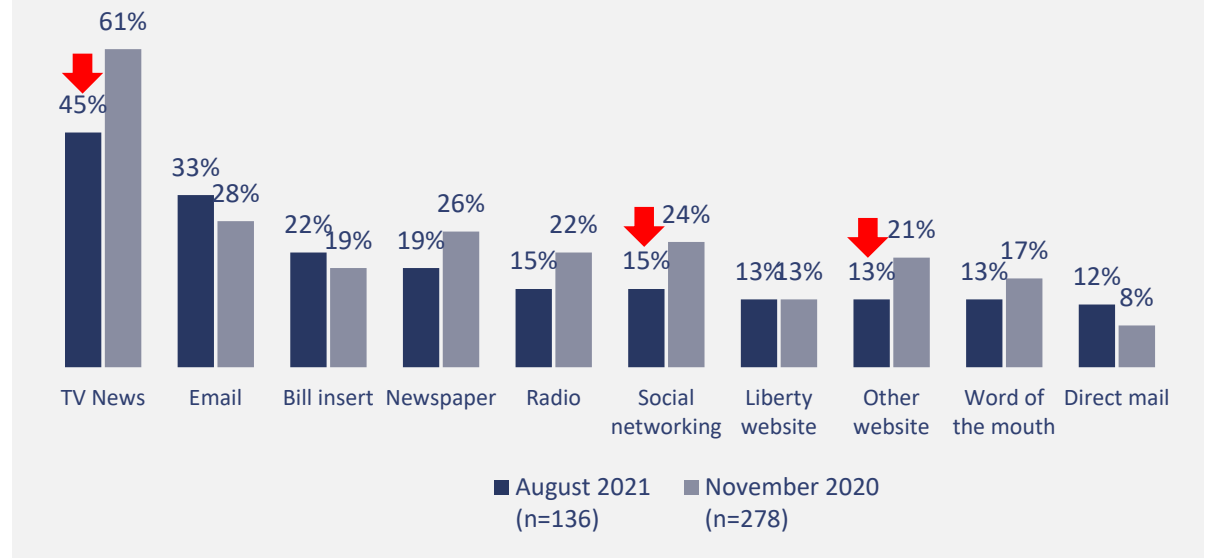
- Two thirds (67%) say they recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” in line with the previous wave; **Recallers** remain more likely than Non-Recallers to be aware of PSPS (**80%** vs 48%)
- TV News remain the most common source of PSPS communication, though significantly fewer customers mentioned it compared to November 2020 (45% vs 61%)

## PSPS Recall



## Sources of PSPS Communications

(among those who recall PSPS)



Q8  
Q8A

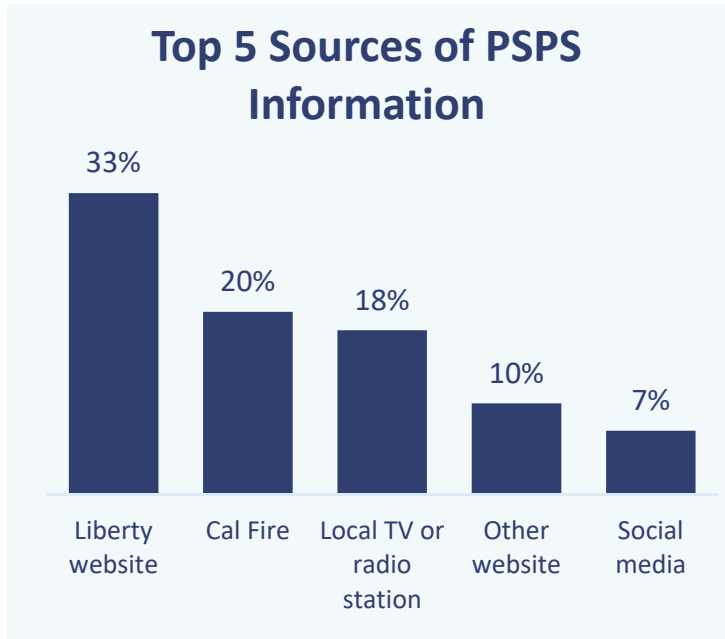
In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?" (n=204; Total)  
Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=136; Recall PSPS Communications)

Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# PSPS Awareness & Understanding

- The Liberty website remains the most mentioned source for information about PSPS
- Just over 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” (79%), down from 89% in November 2020; the percentage agreeing that “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” has increased to 58% from 45%



PSPS Understanding	August 2021 (n=136)	November 2020 (n=278)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	79%	89%
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.	71%	67%
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.	58%	45%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	46%	38%



Q9. Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=136; Recall PSPS)  
 Q10. What is your understanding of a Public Safety Power Shutoff? (n=136; Recall PSPS)

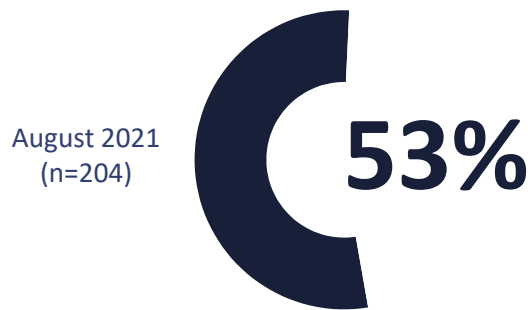
Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Contact Information for PSPS

- Just over half (53%) are aware they can update their contact information with Liberty, consistent with last year results (54%); among **Recallers** awareness is higher than among Non-Recallers (63% vs 39%)
- Two thirds (64%) of those aware they can update their information have done so, consistent with November 2020 (64%)

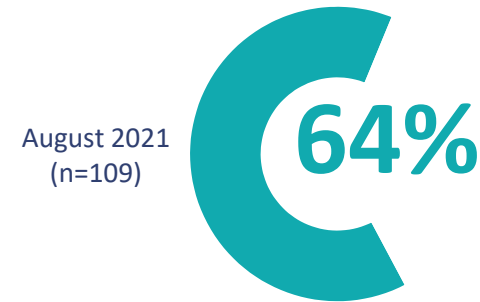
## Awareness of Ability to Update Contact Information for PSPS



November 2020  
(n=388) 54%

## Have Updated Contact Information

*(among those aware they can update contact info)*



November 2020  
(n=168) 64%

Bold denotes statistically significant difference between Recallers and Non-Recallers

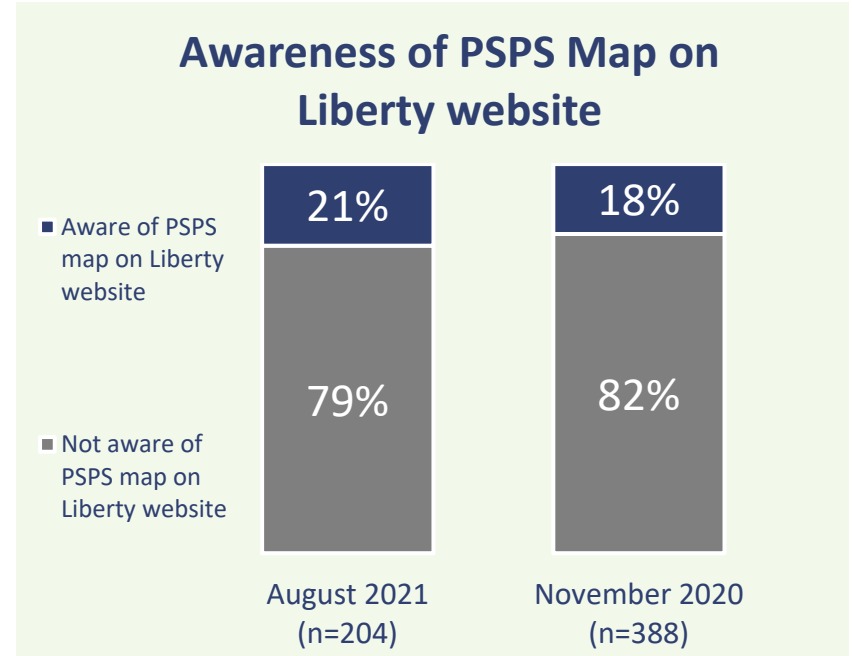
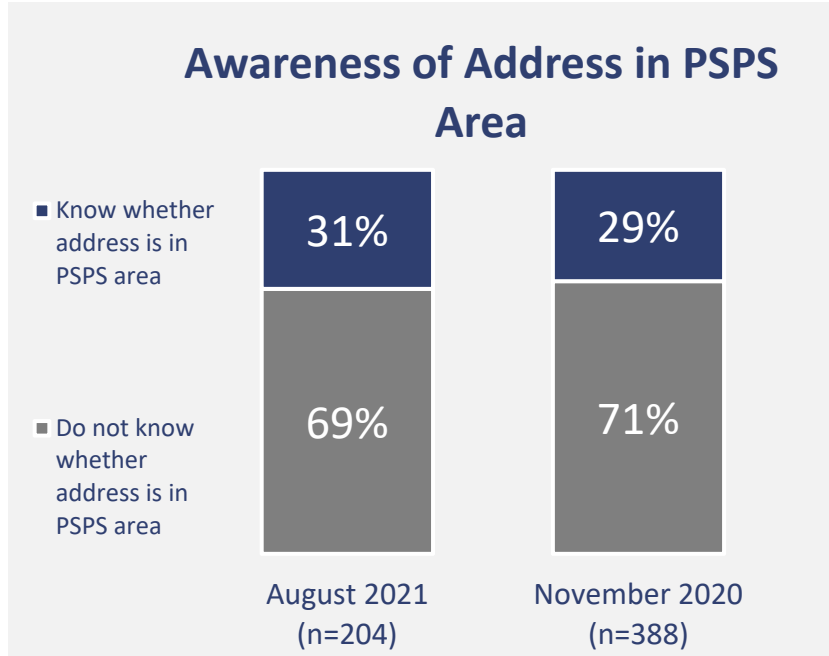
Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Q11 Are you aware you can update your contact information with Liberty to receive proactive notification prior to a Public Safety Power Shutoff? (n=204; Total)  
Q11A Have you updated your contact information with Liberty to receive notifications prior to a Public Safety Power Shutoff? (n=109; Aware of Information Update)



