

APPENDIX D

Wildfire Messaging Awareness

March 2024



Prepared by

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MDC Research

Objectives & Methodology

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

Specific research objectives include:

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

Target Audience

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

Methodology

- This study was conducted using a mix of online and phone surveys
- Surveys available to customers in English and Spanish
- A total of 465 surveys, including 30 from critical customers, were completed between March 3 and March 17, 2024
 - Phone: 80 completed surveys
 - Web: 385 completed surveys

Key Findings

55% are aware of wildfire safety communications, down from November 2023 (77%). Pacific Power remains the primary sources for wildfire preparedness information, and **personal preparedness** (65%) and **vegetation management** (47%) are the most common messages recalled, the latter up significantly from November 2023 (40%)

Email, the Pacific Power website, and social media are the most common channels for wildfire communications, though mentions of **email** are down significantly when compared with November 2023 (43% vs. 54%).

The Pacific Power website, bill inserts, email, and other websites are considered the clearest sources for information about wildfire preparedness, with the **Pacific Power website** considered most useful.

53% are aware of their ability to contact Pacific Power for wildfire safety information, but only 7% of those aware have done so. Of those who have contacted, vegetation management (41%) and personal preparedness (41%) are the most common topics discussed, and all received the information needed.

67% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire, down significantly from November 2023 (75%). **Trimming vegetation around properties** remains the most common action taken, up significantly from November 2023 (74% vs 66%). Creating a defensible space is the second most common action taken (21%).

60% are aware of Pacific Power's efforts to prune vegetation around power lines in higher-risk areas, which remains the most common effort recalled. Recallers remain more likely than Non-Recallers to be aware of Pacific Power's efforts to reduce the risk of wildfire.

57% recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," which is down significantly from November 2023 (66%). **Email** is the main source of PSPS communication, though decreased significantly from November 2023 (35% vs 47%). **Recallers** are significantly more likely than Non-Recallers to mention the Pacific Power website (28% vs 13%), family, friends, co-workers (19% vs 10%), and newspaper (15% vs 5%).

80% understand the following statement about PSPS: "for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather."

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

Half of respondents (51%) agree that **notifications should be sent if there is any possibility of a PSPS**, and another 38% say **notifications should be sent if there is a high likelihood**.

Satisfaction with half of outreach and engagement decreased from November 2023, but remains higher than March 2023. Two fifths of customers indicate they are satisfied with each type.

Awareness of Pacific Power's Generator Rebate Program continues to remain higher than results from one year ago. One third (34%) indicated they were aware of the program in March 2024 and in November 2023, up from 8% in March 2023 and 7% in November 2022. Of the **customers aware of Pacific Power's Generator Rebate program, 39% heard of the program through the Pacific Power website, though email is the preferred source of information.** Whether customers qualify for a rebate is the topic customers consider to be most important.

Just under three fifths (56%) are aware of the ability to update their contact information with Pacific Power to receive notifications prior to PSPS events, down significantly from November 2023 (64%). 70% of those aware report updating their information.

Just over half (55%) are aware of Pacific Power's website where information on PSPS events may be found, a significant decline compared with November 2023 (63%).

Of those relying on electricity for medical needs, more than one quarter (36%) are aware Pacific Power provides additional notices.

2% say it would be helpful for them or anybody else in their household to receive communication in another language, with Spanish most commonly mentioned.

Recommendations

Evaluate the off-season communication strategy to identify ways to remain relevant during cold or wet months. Even after a spike in communication awareness in November 2023, likely driven by fire activity, awareness is now down to typical pre-season levels. Recall of email messages is down from November while other information channels remain consistent, suggesting either a reduction in email cadence or decreased relevance; email remains a top preference for communications.

Consider adapting the messaging around vegetation management, local emergency services, medical needs, and CPUC designation of high wildfire threat areas to other topics. These metrics have all increased since November 2023, but recall did not show significant increases in November 2023, suggesting that communication strategy rather than recent fire experience may have driven the increased awareness.

Continue efforts to promote the Generator Rebate Program. Awareness remains at levels seen in November 2023 when awareness increased dramatically, and programs involving generators have the potential to offer year-round relevance due to winter storms.

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

Maintain efforts to leverage local organizations or community centers to reach the community. Also consider a booth at local events (e.g., county fairs) where flyers can be handed out and encourage word of mouth.

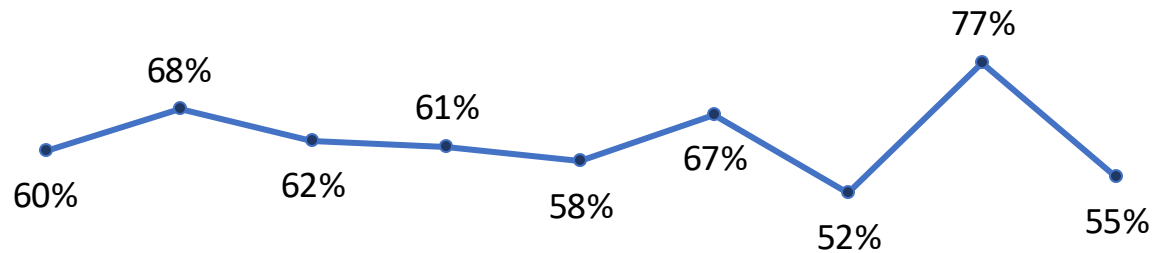
Recall of PSPS is down from November 2023, but remains higher than the past 2 pre-season waves. While important to continue efforts through email, social media, and TV news to maintain awareness, additional off-season emails about being prepared in the event of an outage due to PSPS or winter weather could potentially help keep communications relevant during the winter.

Continue efforts to educate the public about the steps Pacific Power is taking to mitigate the risk of wildfires, that a shutdown is the last resort, and that Pacific Power is committed to restoring power as quickly as safely possible. Additionally, consider messaging about Pacific Power's efforts in responding to the 2023 fires.

Wildfire Safety Communications Awareness

- Just over half (55%) say they have seen or heard communications about wildfire safety in the past year, significantly lower than November 2023 (77%) and consistent with March 2023 findings
- Recallers are more likely than Non-Recallers to be male (44% vs 32%), while Non-Recallers are more likely to be female (63% vs 52%) and age 18–54 (30% vs 21%)

Communication Awareness



May 2020 (n=712) November 2020 (n=595) August 2021 (n=589) November 2021 (n=579) March 2022 (n=581) November 2022 (n=576) March 2023 (n=687) November 2023 (n=549) March 2024 (n=465)

	Recallers (n=256)	Non-Recallers (n=209)
Gender	Male – 44% Female – 52%	Male – 32% Female – 63%
Age	18-54 – 21% 55-64 – 20% 65+ – 56%	18-54 – 30% 55-64 – 19% 65+ – 48%
Median Income	\$49K	\$40K
Home Ownership	Rent – 21% Own – 75%	Rent – 23% Own – 70%
Primary Language is not English	11%	12%
Responded they Rely on Electricity for Medical Needs	25%	27%

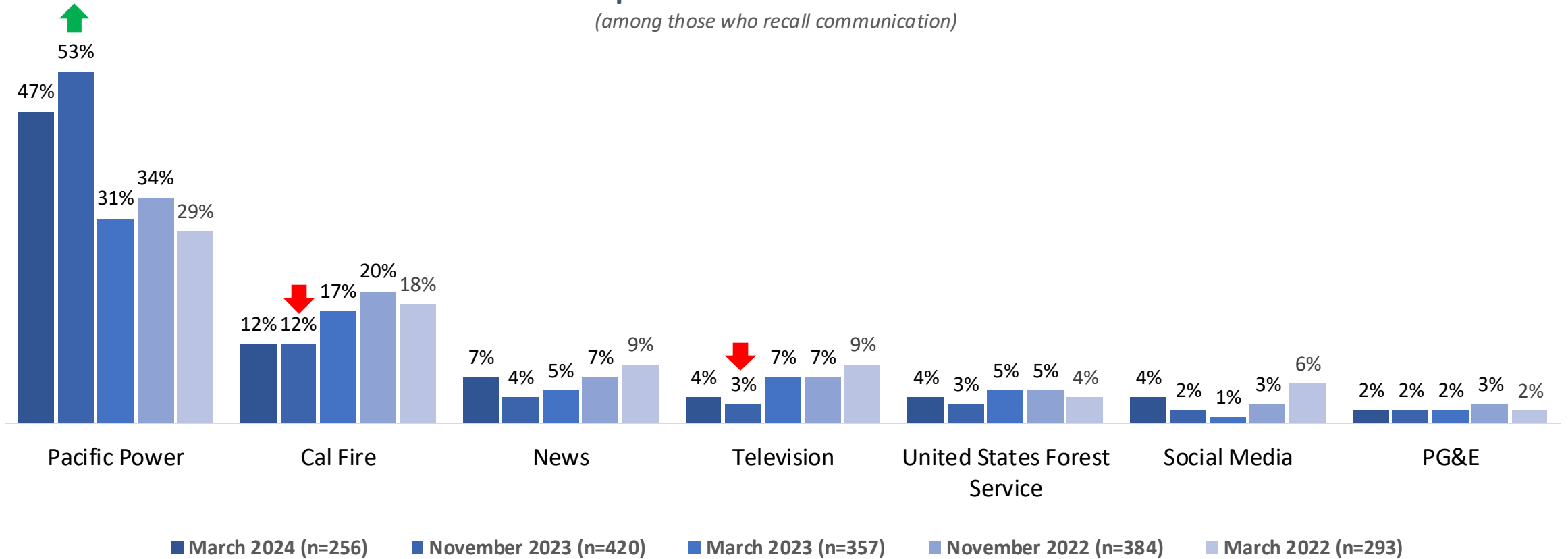
Communication Recall (among those aware of communications)



Sources of Wildfire Preparedness Communications

- Pacific Power remains the most mentioned source of communication about wildfire preparedness (47%) though mentions of Pacific Power are slightly lower than in November 2023 (53%)

Wildfire Preparedness Communications Sources
(among those who recall communication)



Wildfire Preparedness Communications Messages

- Since November 2023, a significant increase has been seen for messages concerning vegetation management (47% vs 40%), local emergency services – resources (39% vs 32%), planning for medical needs (33% vs 22%), and CPUC designation of high wildfire threat areas (30% vs 20%)

Communications Messages Recalled

(among those who recall communication)


		Nov 2023 (n=420)	March 2023 (n=357)	Nov 2022 (n=384)	March 2022 (n=293)
Personal Preparedness	65%	59%	61%	62%	61%
Vegetation Management	47% ↑	40%	57%	52%	65%
Public Safety Power Shutoff – De-Energization of Power	46%	53%	31%	33%	32%
Local Emergency Services – Resources	39% ↑	32%	34%	36%	32%
Pacific Power's Wildfire Mitigation Plan	35%	35%	28%	30%	25%
Medical Needs – Plan for any medical needs	33% ↑	22%	20%	19%	24%
Notifications & Updating Customer Information	32%	36%	28%	29%	24%
Community Resource Centers	31%	30%	24%	25%	19%
Local Emergency Services – Support Tools	31%	29%	25%	30%	27%
CPUC designation of high wildfire threat areas	30% ↑	20%	26%	22%	21%
Offering a Generator Rebate Program	26%	24%	3%	3%	Added Nov 2022
Enhanced Wildfire Safety Settings	20%	23%	17%	15%	Added Nov 2022
System Hardening	13%	12%	10%	8%	6%

Information Channels for Wildfire Communications

- Just over two in five respondents mention email (43%), a significant decrease since November 2023
- Those 65 years of age or older are more likely than those 18-44 years of age to mention the Pacific Power website, TV news, bill inserts, and newspapers (37% vs 19%, 33% vs 6%, 22% vs 6%, 16% vs 3%; respectively)

Information Channels for Wildfire Preparedness Communications

(among those who recall communication)

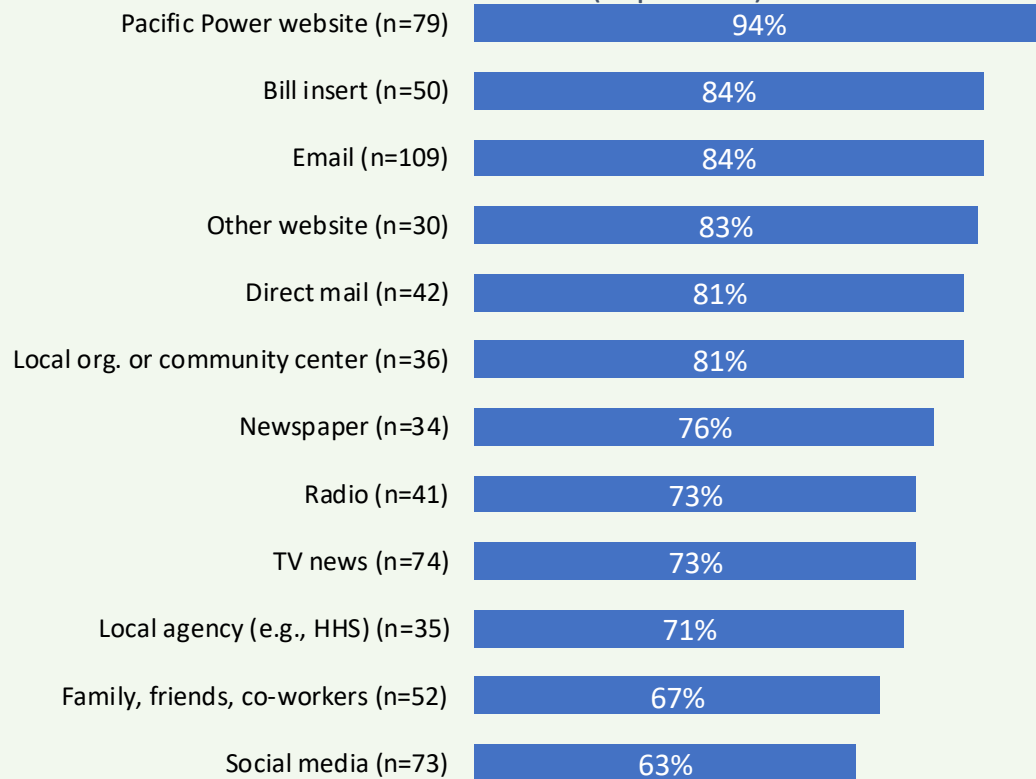
		Nov 2023 (n=420)	March 2023 (n=357)	Nov 2022 (n=384)	March 2022 (n=293)
Email	43% 	54%	36%	40%	29%
Pacific Power website	31%	30%	25%	23%	28%
Social Media	29%	31%	31%	34%	36%
TV News	29%	25%	32%	32%	38%
Family, friends, co-workers	20%	16%	18%	17%	17%
Bill insert	20%	14%	20%	18%	16%
Radio	16%	21%	13%	12%	26%
Direct mail	16%	18%	21%	24%	15%
Local agency (e.g., HHS)	14%	14%	Added November 2023		
Local organization or community center	14%	12%	14%	10%	13%
Newspaper	13%	9%	12%	17%	22%
Other website	12%	8%	5%	4%	21%
Community meeting or event	11%	13%	13%	11%	--

Information Usefulness and Clarity

- The Pacific Power website is rated highest in terms of clarity (94%), followed by bill inserts (84%) and email (84%)
- With respect to usefulness, the Pacific Power website (89%) is most useful, followed by other websites (87%), emails (83%), and local agencies (83%)

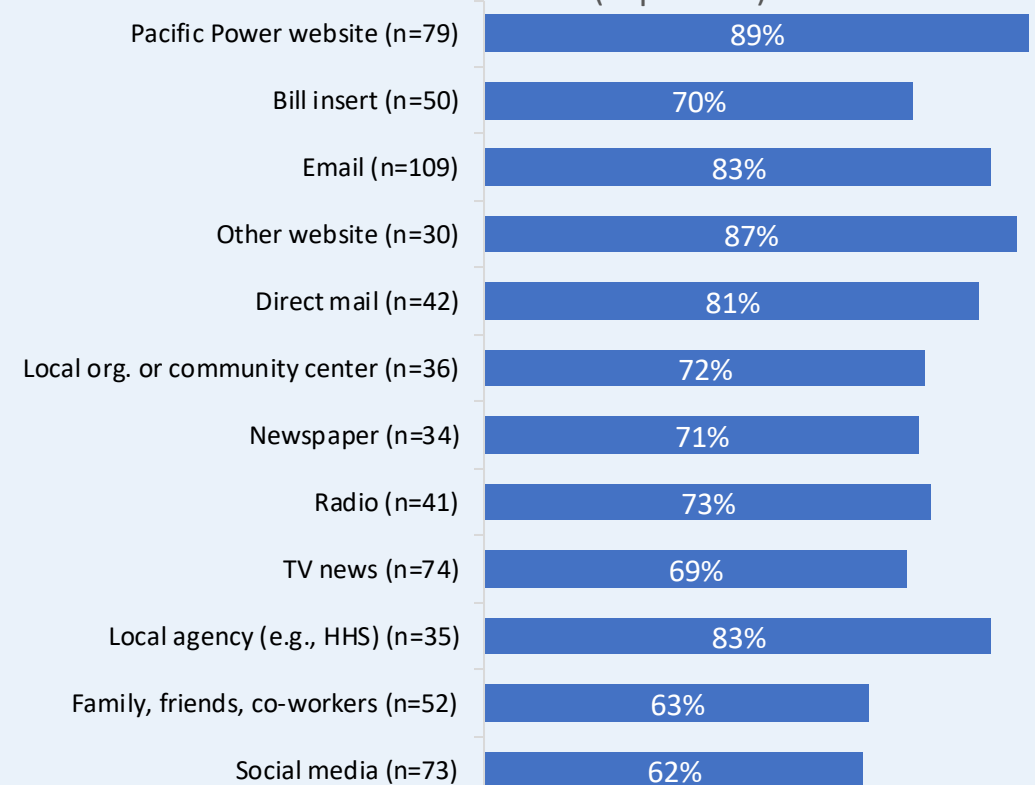
Clarity

(Top-2-Box)



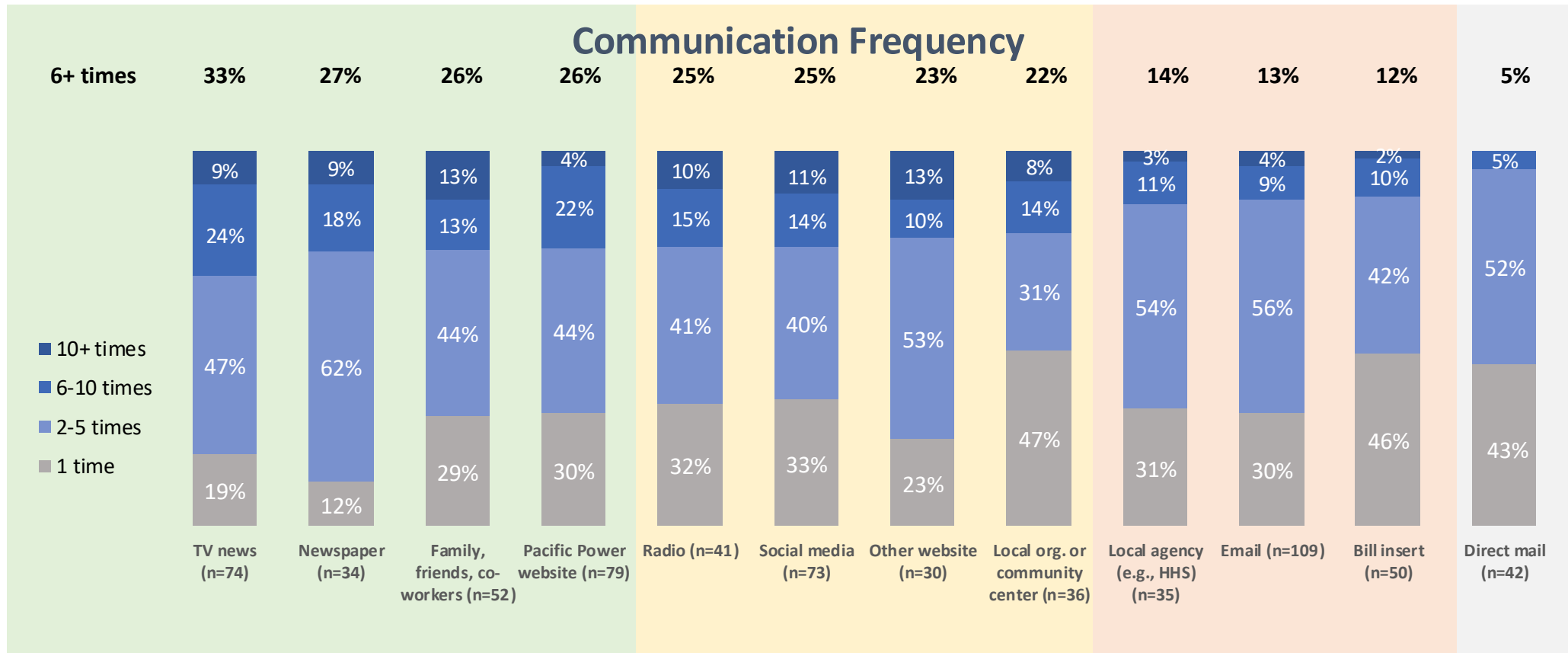
Usefulness

(Top-2-Box)



