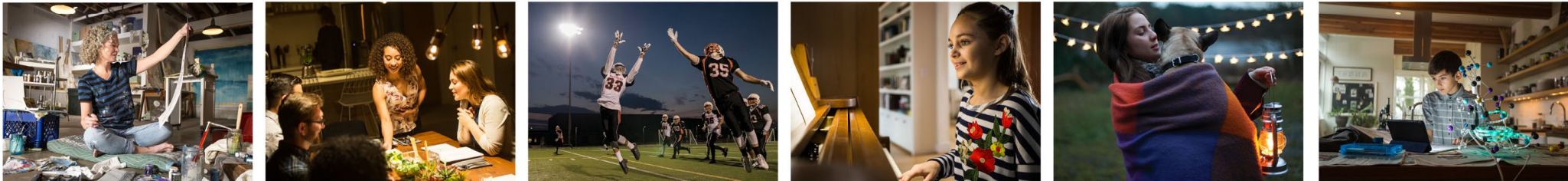


## APPENDIX E

# Wildfire Messaging Awareness

November 2023



## Prepared by

Jakob Lahmers - [Jakob.Lahmers@mdcresearch.com](mailto: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 549 surveys, including 33 from critical customers, were completed between November 7 and December 5, 2023
  - Phone: 85 completed surveys
  - Web: 464 completed surveys

# Key Findings

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

# Recommendations



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

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

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

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

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

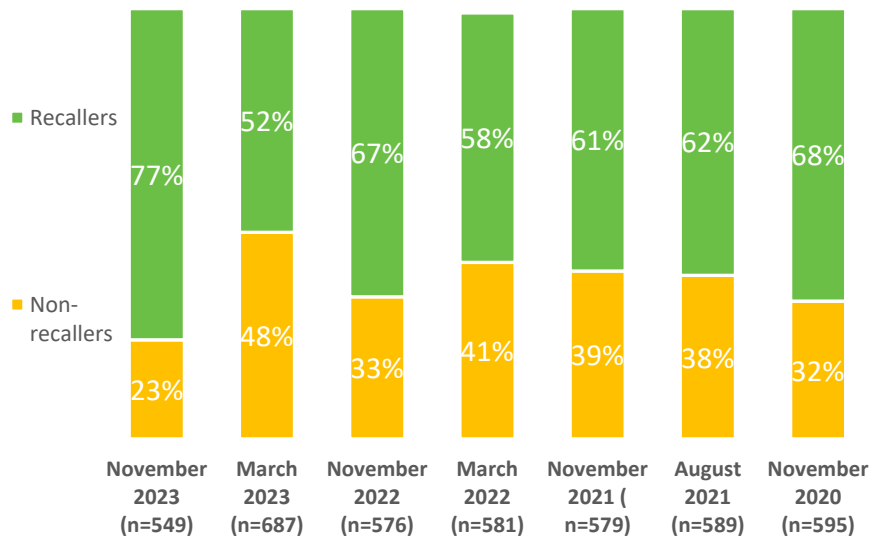
Recall of PSPS is now higher than has been reported in the past. Continue efforts to disseminate communications through email, social media, and TV news to maintain awareness. Focus communication on being prepared in the event of an outage, whether due to PSPS or other factors.