# Awareness of PSPS Location Status

- Three in ten know whether their address is in a PSPS area (31%), consistent with last year (29%); awareness remains higher among **Recallers** than Non-Recallers (**37%** vs 23%)
- One in five (21%) are aware of a map on Liberty's website, consistent with November 2020 results (18%)



Q12  
Q13

Do you know whether your address is located in a Public Safety Power Shutoff area? (n=204; Total)

Are you aware of a map on Liberty's website where you can check whether your address is located in a Public Safety Power Shutoff area and the status? (n=204; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers

Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Medical Needs and Language Preferences

**One in five (23%)** responded that they rely on electricity for medical needs, consistent with last wave (19%)

Significantly more **Recallers** than **Recallers** say they have medical needs (**28% vs 15%**); among **critical customers** the percentage is significantly higher than randomly selected customers (**73% vs 14%**)

**Three in five of those relying on electricity for medical needs are aware Liberty provides additional notices** prior to a PSPS event (60%); compared to the general audience, **critical customers** remain significantly more aware (**77% vs 44%**); **Recallers** are also more likely than **Non-Recallers** to say they are aware (**74% vs 23%**)

**One in five of customers say English is not a primary language (19%)**, consistent with last wave (21%), but English remains preferred for communications for most respondents (98%)

- Similar to previous results, compared to the general customer audience, significantly fewer **critical customers** say English is not their primary language (**7% vs 21%**)
- Two respondents mentioned Spanish as the preferred language

All but two (99%) state it would not be helpful for them or somebody in their household to receive communication in another language; two respondents mentioned Spanish



Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=204; Total)  
 Q14A Are you aware that Liberty provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=47; Rely on electricity for medical needs)  
 Q15 Is your primary language other than English? (n=204; Total)  
 Q16. Would it be helpful for you or anyone else in your household to receive communications in another language? (n=204; Total)  
 Q16A. If yes, what would that preferred language be? (n=2; Would be helpful to receive communications in another language)  
 Q16B. What is your preferred language to receive communications? (n=204; Total)

Post-PSPS

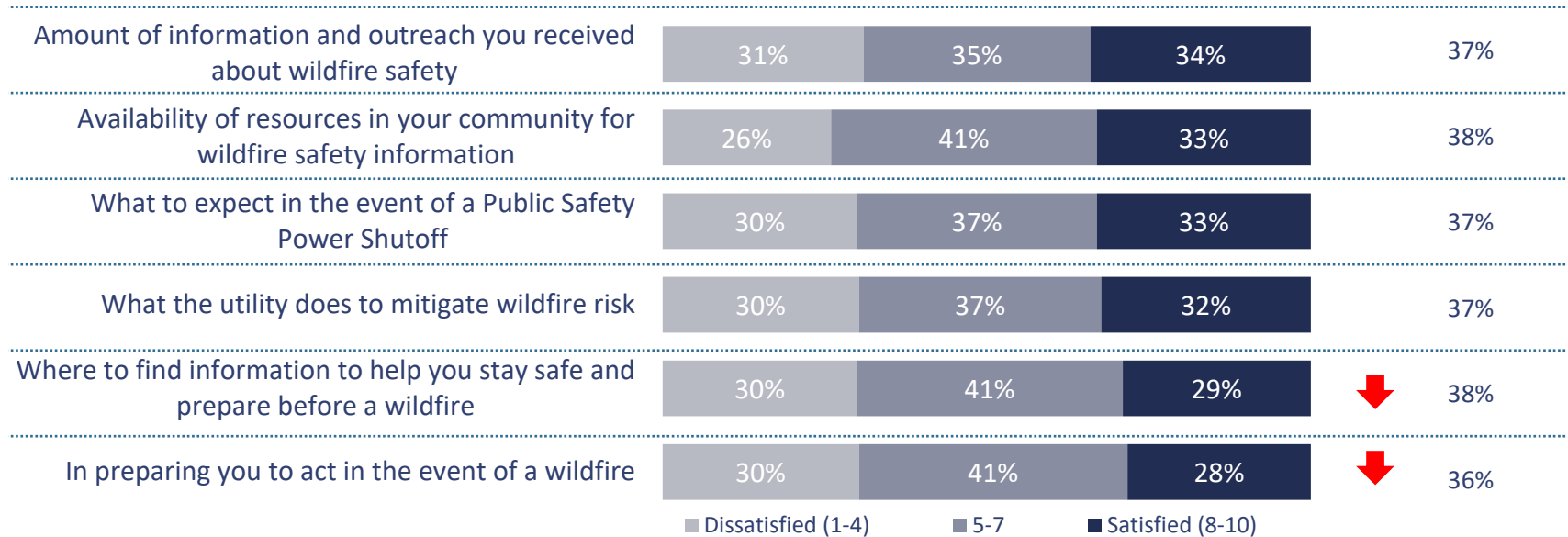
# Outreach and Engagement Satisfaction



- While customers remain generally satisfied with the outreach and engagement they receive, significantly fewer customers say they are very satisfied (ratings 8-10) with outreach regarding where to find information to help them stay safe and prepare before a wildfire (29% vs 38%) and communications in preparing them to act in the event of a wildfire (28% vs 36%)

## Outreach and Engagement Satisfaction

**Top-3-Box**

November 2020  
(n=392)





 Arrows signify statistical difference at the 95% confidence level compared to the previous wave  
 Bold denotes statistically significant difference between Recallers and Non-Recallers



QSAT1. On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you receive? (n=204; Total)

# PSPS Experience and Notifications

- On average, customers have received one PSPS notification
- Just under half (47%) say that notifications should be sent if there is any possibility of a PSPS; two in five feel that notifications should only be sent if there is a high likelihood of a PSPS
- Half of those who have received more notifications than PSPS events said that “false alarms” didn’t affect them (47%), several mentioned being more prepared and appreciating notifications



## PSPS Notifications Perception

Aug. 2021 (n=204)

Notifications should be sent if there is any possibility of a PSPS	47%
Notifications should only be sent if there is a high likelihood of a PSPS	41%
Notifications should only be sent if a PSPS is certain to occur	12%

## “False Alarms” Impact

“Changed plans to accommodate potential shutoff. The impact was not severe.”

“Nice to know Liberty is being proactive.”

“Better to be prepared.”

“Any warning is welcome.”

“Glad it didn’t have to happen.”

QOSAT2. How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year? (n=204; Total)

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=204; Total)

QOSAT5. In what ways did “false alarm” Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally? (n=43; Received more notifications than events)





## Critical Customers Summary

# Key Metrics

	Random Customer (n=174)	Critical Customer (n=30)
Aware of Wildfire Safety Communications	58%	63%
Aware of Communications from Liberty (among those aware)	38%	37%
Took Action to Prevent or Prepare for a Wildfire	89%	87%
Recall PSPS	67%	63%
Would Turn to Liberty Website for PSPS Info	33%	32%
Aware of Ability to Update Contact Info for PSPS	52%	63%
Know if Address is in PSPS Area	30%	37%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	29%	<b>57%</b>
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	44%	<b>77%</b>

Bold denotes statistically significant difference between Random and Critical Customers





# Demographic Profiles

	Random Customer (n=174)	Critical Customer (n=30)
Gender	Male – 51% Female – 43%	Male – 40% Female – 57%
Age	18-54 – 25% 55-64 – 22% 65+ – 47%	18-54 – 17% 55-64 – 27% 65+ – 50%
Median Income	<b>\$117K</b>	\$58K
Home Ownership	Rent – 7% Own – 87%	Rent – 13% Own – 80%
Primary Language is not English	<b>21%</b>	7%
Responded they Rely on Electricity for Medical Needs	14%	<b>73%</b>

Bold denotes statistically significant difference between Random and Critical Customers





## CBO Interviews

## CBO Interviews

Two in-depth interviews were conducted with community-based organizations (CBOs) in the Liberty 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 Liberty



# CBO Interviews

## Current Communications

- Communications or information from Liberty about fire safety or PSPS preparedness are varied; one CBO mentioned seeing communications and helping to spread the word through social media, while the other mentioned receiving phone calls from Liberty
- One CBO, a public agency, reports having an automated system set up with SCE to receive notifications and updates about PSPS events, and wishes something similar were in place with Liberty
- The same public agency also mentioned that San Diego Gas and Electric hosted a Zoom presentation focusing on different programs such as medical baseline and battery backups, and indicated that is a good way to keep agencies informed
- Both CBOs are social services-related, and their outreach is generally not about wildfire safety or preparation; in both cases, they are willing to help reach people, but their focus is on other programs such as AFN, medical baseline, and providing services for hunger, homelessness, domestic violence, etc.
- Social media was mentioned by both as way to reach the community, along with handing out flyers in-person or at community centers

## Spreading the Word

- CBOs are willing to help spread the word about wildfire preparedness, safety, and PSPS events, if provided the necessary resources
  - They are willing to help by handing out flyers, pointing customers to online resources, sharing information via social media, or handing out printed materials
  - CBOs generally do not have resources available for outreach/canvassing, or to produce/print content for distribution; shipping pre-printed content would greatly help their ability to provide information to the community
  - Most serve communities particularly vulnerable to PSPS events (such as food insecure, elderly, those with medical conditions, homeless, and victims of domestic violence), and they are willing to help share information and resources during typical interactions with the community
- English and Spanish are the primary languages required
  - English is most common, but there is a significant Spanish-speaking population in the community
  - It was mentioned that translation alone is not enough, and materials need to be reviewed to ensure they are culturally relevant