Communication Frequency

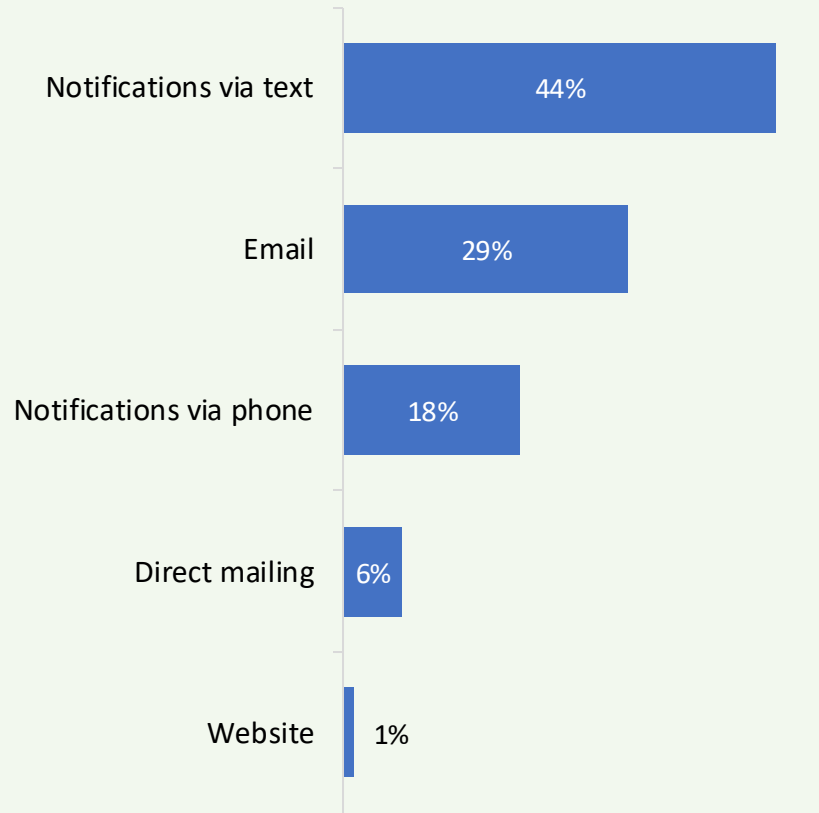
- Respondents say they most frequently see or hear messages about wildfire preparedness from TV news, newspaper, family, friends, coworkers, and the Pacific Power website



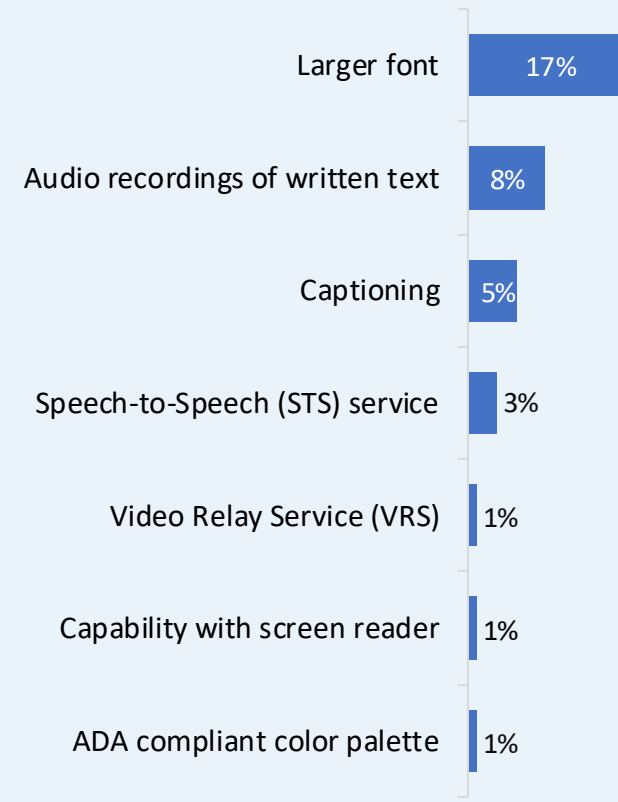
Effective and Helpful Communication

- Notifications via text are considered the most effective form of communication from Pacific Power (44%) followed by email (29%); larger font is considered the most helpful (17%) element that could be incorporated

Most Effective Communications



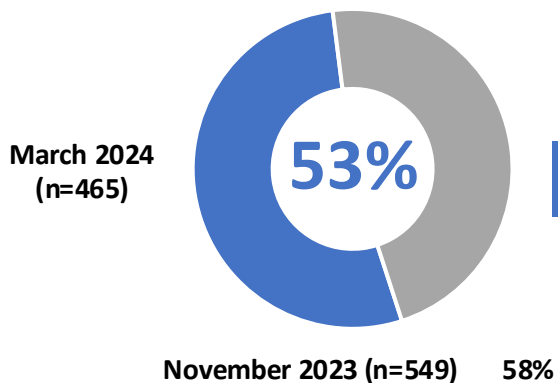
Helpful Elements



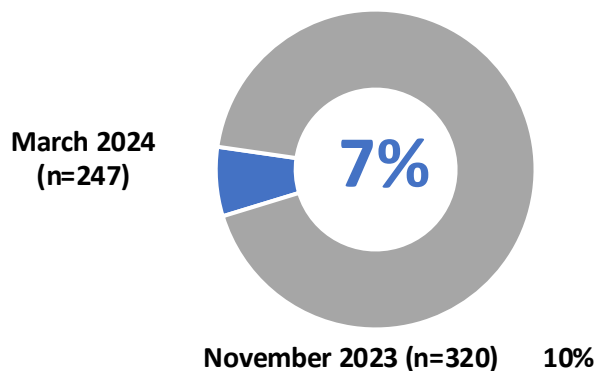
Awareness and Use of Pacific Power Information

- Over half (53%) are aware they can contact Pacific Power for wildfire safety information
- Of those aware, 7% have contacted Pacific power for wildfire safety information
- Among those who have contacted, vegetation management and personal preparedness are the most common topics discussed, and all report they received the information needed

Awareness of Ability to Contact Pacific Power for Wildfire Safety Information



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



Received Needed Information	March 2024 (n=17)
Yes	100%
No	--

Wildfire Topics Discussed

(among those who contacted Pacific Power)

March 2024 (n=17)

Vegetation Management	41%
Personal Preparedness	41%
Medical Needs – Plan for any medical needs	35%
Local Emergency Services – Resources	29%
Pacific Power’s Wildfire Protection Plan	29%
Notifications & Updating Customer Information	29%
Public Safety Power Shutoff – De-Energization of Power	18%
Local Emergency Services – Support Tools	18%
Fire High Consequence Areas	18%
Free Portable Battery Program	18%
Elevated Fire Risk (EFR) settings	12%
Generator Rebate Program	12%
Community Resource Centers	6%
Weather Stations	6%



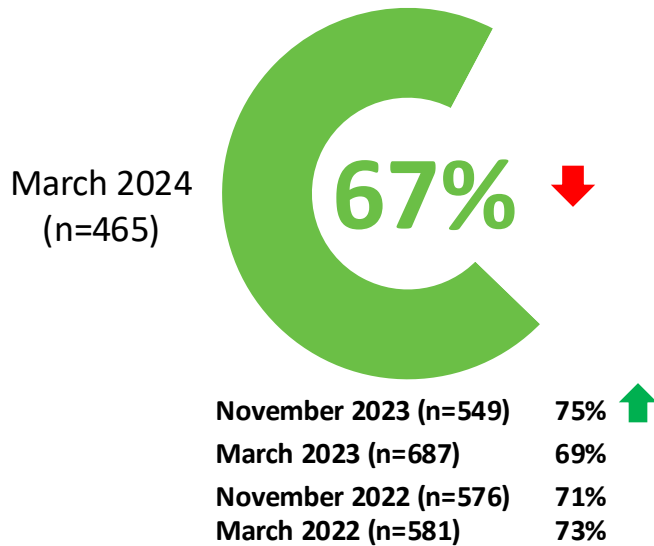
Wildfire Preparedness Actions Taken



Wildfire Preparedness

- Almost seven in ten (67%) say they have taken actions to prevent or prepare their home or business in the event of a wildfire, significantly lower than in November 2023 (75%); those with income higher than \$40k and those who own their home are significantly more likely than those with lower incomes and those who rent to have taken actions (72% vs 60% and 74% vs 47%, respectively)
- Random customers, AFN customers, and those above the age of 65 are significantly more likely than Critical customers, non-AFN customers, and those under the age of 65 to have trimmed vegetation around their home or property (76% vs 50%, 77% vs 57%, 81% vs 61%; respectively)
- No customers mentioned participating in a generator rebate program this wave, down from <1% in March 2023 and 8% in November 2022

Took Actions to Prevent or Prepare for a wildfire



Actions Taken

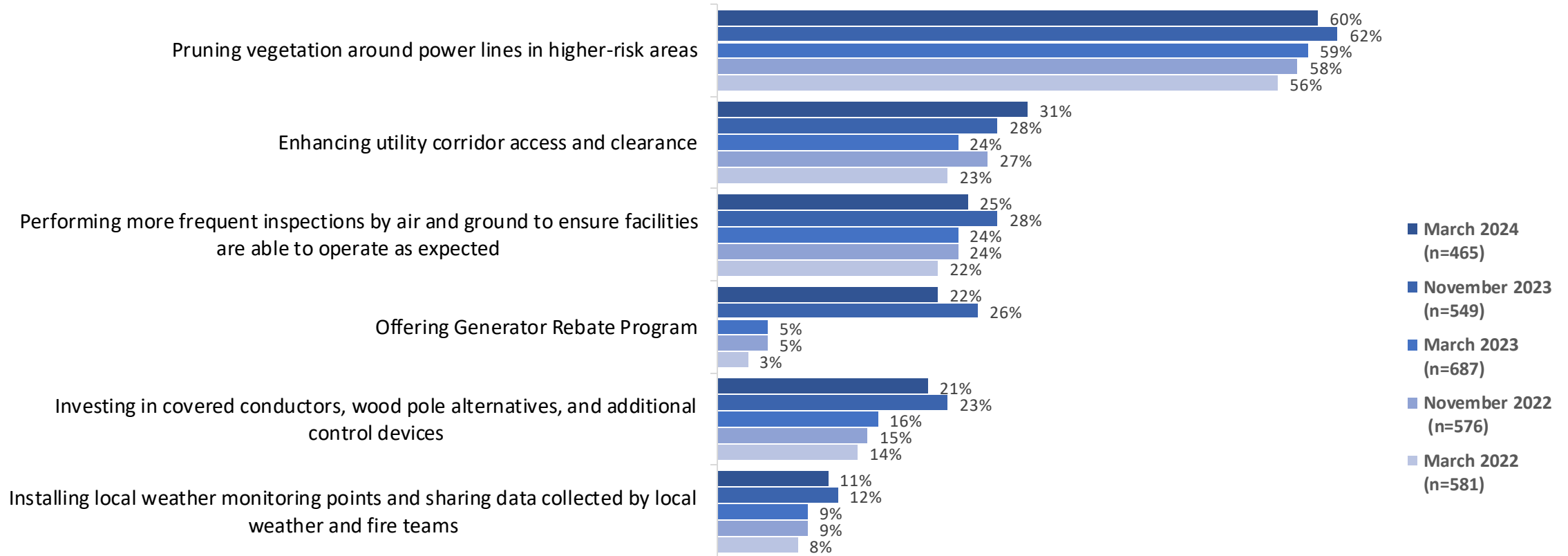
(among those taking action)

Actions Taken	Total				
	March 2024 (n=313)	Nov 2023 (n=414)	March 2023 (n=474)	Nov 2022 (n=408)	March 2022 (n=423)
Trimmed vegetation around home or property	74% ↑	66%	71%	69%	71%
Created defensible space	21%	21%	27%	26%	34%
Prepared an emergency kit	9% ↓	14%	10%	12%	12%
Purchased/readied a generator	7%	7%	2%	--	--
Watering/installed watering systems	5%	6%	6%	5%	10%
Prepare to evacuate/exit plan	5%	5%	8%	8%	--

Awareness of Pacific Power's Efforts

- Awareness of Pacific Power efforts to reduce the risk of wildfire is consistent with 2023 findings
- Pacific Power pruning vegetation around power lines in higher-risk areas remains the most recalled effort (60%)
- Recallers remain significantly more likely than Non-Recallers to be aware of all Pacific Power efforts to reduce the risk of wildfire

Awareness of Pacific Power's Efforts to Reduce Wildfire Risk

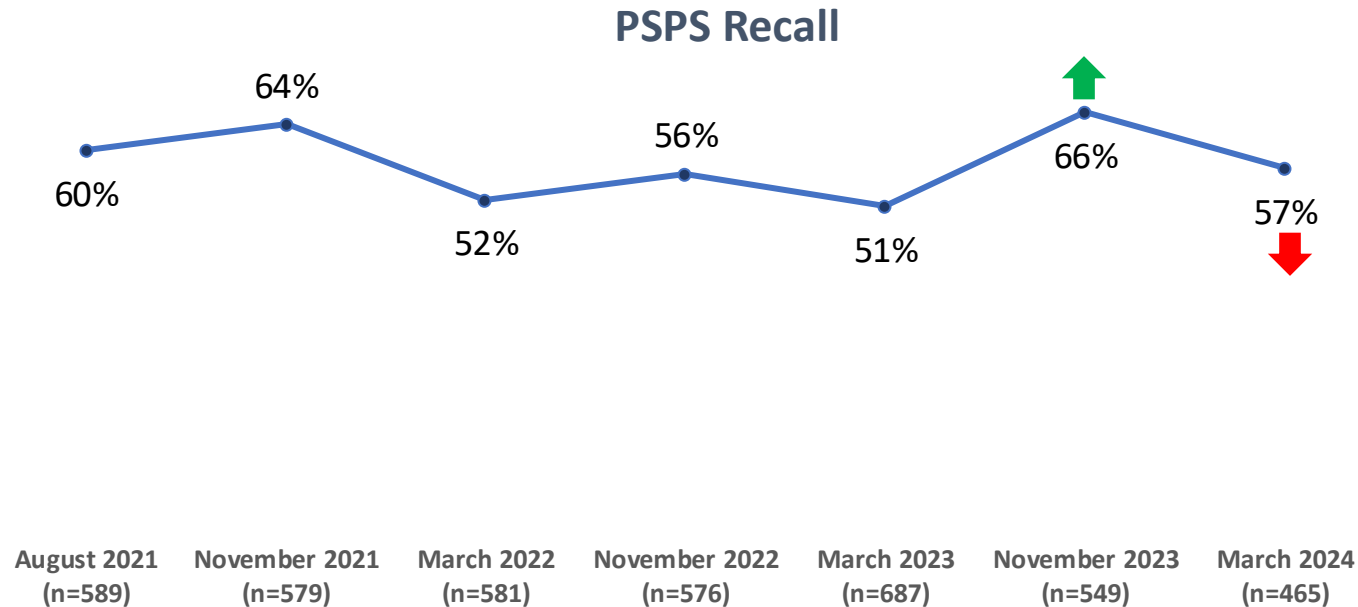




Awareness of Public Safety Power Shutoff

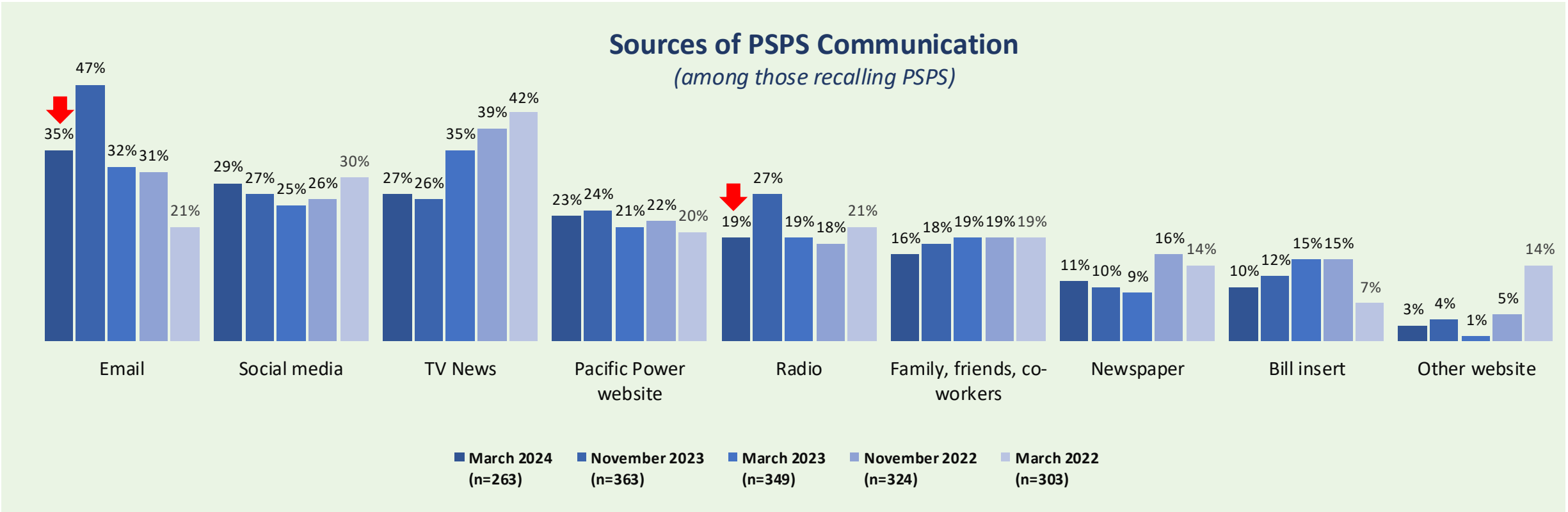
PSPS Awareness

- Almost three-fifths (57%) indicate seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," significantly lower than in November 2023 (66%)
- Recallers, customers with medical needs, and those who own their home are significantly more likely to be aware of PSPS than Non-Recallers, customers without medical needs, and those who rent (66% vs 44%, 66% vs 53%, 60% vs 46%; respectively)



PSPS Awareness Sources

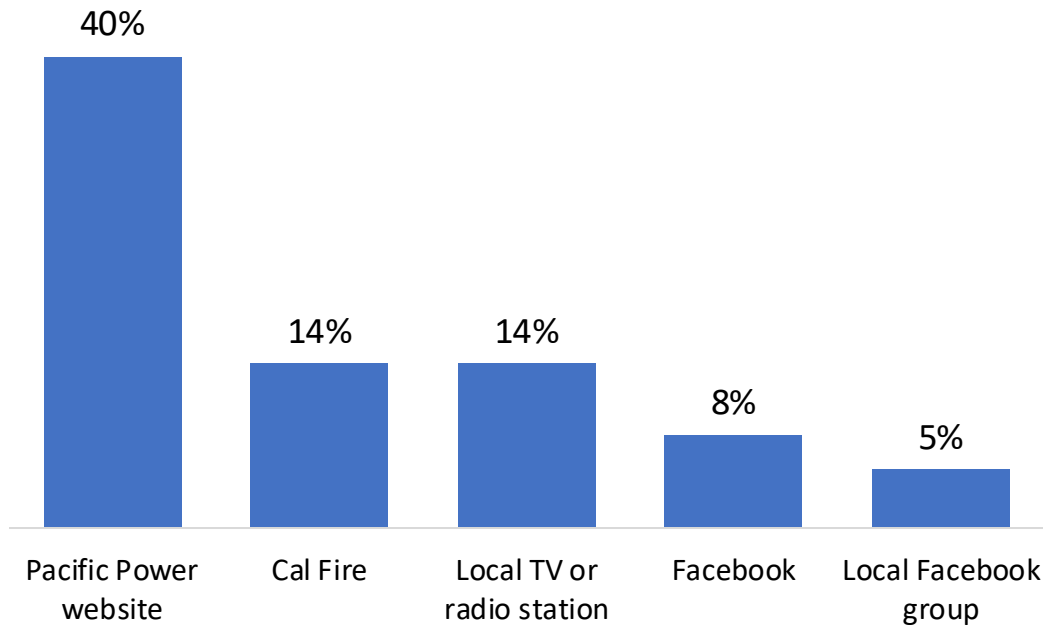
- Email is the main source of PSPS communication but is mentioned at a significantly lower rate than in November 2023 (35% vs 47%); Recallers are significantly more likely than Non-Recallers to mention the Pacific Power website (28% vs 13%), family, friends, co-workers (19% vs 10%), and newspaper (15% vs 5%)
- Mentions of radio are also significantly lower than in November 2023 (19% vs 27%)



PSPS Awareness & Understanding

- The Pacific Power website remains the main source customers would turn to for PSPS information (40%)
- Consistent with previous waves, of those aware, three quarters understand that a PSPS means “for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather” (80%)
- Understanding of PSPS events is consistent between Recallers and Non-Recallers

Top 5 Sources of PSPS Information



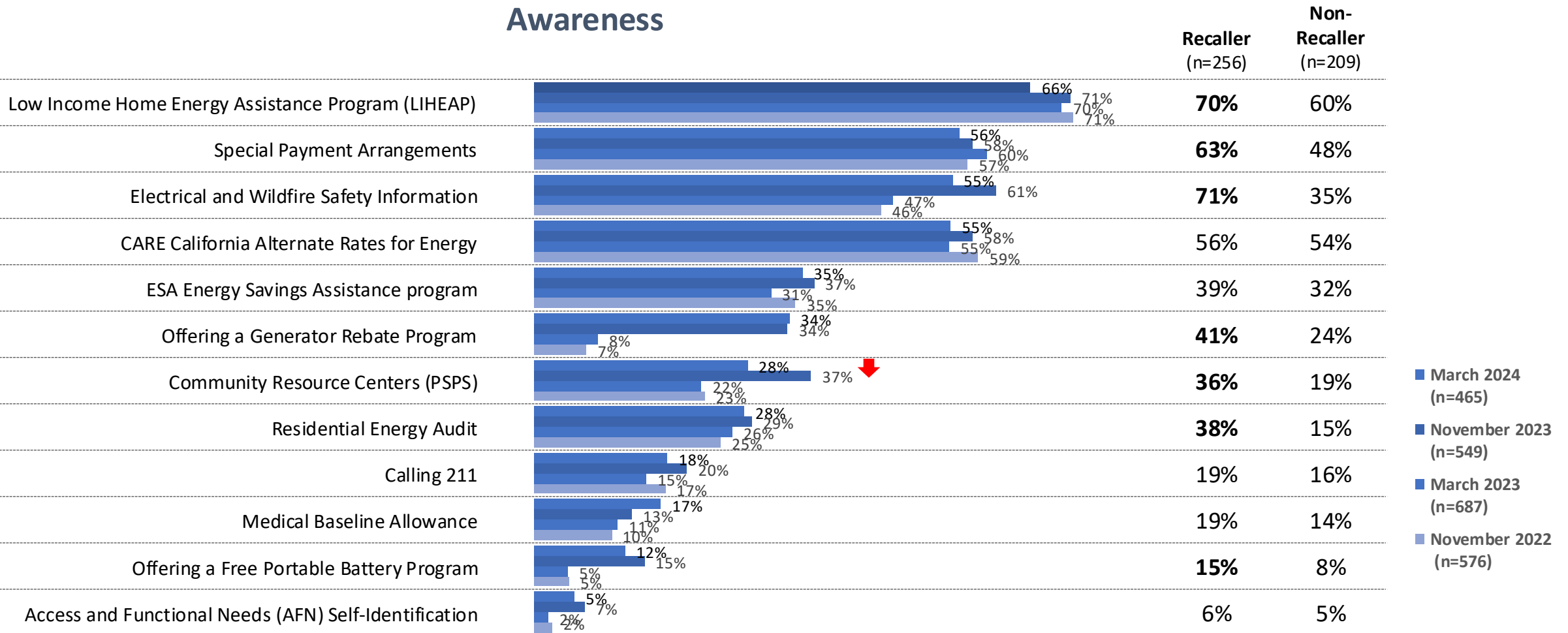
PSPS Understanding

	Mar 2024 (n=263)	Nov 2023 (n=363)	Mar 2023 (n=349)	Nov 2022 (n=324)	Mar 2022 (n=303)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	80%	77%	77%	77%	80%
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.	59%	63%	57%	57%	64%
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.	54%	51%	52%	48%	52%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	33%	38%	42%	35%	38%
Taking steps to enhance situational awareness by tracking satellite information and monitoring weather conditions can reduce the likelihood of a Public Safety Power Shutoff.	25%	28%	31%	26%	Added in November 2022