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

# Wildfire Safety Communications Awareness

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

## Communication Awareness



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

# Communication Recall (among those aware of communications)



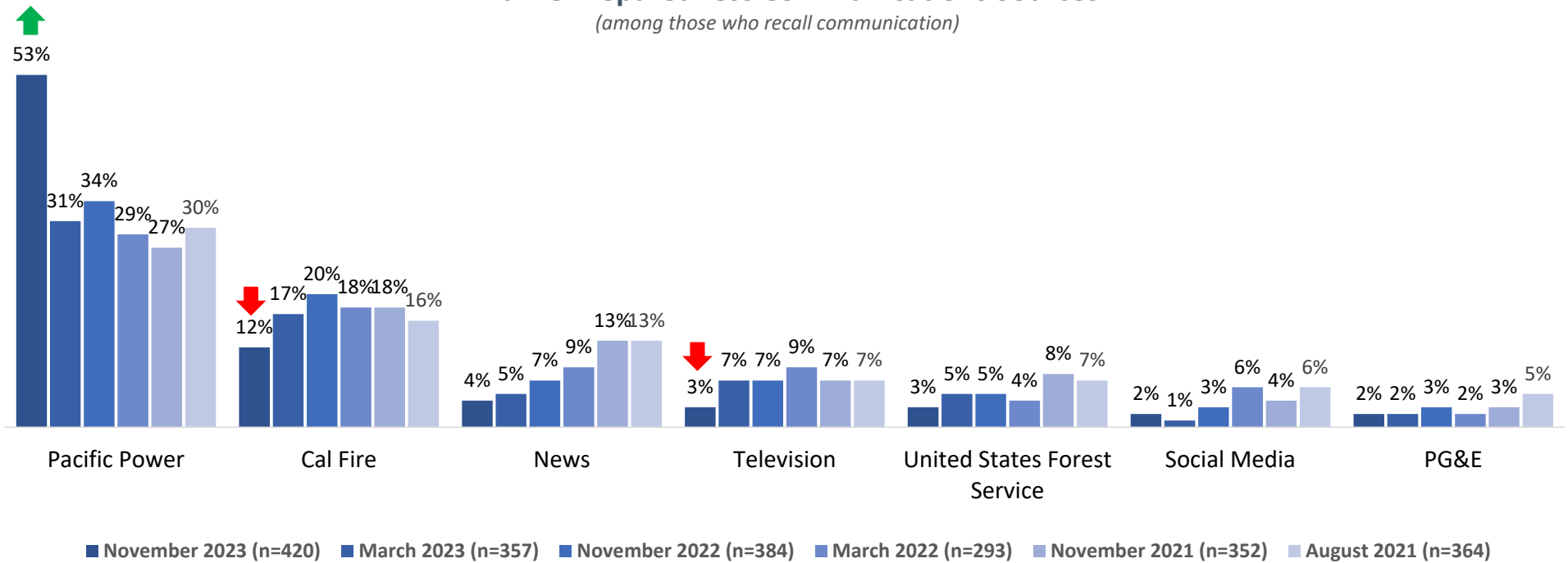


# Sources of Wildfire Preparedness Communications

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

## Wildfire Preparedness Communications Sources

(among those who recall communication)





# Wildfire Preparedness Communications Messages

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

## Communications Messages Recalled

(among those who recall communication)

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

# Information Channels for Wildfire Communications

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

## Information Channels for Wildfire Preparedness Communications

(among those who recall communication)

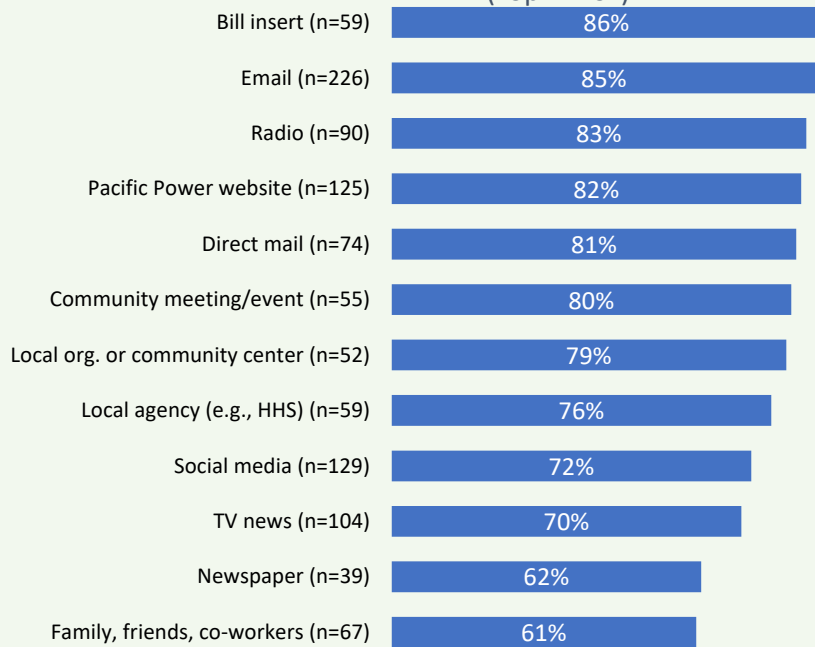
	March 2023 (n=357)	Nov 2022 (n=384)	March 2022 (n=293)	Nov 2021 (n=352)	Aug 2021 (n=364)
Email	54% ↑	36%	40%	29%	36%
Social Media	31%	31%	34%	36%	38%
Pacific Power Website	30%	25%	23%	28%	22%
TV News	25% ↓	32%	32%	38%	38%
Radio	21% ↑	13%	12%	14%	15%
Direct Mail	18%	21%	24%	17%	17%
Family, Friends, Co-Workers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