# CBO Interviews

## Useful Information/Resources

- The most effective ways Liberty can support CBOs in preparing the community include:
  - Sharing/creating content that can be shared on social media, either by linking to Liberty or providing content for CBOs to post
  - Providing pre-printed materials that can be easily shared during in-person interactions in the office or community
  - Sharing accurate information about PSPS events, and providing timely updates as circumstances change
  - Providing information for those with medical needs to ensure they are able to adequately prepare for a PSPS event or evacuation
  - Providing educational resources about how to prepare for a fire/outage, including evacuation plans (e.g., where to go), prepping a “go” bag, and information about shelters
  - Providing generators and battery backup supplies for temporary shelters (e.g., in schools) that do not have these resources
- CBOs indicate they can proactively reach out to the community using social media, but they are best equipped to provide links to agencies that are able to provide direct support

## PSPS Events

- One of the primary pain points around PSPS events is the constantly changing nature of the situation
  - CBOs perceive inconsistent or inaccurate information about PSPS events, as there are warnings but no events, etc.
  - Provide as much early notice as possible—SCE was cited as an example for providing notifications 3-4 days in advance of potential PSPS events
  - CBOs state that they would prefer to receive as much communication as possible during the fire season, and if there is any possibility of an event; during the off-season, communication frequency should be monthly or quarterly
- Specific information about how to prepare for an outage/PSPS event is most useful/relevant
  - General fire safety information is least impactful, as other agencies are already providing information about brush clearing and steps required to mitigate fire risk
  - Information most useful in advance of a PSPS event includes evacuation plans and the content required for a “go” bag
  - Special attention should be paid to those with medical needs and limited transportation options; they are most at risk during a PSPS event
- In the event of an evacuation, CBOs stress the need for food, water, blankets, and chargers that can be distributed at a shelter, and backup power for temporary shelters





## Demographic Profiles

# Respondent Profiles

Gender	Total (n=204)	Recallers (n=120)	Non-Recallers (n=84)
Male	50%	56%	40%
Female	45%	40%	52%
Age			
18 to 24	--	--	--
25 to 34	3%	3%	5%
35 to 44	9%	6%	14%
45 to 54	11%	9%	14%
55 to 64	23%	21%	26%
65 or over	47%	<b>56%</b>	35%
Prefer not to say	6%	6%	6%

Renter/Homeowner	Total (n=204)	Recallers (n=120)	Non-Recallers (n=84)
Own	86%	88%	85%
Rent	8%	8%	10%
Prefer not to say	3%	3%	4%
Household Income			
Less than \$20,000	4%	4%	4%
\$20,000 to \$39,999	6%	6%	7%
\$40,000 to \$59,999	8%	10%	6%
\$60,000 to \$89,999	11%	11%	11%
\$90,000 to \$129,999	11%	10%	12%
\$130,000 to \$199,999	9%	12%	5%
\$200,000 or more	18%	16%	20%
Prefer not to say	33%	32%	36%

Q17 What is your gender? (n=204; Total)  
 Q18 What is your age category? (n=204; Total)  
 Q19 Do you own or rent your home? (n=204; Total)  
 Q20 Which of the following best describes your annual household income? (n=204; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers

**Attachment 2**

**Liberty's Wildfire Messaging Awareness (Wave 2)**





# Wildfire Messaging Awareness



**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 Liberty Utilities (Liberty) 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 Liberty's efforts to reduce the risk of wildfires
- Evaluate PSPS notifications perception

## Target Audience

- Liberty residential and business customers in California
- Liberty critical customers

## Methodology

- Customers were surveyed at random from Liberty customer records, targeted for either phone or web administration
- Surveys available to customers in English and Spanish
- A total of 218 surveys, including 17 from critical customers, were completed between November 15 and December 5, 2021
  - Phone: 67 completed surveys
  - Web: 151 completed surveys



# Key Findings

**74% are aware of wildfire safety communications**, significantly more than last year. **Liberty** remains the primary source for wildfire preparedness information, and **personal preparedness**, and **vegetation management** are the most common messages recalled.

**Email** remains the most commonly recalled channel for wildfire preparedness communication. In terms of **clarity**, **direct mail** is rated the highest; **bill insert and other websites** are rated as the **most useful** sources of information about wildfire preparedness. Customers say they **most often** recall seeing or hearing messages about wildfire on **TV news, social networks** and through **word of the mouth**.

**Similar to last year 89% have taken action to prevent wildfires or to prepare their home or business** for the event of a wildfire. **Trimming vegetation around properties** remains the most common action taken.

**64% are aware of Liberty's efforts to prune vegetation** around power lines in higher-risk areas. Recallers remain more likely than Non-Recallers to be aware of Liberty's efforts to reduce the risk of wildfire.

**74%** recall seeing, hearing or reading the phrase "**Public Safety Power Shutoff or PSPS**," in line with last year's results. Email is now the leading source of PSPS communications significantly increasing since last wave (44% vs 33%) while bill inserts were cited significantly less (11% vs 22%).

**48%** say they would first turn to the **Liberty website** for information about a PSPS event. And **82%** 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.**"

Satisfaction with outreach and engagement remains mostly consistent with previous results, Although changes since August 2021 are not significant, every means of outreach and engagement listed **demonstrated trending increases in satisfaction**.

On average, customers have received **2 PSPS notifications, just under a half** say that **notifications should be sent if there is any possibility of a PSPS**. One third who have received more notifications than PSPS events said that "false alarms" didn't affect them (36%), several mentioned being more prepared and appreciating notifications.

**64%** are aware they can **update their contact information with Liberty**, and just under two thirds of those have done so, in line with last year's findings.

**Nearly half know whether their address is in a PSPS area**, a significant increase since August 2021 (48% vs 31%); Significantly more customers are **aware of a map on Liberty's website** than August 2021 (30% vs 21%); awareness remains higher among Recallers than Non-Recallers (36% vs 13%)

Over half (53%) of those **relying on electricity for medical needs** are aware Liberty provides additional notices prior to a PSPS event. **All but four customers (98%) for whom English** is not their primary language prefer to receive communications in English.



# Recommendations

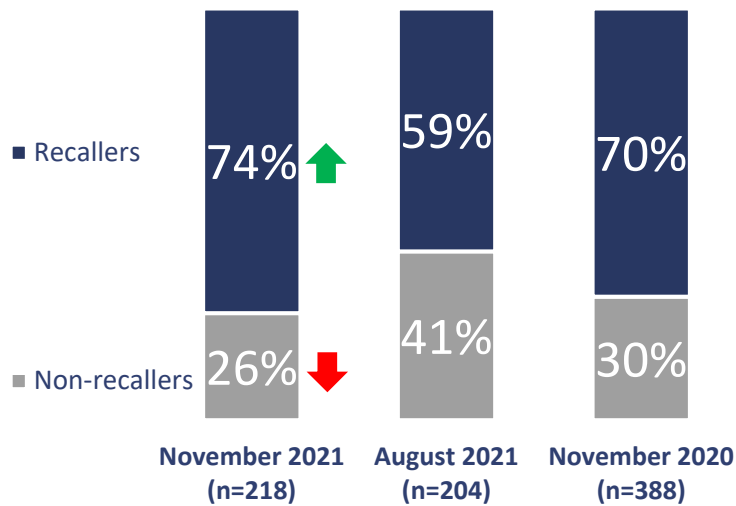
- Evaluate the communication strategy, and what steps were taken between August and November of 2021. Recall of wildfire safety communications increased significantly during this period and is now back to levels from November 2020.
  - Did awareness increase due to increased messaging, fire activity in the South Lake Tahoe area after the “pre” season survey, due to an updated communications strategy, or due to typical pre/post season change in awareness?
  - Continue to monitor the patterns of awareness to understand whether this is seasonal or due to external factors.
- Likely due to fire activity, recall of communications from local emergency services increased significantly compared to the August survey wave. Consider promoting ways in which Liberty can support local emergency services to help keep people safe and prepare for wildfire season.
- Awareness of air and ground inspections and local weather monitoring points increased between August and November. Evaluate whether this was due to increased communications, and if so, consider similar messaging for other steps taken to reduce wildfire risk.
- Consider increasing messaging around preparing an emergency kit, watering, and a readiness plan. Despite the increase in mentions of customers preparing an emergency kit, customers remain considerably less likely to have taken these actions, relative to vegetation management and creating defensible space.
- Continue utilizing email and local media as the channels for communications about wildfire preparedness and safety. Relook at bill insert content, as that is an easy way to reach customers, but recall of bill inserts has declined significantly since August.
  - Consider methods of driving customers to the Liberty website, as it remains a second-tier resource. Among those using the website, the information is considered clear and useful, so the key will be to encourage customers to utilize this resource.
- Continue leveraging email and TV news to educate consumers about PSPS events, as these are the most common resources recalled, and the use of email increased significantly compared to August. Customers prefer to be notified proactively, if there is any possibility of a PSPS event or high likelihood of a PSPS event, and there appears to be little risk of “crying wolf,” especially given recent fire activity in the area.