Awareness of Resources

- Two thirds (66%) indicate they are aware of the Low Income Home Energy Assistance Program, followed by just over half saying they are aware of Special Payment Arrangements (56%), Electrical and Wildfire Safety Information (55%), and CARE California Alternate Rates for Energy (55%)
- Recallers are significantly more likely than Non-Recallers to say they are aware of the majority of available resources

Awareness



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

Bold denotes statistically significant difference between categories

Familiarity of Resources

- Just under half (45%) report that they have not investigated the resources
- Non-Recallers are significantly more like to report they have not seen any communications about resources (24% vs 13%)

Familiarity		Recaller (n=256)	Non-Recaller (n=209)
Have not investigated the resources	45%	48%	41%
Have not seen any communications	18%	13%	24%
No need for these resources	13%	15%	10%
Did not pay attention to communications	8%	8%	7%
Impairment or disability makes it difficult to learn about these resources	3%	2%	4%
Not interested in these resources	3%	2%	4%
Familiar with resources/some of the resources	2%	2%	1%
Have applied for/used these resources before	2%	2%	1%
They have good information	1%	1%	1%
Do not qualify for resources	1%	1%	1%
I'm interested/would like to learn more about the resources	1%	1%	1%

Resources Used

- Of those who are aware of the resources available, half (50%) have used electrical and wildfire safety information, followed by just under half (49%) who have used the California Alternate Rates for Energy

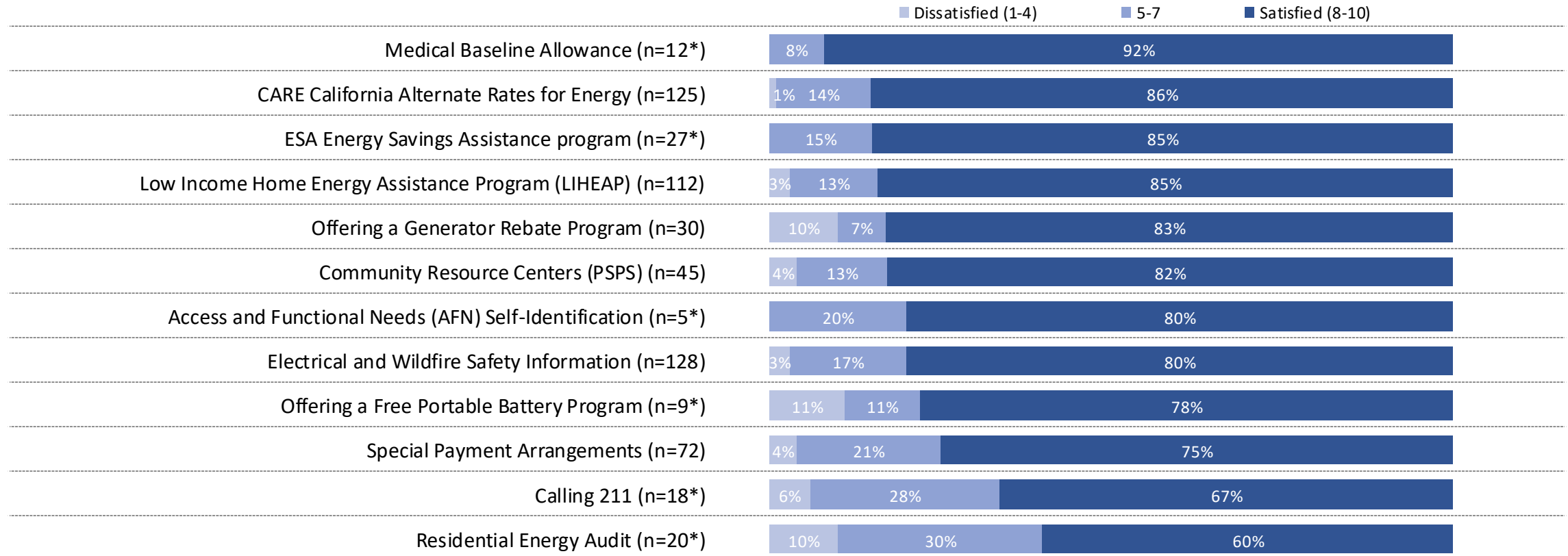
Resources Used (among those who are aware)

		Recaller	Non-Recaller
Electrical and Wildfire Safety Information (n=257)	50%	54%	41%
CARE California Alternate Rates for Energy (n=256)	49%	44%	55%
Low Income Home Energy Assistance Program (LIHEAP) (n=305)	37%	34%	40%
Community Resource Centers (PSPS) (n=131)	34%	32%	41%
Special Payment Arrangements (n=261)	28%	25%	32%
Calling 211 (n=82)	22%	20%	24%
Access and Functional Needs (AFN) Self-Identification (n=25*)	20%	27%	10%
Offering a Generator Rebate Program (n=157)	19%	13%	31%
ESA Energy Savings Assistance program (n=165)	16%	12%	23%
Offering a Free Portable Battery Program (n=56)	16%	18%	12%
Residential Energy Audit (n=129)	16%	16%	13%
Medical Baseline Allowance (n=78)	15%	12%	21%

Satisfaction With Resources Used

- Among those using the various resources available, satisfaction is highest with Medical Baseline Allowance, California Alternate Rates for Energy, and the Energy Savings Assistance program

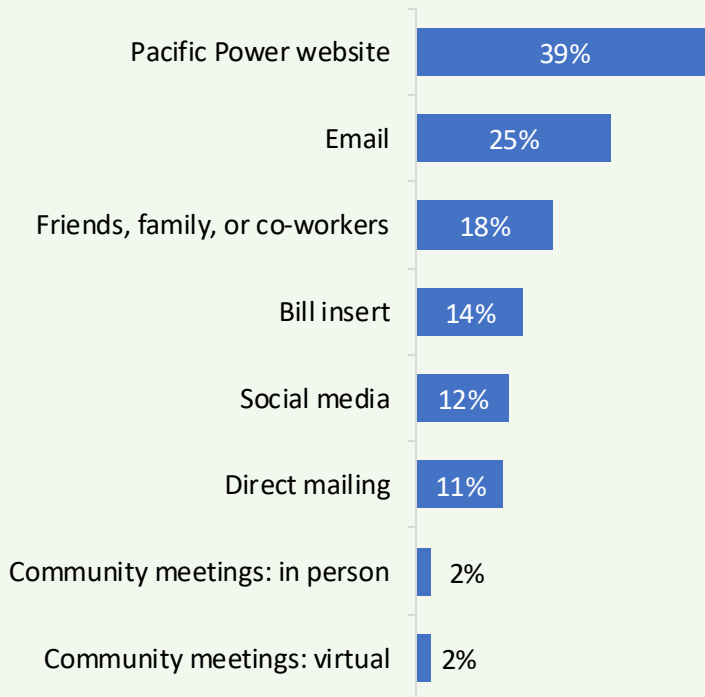
Resource Satisfaction



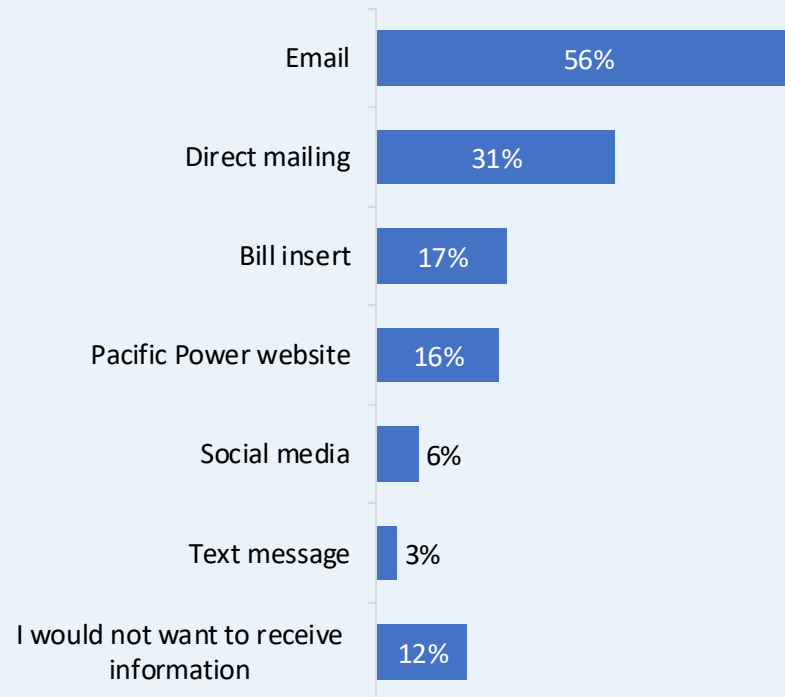
Generator Rebate Program

- Just under two fifths (39%) of those aware of Pacific Power’s Generator Rebate Program indicate they learned of it through the Pacific Power website; email is the most preferred (56%) source of communication for information about the Generator Rebate Program
- Customers indicate information about whether they qualify for a rebate and how to apply for a rebate to be highly important (60% and 52%, respectively)

Program Information Source



Preferred Source



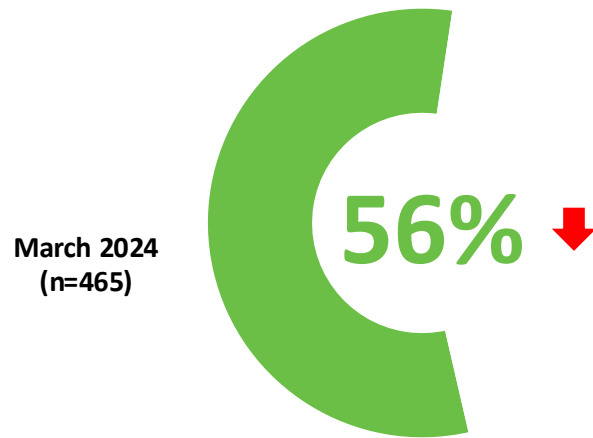
Important Information

Whether I qualify for a rebate	60%
How to apply for a rebate	52%
Specific generators that qualify	51%
The rebate amount	47%
Retailers that sell qualifying generators	37%
Other types of financial assistance programs available	35%
I would not want any information	20%

Contact Information for PSPS

- Just under three fifths (56%) of customers are aware they can update their contact information with Pacific Power, down significantly from November 2023; awareness among Recallers remains significantly higher than Non-Recallers (63% vs 48%)
- Seven in ten (70%) of those aware they can update their information have done so, consistent with previous findings

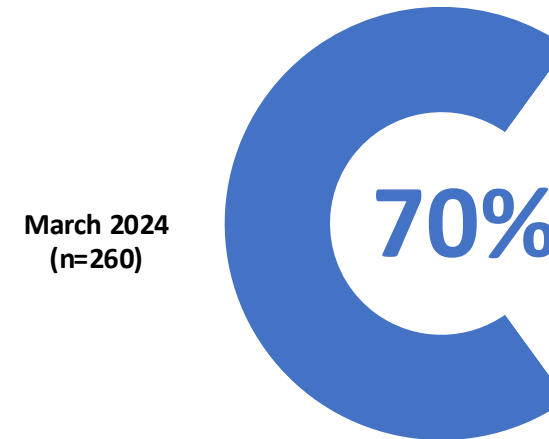
Awareness of Ability to Update Contact Information for PSPS



November 2023 (n=549)	64%
March 2023 (n=687)	58%
November 2022 (n=576)	54%
March 2022 (n=581)	50%

Have Updated Contact Information

(among those aware they can update contact info)

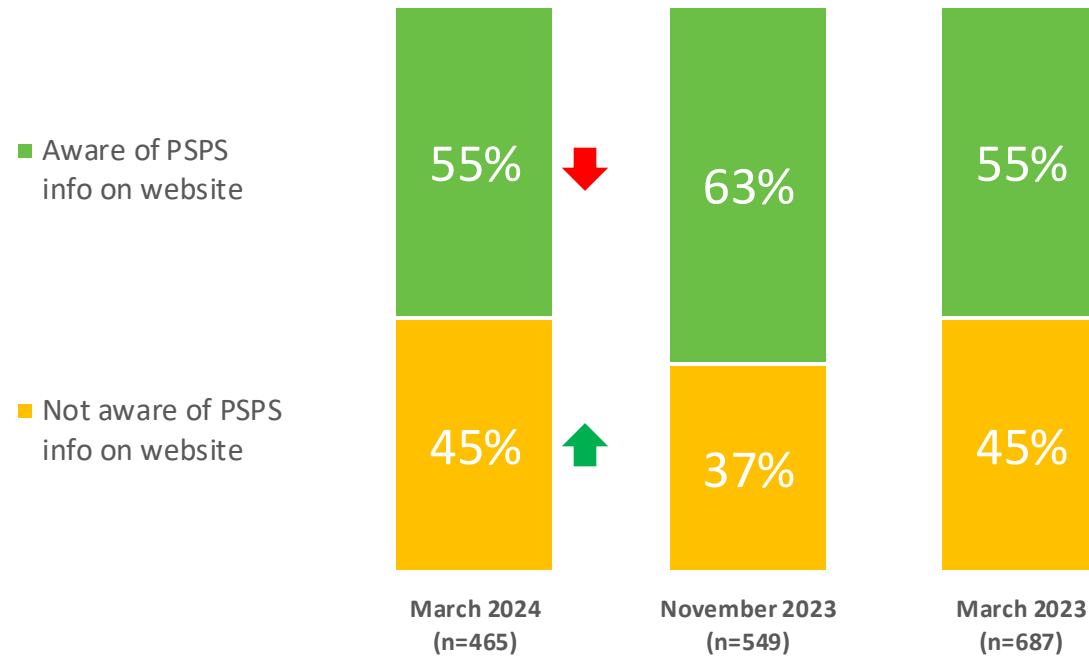


November 2023 (n=351)	67%
March 2023 (n=400)	70%
November 2022 (n=313)	65%
March 2022 (n=293)	64%

Awareness of PSPS Event Information

- Just over half (55%) of respondents are aware they may locate information about a PSPS event on Pacific Power’s website, down significantly from November 2023
- Though not significant, Recallers are slightly more likely than Non-Recallers to indicate they are aware of PSPS information that may be found on Pacific Power’s website (59% vs 50%)

Awareness of PSPS Information on Pacific Power Website



Medical Needs and Language Preferences

One quarter (26%) responded that they rely on electricity for medical needs, consistent with the previous wave; Critical customers are significantly more likely to rely on electricity for medical needs (43% vs 25%)

Of those relying on electricity for medical needs, 36% are aware Pacific Power provides additional notices, consistent with findings from November 2023

English is not a primary language for one in ten customers (11%), but is still preferred for communications for the vast majority (98%)

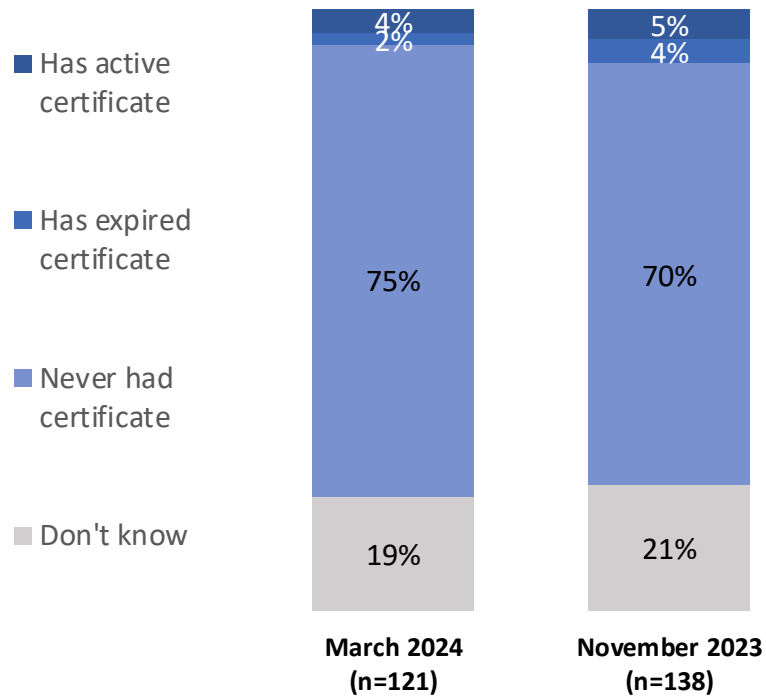
- Out of all respondents, 10 (2%) say it would be helpful for them or anybody else in their household to receive communication in another language
- When asked what their preferred language would be to receive communications from Pacific Power, Spanish (1% of all respondents) and Chinese (<1%) are the only non-English languages mentioned

Medical Support Certificate Usage

- Of the customers who rely on electricity for medical equipment, only 4% currently have an active Medical or Life Support Certificate
- Only 15% are aware that the Medical or Life Certificate requires annual renewal, consistent with November 2023

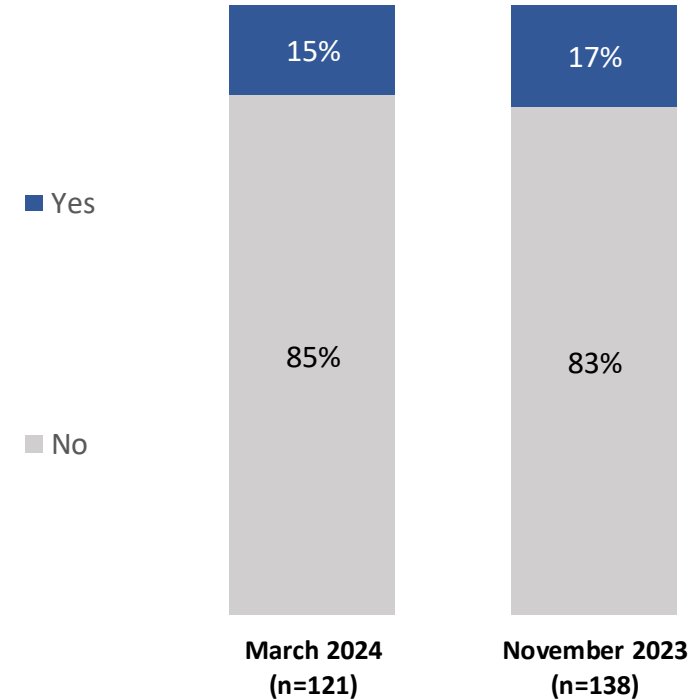
Active Medical or Life Support Equipment Certificate

(among those with medical needs)



Aware Certificates Require Annual Renewal

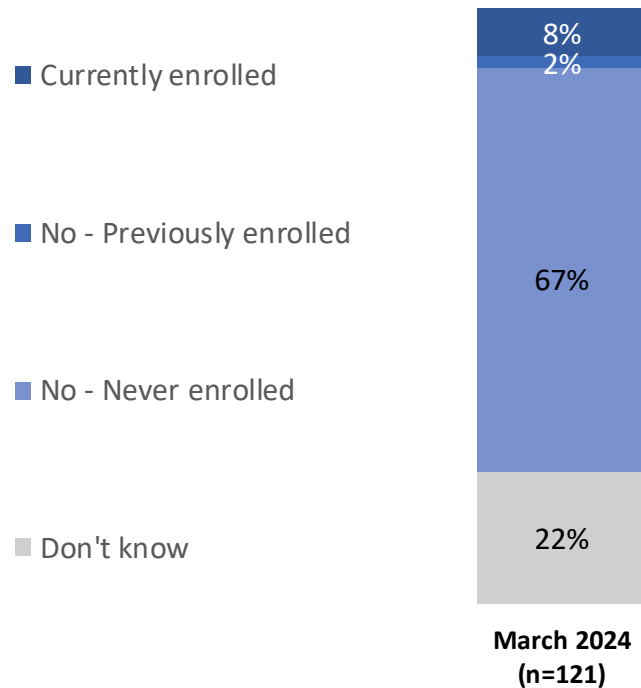
(among those with medical needs)



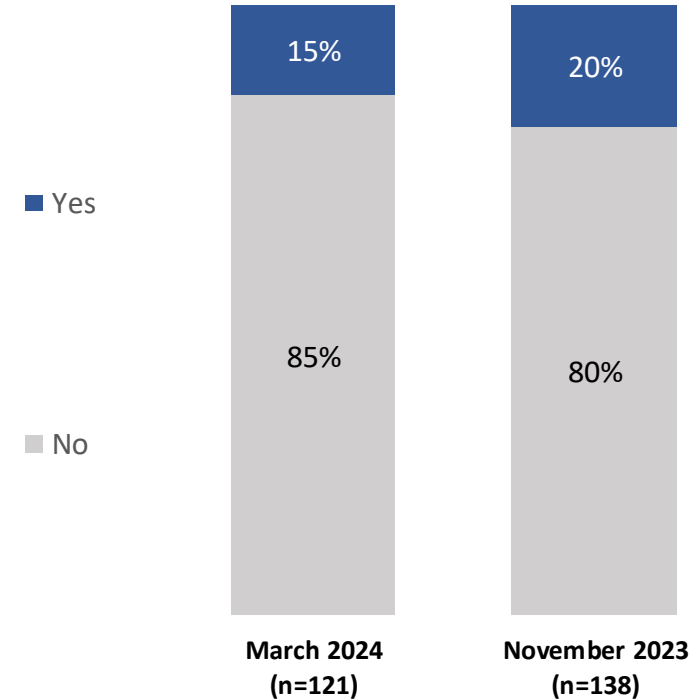
Medical Support Certificate Usage

- Only 8% of customers who rely on electricity for medical equipment self report enrollment in the Medical Baseline Allowance Program
- Of the customers who rely on electricity for medical equipment, 15% are currently aware of that those with an active medical certificate and are enrolled in CARE are eligible to participate in the Pacific Power Free Portable Battery program, consistent with November 2023 findings