# Information Usefulness and Clarity

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

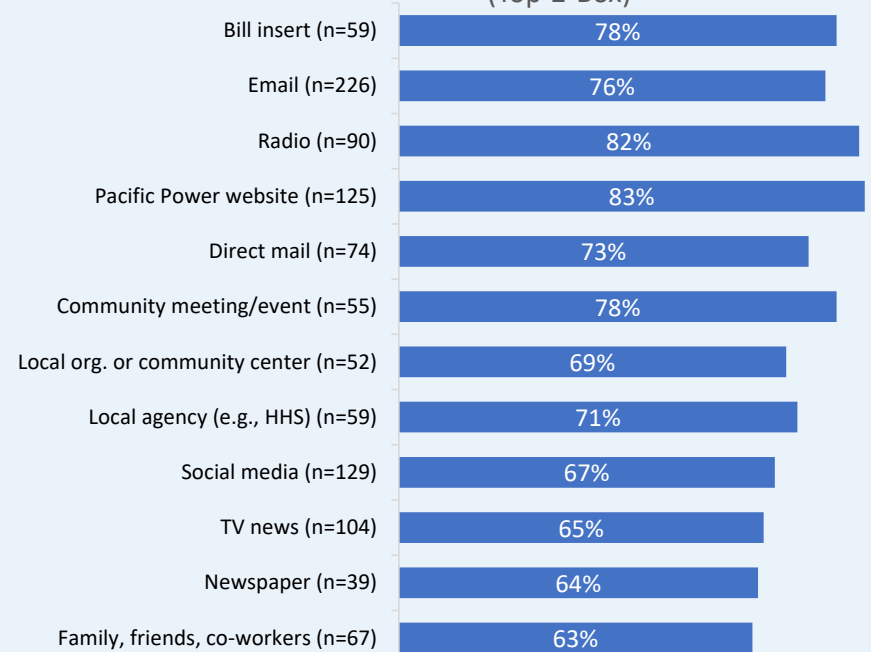
## Clarity

(Top-2-Box)