# Wildfire Safety Communications Awareness

- Three out of four say they have seen or heard communications about wildfire safety in the past year, a significant increase from August 2021 (59%)

## Communication Awareness



	Recallers (n=162)	Non-Recallers (n=56)
Gender	Male – 55% Female – 41%	Male – 63% Female – 30%
Age	18-54 – 8% 55-64 – 23% 65+ – 48%	18-54 – 20% 55-64 – 14% 65+ – 57%
Median Income	\$120K	\$114K
Home Ownership	Rent – 7% Own – 86%	Rent – 9% Own – 82%
Primary Language is not English	27%	30%
Responded they Rely on Electricity for Medical Needs	78%	19%

Arrows signify statistical difference at the 95% confidence level compared to the previous wave

**Bold** denotes statistically significant difference between Recallers and Non-Recallers

Q2 Have you seen or heard any communications about wildfire safety in the past year? (n=218; Total)





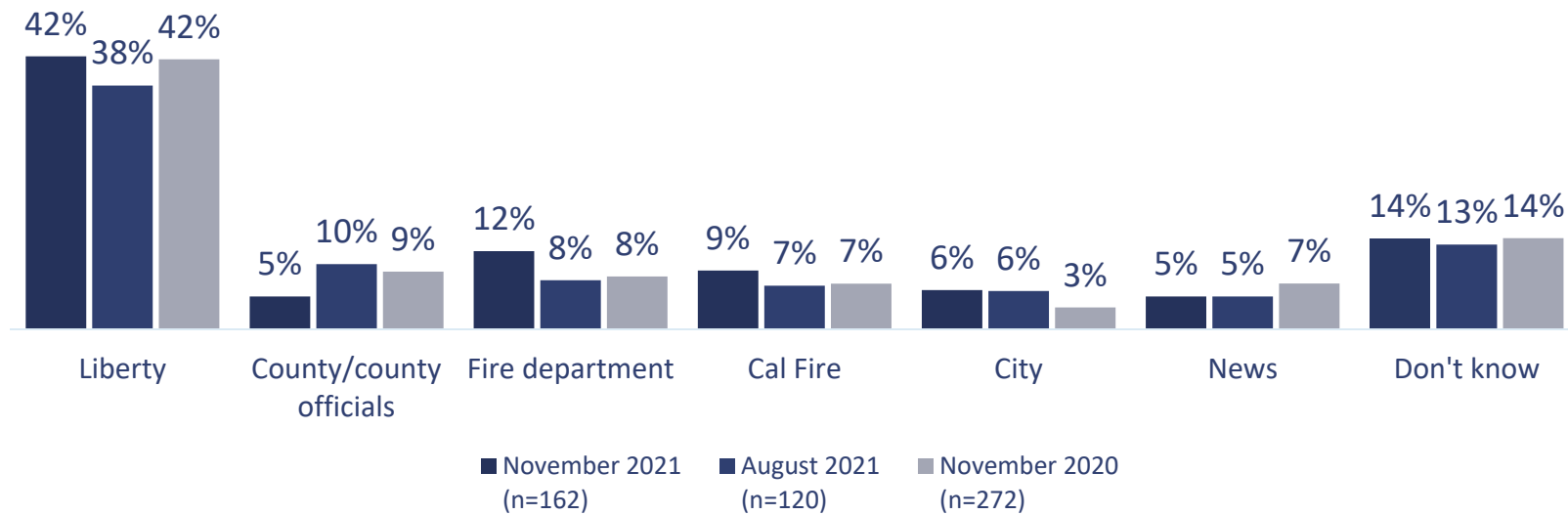
# Communication Recall

(among those aware of communications)

# Sources of Wildfire Preparedness Communications

- Of those aware of communications, four in ten mention Liberty as the source of wildfire preparedness communication, in line with previous waves of the study
- One in seven (14%) are not aware of the source of communication, consistent with August 2021 (13%)

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



↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



Q5 Who was the communication about wildfire preparedness from? (n=162; Aware of Communication)

# Wildfire Preparedness Communications Messages

- Of those who recall communications, over half recall messages about personal preparedness (56%), followed by vegetation management (52%)
- Compared to the previous wave, local emergency services-resources, local emergency services-support tools and CPUC designation of high wildfire threat areas all demonstrated significant increases among customer recall (30% vs 18%), (24% vs 14%) and (23% vs 13%) respectively

## Communications Messages Recalled

(among those who recall communication)

Aug 2021  
(n=120)

Message Category	Current Recall (%)	Previous Wave Recall (%)
Personal Preparedness	56%	59%
Vegetation Management	52%	48%
Public Safety Power Shutoff	48%	38%
Liberty's Wildfire Mitigation Plan	31%	33%
Local Emergency Services – Resources	30% ↑	18%
Notifications & Updating Customer Information	28%	31%
Local Emergency Services – Support Tools	24% ↑	14%
California Public Utility Commission designation of high wildfire threat areas	23% ↑	13%
Medical Needs	20%	18%
Community Resource Centers available for information and support	18%	13%
Weather Stations	18%	11%
System Hardening	15%	12%

↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Q3 What were the messages of the communications you saw or heard about wildfire preparedness? (n=162; Aware of Communication)

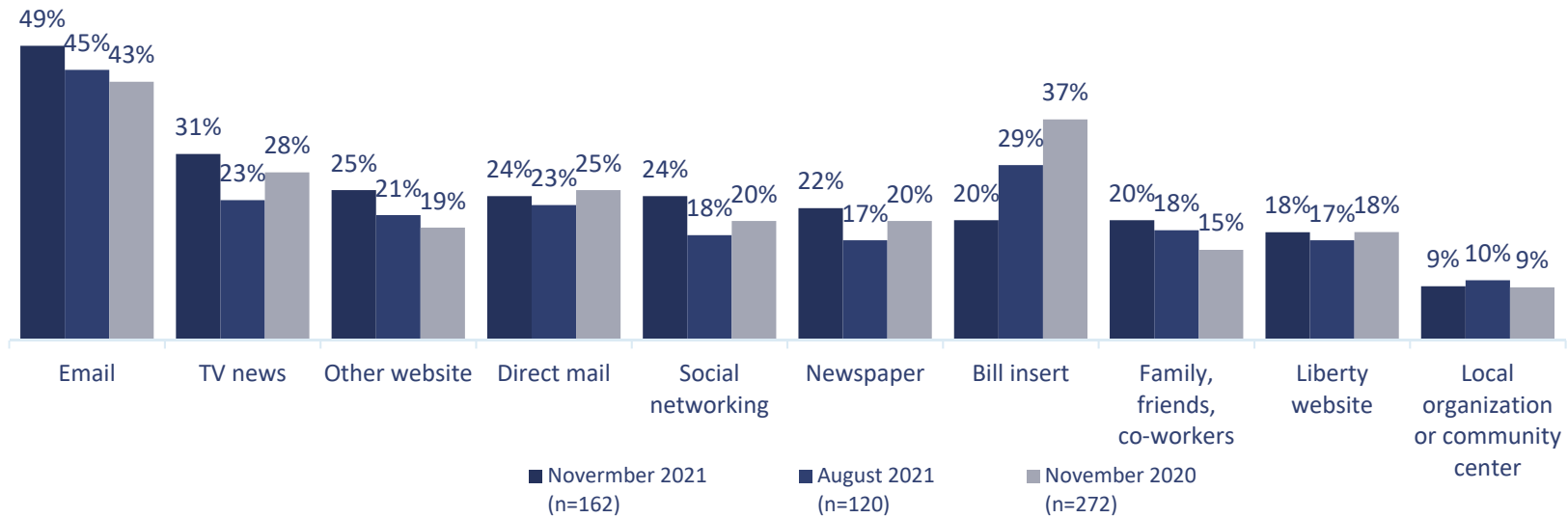




# Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communication with just under half mentioning it (49%), followed by TV news (31%), and websites other than Liberty (25%).

**Information Channels for Wildfire Preparedness Communications**  
(among those who recall communication)





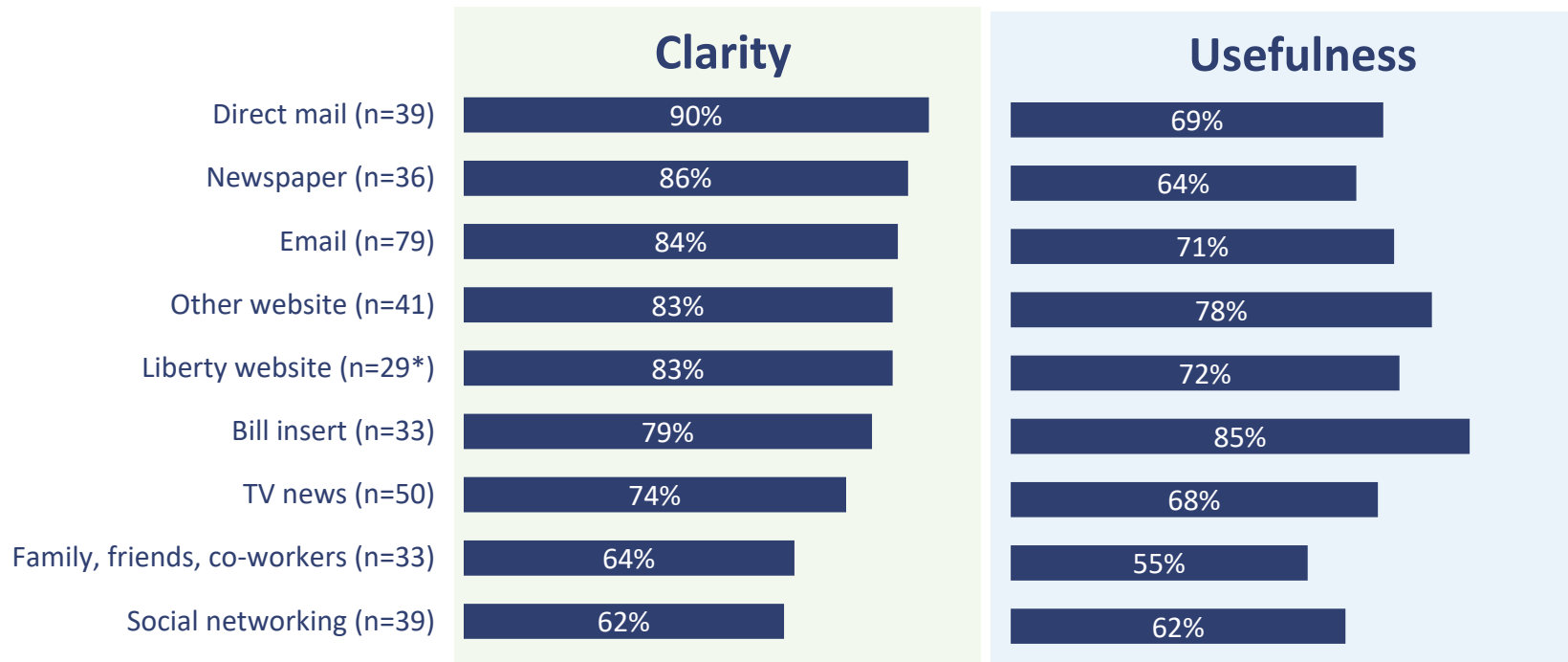
 Arrows signify statistical difference at the 95% confidence level compared to the previous wave



Q4 Where did you see or hear the communications about wildfire preparedness? (n=162; Aware of Communication)