Enrolled in Medical Baseline Allowance Program
(among those with medical needs)



Awareness of Eligibility for Free Portable Battery Program
(among those with medical needs)



Q14D Are you aware that customers with an active medical certificate and are enrolled in the California Alternate Rates for Energy (CARE) program are eligible to participate in the Pacific Power's Free Portable Battery program? (n=121; Rely on electricity for medical needs)

Q14E Are you enrolled in [UTILITY]'s Medical Baseline Allowance Program? (n=121; Rely on electricity for medical needs)

Access and Functional Needs Resources

- Among customers who indicated they have access and functional needs, 20% are aware of additional notifications and communications available
- 33% of Critical or AFN customers have received information from Pacific Power about programs available and 19% indicate they engage with Community Based Organizations, outside of a PSPS context

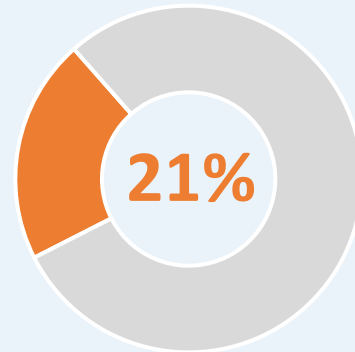
Access and Functional Needs

March
2024
(n=465)

Adults age 62+ in household	61%
Chronic conditions or injuries	26%
Physical, developmental, or intellectual disability	21%
Limited access to transportation in case of emergency	10%
Limited English proficiency	1%
None of these apply	25%

Awareness of Additional Notifications

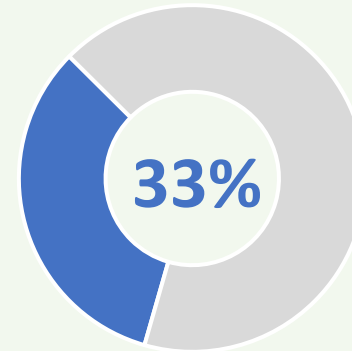
(among AFN customers)



March 2024
(n=347)

Received Information about Utility Programs

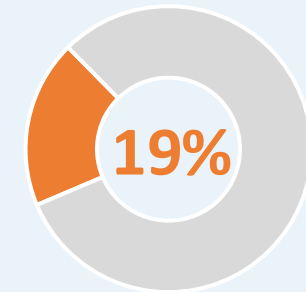
(among AFN/Critical customers)



March 2024
(n=387)

Engage with Community Based Organizations

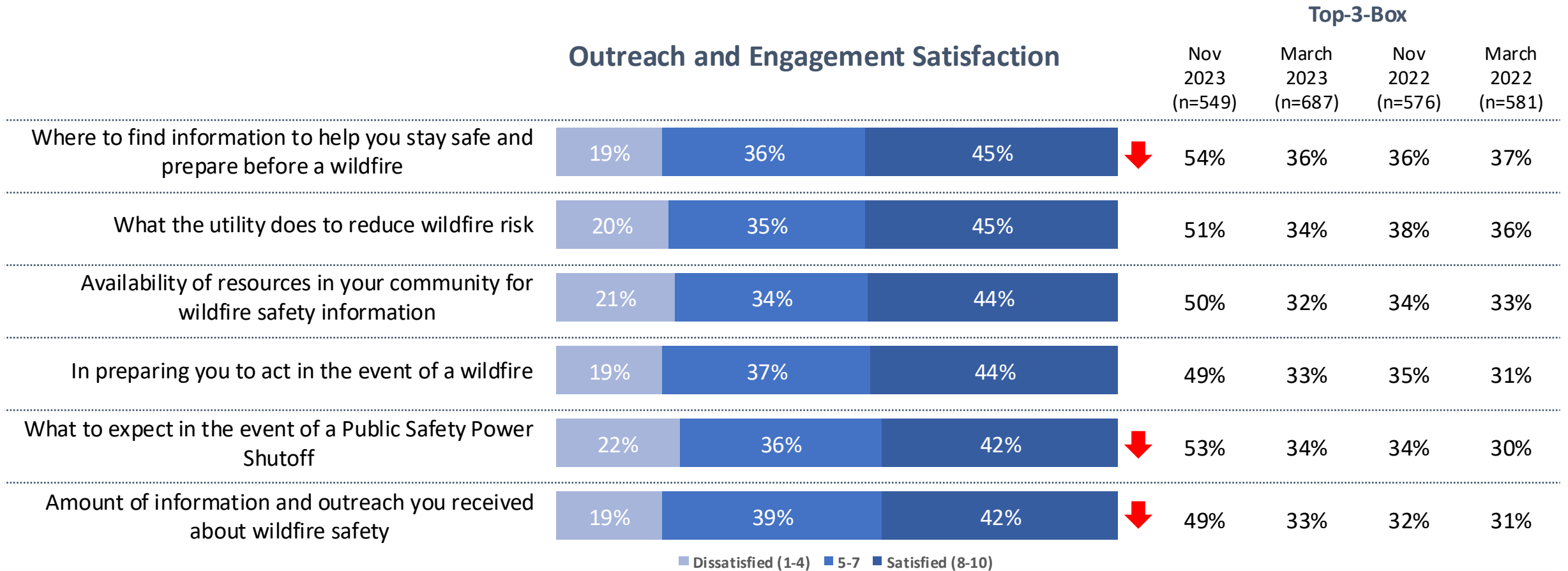
(among AFN/Critical customers)



March 2024
(n=387)

Outreach and Engagement Satisfaction

- Roughly half (42% to 45%) of customers report being satisfied with all statements about outreach and engagement
- Satisfaction with outreach and engagement is lower than in November 2023, but remains significantly higher than March 2023



Concerns about Extended Outage

- The largest concerns and perceived challenges in the event of an extended power outage include food replacement (65%), heating/cooling (55%), and communication (40%)
- Mentions of mobility equipment and the duration of the outage as concerns increased since November 2023

Concerns or Challenges of an Extended Power Outage		Nov 2023 (n=549)	March 2023 (n=687)	Nov 2022 (n=576)
Food replacement	65%	67%	61%	62%
Heating/cooling	55%	59%	65%	60%
Communication	40%	40%	39%	38%
Utility pumps (well water)	35%	34%	35%	34%
Shelter	17%	17%	14%	17%
Powering medical equipment	16%	15%	17%	16%
Cold storage of medication	16%	13%	15%	15%
Transportation	10%	10%	8%	8%
Mobility equipment	5% ↑	2%	3%	3%
Generator	2%	1%	--	--
Length of power outage	2% ↑	<1%	--	--
Fuel (general)	2%	--	--	--

Post-PSPS



PSPS Notifications

- Half (51%) say that notifications should be sent if there is any possibility of a PSPS, inline with November 2023 (54%)

PSPS Notifications Perception	March 2024 (n=465)	Nov 2023 (n=549)	March 2023 (n=687)	Nov 2022 (n=576)	March 2022 (n=581)
Notifications should be sent if there is any possibility of a PSPS	51%	54%	52%	51%	50%
Notifications should only be sent if there is a high likelihood of a PSPS	38%	35%	35%	34%	33%
Notifications should only be sent if a PSPS is certain to occur	11%	11%	14%	15%	17%

Critical Customers Summary





Key Metrics: Random vs. Critical Customers

	Random Customers (n=435)	Critical Customers (n=30)
Aware of Wildfire Safety Communications	55%	53%
Aware of Communications from Pacific Power (among those aware)	47%	44%
Took Action to Prevent or Prepare for a Wildfire	68%	60%
Recall PSPS	57%	47%
Would Turn to Pacific Power Website for PSPS Info	41%	29%
Aware of Ability to Update Contact Info for PSPS	54%	77%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	43%	70%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	32%	69%



Demographic Profiles: Random vs. Critical Customers

	Random Customers (n=435)	Critical Customers (n=30)
Gender	Male – 39% Female – 56%	Male – 30% Female – 67%
Age	18-54 – 23% 55-64 – 19% 65+ – 55%	18-54 – 50% 55-64 – 23% 65+ – 23%
Median Income	\$46K	\$31K
Home Ownership	Rent – 21% Own – 73%	Rent – 33% Own – 67%
Primary Language is not English	12%	3%
Responded they Rely on Electricity for Medical Needs	25%	43%

Bold denotes statistically significant difference between Random and Critical customers



Key Metrics: AFN vs. Non-AFN

	AFN Customers (n=411)	Non-AFN Customers (n=54)
Aware of Wildfire Safety Communications	55%	52%
Aware of Communications from Pacific Power (among those aware)	47%	46%
Took Action to Prevent or Prepare for a Wildfire	68%	65%
Recall PSPS	56%	63%
Would Turn to Pacific Power Website for PSPS Info	39%	50%
Aware of Ability to Update Contact Info for PSPS	55%	59%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	46%	28%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	36%	--

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



Demographic Profiles: AFN vs Non-AFN

	AFN Customers (n=411)	Non-AFN Customers (n=54)
Gender	Male – 39% Female – 56%	Male – 33% Female – 63%
Age	18-54 – 19% 55-64 – 19% 65+ – 60%	18-54 – 72% 55-64 – 22% 65+ – --
Median Income	\$39K	\$93K
Home Ownership	Rent – 22% Own – 73%	Rent – 22% Own – 70%
Primary Language is not English	13%	--
Responded they Rely on Electricity for Medical Needs	29%	--

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

Respondent Profiles – AFN Criteria

	Total (n=465)	Random Customers (n=435)	Critical Customers (n=30)
AFN (NET)	88%	89%	83%
Age 65+	53%	55%	23%
<\$40K income	37%	36%	50%
Chronic conditions or injuries	26%	26%	30%
Limited access to transportation	10%	9%	17%
Physical, developmental, or intellectual disability	21%	18%	57%
Non-English language needs	12%	13%	10%
Medical need	26%	25%	43%



CBO Interviews

CBO Interviews

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

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



CBO Interviews

Current Communications

- Organizations report differing levels of communications from Pacific Power related to wildfire mitigation and PSPS
 - Those directly involved in emergency response operations report direct communication with Pacific Power representatives via email, phone, and in-person interactions
 - All recall customer-facing communications about creating defensible space, general wildfire safety, and Pacific Power's efforts to trim trees, clear brush, and maintain power poles and lines
- With the degree of fire activity in the area during the summer of 2023, all recall roadside signs, radio communications, flyers, and social media content related to the fires from a variety of sources
- In addition to communications about wildfire mitigation and PSPS, organizations report other types of engagement with Pacific Power, including pole storage, assistance programs, and infrastructure projects
- Those in direct contact with Pacific Power report strong communications, and praise the level of engagement from their contact, particularly during the challenging 2023 wildfire season

Spreading the Word

- Recommended methods for reaching the community about wildfire safety and PSPS preparation include printed materials, email, social media, radio, signage, and in-person events
 - Direct mail, bill inserts, and emails from Pacific Power are key methods for customers to hear directly from the utility
 - All mention the potential for Pacific Power to have a presence at local events such as fairs, which generate a large amount of foot traffic from locals and those visiting the area
 - Social media is commonly mentioned, primarily Facebook, and provides the ability to reach large numbers directly, through partnerships with local organizations, and through local Facebook groups
 - Radio is considered an important communication source, particularly for those without connectivity, or during times of emergency when the power is out
 - Partnership with local agencies is an important opportunity for Pacific Power to reach more vulnerable populations (e.g., elderly, those with medical needs, low income, non-English speakers, rural communities etc.)
- All agree that April-May is the optimal time for educational outreach and to encourage preparation for fire season and the potential for PSPS
- English, Spanish, and Hmong are mentioned as primary languages spoken, with smaller groups speaking Lao and Tolowa (although most Tolowa speakers also speak English)

CBO Interviews

Useful Information/Resources

- The most effective information Pacific Power can provide to help prepare the community include:
 - Information about clearing brush and vegetation from property
 - Details about the steps Pacific Power is taking to mitigate the risk of fire and help preparations for outages
 - Messages about how to prepare for an outage, including having fresh water, non-perishable food, and access to charging devices for phones
 - Helping provide information about where to go in the event of a fire or extended outage
- All agree that there is an opportunity for Pacific Power to provide resources in preparation for, and during outages:
 - Programs to provide generators, or discounts/rebates on purchasing generators
 - Support with community resource centers, including providing generators for power, charging equipment, food/water, and cooking resources
 - Helping ensure vulnerable customers are aware of generator programs and providing support in accessing those resources
- Participation in fire safe council meetings with local fire, Cal Fire, USFS, and local government organizations is encouraged
- Continued coordination with emergency response organizations during fires and PSPS events to support streamlined response for the community

PSPS Events

- Leading up to, and during PSPS events, frequent communication with emergency services agencies and the public is highly important
 - The changing nature of weather conditions triggering PSPS means that it will be an evolving situation, and agencies understand that; providing as much notice as possible and then regular updates is highly important
 - Advance planning for providing emergency generators for shelters, food service, and emergency responders is critical; coordination during fire safe council meetings is an opportunity to refine and formalize planning ahead of fire season
 - Public-facing educational content about preparation is recommended during the late spring before fire season ramps up
- It is important for Pacific Power to focus on providing resources for electricity and ensuring safety of the electrical grid, and funneling emergency communications through emergency response agencies and their PIOs
 - Agencies want to be sure public-facing messages are consistent and accurate during fire events
 - The county can alert residents through reverse 911, social media, and local radio stations; social media messages can be reposted so the original official messaging from the county remains intact
- Special attention is required for those needing medical equipment, the elderly, low-income residents, and those in very isolated rural areas



Demographic Profiles

Respondent Profiles

Gender	Total (n=465)	Recallers (n=256)	Non-Recallers (n=209)
Male	38%	44%	32%
Female	57%	52%	63%
Age			
18 to 24	1%	<1%	1%
25 to 34	6%	4%	9%
35 to 44	10%	8%	11%
45 to 54	9%	9%	9%
55 to 64	20%	20%	19%
65 or over	53%	56%	48%
Prefer not to say	3%	2%	3%

Renter/Homeowner	Total (n=465)	Recallers (n=256)	Non-Recallers (n=209)
Own	72%	75%	70%
Rent	22%	21%	23%
Other	2%	2%	2%
Prefer not to say	3%	3%	4%
Household Income			
Less than \$20,000	13%	12%	15%
\$20,000 to \$39,999	24%	23%	25%
\$40,000 to \$59,999	13%	14%	12%
\$60,000 to \$89,999	12%	13%	11%
\$90,000 to \$129,999	11%	13%	9%
\$130,000 to \$199,999	4%	4%	5%
\$200,000 or more	3%	3%	2%
Prefer not to say	20%	19%	21%

Respondent Profiles: AFN vs. Non-AFN

Gender	Total (n=465)	AFN (n=411)	Non-AFN (n=54)
Male	38%	39%	33%
Female	57%	56%	63%
Age			
18 to 24	1%	1%	--
25 to 34	6%	5%	17%
35 to 44	10%	7%	30%
45 to 54	9%	7%	26%
55 to 64	20%	19%	22%
65 or over	53%	60%	--
Prefer not to say	3%	2%	6%

Renter/Homeowner	Total (n=465)	AFN (n=411)	Non-AFN (n=54)
Own	72%	73%	70%
Rent	22%	22%	22%
Other	2%	2%	4%
Prefer not to say	3%	3%	4%
Household Income			
Less than \$20,000	13%	15%	--
\$20,000 to \$39,999	24%	27%	--
\$40,000 to \$59,999	13%	13%	15%
\$60,000 to \$89,999	12%	11%	22%
\$90,000 to \$129,999	11%	9%	26%
\$130,000 to \$199,999	4%	3%	13%
\$200,000 or more	3%	3%	2%
Prefer not to say	20%	19%	22%

Wildfire Messaging Awareness

November 2024



Prepared by

Jakob Lahmers - Jakob.Lahmers@mdcresearch.com

MDC Research

Objectives & Methodology

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

Specific research objectives include:

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

Target Audience

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

Methodology

- This study was conducted using a mix of online and phone surveys
- Surveys available to customers in English and Spanish
- A total of 705 surveys, including 30 from critical customers, were completed between November 12 and December 1, 2024
 - Phone: 80 completed surveys
 - Web: 625 completed surveys

Key Findings

74% are aware of wildfire safety communications, up significantly from March 2024 (55%). Pacific Power remains the primary sources for wildfire preparedness information (53%), remaining consistent with March 2024 (47%). **Personal preparedness** (59%) and **vegetation management** (46%) remain the most common messages recalled, consistent with March 2024.

Email, social media, and the **Pacific Power website** are the most common channels for wildfire communications, with mentions of **email** rising significantly when compared with March 2024 (53% vs. 43%).

The Pacific Power website, other websites, and **bill inserts** are considered the clearest sources for information about wildfire preparedness. **Community meetings or events** and the **Pacific Power website** are seen as most useful.

64% are aware of their ability to contact Pacific Power for wildfire safety information, up significantly from March 2024 (53%), though only **4% of those aware have done so**. Of those who have contacted, **vegetation management** (37%) and the **Generator Rebate Program** (26%) are the most common topics discussed, and just under eight in ten (79%) received the information needed.

75% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire, up significantly from March 2024 (67%). **Trimming vegetation around properties** remains the most common action taken (72%), remaining consistent with March 2024 findings (74%). Creating a defensible space is the second most common action taken (17%).

67% are aware of Pacific Power's efforts to prune vegetation around power lines in higher-risk areas, up significantly from March 2024 (60%) and remaining the most common effort recalled. Recallers remain more likely than Non-Recallers to be aware of almost all of Pacific Power's efforts to reduce the risk of wildfire.

67% recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," which is up significantly from March 2024 (57%). **Email** is the main source of PSPS communication, remaining consistent with March 2024. **Recallers** are significantly more likely than Non-Recallers to mention email (46% vs 20%), the Pacific Power website (26% vs 9%), bill inserts (13% vs 6%), and local organization or community centers (7% vs 2%).

74% understand the following statement about PSPS: "for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather"

Food replacement and heating and cooling remain the most common concerns during an extended power outage, with heating and cooling seeing a significant increase from March 2024.

Just over half of respondents (55%) agree that **notifications should be sent if there is any possibility of a PSPS**, and another 32% say **notifications should be sent if there is a high likelihood**.

Roughly half (48% to 54%) remain satisfied with all outreach and engagement, with 5 out of 6 metrics seeing significant increases compared with March 2024.

Just under one third (31%) are **aware of Pacific Power's Generator Rebate Program**, consistent with March 2024 (34%) and November 2023 (34%). Of the customers aware of Pacific Power's Generator Rebate program, **41% heard of the program through the Pacific Power website** but only one fifth (20%) have used the program. Two thirds (68%) of those who have used the generator rebate program are satisfied.

Two thirds (66%) are aware of the ability to update their contact information with Pacific Power to receive notifications prior to PSPS events, up significantly from March 2024 (56%). 65% of those aware report updating their information, consistent with previous waves.

Just under two thirds (64%) are aware of Pacific Power's website where information on PSPS events may be found, a significant increase compared with March 2024 (55%).

Of the 26% of customers relying on electricity for medical needs, just under four in ten (38%) are aware Pacific Power provides additional notices.

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

Recommendations

Consider adapting the messaging around personal preparedness, vegetation management, and PSPS to other topics. While recall of these topics remains high, awareness of several other messages has decreased since March 2024, with five seeing significant declines, indicating these messages are much less familiar.

Continue to inform customers of the information surrounding PSPS that is available on the Pacific Power website. Customer awareness of both PSPS information on the site, and of the ability to update contact information in the event of a PSPS, reached the highest levels seen across the past two years and saw significant increases over March 2024, implying communication efforts are paying off.

Push efforts towards communicating with customers via text message and email, with slightly less focus on telephone outreach. Just under half of customers say text messages are the most effective means of communication, with another 28% identifying email as their preference. Only 17% say notifications via phone would be most effective.

Continue to spread the word on steps customers can take to prepare for wildfires. While trimming vegetation around the home remains the most common action taken, far fewer say they've created defensible spaces, installed watering systems, prepared emergency kits or evacuation plans, or purchased a generator, suggesting a lack of awareness in these areas.

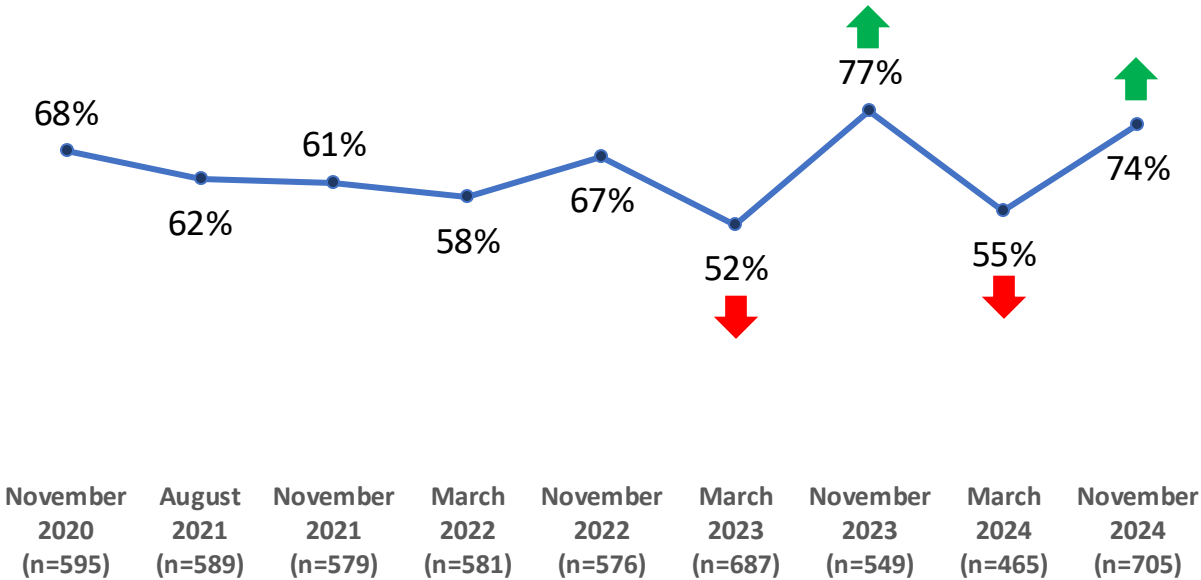
Continue efforts to promote the Generator Rebate Program and look for ways to improve satisfaction. Awareness remains around 31%, with a slight drop from March 2024, and only around 20% indicating they've used the program. Roughly two thirds indicate they're satisfied with the program, though it is ranked second to last when compared with all other resources used.