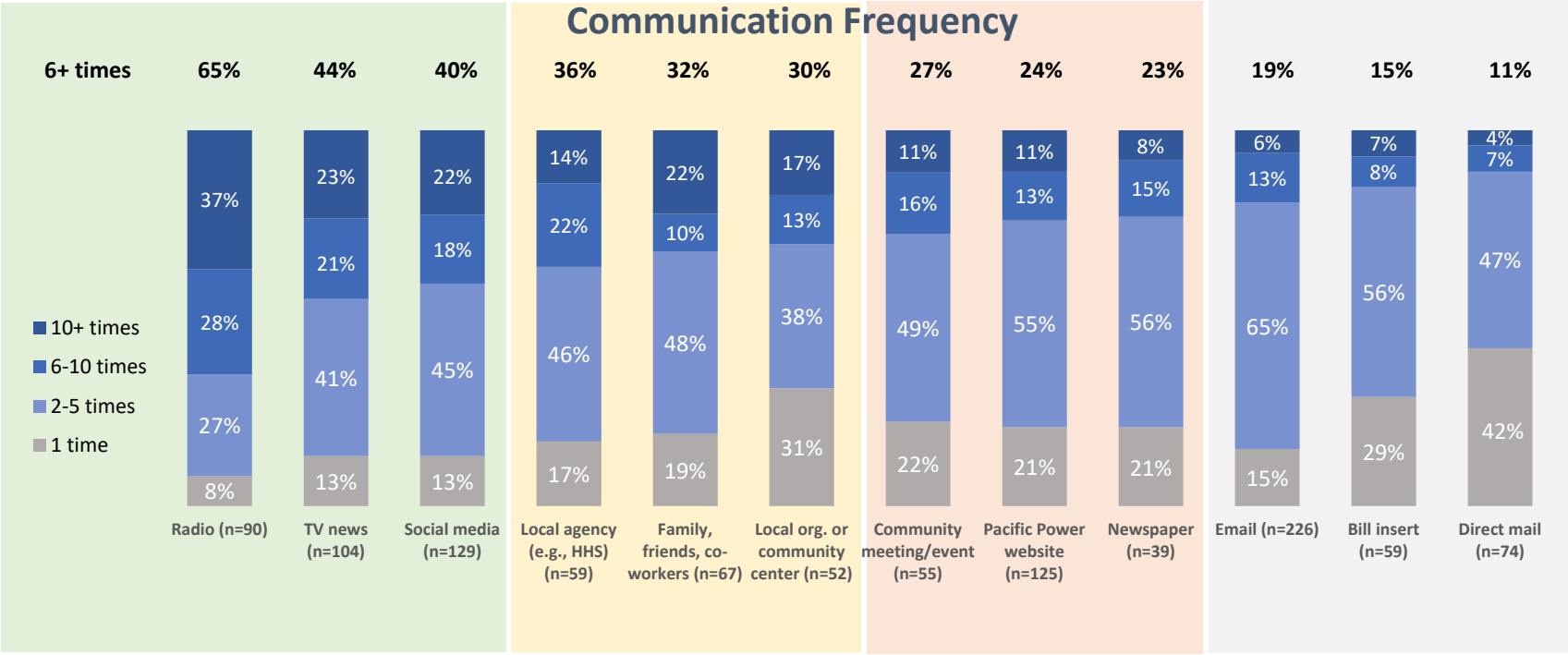
## Usefulness

(Top-2-Box)



# Communication Frequency

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

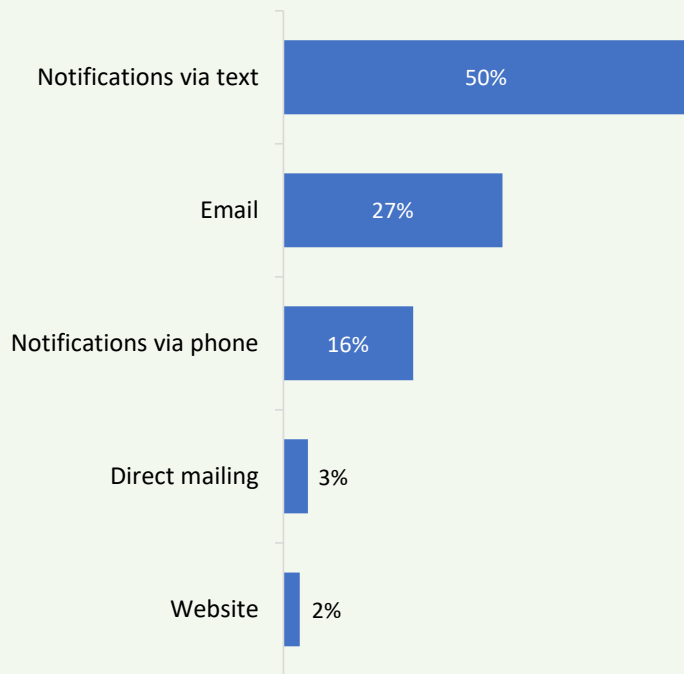


Q5A In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=420; Aware of Communication)