# Information Usefulness and Clarity

- In terms of clarity, direct mail is rated the highest; however, in terms of usefulness, bill insert (85%), other website (78%) and liberty website (72%) are rated as the most useful sources of information about wildfire preparedness



\*Small sample size (n<30)

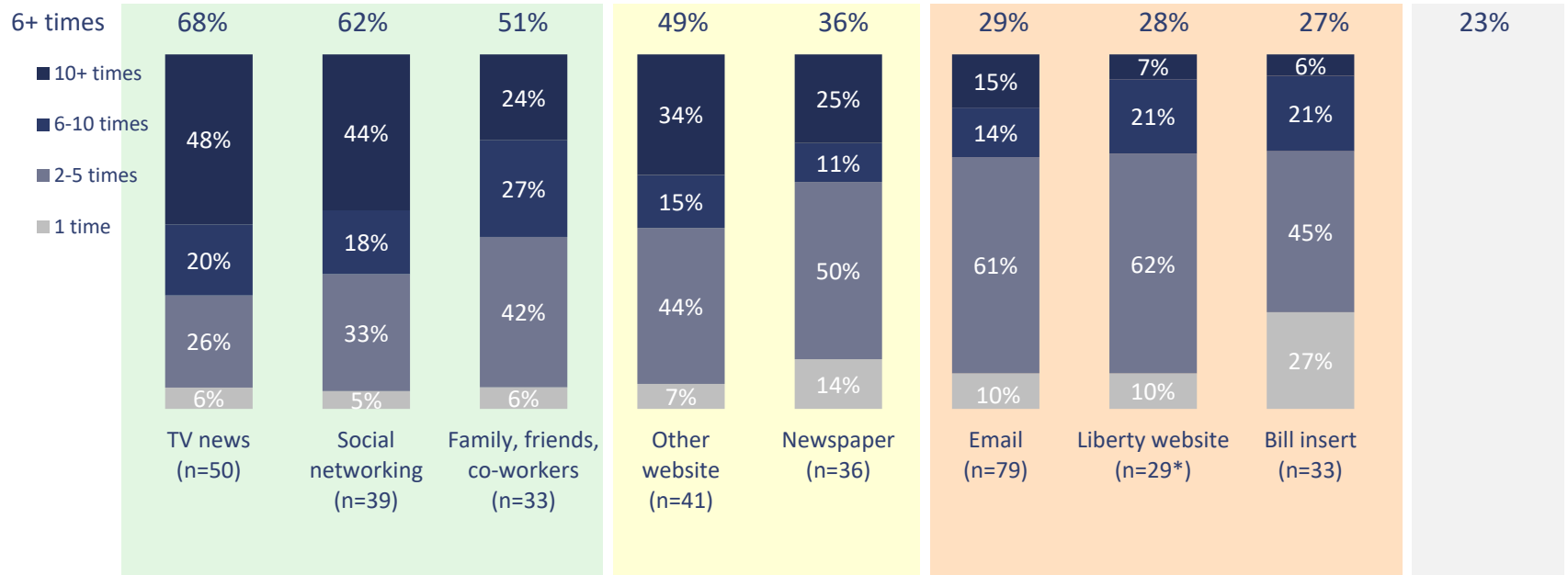
Q4A How useful was the information about wildfire preparedness from each of these sources? (n=218; Aware of Communication)  
 Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=218; Aware of Communication)



# Communication Frequency

- Just over two thirds say they have seen at least six messages about wildfire preparedness on TV news (68%), followed by social networking (62%); over half mention hearing 6+ messages from their friends and family (51%)

## Communication Frequency



\*Small sample size (n<30)



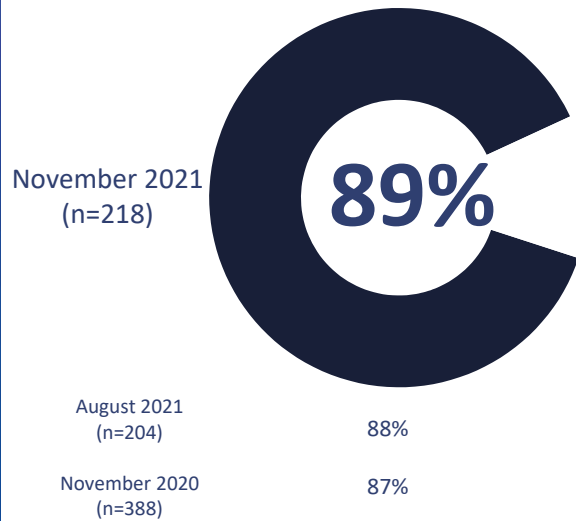


## Wildfire Preparedness Actions Taken

# Wildfire Preparedness

- Nine in ten (89%) have taken actions to prevent or prepare their home or business in the event of a wildfire, consistent with previous results (88%)
- Trimming vegetation around their home or property remains the most common action taken, mentioned by 67% of respondents
- There was a significant increase in customers citing that they prepared an emergency kit compared with August 2021 (12% vs 6%)

## Took Actions to Prevent or Prepare for a wildfire



Actions Taken <i>(among those taking action)</i>	November 2021 (n=194)	August 2021 (n=180)	November 2020 (n=337)
Trimmed vegetation around home or property	67%	71%	89%
Created defensible space	38%	31%	--
Prepared an emergency kit	↑ 12%	6%	9%
Watering/installed watering systems	6%	6%	2%
Prepared an emergency readiness plan and contact information	5%	4%	5%

↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave

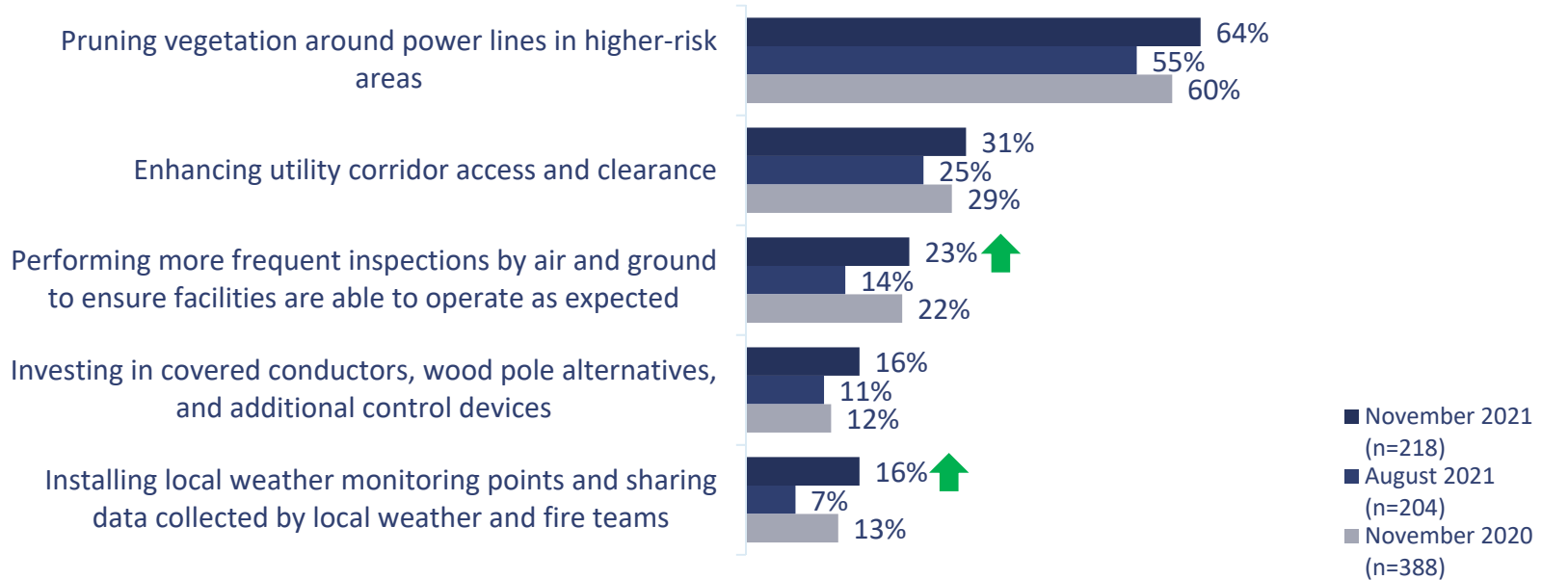


Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire? (n=218; Total)  
 Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=194; Took actions)

# Awareness of Liberty's Efforts

- Consistent with previous results, just under two out of three are aware of Liberty pruning vegetation around power lines in higher-risk areas (64%)
- Significant increases in awareness were noted with respect to performing more frequent inspections by air and ground (23% vs 14%) and installing local weather monitoring points (16% vs 7%)
- **Recallers** remain significantly more likely to mention every effort taken

## Awareness of Liberty's Efforts to Reduce Wildfire Risk



↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave

**Bold** denotes statistically significant difference between Recallers and Non-Recallers



Q7 What efforts by Liberty are you aware of to reduce the risk of wildfire? (n=218; Total)