Consider additional promotion of the Medical Baseline Program and related resources, and the need for a Medical or Life Support Equipment Certificate. Currently, only 6% of those reporting medical needs have an active certificate, 8% are enrolled in Medical Baseline, and 9% are aware of the Free Portable Battery Program.

Wildfire Safety Communications Awareness

- Just under three in four (74%) say they have seen or heard communications about wildfire safety in the past year, significantly higher than March 2024 (55%) and just below November 2023 (77%)
- Recallers are significantly more likely than Non-Recallers to be age 65+ (65% vs 55%)
- Non-Recallers are significantly more likely to rent their home (22% vs 15%)

Communication Awareness



	Recallers (n=519)	Non-Recallers (n=186)
Gender	Male – 42% Female – 54%	Male – 43% Female – 55%
Age	18-54 – 16% 55-64 – 16% 65+ – 65%	18-54 – 21% 55-64 – 20% 65+ – 55%
Median Income	\$49K	\$39K
Home Ownership	Rent – 15% Own – 80%	Rent – 22% Own – 75%
Primary Language is not English	14%	18%
Responded they Rely on Electricity for Medical Needs	26%	24%



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

Bold denotes statistically significant difference between Recallers and Non-Recallers

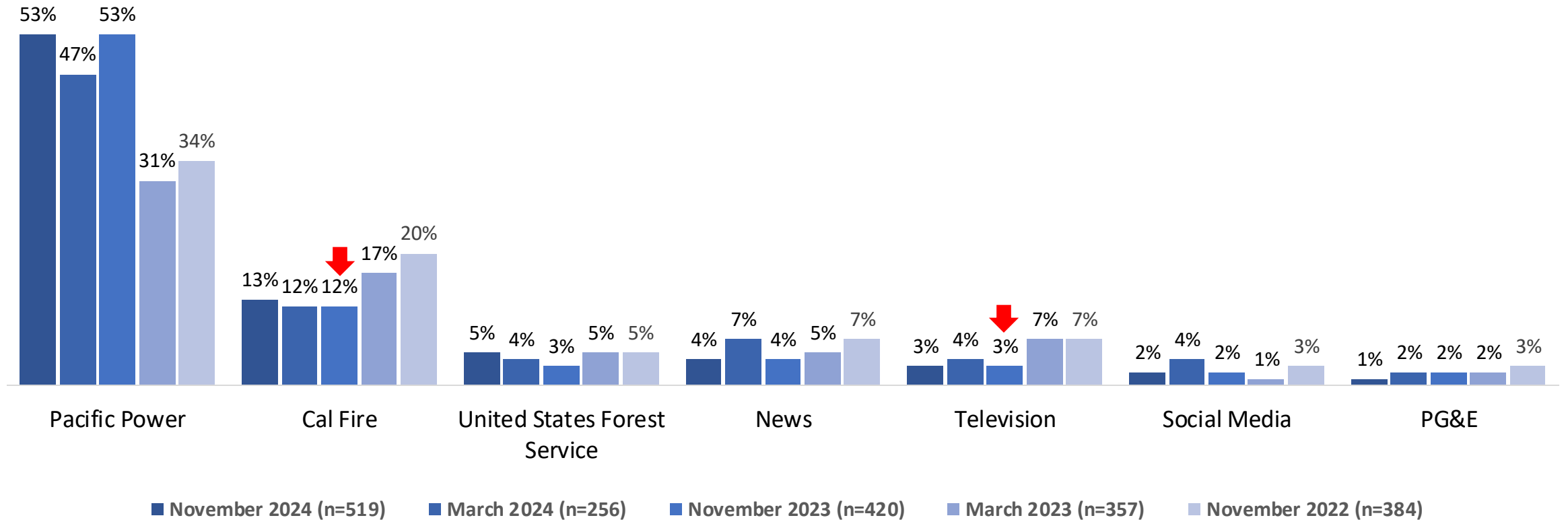
Communication Recall (among those aware of communications)



Sources of Wildfire Preparedness Communications

- Pacific Power remains the most mentioned source of communication about wildfire preparedness (53%), consistent with March 2024 findings (47%)

Wildfire Preparedness Communications Sources
(among those who recall communication)



Wildfire Preparedness Communications Messages

- Personal preparedness remains the top message recalled (59%) in November 2024
- Since March 2024, a significant decrease has been seen for messages concerning local emergency services – support tools (31% vs 24%), California Public Utility Commission designation of high wildfire threat areas (30% vs 23%), medical needs – plan for any medical needs (33% vs 20%), community resource centers (31% vs 19%), and enhanced safety settings (20% vs 13%)

Communications Messages Recalled

(among those who recall communication)

		March 2024 (n=256)	Nov 2023 (n=420)	March 2023 (n=357)	Nov 2022 (n=384)
Personal Preparedness	59%	65%	59%	61%	62%
Vegetation Management	46%	48%	40%	57%	52%
Public Safety Power Shutoff – De-Energization of Power	40%	46%	53%	31%	33%
Notifications & Updating Customer Information	37%	32%	36%	28%	29%
Pacific Power's Wildfire Mitigation Plan	35%	35%	35%	28%	30%
Local Emergency Services – Resources	29%	39%	32%	34%	37%
Local Emergency Services – Support Tools	24% ↓	31%	29%	25%	30%
CPUC designation of high wildfire threat areas	23% ↓	30%	20%	26%	22%
Offering a Generator Rebate Program	21%	26%	24%	3%	3%
Medical Needs – Plan for any medical needs	20% ↓	33%	22%	20%	19%
De-energization notifications	20%	Added November 2024			
Community Resource Centers	19% ↓	31%	30%	24%	25%
Enhanced Safety Settings	13% ↓	20%	23%	17%	15%
System Hardening	12%	13%	12%	10%	8%

Information Channels for Wildfire Communications

- Just over half (53%) of respondents mention email, a significant increase since March 2024
- Those 65 years of age or older are more likely than those 18-44 years of age to mention the Pacific Power website (36% vs 20%), TV news (30% vs 9%), local organization or community center (14% vs 4%), and community meeting or event (9% vs 2%)

Information Channels for Wildfire Preparedness Communications

(among those who recall communication)

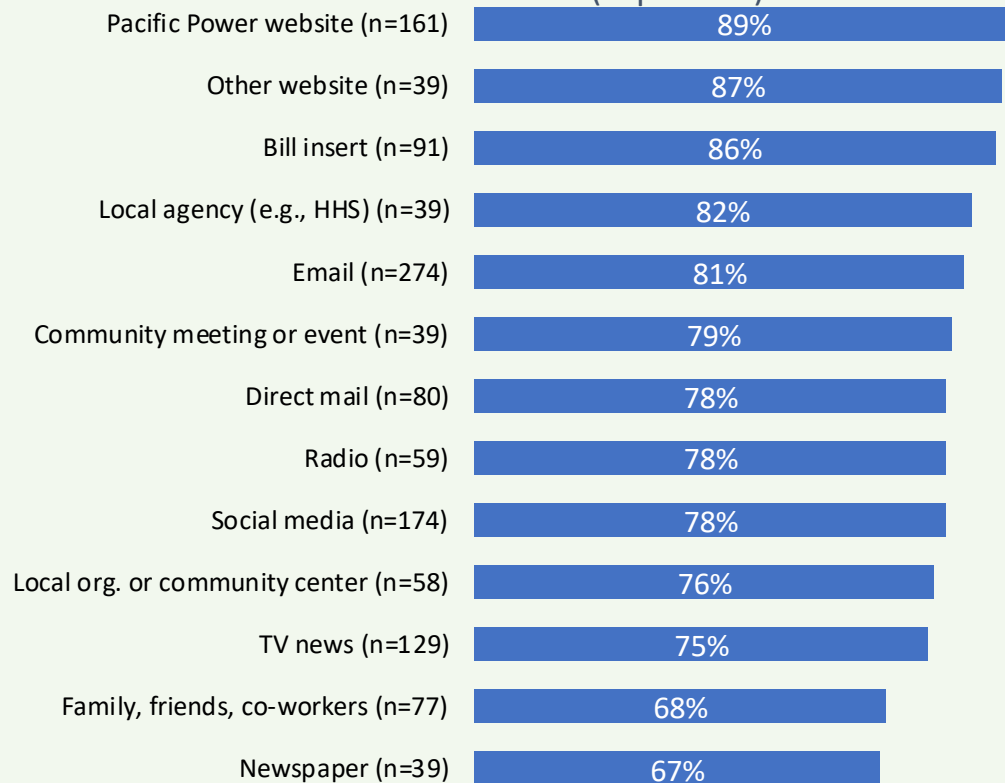
March 2024 (n=256) Nov 2023 (n=420) March 2023 (n=357) Nov 2022 (n=384)

Channel	Current Wave	March 2024 (n=256)	Nov 2023 (n=420)	March 2023 (n=357)	Nov 2022 (n=384)
Email	53% ↑	43%	54%	36%	40%
Social Media	34%	29%	31%	31%	34%
Pacific Power website	31%	31%	30%	25%	23%
TV News	25%	29%	25%	32%	32%
Bill insert	18%	20%	14%	20%	18%
Family, friends, co-workers	15%	20%	16%	18%	17%
Direct mail	15%	16%	18%	21%	24%
Radio	11%	16%	21%	13%	12%
Local organization or community center	11%	14%	12%	14%	10%
Local agency (e.g., HHS)	8% ↓	14%	14%	Added November 2023	
Newspaper	8% ↓	13%	9%	12%	17%
Other website	8%	12%	8%	5%	4%
Community meeting or event	8%	11%	13%	13%	11%

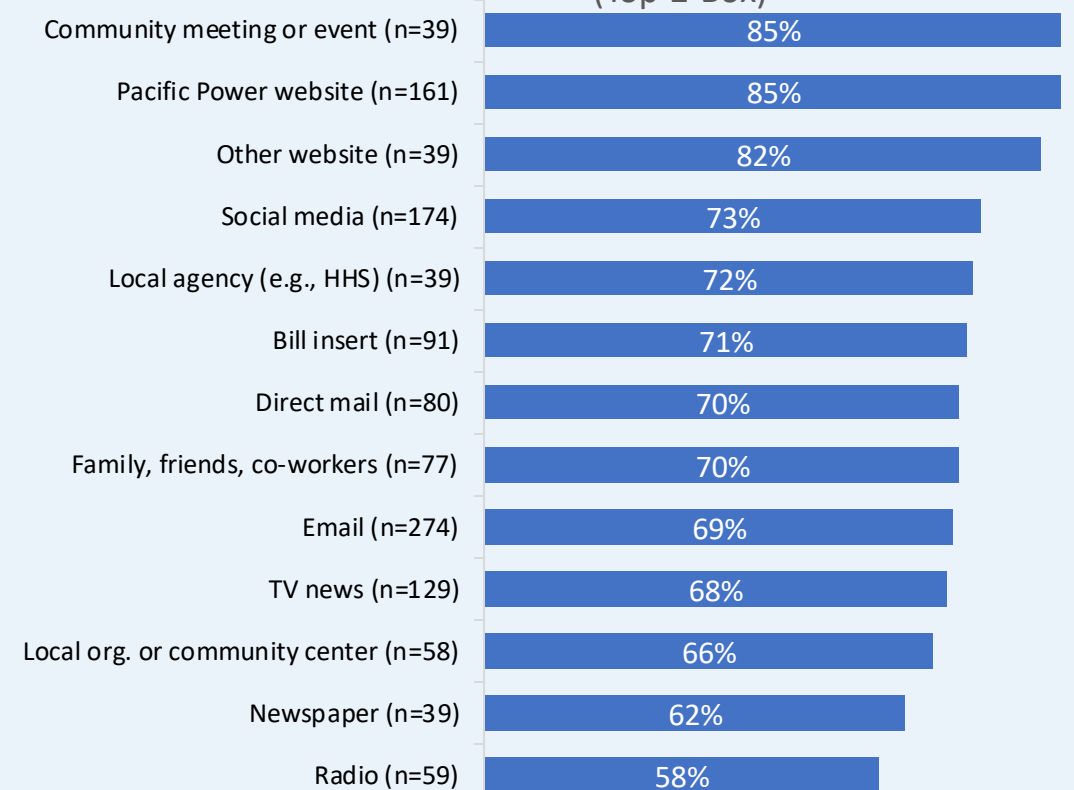
Information Usefulness and Clarity

- The Pacific Power website is rated highest in terms of clarity (89%), followed by other websites (87%) and bill inserts (86%)
- Community meetings or events (85%) and the Pacific Power website (85%) are viewed as most useful, followed by other websites (82%) and social media (73%)

Clarity (Top-2-Box)



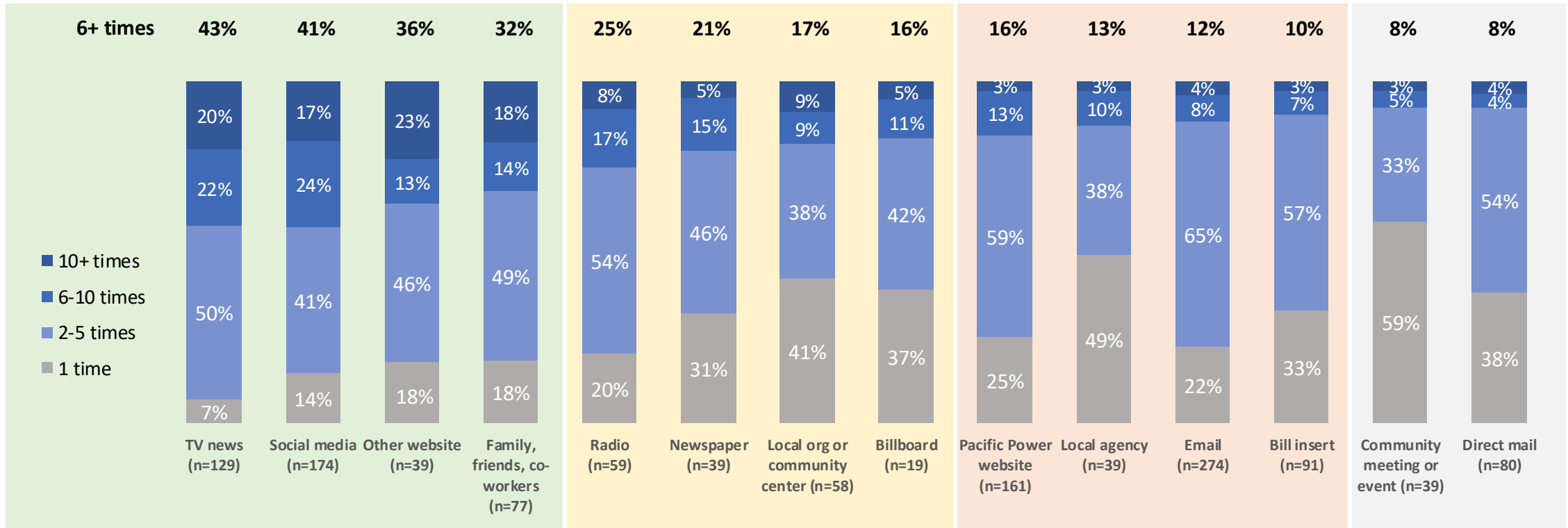
Usefulness (Top-2-Box)



Communication Frequency

- Respondents say they most frequently see or hear messages about wildfire preparedness from TV news, social media, other websites, and family, friends, coworkers

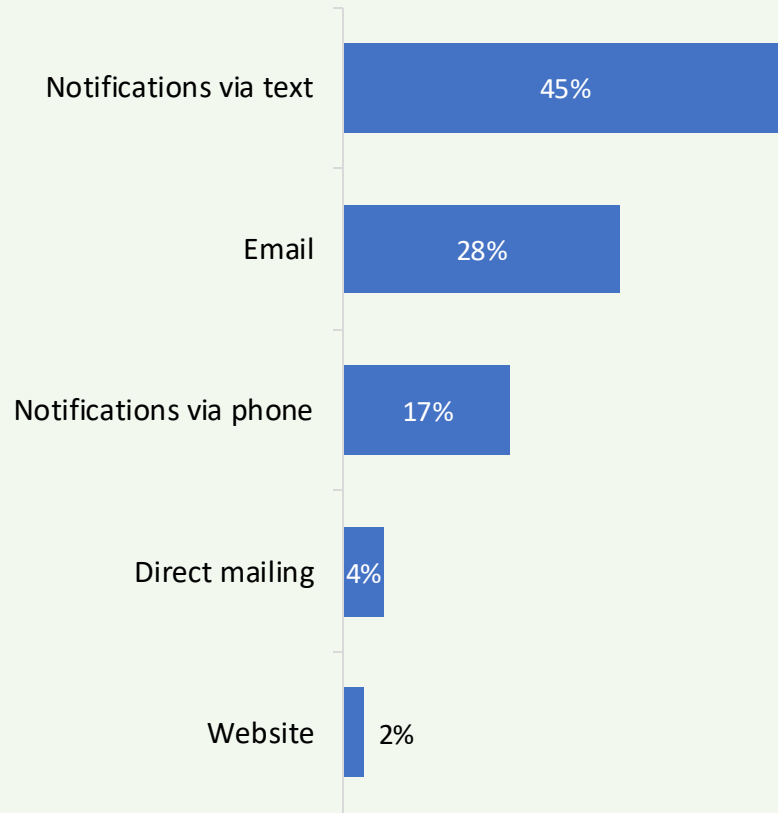
Communication Frequency



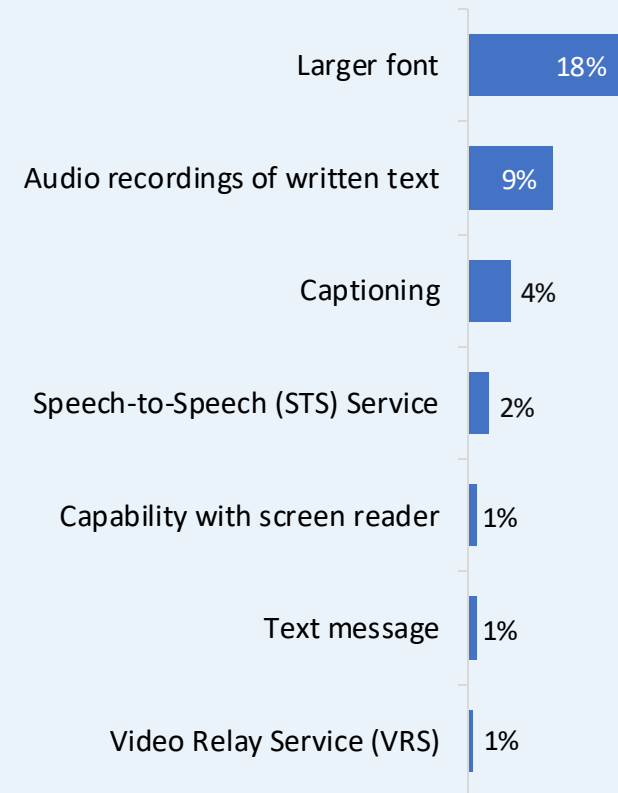
Effective and Helpful Communication

- Notifications via text are considered the most effective form of communication from Pacific Power (45%) followed by email (28%); larger font is considered the most helpful (18%) element that could be incorporated

Most Effective Communications



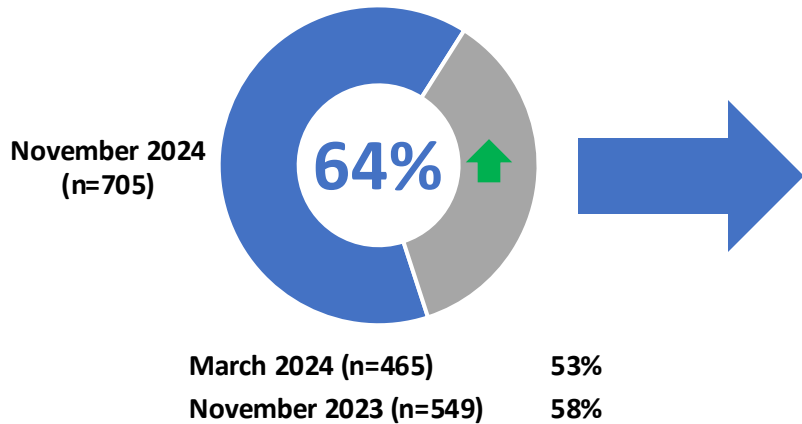
Helpful Elements



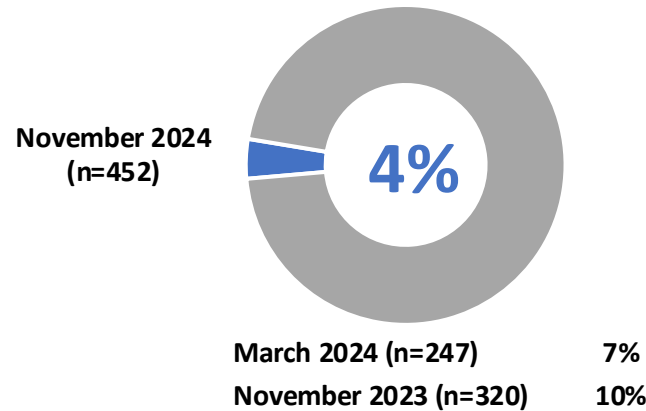
Awareness and Use of Pacific Power Information

- Just under two thirds (64%) are aware they can contact Pacific Power for wildfire safety information
- Of those aware, 4% have contacted Pacific power for wildfire safety information
- Among those who have contacted, vegetation management and the generator rebate program are the most common topics discussed
- Just under eight in ten (79%) say they received the information they needed

Awareness of Ability to Contact Pacific Power for Wildfire Safety Information



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



Received Needed Information	November 2024 (n=19)
Yes	79%
No	21%

Wildfire Topics Discussed (among those who contacted Pacific Power)