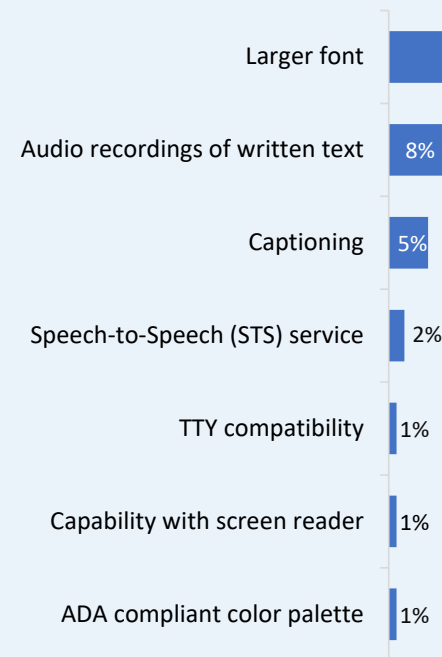
# Effective and Helpful Communication

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

## Most Effective Communications



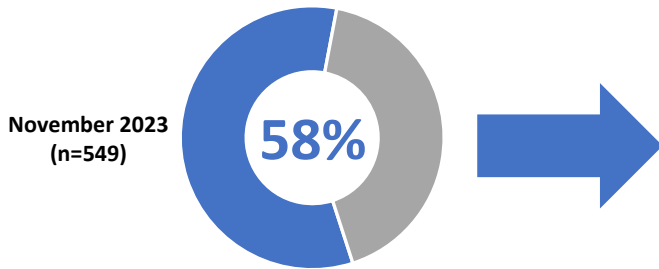
## Helpful Elements



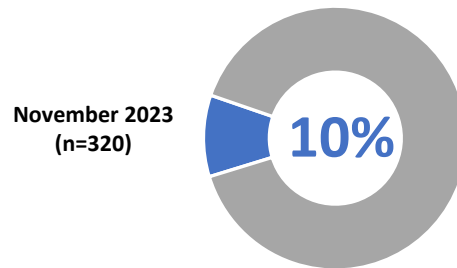
# Awareness and Use of Pacific Power Information

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

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



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



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

## Wildfire Topics Discussed

(among those who contacted Pacific Power)

Nov 2023 (n=32)

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

13

QN1 Are you aware that you can call Pacific Power to get information about wildfire safety and preparedness? (n=549; Total)

QN2 In the past year, have you called Pacific Power to get information about wildfire safety and preparedness? (n=320; Aware can call)

QN3 What specific topics about wildfire safety and preparedness did you call to ask about? (n=32; Have called)

QN4 When you called Pacific Power about wildfire safety and preparedness, did you feel you got the information that you needed? (n=32; Have called)

POWERING YOUR GREATNESS

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

**Bold** denotes statistically significant difference between categories



# Wildfire Preparedness Actions Taken

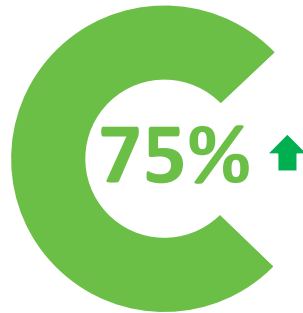




# Wildfire Preparedness

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

## Took Actions to Prevent or Prepare for a wildfire



November 2023  
(n=549)