## Awareness of Public Safety Power Shutoff

# PSPS Awareness

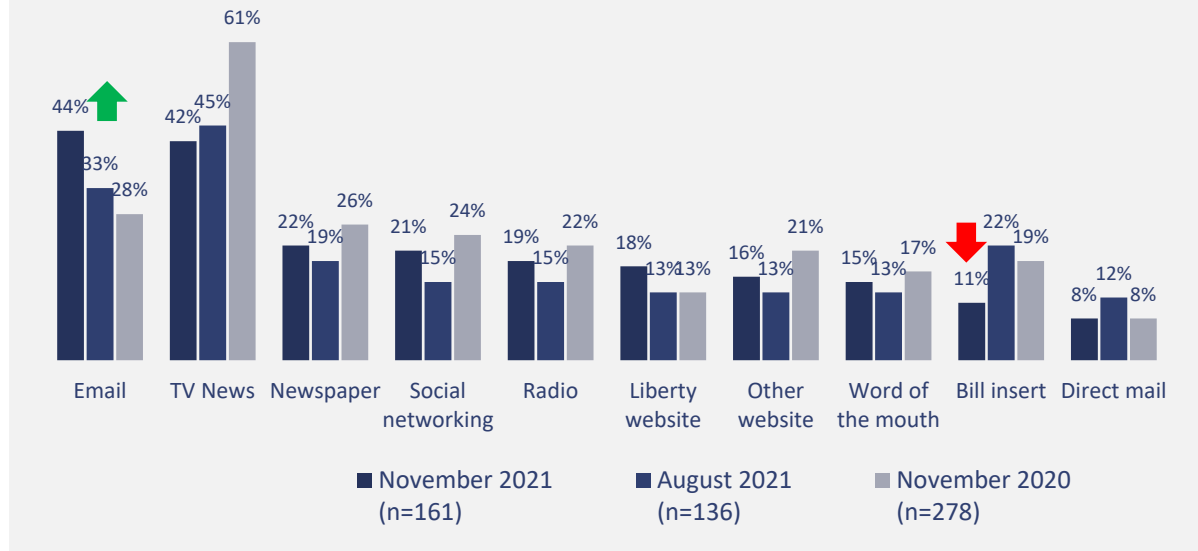
- Three in four (74%) say they recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS,” in line with previous waves; **Recallers** remain significantly more likely than Non-Recallers to be aware of PSPS (**81% vs 52%**)
- Email is now the leading source of PSPS communications, increasing significantly since last wave (44% vs 33%) while bill inserts were cited significantly less (11% vs 22%)

## PSPS Recall



## Sources of PSPS Communications

(among those who recall PSPS)



Q8 In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?" (n=218; Total)  
 Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=161; Recall PSPS Communications)

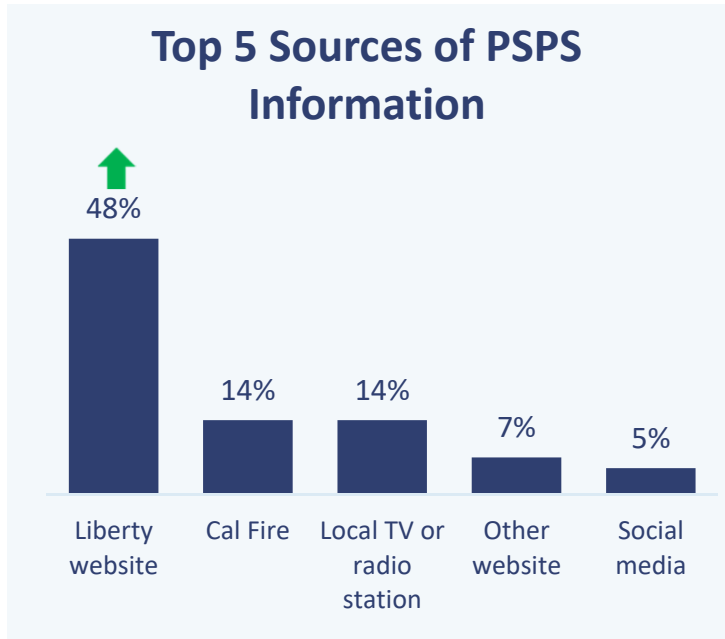
Arrows signify statistical difference at the 95% confidence level compared to the previous wave





# PSPS Awareness & Understanding

- The Liberty website remains the most mentioned source for information about PSPS
- Well over 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” (82%)



## PSPS Understanding

	November 2021 (n=161)	August 2021 (n=136)	November 2020 (n=278)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	82%	79%	89%
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.	65%	71%	67%
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.	52%	58%	45%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	43%	46%	38%



 Arrows signify statistical difference at the 95% confidence level compared to the previous wave

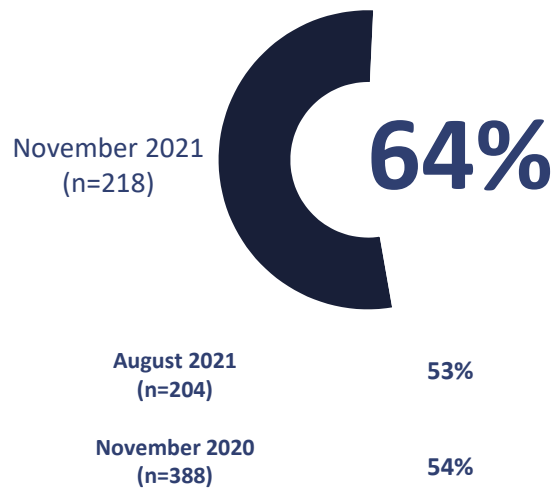
Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=161; Recall PSPS)  
 Q10. What is your understanding of a Public Safety Power Shutoff? (n=161; Recall PSPS)



# Contact Information for PSPS

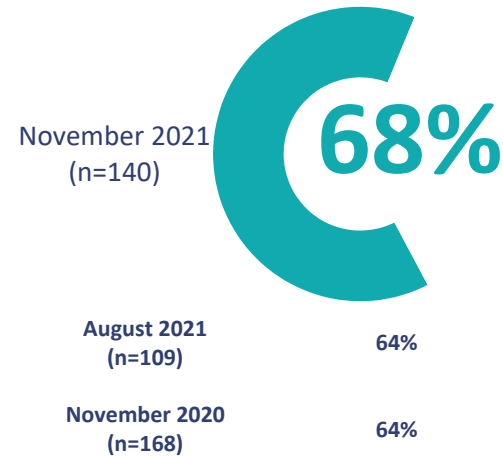
- Just under two thirds (64%) are aware they can update their contact information with Liberty; among **Recallers** awareness is significantly higher than among Non-Recallers (**69%** vs 50%)
- Two thirds (68%) of those aware they can update their information have done so, consistent with August 2021 (64%)

## Awareness of Ability to Update Contact Information for PSPS



## Have Updated Contact Information

(among those aware they can update contact info)



Bold denotes statistically significant difference between Recallers and Non-Recallers

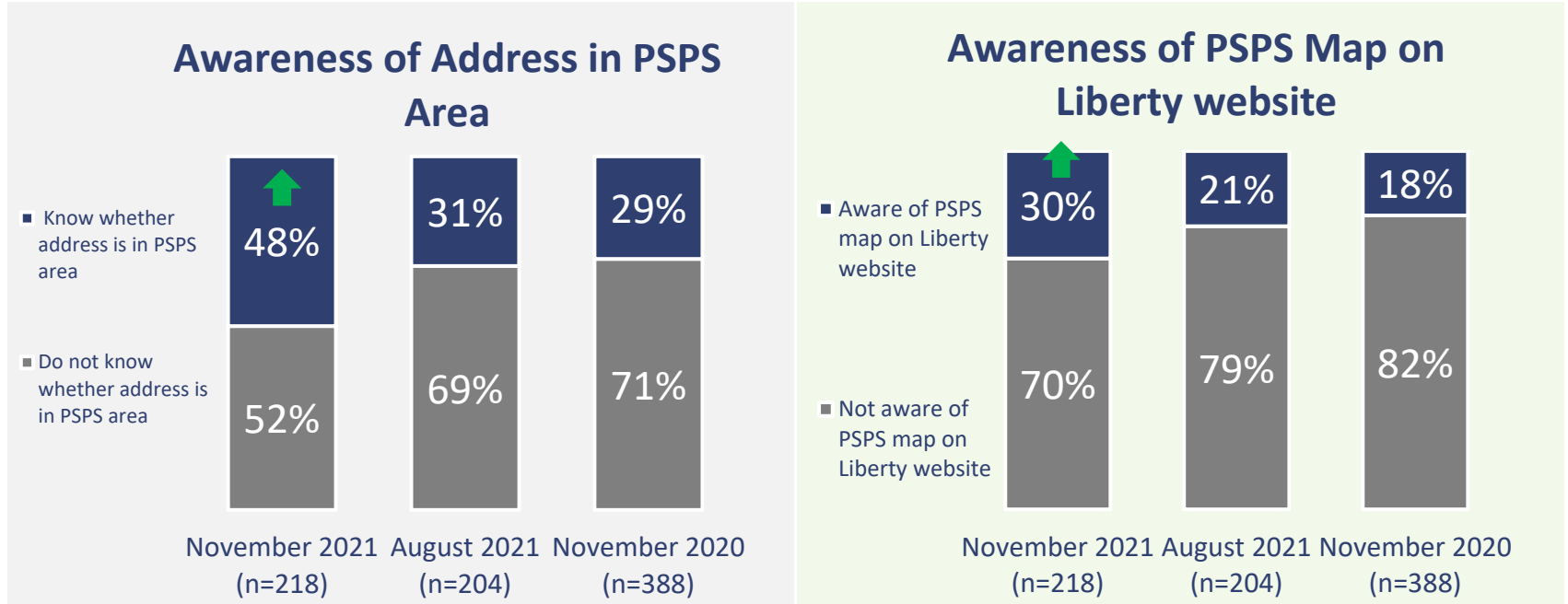
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Q11 Are you aware you can update your contact information with Liberty to receive proactive notification prior to a Public Safety Power Shutoff? (n=218;Total)  
 Q11A Have you updated your contact information with Liberty to receive notifications prior to a Public Safety Power Shutoff? (n=140; Aware of Information Update)



# Awareness of PSPS Location Status



- Nearly half know whether their address is in a PSPS area, a significant increase since August 2021 (48% vs 31%); awareness remains higher among **Recallers** than Non-Recallers (57% vs 21%)
- Significantly more customers are aware of a map on Liberty's website than August 2021 (30% vs 21%); awareness remains higher among **Recallers** than Non-Recallers (36% vs 13%)



Q12  
Q13

Do you know whether your address is located in a Public Safety Power Shutoff area? (n=218; Total)

Are you aware of a map on Liberty's website where you can check whether your address is located in a Public Safety Power Shutoff area and the status? (n=218; Total)



 Bold denotes statistically significant difference between Recallers and Non-Recallers  
 Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Medical Needs and Language Preferences

**Less than one in five (15%)** responded that they **rely on electricity for medical needs**, a 5% decrease from our last wave (20%)