Topic	November 2024 (n=19)
Vegetation Management	37%
Generator Rebate Program	26%
Public Safety Power Shutoff – De-Energization of Power	21%
Personal Preparedness	21%
Medical Needs – Plan for any medical needs	16%
Free Portable Battery Program	16%
De-energization notifications	16%
Weather Stations	11%
Local Emergency Services – Support Tools	5%
Local Emergency Services – Resources	5%
Notifications & Updating Customer Information	5%
Community Resource Centers	5%
Fire High Consequence Areas	5%
Pacific Power’s Wildfire Mitigation Plan	5%

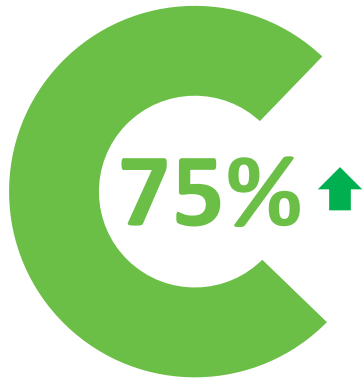
Wildfire Preparedness Actions Taken



Wildfire Preparedness

- Three in four (75%) say they have taken actions to prevent or prepare their home or business in the event of a wildfire, significantly higher than in March 2024 (67%); those with income higher than \$60k, those who own their home, those age 65+, and Recallers are significantly more likely to have taken actions
- Non-AFN customers are significantly more likely than AFN customers to have trimmed vegetation around their home or property (80% vs 70%), as have homeowners compared with renters (75% vs 52%)

Took Actions to Prevent or Prepare for a wildfire



March 2024 (n=465)	67%	↓
November 2023 (n=549)	75%	↑
March 2023 (n=687)	69%	
November 2022 (n=576)	71%	

Actions Taken

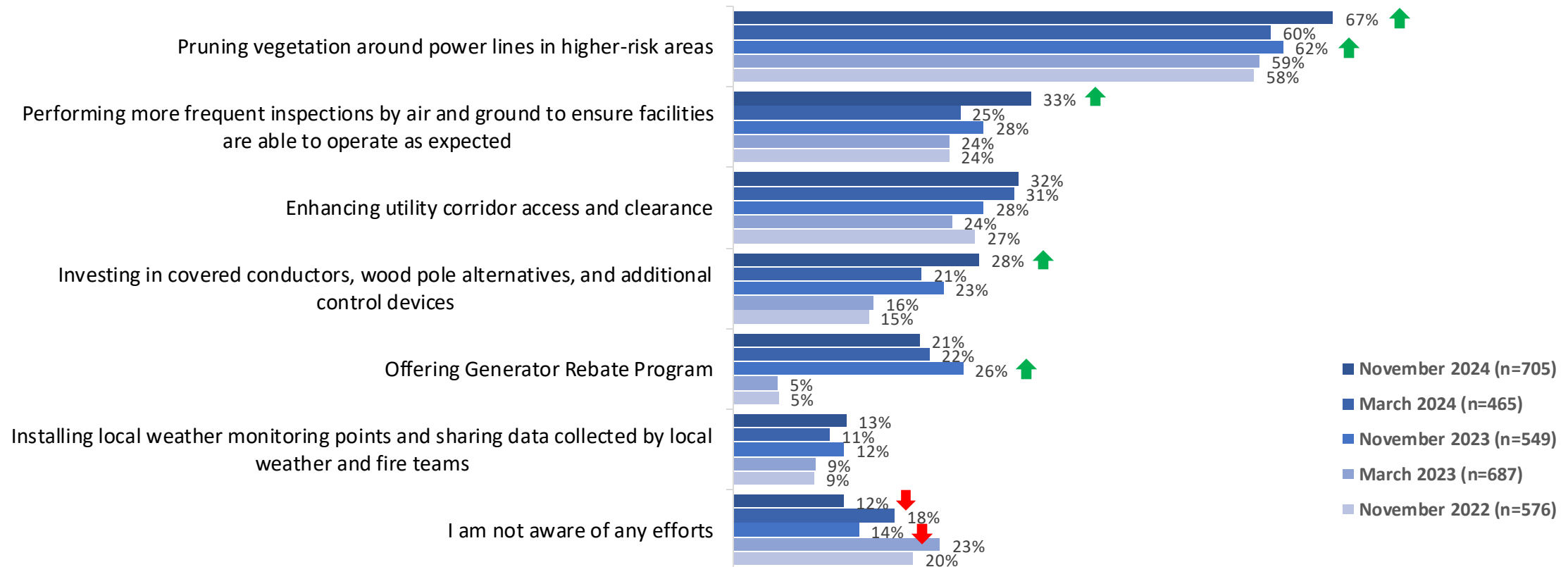
(among those taking action)

Actions Taken	Total				
	Nov 2024 (n=527)	March 2024 (n=313)	Nov 2023 (n=414)	March 2023 (n=474)	Nov 2022 (n=408)
Trimmed vegetation around home or property	72%	74% ↑	66%	71%	69%
Created defensible space	17%	21%	21%	27%	26%
Watering/installed watering systems	8%	5%	6%	6%	5%
Prepared an emergency kit	7%	9% ↓	14%	10%	12%
Purchased/readied a generator	4% ↓	7%	7%	2%	--
Prepare to evacuate/exit plan	4%	5%	5%	8%	8%

Awareness of Pacific Power's Efforts

- Pacific Power pruning vegetation around power lines in higher-risk areas remains the most recalled effort (67%) and saw a significant increase when compared with March 2024 (60%)
- Performing more frequent inspections by air and ground and investing in covered conductors, wood pole alternatives, and additional control devices also saw significant increases compared with March 2024, while those unaware of any efforts saw a significant decrease
- Recallers remain significantly more likely than Non-Recallers to be aware of almost all Pacific Power efforts to reduce the risk of wildfire

Awareness of Pacific Power's Efforts to Reduce Wildfire Risk

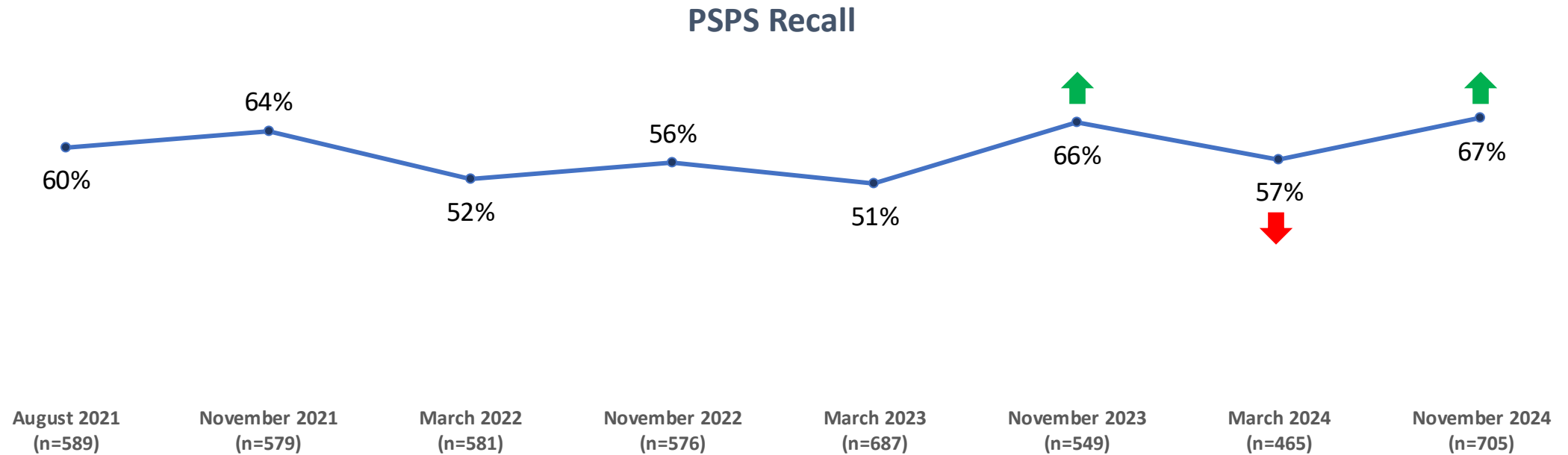




Awareness of Public Safety Power Shutoff

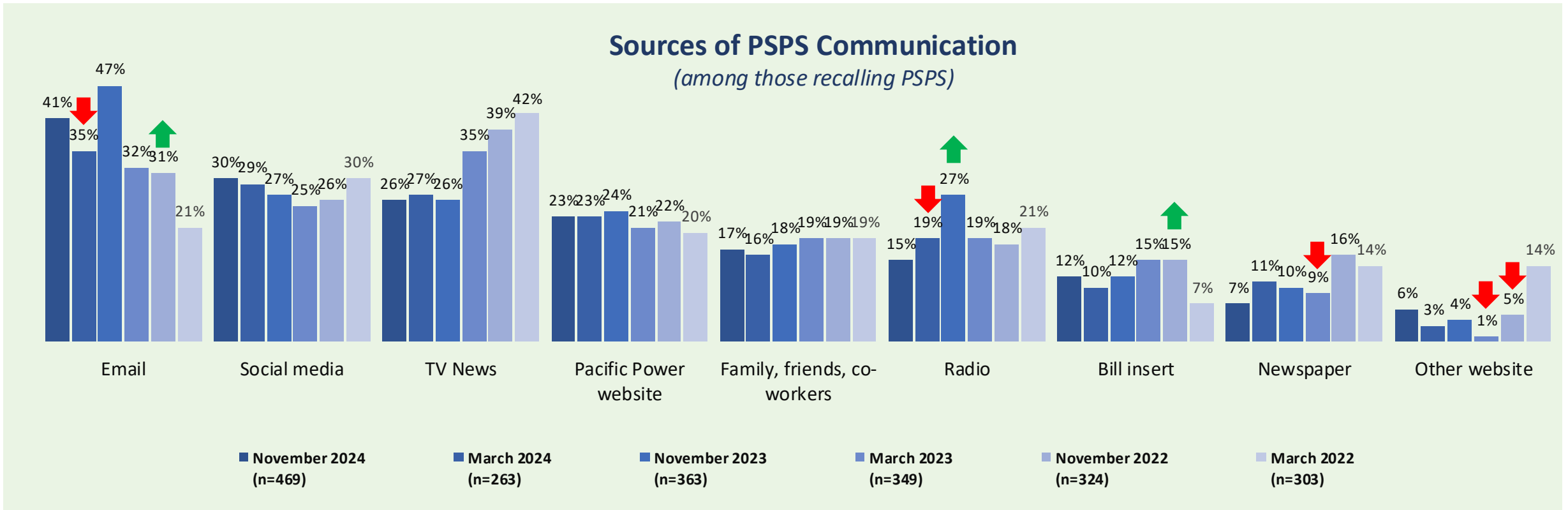
PSPS Awareness

- Just over two thirds (67%) indicate seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," significantly higher than in March 2024 (57%)
- Recallers are significantly more likely to be aware of PSPS than Non-Recallers (74% vs 46%)



PSPS Awareness Sources

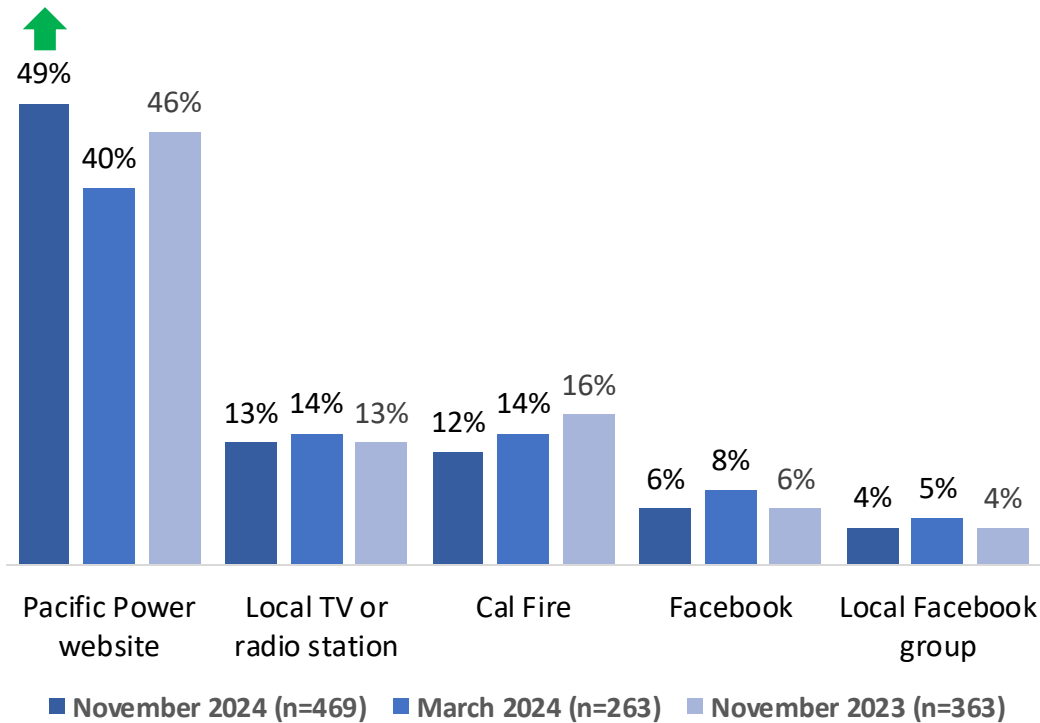
- Email remains the main source of PSPS communication (41%), staying consistent with March 2024 (35%); Recallers are significantly more likely than Non-Recallers to mention email (46% vs 20%), the Pacific Power website (26% vs 9%), bill inserts (13% vs 6%), and local organization or community centers (7% vs 2%)
- Mentions of community meetings or events saw a significant decrease compared with March 2024 (9% vs 4%) while all other sources remained consistent



PSPS Awareness & Understanding

- The Pacific Power website remains the main source customers would turn to for PSPS information (49%), up significantly from March 2024 (40%)
- Consistent with previous waves, of those aware, just under three quarters (74%) 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”
- Recallers are significantly more likely than Non-Recallers to mention the phrases, “for areas at a higher risk of fast-spreading catastrophic wildfires...” (78% vs 60%) and “before considering a Public Safety Power Shutoff...” (61% vs 41%)

Top 5 Sources of PSPS Information

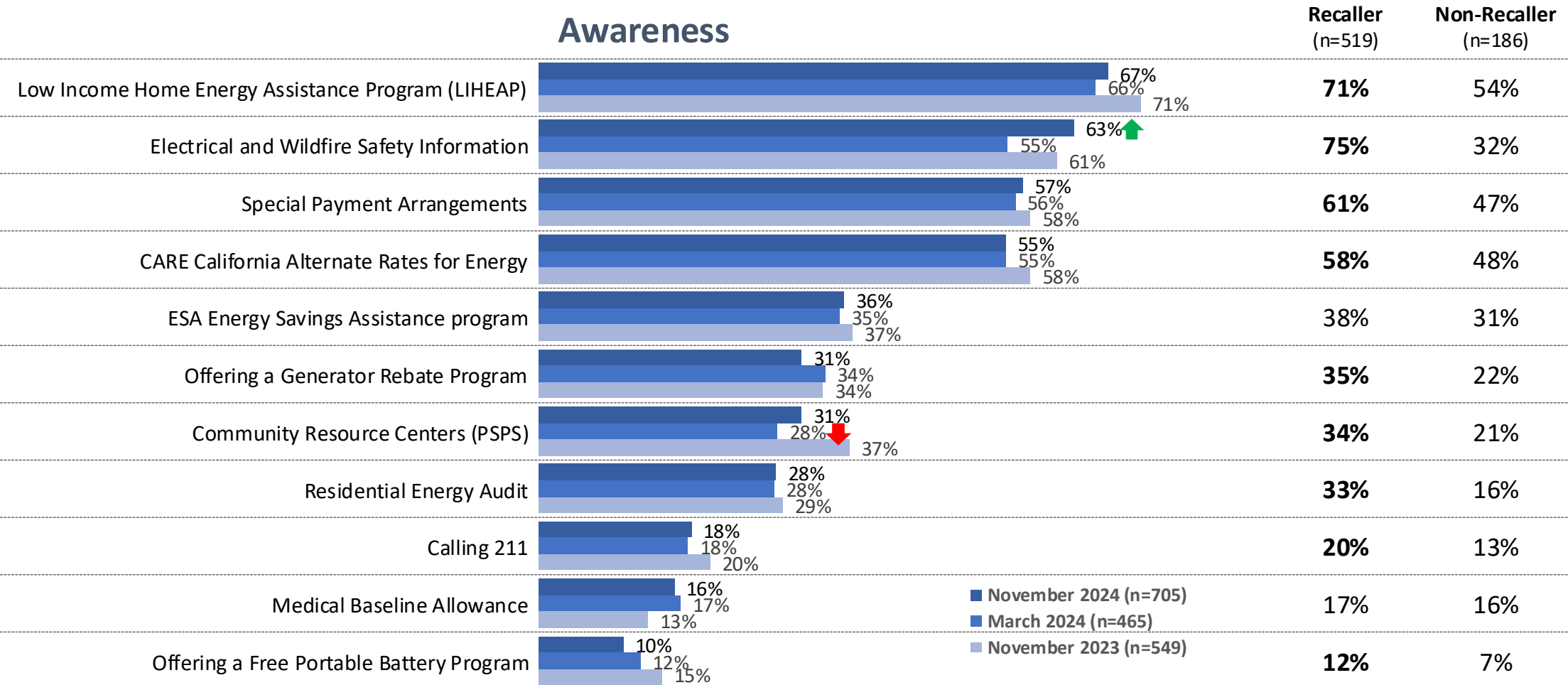


PSPS Understanding

	Nov 2024 (n=469)	Mar 2024 (n=263)	Nov 2023 (n=363)	Mar 2023 (n=349)	Nov 2022 (n=324)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	74%	80%	77%	77%	77%
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.	57%	59%	63%	57%	57%
A Public Safety Power Shutoff is a last resort by the utility in an effort to prevent a fast-moving, hard to fight wildfire to help ensure customer and community safety.	51%	54%	51%	52%	48%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	38%	33%	38%	42%	35%
Taking steps to enhance situational awareness by tracking satellite information and monitoring weather conditions can reduce the likelihood of a Public Safety Power Shutoff.	29%	25%	28%	31%	26%

Awareness of Resources

- Just over two thirds (67%) indicate they are aware of the Low Income Home Energy Assistance Program, followed by just under two thirds (63%) saying they are aware of electrical and wildfire safety information
- Recallers are significantly more likely than Non-Recallers to say they are aware of the majority of available resources



■ November 2024 (n=705)
■ March 2024 (n=465)
■ November 2023 (n=549)

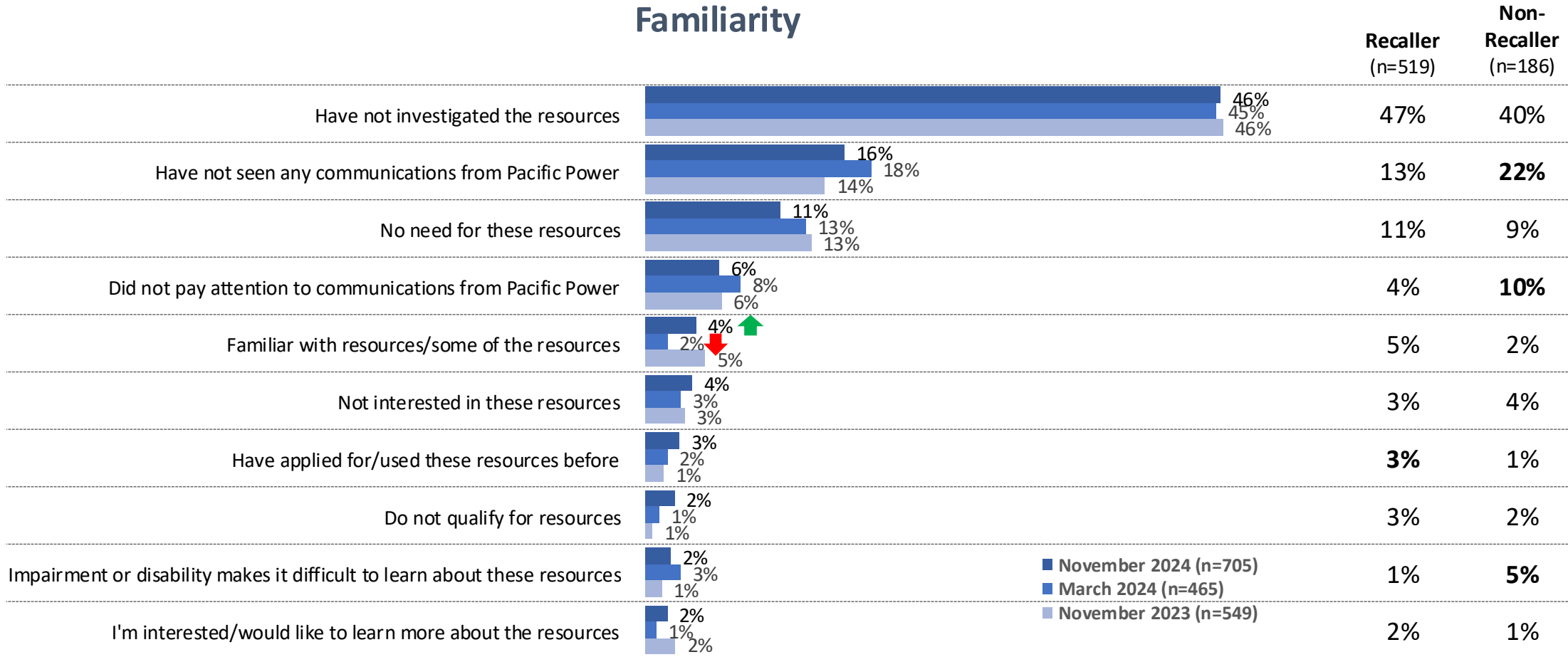


Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between categories

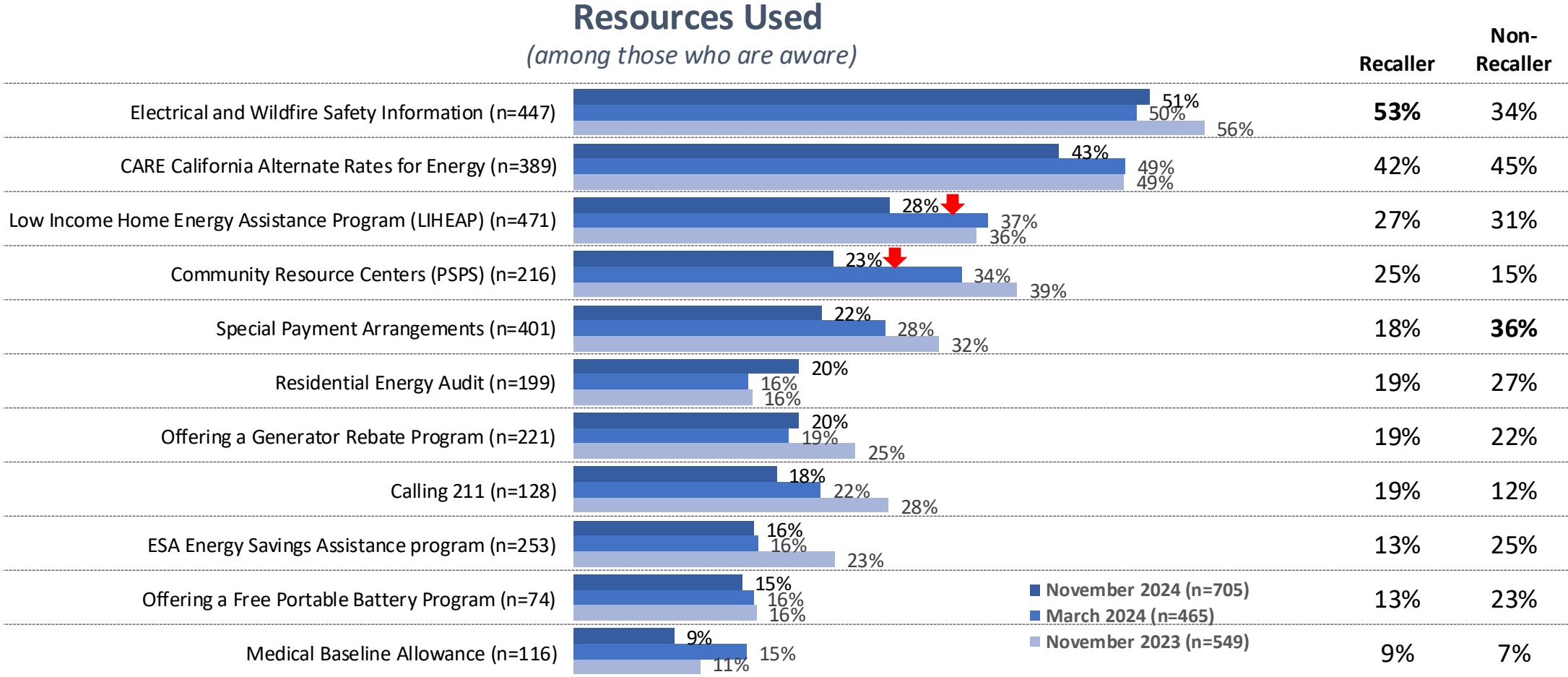
Familiarity of Resources

- Just under half (46%) report that they have not investigated the resources, consistent with March 2024
- Non-Recallers are significantly more like to report they have not seen any communications about resources (22% vs 13%), did not pay attention to communications from Pacific Power (10% vs 4%), and impairment or disability makes it difficult to learn about these resources (5% vs 1%)