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

## Actions Taken

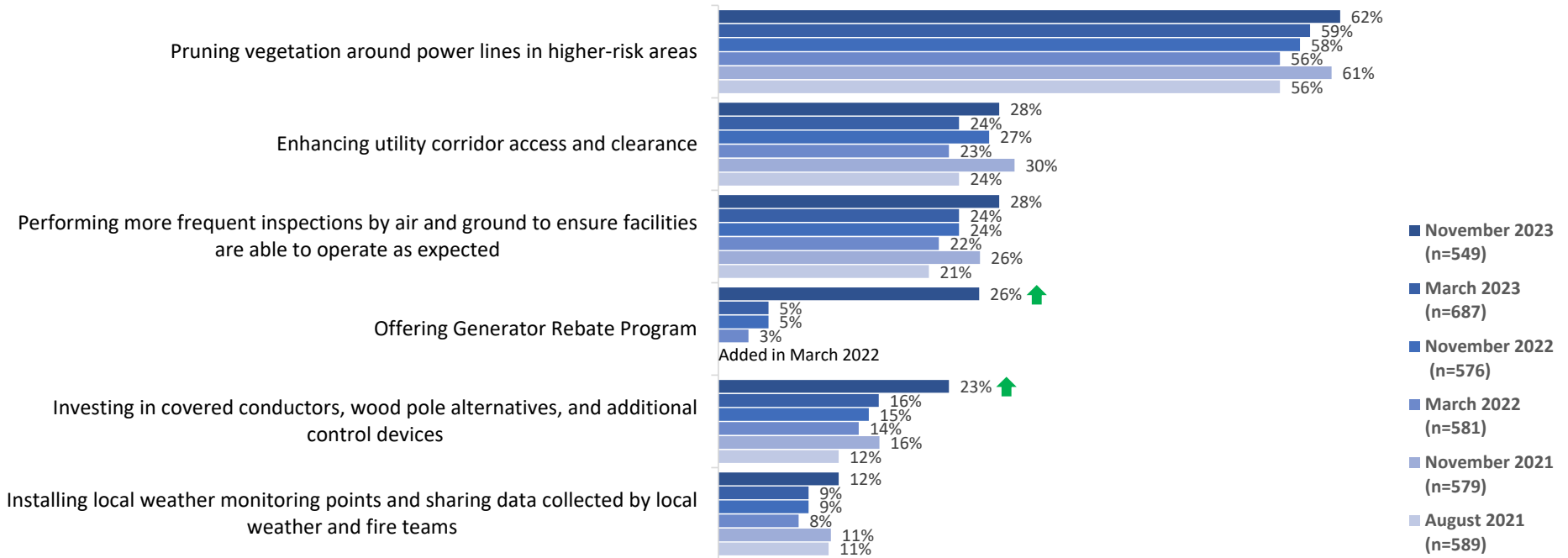
(among those taking action)