Among **critical customers** the percentage is significantly higher than randomly selected customers (**74%** vs 12%)

**Over half (53%)** of those relying on electricity for medical needs are aware **Liberty provides additional notices** prior to a PSPS event. This group was also significantly more likely to be aware of the PSPS Map (89% vs 39%)

**Over one in four of customers say English is not a primary language (28%)**, a significant increase since last wave (19%), but English remains preferred for communications for most respondents (98%)

- Similar to previous results, compared to the general customer audience, significantly fewer **critical customers** say English is not their primary language (**9%** vs 26%)
- One respondent mentioned Spanish as their preferred language

All but four (98%) state it would not be helpful for them or somebody in their household to receive communication in another language; one respondent mentioned Spanish

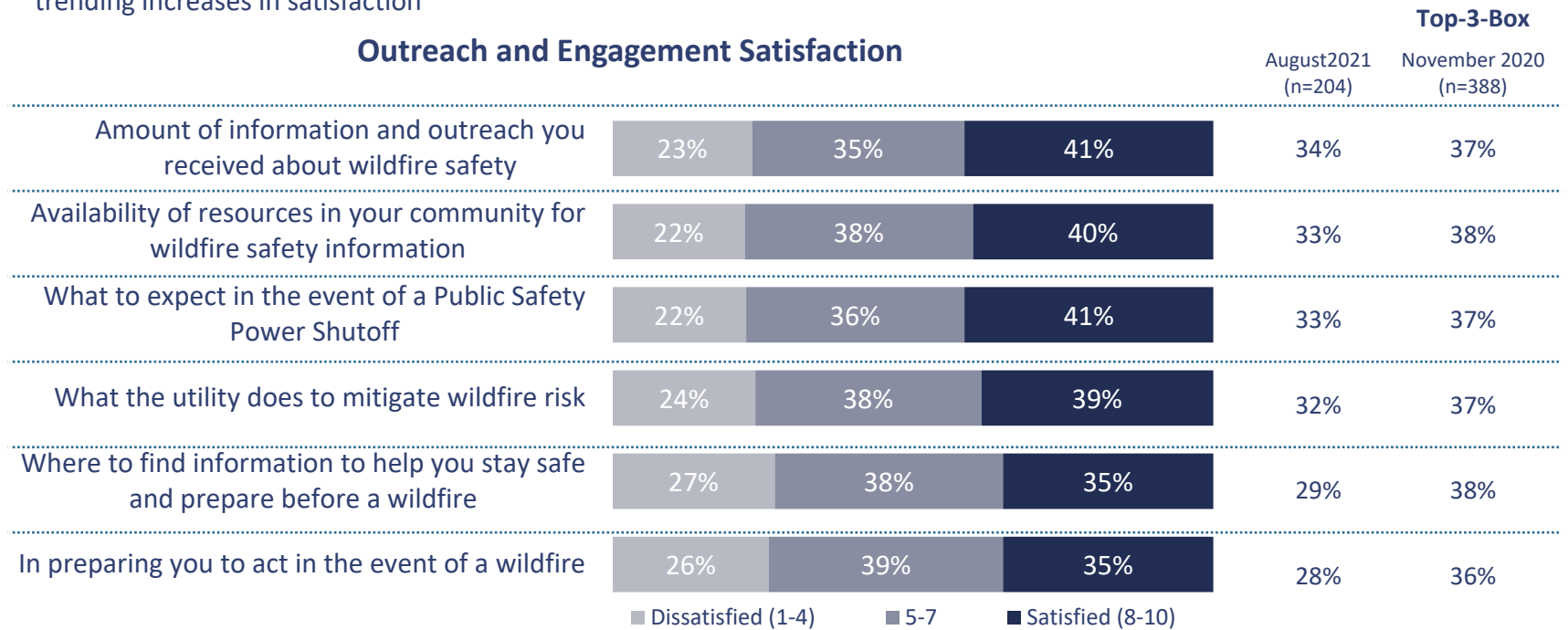


Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=218; Total)  
 Q14A Are you aware that Liberty provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=32; Rely on electricity for medical needs)  
 Q15 Is your primary language other than English? (n=218; Total)  
 Q16. Would it be helpful for you or anyone else in your household to receive communications in another language? (n=218; Total)  
 Q16A. If yes, what would that preferred language be? (n=1; Would be helpful to receive communications in another language)  
 Q16B. What is your preferred language to receive communications? (n=218; Total)

Post-PSPS

# Outreach and Engagement Satisfaction

- Customers remain generally satisfied with the outreach and engagement they receive
- Although changes since August 2021 are not statistically significant, every means of outreach and engagement demonstrated trending increases in satisfaction



↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave  
**Bold** denotes statistically significant difference between Recallers and Non-Recallers

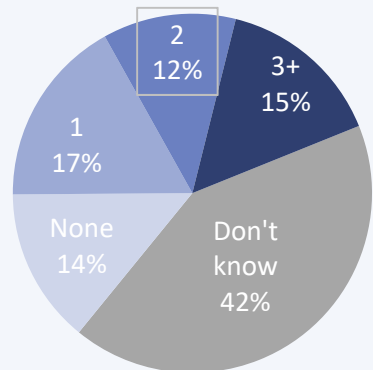
QSAT1. On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you receive? (n=218; Total)



# PSPS Experience and Notifications

- On average, customers indicate receiving two PSPS notifications
- Just under half (49%) say that notifications should be sent if there is any possibility of a PSPS; two in five feel that notifications should only be sent if there is a high likelihood of a PSPS
- One third who have received more notifications than PSPS events said that “false alarms” didn’t affect them (36%), nine people mentioned being more prepared and appreciating notifications

## PSPS Notifications



November 2021  
(n=218)

## PSPS Notifications Perception

Nov 2021  
(n=218)

Notifications should be sent if there is any possibility of a PSPS	49%
Notifications should only be sent if there is a high likelihood of a PSPS	39%
Notifications should only be sent if a PSPS is certain to occur	12%

### “False Alarms” Impact

*“I bought extra gas for my generator, and made sure I knew where batteries, candles, and power cords were.”*

*“It allowed me to prepare for the possibility of a PSPS.”*

*“I would rather be prepared and not need it...not a problem for me.”*

*“Just caused some minor inconvenience in preparation, but happy it didn't occur.”*

QOSAT2. How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year? (n=218; Total)

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=218; Total)

QOSAT5. In what ways did “false alarm” Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally? (n=97; Received more notifications than events)





## Critical Customers Summary



# Key Metrics

	Random Customer (n=375)	Critical Customer (n=47)
Aware of Wildfire Safety Communications	67%	68%
Aware of Communications from Liberty (among those aware)	40%	41%
Took Action to Prevent or Prepare for a Wildfire	88%	91%
Recall PSPS	70%	70%
Would Turn to Liberty Website for PSPS Info	42%	33%
Aware of Ability to Update Contact Info for PSPS	58%	64%
Know if Address is in PSPS Area	39%	47%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	35%	<b>51%</b>
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	45%	<b>71%</b>

Comparisons involving Critical Customers are based on Aug + Nov data due to small sample size

Bold denotes statistically significant difference between Random and Critical Customers



# Demographic Profiles

	Random Customer (n=375)	Critical Customer (n=47)
Gender	Male – 54% Female – 41%	Male – 47% Female – 49%
Age	18-54 – 24% 55-64 – 22% 65+ – 47%	18-54 – <b>13%</b> 55-64 – 21% 65+ – 60%
Median Income	<b>\$120K</b>	57K
Home Ownership	Rent – 7% Own – 86%	Rent – 13% Own – 79%
Primary Language is not English	<b>26%</b>	9%
Responded they Rely on Electricity for Medical Needs	12%	<b>74%</b>

Comparisons involving Critical Customers are based on Aug + Nov data due to small sample size



Bold denotes statistically significant difference between Random and Critical Customers



## CBO Interviews

## CBO Interviews

Four in-depth interviews were conducted with community-based organizations (CBOs) in the Liberty 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 Liberty



# CBO Interviews

## Current Communications

- Recall of communications or information from Liberty about fire safety or PSPS preparedness are limited; most only recall standard customer communications related to wildfire safety or PSPS
- CBOs do engage with Liberty for support with billing assistance, general community well-being in response to the recent fire, and for emergency services, but not much in terms of general awareness and preparation
- The charter of most CBOs is social services-related, and their outreach is generally not about wildfire safety or preparation; they are willing to help reach people, but their focus is on other programs such as AFN, medical baseline, and providing services for hunger, homelessness, domestic violence, etc.
- Social media was commonly mentioned as way to reach the community, along with email, or direct outreach by Liberty; there is an opportunity for them to spread the word through normal interactions with their client base within the community
- Outreach through public school systems is another way they engage with the community, and suggest that it could be beneficial for Liberty to take advantage of that resource

## Spreading the Word

- CBOs are willing to help spread the word about wildfire preparedness, safety, and PSPS events, if provided the necessary resources
  - They are willing to help by handing out flyers, pointing customers to online resources, sharing information via social media, or handing out printed materials
  - Most serve communities particularly vulnerable to PSPS events (such as food insecure, elderly, those with medical conditions, homeless, and victims of domestic violence), and they are willing to help share information and resources during typical interactions with the community
- English and Spanish are the primary languages required
  - English is most common, but there is a significant Spanish-speaking population in the community
  - It was mentioned that translation alone is not enough, and materials need to be reviewed to ensure they are culturally relevant
  - Additionally, it is important for written communications to be simple and easy to understand for people with all levels of reading comprehension



# CBO Interviews

## Useful Information/Resources

- The most effective ways Liberty can support CBOs in preparing the community include:
  - Sharing/creating content that can be shared on social media, either by linking to Liberty or providing content for CBOs to post
  - Sharing accurate information about PSPS events, and providing timely updates as circumstances change
  - Identifying those with medical needs and providing them information to ensure they are able to adequately prepare for a PSPS event or evacuation
  - Providing educational resources about how to prepare for a fire/outage, including evacuation plans (e.g., where to go), prepping a “go” bag, and information about shelters
  - Providing generators and battery backup supplies for temporary shelters (e.g., in schools) that do not have these resources
  - It is important to help people understand where to go in the event of an evacuation or outage, and to make them aware of resources if they do not have transportation or are reliant on electricity for medical needs
- CBOs indicate they can proactively reach out to the community using social media, but they are best equipped to provide links to agencies that are able to provide direct support