Resources Used

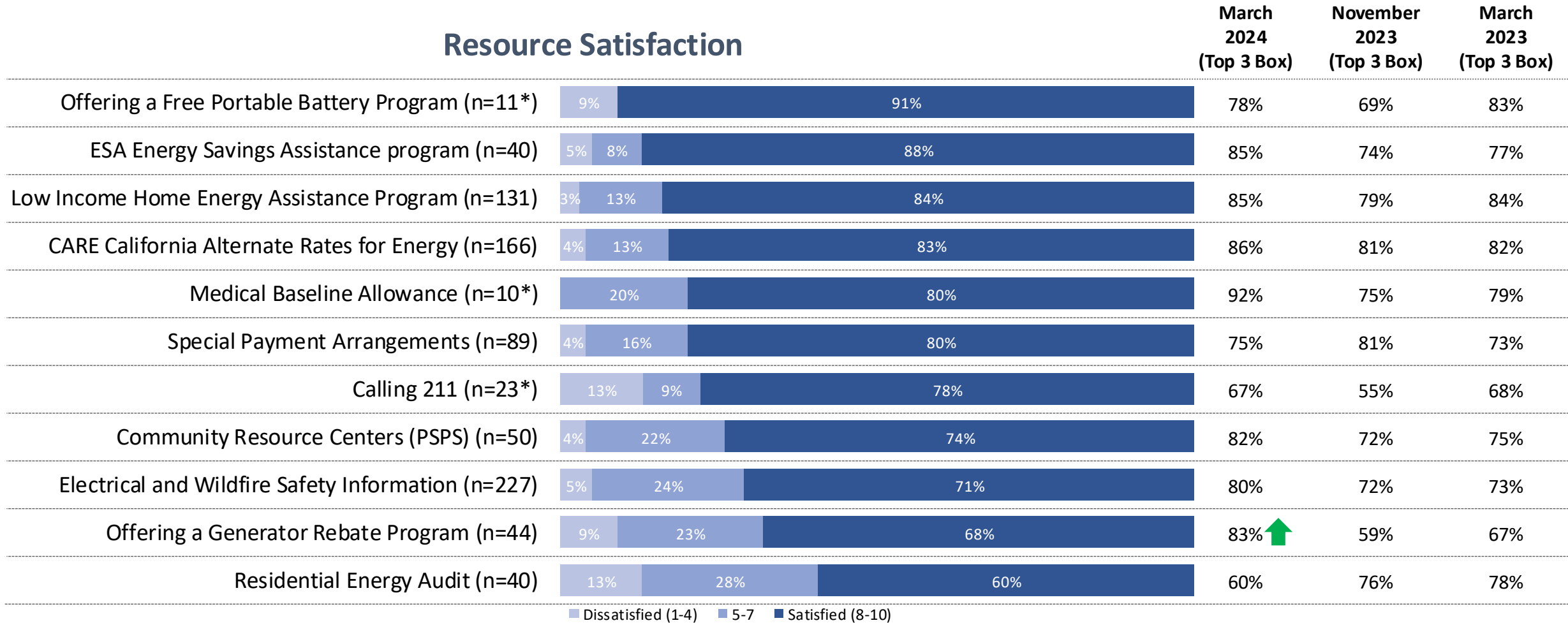
- Of those who are aware of the resources available, just over half (51%) have used electrical and wildfire safety information, followed by just over four in ten (43%) who have used the California Alternate Rates for Energy
- Use of LIHEAP and community resource centers (PSPS) saw significant decreases from March (28% vs 37% and 23% vs 34%, respectively)



Satisfaction With Resources Used

- Among those using the various resources available, satisfaction is highest with Offering a Free Portable Battery program, ESA Energy Savings Assistance program, and the Low Income Home Energy Assistance program
- Satisfaction with all resources is consistent with March 2024

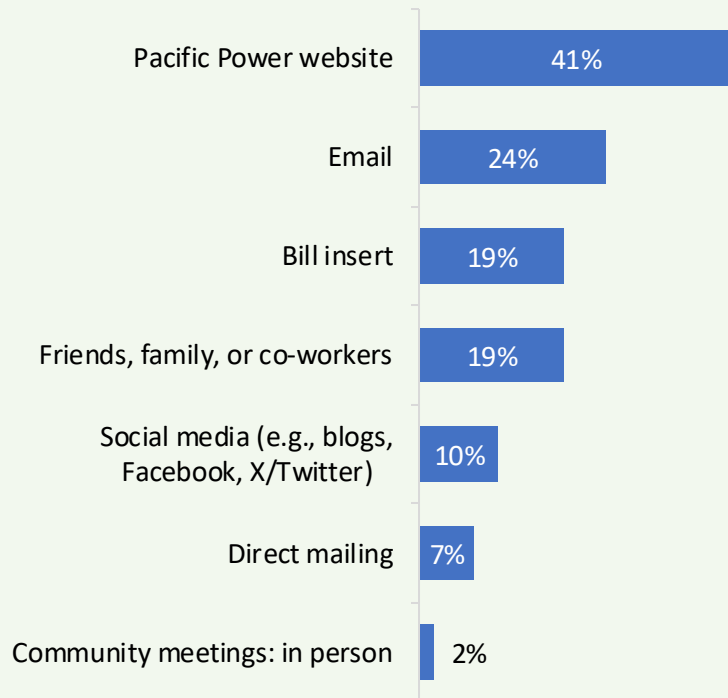
Resource Satisfaction



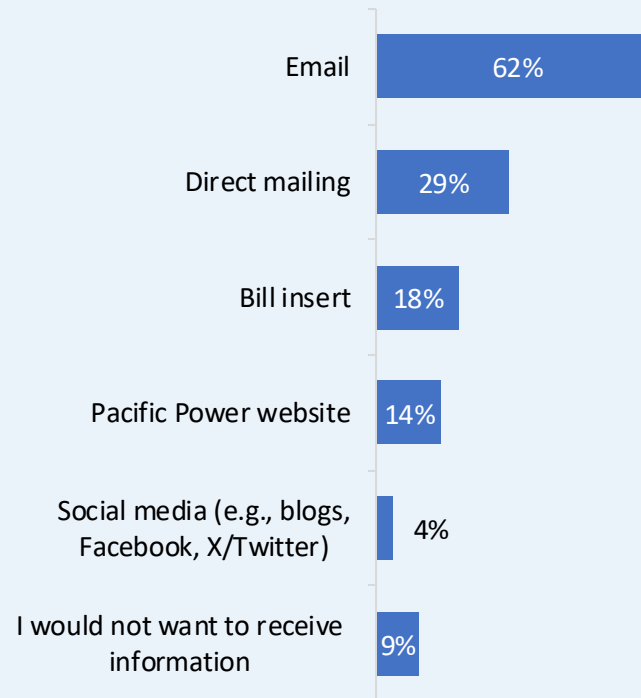
Generator Rebate Program

- Just over four in ten (41%) of those aware of Pacific Power’s Generator Rebate Program indicate they learned of it through the Pacific Power website; email is the most preferred (62%) source of communication for information about the Generator Rebate Program
- Whether customers qualify for a rebate (64%) and specific generators that qualify (56%) are seen as the most important information

Program Information Source



Preferred Source



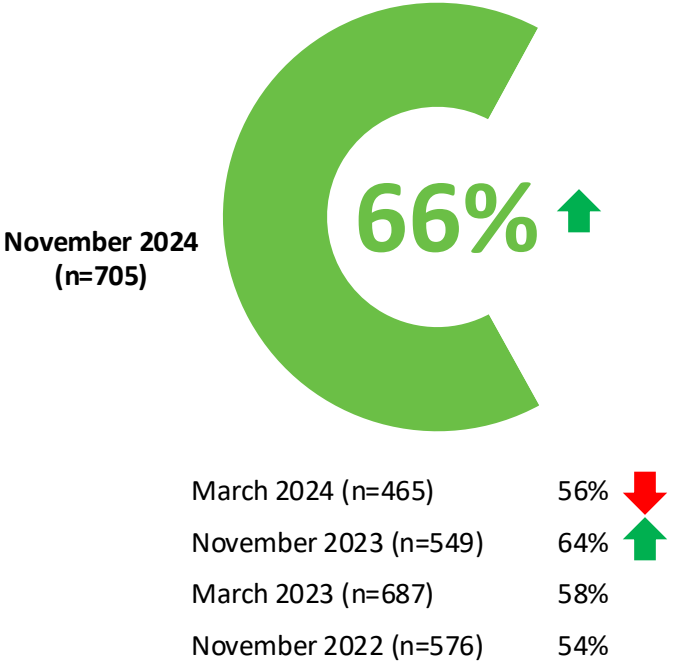
Important Information

Whether I qualify for a rebate	64%
Specific generators that qualify	56%
How to apply for a rebate	55%
The rebate amount	54%
Retailers that sell qualifying generators	42%
Other types of financial assistance programs available	32%
I would not want any information	15%

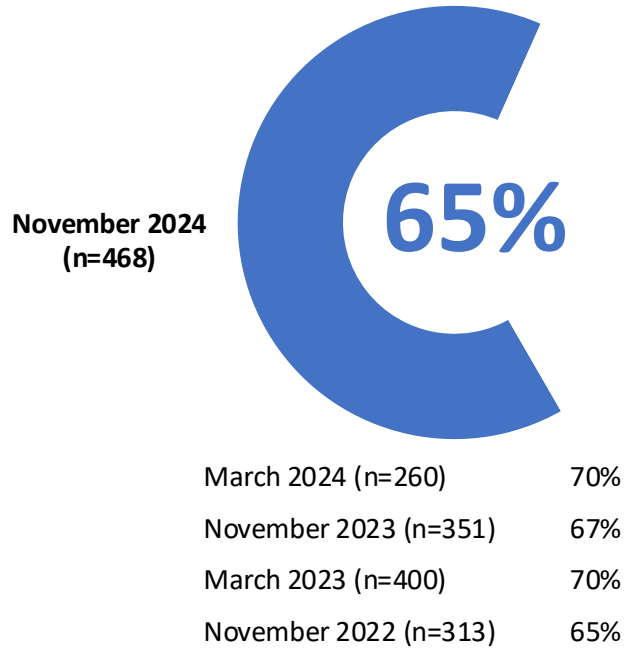
Contact Information for PSPS

- Two thirds (66%) of customers are aware they can update their contact information with Pacific Power, up significantly from March 2024; awareness among Recallers remains significantly higher than Non-Recallers (72% vs 52%)
- Just under two thirds (65%) of those aware they can update their information have done so, consistent with previous findings

Awareness of Ability to Update Contact Information for PSPS



Have Updated Contact Information *(among those aware they can update contact info)*



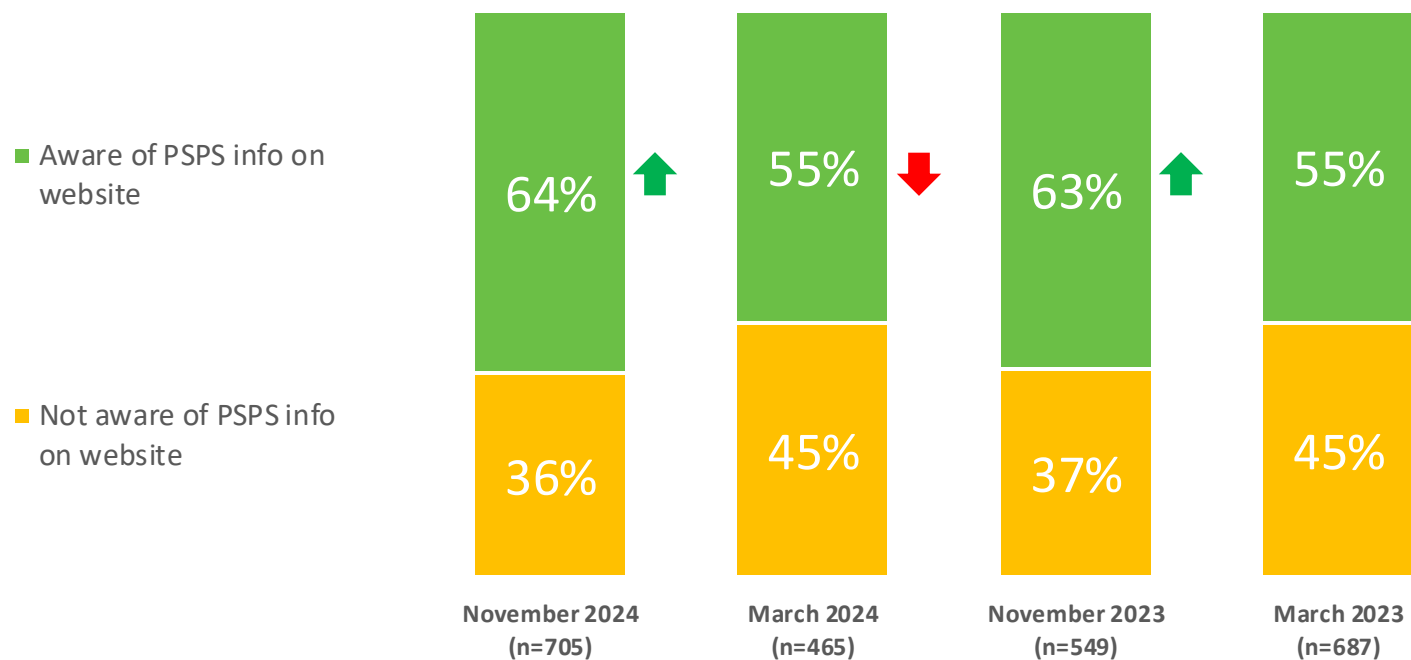
Q11 Are you aware you can update your contact information with Pacific Power to receive proactive notification prior to a Public Safety Power Shutoff? (n=705; Total)
 Q11A Have you updated your contact information with Pacific Power to receive notifications prior to a Public Safety Power Shutoff? (n=468; Aware of Information Update)

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

Awareness of PSPS Event Information

- Just under two thirds (64%) of respondents are aware they may locate information about a PSPS event on Pacific Power’s website, up significantly from March 2024
- Recallers are significantly more likely than Non-Recallers to indicate they are aware of PSPS information that may be found on Pacific Power’s website (70% vs 48%)

Awareness of PSPS Information on Pacific Power Website



Medical Needs and Language Preferences

One quarter (26%) responded that they rely on electricity for medical needs, consistent with the previous wave (26%); Critical customers are significantly more likely to rely on electricity for medical needs (63% vs 24%)

Of those relying on electricity for medical needs, 38% are aware Pacific Power provides additional notices, consistent with findings from March 2024 (36%)

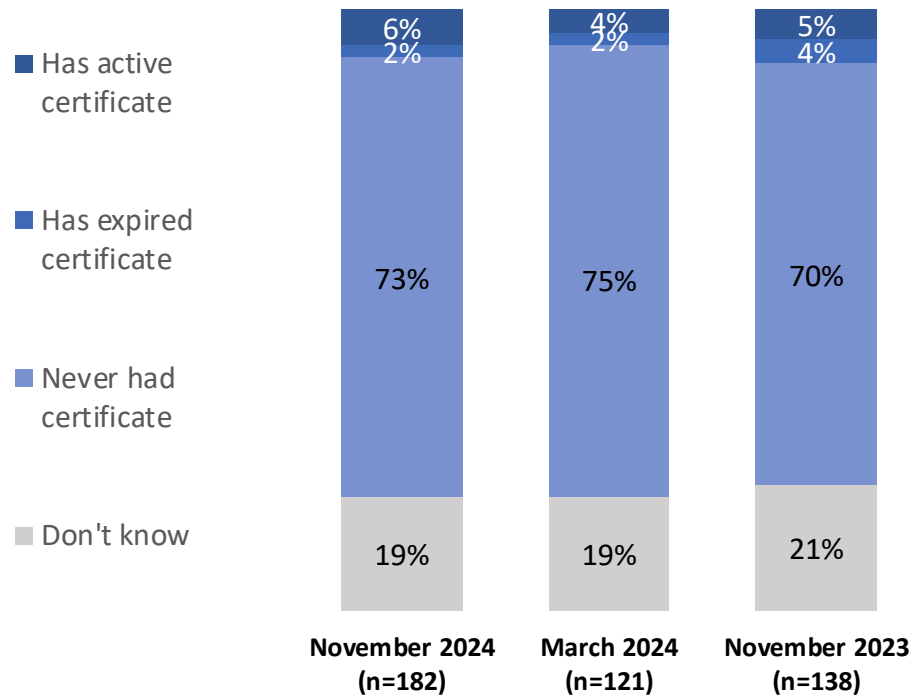
English is not a primary language for one in seven customers (15%), but is still preferred for communications for the vast majority (97%)

- Out of all respondents, 22 (3%) say it would be helpful for them or someone else in their household to receive communication in another language
- When asked what their preferred language would be to receive communications from Pacific Power, Spanish (2%) was the only non-English language mentioned

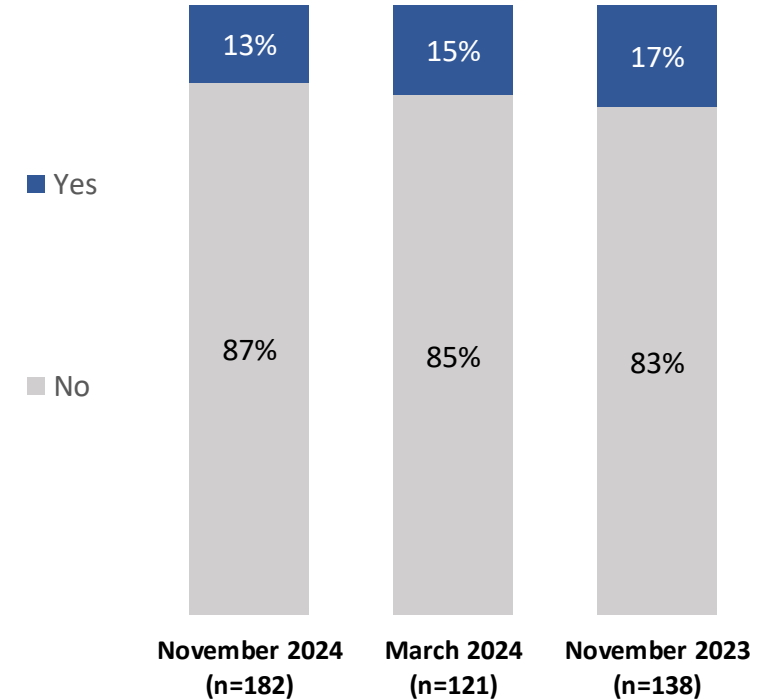
Medical Support Certificate Usage

- Of the customers who rely on electricity for medical equipment, only 6% currently have an active Medical or Life Support Certificate
- Only 13% are aware that the Medical or Life Certificate requires annual renewal, consistent with November 2023