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

# Awareness of Pacific Power's Efforts

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

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

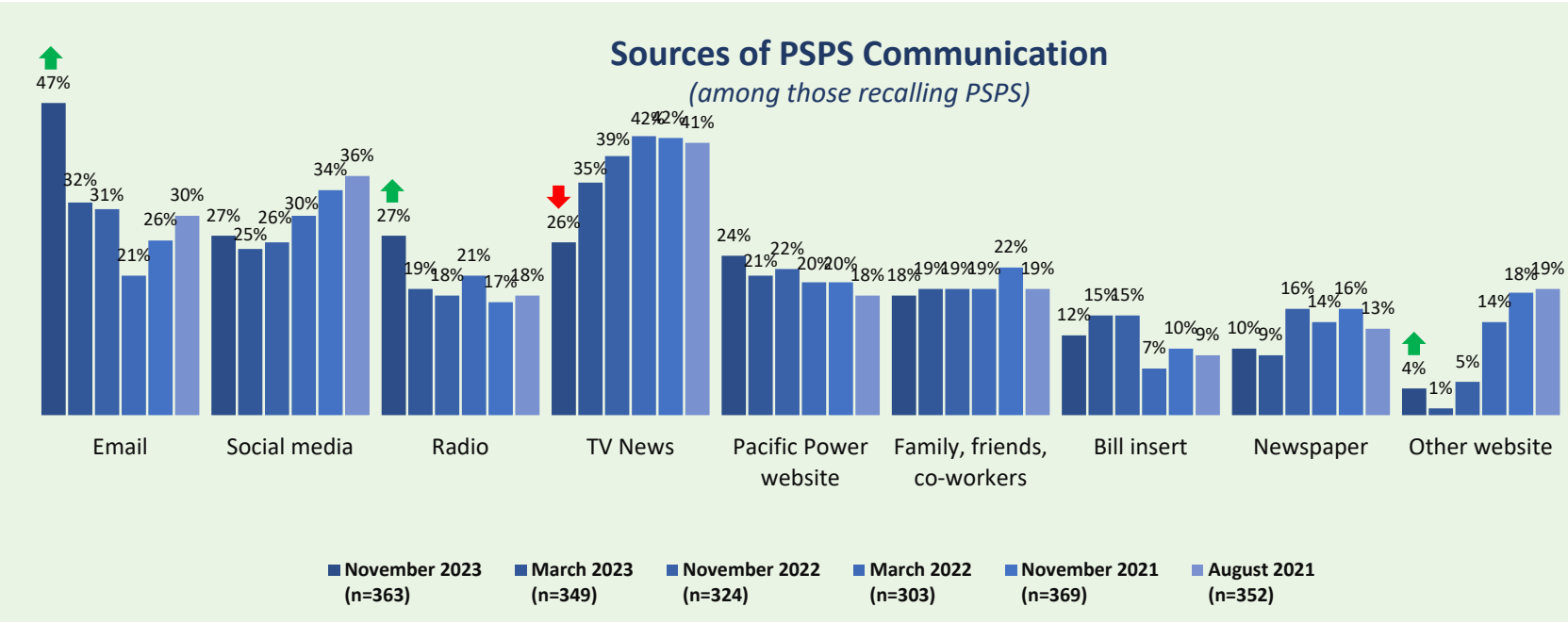
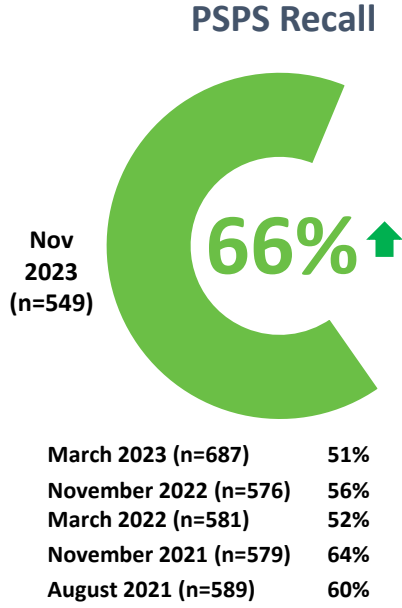




Awareness of Public Safety Power Shutoff

# PSPS Awareness

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



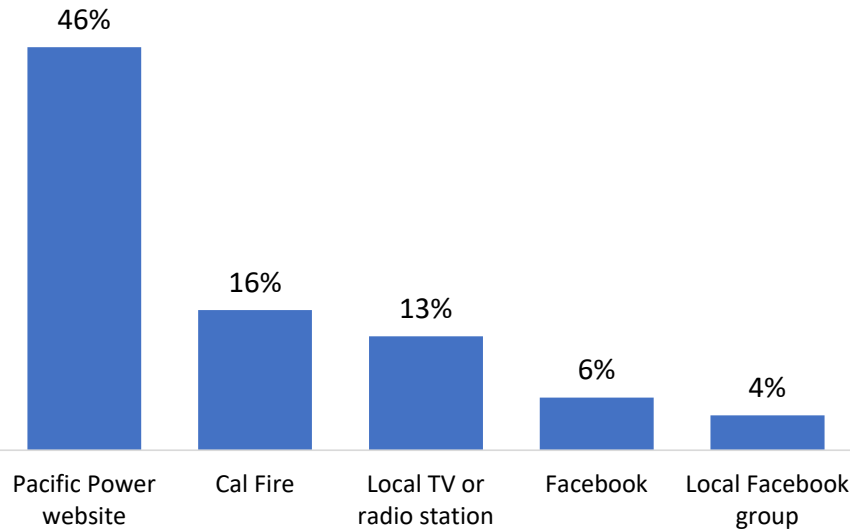
Q8 In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?" (n=549; Total)  
 Q8A. Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=363; Recall PSPS communication)