## PSPS Events

- One of the primary pain points around PSPS events is the constantly changing nature of the situation
  - CBOs perceive inconsistent or inaccurate information about PSPS events, as there are warnings but no events, etc.
  - Provide as much early notice as possible
  - CBOs state that they would prefer to receive as much communication as possible during the fire season, and if there is any possibility of an event; during the off-season, communication frequency should be monthly or quarterly
  - After the recent fire season, the community is highly concerned about the risk, and generally understanding about the dynamic nature of PSPS and the inconveniences associated
- Specific information about how to prepare for an outage/PSPS event is most useful/relevant
  - General fire safety information is least impactful, as other agencies are already providing that information
  - Information most useful in advance of a PSPS event includes evacuation plans and the content required for a “go” bag
  - Special attention should be paid to those with medical needs and limited transportation options
- In the event of an evacuation, CBOs stress the need for food, water, blankets, and chargers that can be distributed at a shelter, and backup power for temporary shelters





## Demographic Profiles

# Respondent Profiles

<b>Gender</b>	<b>Total</b> (n=218)	<b>Recallers</b> (n=162)	<b>Non-Recallers</b> (n=56)
Male	57%	55%	63%
Female	39%	41%	30%
<b>Age</b>			
18 to 24	<1%	--	2%
25 to 34	2%	1%	5%
35 to 44	7%	7%	9%
45 to 54	12%	<b>15%</b>	4%
55 to 64	21%	23%	14%
65 or over	50%	48%	57%
Prefer not to say	7%	6%	9%

<b>Renter/Homeowner</b>	<b>Total</b> (n=218)	<b>Recallers</b> (n=162)	<b>Non-Recallers</b> (n=56)
Own	85%	86%	82%
Rent	7%	7%	9%
Prefer not to say	6%	6%	9%
<b>Household Income</b>			
Less than \$20,000	1%	2%	--
\$20,000 to \$39,999	6%	4%	13%
\$40,000 to \$59,999	6%	6%	7%
\$60,000 to \$89,999	8%	9%	5%
\$90,000 to \$129,999	16%	15%	16%
\$130,000 to \$199,999	11%	12%	5%
\$200,000 or more	18%	16%	23%
Prefer not to say	34%	35%	30%



Q17 What is your gender? (n=218; Total)  
 Q18 What is your age category? (n=218; Total)  
 Q19 Do you own or rent your home? (n=218; Total)  
 Q20 Which of the following best describes your annual household income? (n=218; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



**Attachment 3**

**Liberty's General Procedure – Emergency Management Plan**



933 Eloise Avenue  
 South Lake Tahoe, California  
 96150  
 530-541-1949

**GENERAL PROCEDURE**

Proc. #: **8800-100-300-007**

Description: Emergency Management Plan

Revision #: 6 Page: 3 of 21

- i. Relaying messages regarding governmental representatives' concerns, offers of assistance, etc.
  - ii. To accomplish these tasks Liaison functions have been divided and assigned to four key staff members. They include a Public Safety Partner/Critical Infrastructure Liaison, a Regulatory Liaison, a Community Based Organizations (CBO) Liaison, and an AFN Liaison. The Public Safety Partner Liaison is responsible for updating our Public Safety Partner and Critical Infrastructure contacts on an ongoing basis, and they work to make sure that all are contacted in an event. The Regulatory Liaison from our Regulatory Department is responsible for coordination and notifications to CPUC and CalOES to include any required OES and California State Warning Center notifications and organizing, the State Executive Briefings during PSPS events. CBO Liaison responsibilities are held by the Community Relations Officer who coordinates with key businesses on a regular basis and organizes CBO briefings during an event. The AFN Liaison position is assigned to the Business and Community Development Officer who works with our AFN and Tribal customers and Community Resource Center (CRC) organization on a regular basis. During an event the AFN Liaison is responsible for AFN coordination and coordination our CRC response if CRCs are activated.
- b. Emergency Response Liaison: This position provides a link between the utility and external agencies to provide information regarding any impacts the event may have on the utility's ability to provide/restore service. Roles and responsibilities include:
- i. Communicating with local, state, and federal emergency managers and emergency operation centers to keep them apprised of the status of event(s), and assist in the coordination of emergency response efforts as necessary;
  - ii. Assisting in coordination and communication with other utilities, local or regional government entities, and emergency response agencies as necessary; and
  - iii. Providing guidance and strategy in company emergency response plans, centers and procedures.
- c. Operations Section Chief: This position is responsible for the management of all tactical operations directly applicable to the emergency response, provides direction to the frontline field personnel in damage assessment and priorities, and requests resources necessary to restore service. Areas of responsibility include distribution, transmission, emergency generation, and customer service.
- d. Logistics Section Chief: This position is responsible for providing the equipment, supplies, and personnel required to respond to the emergency. This position may engage contract or mutual aid services in support of the emergency and schedules manpower or resources to cover additional emergency operations periods.
- e. Planning Section Chief: This position provides analysis of emergency information and situations and develops plans to be used during the response and recovery operations to fully return electric service as quickly as possible for the least cost. This position also facilitates implementation of action plans.
- f. Financial/Regulatory Section Chief: This position is responsible for making funds available as needed for the emergency. This position is also responsible for tracking costs and maintaining records throughout the event.
- g. Logistics Services Leader: This position provides any support services necessary to manage the emergency situation, including human resources and administrative support.

**Attachment 4**

**Liberty's De-Energization Improvement Items**

## LIBERTY UTILITIES DE-ENERGIZATION IMPROVEMENT ITEMS

Observation	Corrective Action	Observed Consequences
<p>Include Regulatory Affairs and Legal as Incident Command Team advisors from the start of the incident.</p>	<p>Add Regulatory Affairs and Legal to the IMT PSPS activation list.</p>	<p>Subject Matter Experts readily available</p>
<p>Submission of the OES California State Warning Center (CSWC) Notification Form and coordinating the State Executive Briefing overloads the Liaison, preventing them from performing Liaison functions.</p>	<p>Assign responsibility for OES/CSWC Notification and State Executive Briefing to Regulatory Affairs. Notate this in the PSPS playbook.</p>	<p>Additional expertise and better division of labor</p>
<p>Need to streamline the Incident Management Team (IMT) Meetings.</p>	<p>The IC will meet with the Executive Steering Committee (ESC) prior to IMT meetings. The IC and ESC will review the weather briefing to make decisions on go/no go for PSPS and messaging. IMT meetings will be for report outs and to inform the IMT on regarding the IAP. Notate Battle Rhythm change in the PSPS Playbook.</p>	<p>This was used with successful results during the December 2022 Winter Storm</p>
<p>Need to consolidate the Comms and Operations PSPS playbooks.</p>	<p>Explore consolidating the Communications and Operations PSPS playbooks. Consider contracting with Randall Communications</p>	<p>Ongoing. Completion and updates to be completed by contractor by April 30.2022</p>
<p>It was difficult to confirm notifications to Medical Baseline (MBL) customers. They are not pressing "1" to confirm receipt of message.</p>	<p>Train MBL customers to press "1" to confirm receipt of notification.</p>	<p>Better confirmation of MBL notifications</p>

<p>Field personnel need to have hard copy maps available to them with info on cut outs and laterals. Engineering has electronic maps, but they are not printed out.</p>	<p>Have a supply of maps printed in the event of a PSPS.</p>	<p>Better documentation</p>
<p>The public is not aware that PSOM and PSPS can occur at the same time.</p>	<p>Add to public workshops and Town Hall presentations that PSPS and PSOM can occur at the same time.</p>	<p>Improved customer knowledge</p>
<p>There is currently no way to identify Spanish speakers in Everbridge. If messages are texted in both Spanish and English the content is too long.</p>	<p>See if Everbridge telephone calls can add a "press 2 for Spanish" feature.</p>	<p>This resulted in improved communications with our Spanish speaking population</p>
<p>The was some confusion between the Public Safety Partner, Critical Facilities, and CBO customer lists.</p>	<p>Identify one owner of the following lists:</p> <ul style="list-style-type: none"> <li>-Public Safety Partners</li> <li>-Critical Facilities</li> <li>-CBOs</li> </ul> <p>Identify where they are stored and have them in a format compatible with Everbridge.</p>	<p>This resulted in better lists and a better division of labor</p>

**Attachment B**

**PSPS Education and Outreach Cost (01/01/2021 through 12/31/2021)**

**Education and Outreach Cost**

For Reporting Period: From 01/01/2021 Through 12/31/2021

PSPS E&O Program Type	E&O Program Description and Method	Approximate Number of People Reached	Cost Incurred By IOU	Names of Entities (IOU, CBO, etc.)	Costs Incurred By Other Entities	Total Cost for (Prior Year)
Outreach Content Development	Digital and video content design, as well as strategic support for media outreach.	All customers in service territory	\$50,607	Randle Communications	\$0	\$50,607
E&O Surveys	Randomly targeted surveys conducted by web or phone to measure public awareness of messaging related to PSPS.	Approximately 400	\$28,528	Market Decisions Corporation, DBA MDC Research	\$0	\$28,528
Digital Outreach and Advertising	Distribution of website resources, digital ads, radio ads, and social media to inform customers of community events and resources.	All customers in service territory	\$15,283	Creative Concepts Media & Marketing	\$0	\$15,283
Print Outreach and Advertising	Distribution of bill inserts and print ads to inform customers of community events and resources.	All customers in service territory	\$6,015	ACP Publications & Marketing	\$0	\$6,015
Other	Misc.	N/A	\$1,664		\$0	\$1,664
<b>Total</b>			<b>\$102,097</b>		<b>\$0</b>	<b>\$102,097</b>