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



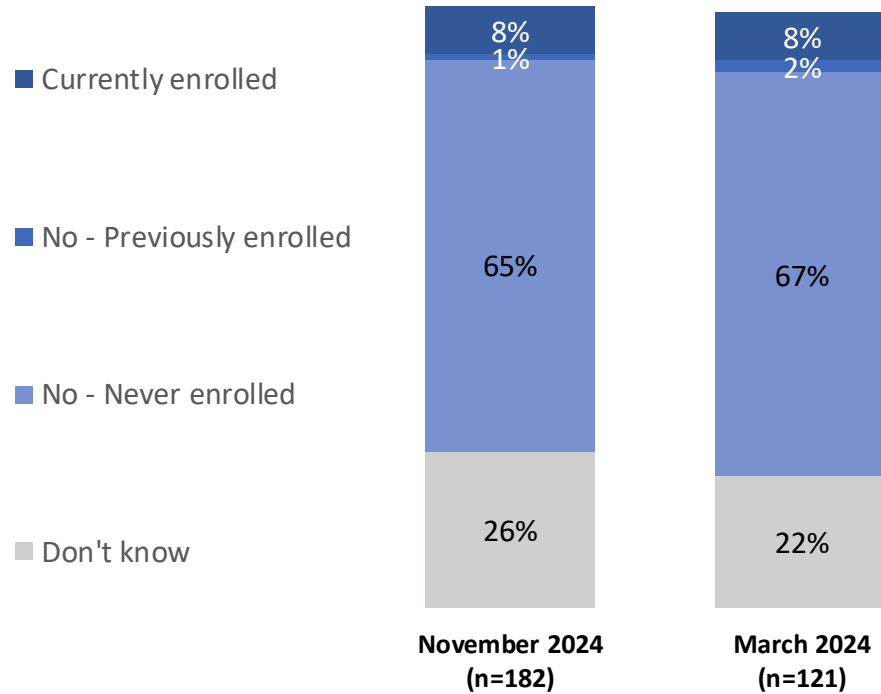
Aware Certificates Require Annual Renewal
(among those with medical needs)



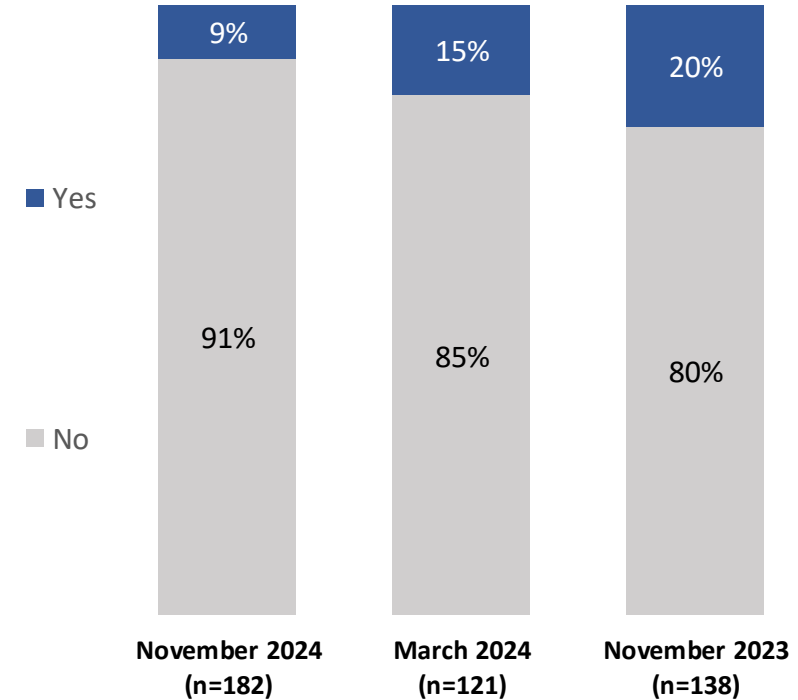
Medical Support Certificate Usage

- Only 8% of customers who rely on electricity for medical equipment self report enrollment in the Medical Baseline Allowance Program, consistent with March 2024
- Of the customers who rely on electricity for medical equipment, 9% are currently aware that those with an active medical certificate, and are enrolled in CARE, are eligible to participate in the Pacific Power Free Portable Battery program, consistent with March 2024 findings

Enrolled in Medical Baseline Allowance Program
(among those with medical needs)



Awareness of Eligibility for Free Portable Battery Program
(among those with medical needs)



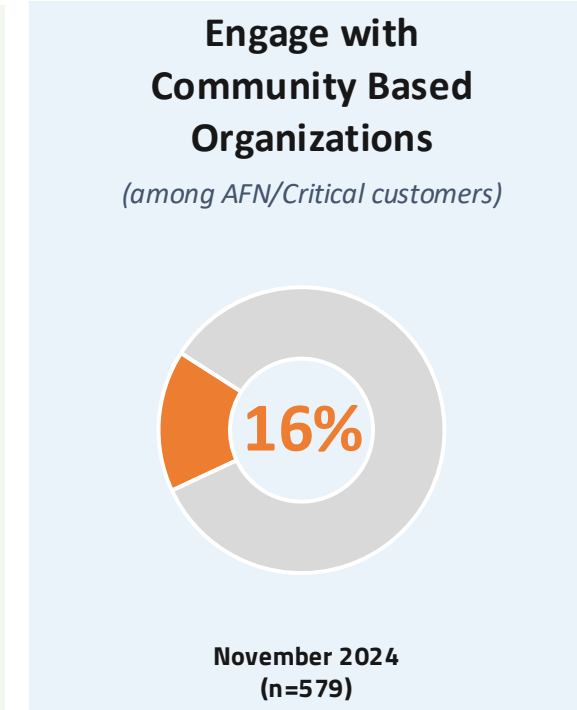
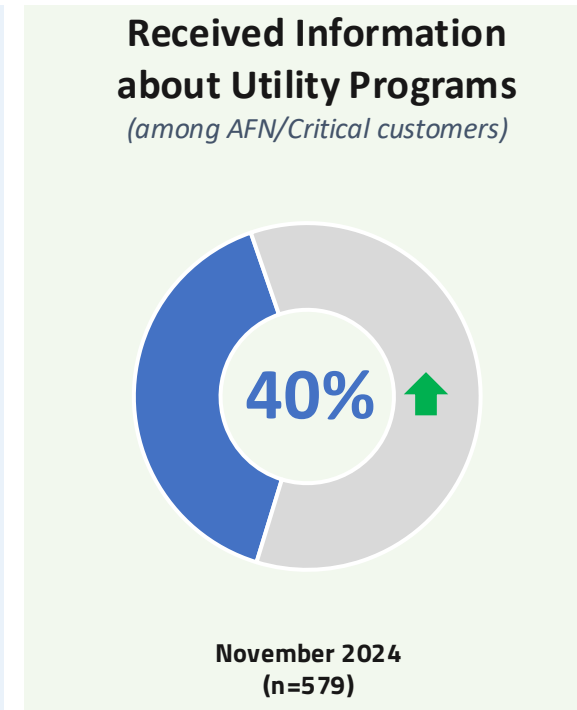
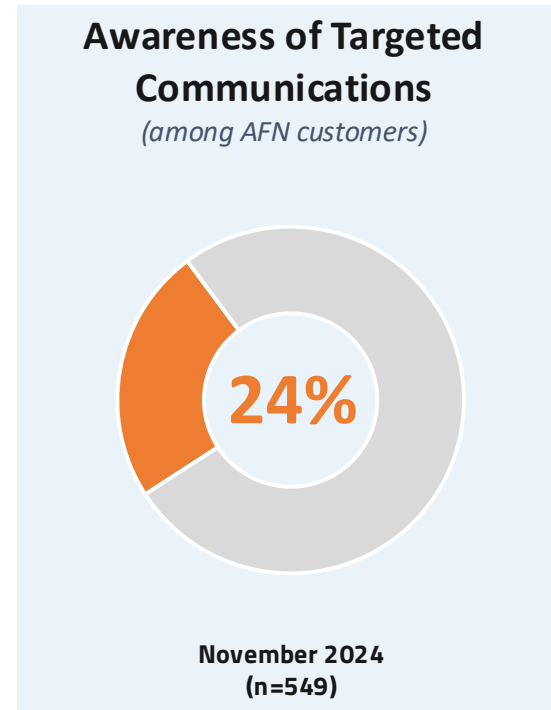
Access and Functional Needs Resources

- Just under one in four (24%) of those with access and functional needs are aware of Pacific Power’s targeted communications and early notifications of PSPS
- 40% of Critical or AFN customers have received information from Pacific Power about programs available, significantly more than March 2024 (33%); 16% indicate they engage with Community Based Organizations, outside of a PSPS context

Access and Functional Needs

Adults age 62+ in household	60%
Low-income household	23%
Chronic conditions or injuries	17%
Physical, developmental, or intellectual disability	11%
Children in household	9%
Limited access to transportation in the case of an emergency	5%
Limited English proficiency	1%
Do not have stable housing	1%
None of these apply	25%

Individual living in an institutionalized setting and currently pregnant mentioned by <1%



31	QA11	Are you, or anyone else in your household, at increased risk of harm to their health, safety, and independence during a power outage due to any of the following reasons? (n=705; Total)
	QL2	Are you aware that Pacific Power looks to identify households with individuals with increased risk of harm to health, safety, and independence during a power outage to provide targeted communication and earlier notification of PSPS? (n=549; A11=Yes)
	QL3	Do you recall receiving direct communication regarding available Pacific Power customer programs and/or preparedness? (n=579; A11=Yes / Critical Customer / Rely on electricity for medical needs)
	QL4	Do you or members of your household engage with Community Based Organizations or local Health and Human Services agencies within your community outside of the “during PSPS” context covered earlier in the survey? (n=579; A11=Yes / Critical Customer / Rely on electricity for medical needs)

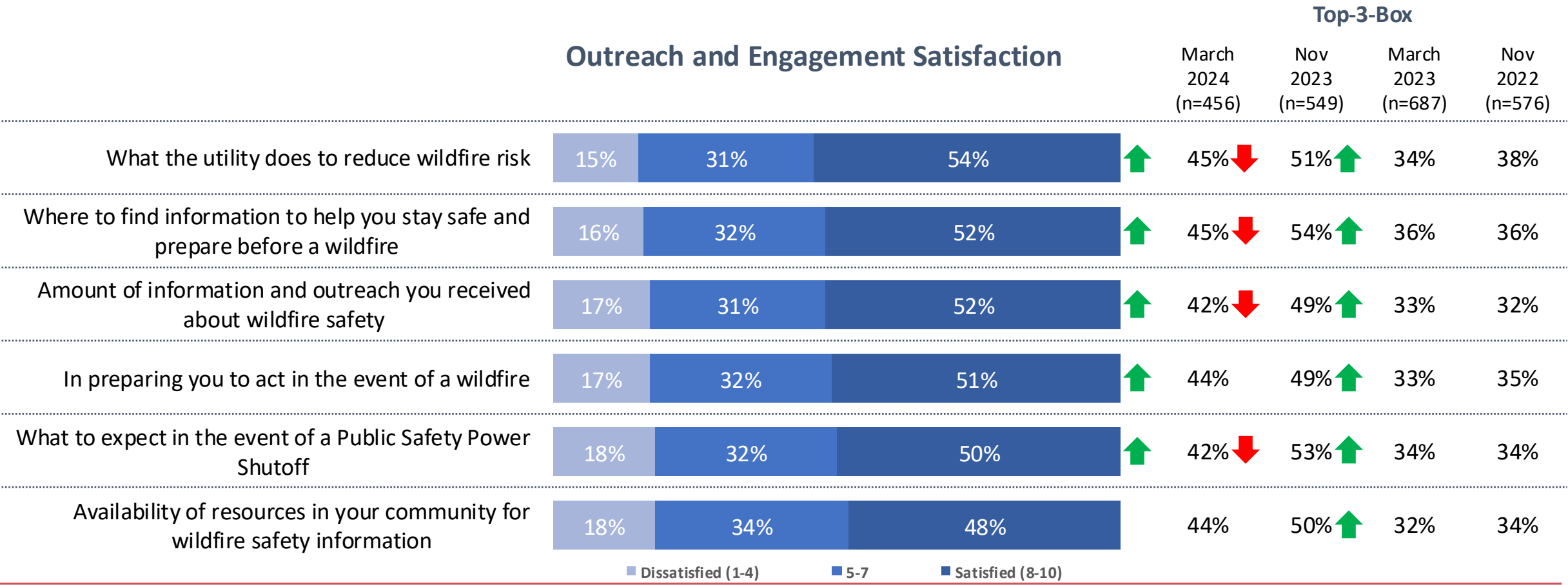
POWERING YOUR GREATNESS



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

Outreach and Engagement Satisfaction




- Roughly half (48% to 54%) of customers report being satisfied with all statements about outreach and engagement
- Satisfaction with almost all outreach and engagement saw a significant increase compared with March 2024



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=705; Total)

Concerns about Extended Outage

- The largest concerns and perceived challenges in the event of an extended power outage include food replacement (64%) and heating/cooling (62%)
- Mentions of heating/cooling as a significant concern increased significantly compared with March 2024 (62% vs 55%)
- Critical customers are significantly more likely than Non-Critical customers to say cold storage of medication (37% vs 17%), powering medical equipment (47% vs 13%), and mobility equipment (23% vs 2%) are significant concerns or challenges in the event of an extended power outage

Concerns or Challenges of an Extended Power Outage		March 2024 (n=465)	Nov 2023 (n=549)	March 2023 (n=687)
Food replacement	64%	65%	67%	61%
Heating/cooling	62% 	55%	59% 	65%
Communication	38%	40%	40%	39%
Utility pumps (well water)	33%	35%	34%	35%
Cold storage of medication	18%	16%	13%	15%
Powering medical equipment	15%	16%	15%	17%
Shelter	14%	17%	17%	14%
Transportation	7%	10%	10%	8%
Mobility equipment	3%	5% 	2%	3%
Food storage/refrigeration	2%	1%	1%	1%
Generator	1%	2%	1%	--
Water/Hot water	1%	1%	2%	--
Cooking (general)	1%	1%	--	--
Fuel (general)	1%	2%	--	--

Post-PSPS



PSPS Notifications

- Just over half (55%) say that notifications should be sent if there is any possibility of a PSPS, consistent with March 2024 (51%)

PSPS Notifications Perception	November 2024 (n=705)	March 2024 (n=465)	November 2023 (n=549)	March 2023 (n=687)	November 2022 (n=576)
Notifications should be sent if there is any possibility of a PSPS	55%	51%	54%	52%	51%
Notifications should only be sent if there is a high likelihood of a PSPS	32%	38%	35%	35%	34%
Notifications should only be sent if a PSPS is certain to occur	12%	11%	11%	14%	15%

Critical Customers Summary





Key Metrics: Random vs. Critical Customers

	Random Customers (n=675)	Critical Customers (n=30)
Aware of Wildfire Safety Communications	74%	57%
Aware of Communications from Pacific Power (among those aware)	53%	59%
Took Action to Prevent or Prepare for a Wildfire	76%	57%
Recall PSPS	67%	53%
Would Turn to Pacific Power Website for PSPS Info	49%	38%
Aware of Ability to Update Contact Info for PSPS	67%	50%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	48%	53%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	36%	58%

Demographic Profiles: Random vs. Critical Customers

	Random Customers (n=675)	Critical Customers (n=30)
Gender	Male – 42% Female – 54%	Male – 40% Female – 53%
Age	18-54 – 16% 55-64 – 17% 65+ – 64%	18-54 – 40% 55-64 – 23% 65+ – 27%
Median Income	\$49K	\$19K
Home Ownership	Own – 80% Rent – 16%	Own – 50% Rent – 40%
Primary Language is not English	15%	7%
Responded they Rely on Electricity for Medical Needs	24%	63%



Key Metrics: AFN vs. Non-AFN

	AFN Customers (n=549)	Non-AFN Customers (n=156)
Aware of Wildfire Safety Communications	75%	67%
Aware of Communications from Pacific Power (among those aware)	54%	52%
Took Action to Prevent or Prepare for a Wildfire	76%	70%
Recall PSPS	67%	64%
Would Turn to Pacific Power Website for PSPS Info	49%	46%
Aware of Ability to Update Contact Info for PSPS	68%	60%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	49%	46%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	38%	--

Demographic Profiles: AFN vs Non-AFN

	AFN Customers (n=549)	Non-AFN Customers (n=156)
Gender	Male – 40% Female – 56%	Male – 50% Female – 48%
Age	18-54 – 15% 55-64 – 16% 65+ – 66%	18-54 – 26% 55-64 – 21% 65+ – 49%
Median Income	\$42K	\$70K
Home Ownership	Own – 77% Rent – 18%	Own – 81% Rent – 14%
Primary Language is not English	14%	17%
Responded they Rely on Electricity for Medical Needs	33%	--



CBO Interviews

CBO Interviews

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

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



CBO Interviews

Current Communications

- Both organizations report a direct point of contact with Pacific Power, and strong communications regarding programs available to customers and outage preparation
 - One mentioned that while communication was strong leading up to an outage event, and Pacific Power did a good job responding to the outage, the communication during the outage could have been improved (details on restoration, specific areas where power was out, etc.)
 - The communication gap during the outage may have been explained by Pacific Power going higher up the chain of command, and the organization's own communication structure may have prevented information from reaching the research participant as quickly as desired
 - The participant from the county emergency services mentioned that the county typically communicates directly with Pacific Power, and then relays information to municipalities and tribal agencies
- Both report direct communications using a mix of text messages, email, and phone calls when necessary; they are satisfied with this approach
- While there have been discussions about programs, more educational information about medical programs and the Generator Rebate Program would be helpful so they can better educate the public

Spreading the Word

- Recommended methods for reaching the community about wildfire safety and PSPS preparation include social media, printed materials, email, radio, and in-person events
 - Social media, primarily Facebook, provides the ability to reach large numbers directly, through partnerships with local agencies/organizations, and through local Facebook groups
 - Emails from Pacific Power and bill inserts are key methods for customers to hear directly from the utility
 - All mention the potential for Pacific Power to have a presence at local events such as fairs, which generate a large amount of foot traffic
 - Radio is mentioned as a communication source to potentially reach those without online access, and during times of emergency
 - Partnership with local agencies is an important opportunity for Pacific Power to reach more vulnerable populations (e.g., elderly, those with medical needs, low income, non-English speakers, rural communities etc.)
- One mentioned that it is difficult for renters to receive direct updates from the utility if they are not the account owner; more information on the website that is not tied to a user's account is recommended
- Another reported challenges navigating the Pacific Power website to find information about PSPS, programs, and the Generator Rebate Program
- English, Spanish, and Hmong are the languages required in the area

CBO Interviews

Useful Information/Resources

- The most effective information Pacific Power can provide to help prepare the community include:
 - Details about Pacific Power's mitigation efforts, including prevention of fires and steps taken to minimize the risk of a PSPS outage
 - Direct coordination with emergency management agencies about mitigation
 - Providing information about substation locations to emergency agencies, so they will have awareness of the situation as power is brought back online
 - Information for the public about support programs and the Generator Rebate Program (direct and through agencies)
 - Messages about how the public can prepare for an outage, including having fresh water, non-perishable food, and access to charging devices for phones
 - Education for the public about CRCs during a PSPS event
 - Program to support the public with battery backups
- Improving access to information and resources on the Pacific Power site for those who are not account owners (e.g., renters); ensuring the public is aware of CRC sites and AFN resources, even if they do not have a Pacific Power account in their name
- Participation in fire safe council meetings with local fire, Cal Fire, USFS, and local government organizations is encouraged
- Continued coordination with emergency response organizations during fires and PSPS events to support streamlined response for the community

PSPS Events

- Leading up to, and during PSPS events, frequent communication with emergency services agencies and the public is highly important
 - Earlier notifications for PSPS events are requested; participants report very little notice for past PSPS events; 48 hour notice is optimal
 - Agencies understand the changing nature of weather conditions means PSPS events will be evolving situations; providing as much notice as possible and then regular updates preferred
 - It is recommended to provide the public as much notice as possible; participants feel it is better to provide advanced warning even if the conditions change and further updates are needed
- Educational messaging during late Spring/early Summer is recommended to increase public awareness
 - Encourage the public to opt in receiving alerts
 - Educate about PSPS preparation (having food, water, full gas tank, awareness of CRC, etc.)
 - Inform the public about CRCs and the nearby locations
- Special attention is required for AFN customers, particularly those needing medical equipment, the elderly, and those in isolated rural areas; consider partnering with CBOs to raise awareness and encourage customers to opt into additional notifications
- CBOs are also recommended to reach the non-English speaking and ensure they have the information needed to prepare for PSPS events



Demographic Profiles

Respondent Profiles

Gender	Total (n=705)	Recallers (n=519)	Non-Recallers (n=186)
Male	42%	42%	43%
Female	54%	54%	55%
Age			
18 to 24	<1%	--	1%
25 to 34	2%	2%	4%
35 to 44	7%	7%	7%
45 to 54	8%	7%	9%
55 to 64	17%	16%	20%
65 or over	62%	65%	55%
Prefer not to say	3%	3%	4%

Renter/Homeowner	Total (n=705)	Recallers (n=519)	Non-Recallers (n=186)
Own	78%	80%	75%
Rent	17%	15%	22%
Other	1%	2%	1%
Prefer not to say	3%	4%	3%
Household Income			
Less than \$20,000	14%	14%	15%
\$20,000 to \$39,999	21%	19%	25%
\$40,000 to \$59,999	14%	16%	10%
\$60,000 to \$89,999	13%	12%	15%
\$90,000 to \$129,999	11%	12%	6%
\$130,000 to \$199,999	5%	5%	5%
\$200,000 or more	3%	3%	1%
Prefer not to say	20%	18%	23%

Respondent Profiles: AFN vs. Non-AFN

Gender	Total (n=705)	AFN (n=549)	Non-AFN (n=156)
Male	42%	40%	50%
Female	54%	56%	48%
Age			
18 to 24	<1%	<1%	--
25 to 34	2%	2%	4%
35 to 44	7%	7%	8%
45 to 54	8%	6%	13%
55 to 64	17%	16%	21%
65 or over	62%	66%	49%
Prefer not to say	3%	3%	4%

Renter/Homeowner	Total (n=705)	AFN (n=549)	Non-AFN (n=156)
Own	78%	77%	81%
Rent	17%	18%	14%
Other	1%	1%	1%
Prefer not to say	3%	3%	3%
Household Income			
Less than \$20,000	14%	16%	8%
\$20,000 to \$39,999	21%	23%	13%
\$40,000 to \$59,999	14%	15%	12%
\$60,000 to \$89,999	13%	12%	17%
\$90,000 to \$129,999	11%	10%	12%
\$130,000 to \$199,999	5%	4%	9%
\$200,000 or more	3%	2%	6%
Prefer not to say	20%	18%	24%