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

# PSPS Awareness & Understanding

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

**Top 5 Sources of PSPS Information**



**PSPS Understanding**

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

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=363; Recall PSPS)  
 Q10. What is your understanding of a Public Safety Power Shutoff? (n=363; Recall PSPS)

Bold denotes statistically significant difference between Recallers and Non-Recallers

# Awareness of Resources

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

## Awareness

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

# Familiarity of Resources

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













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



# Resources Used

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

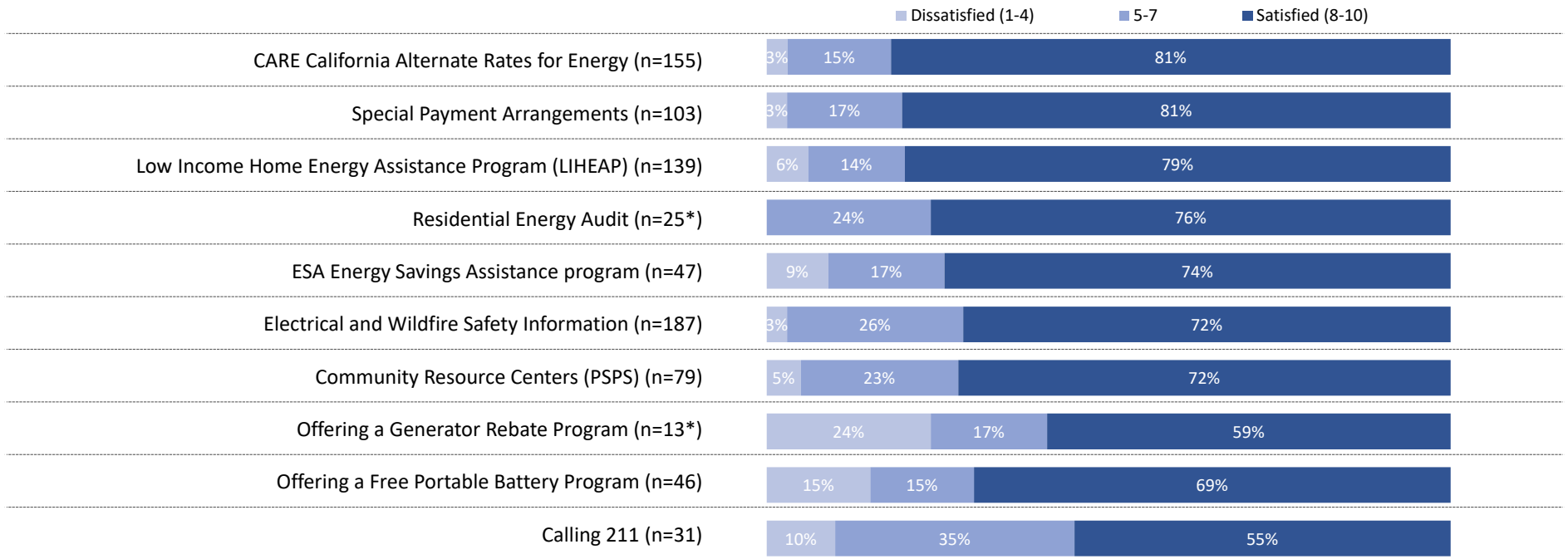
## Resources Used (among those who are aware)

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

# Satisfaction With Resources Used

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

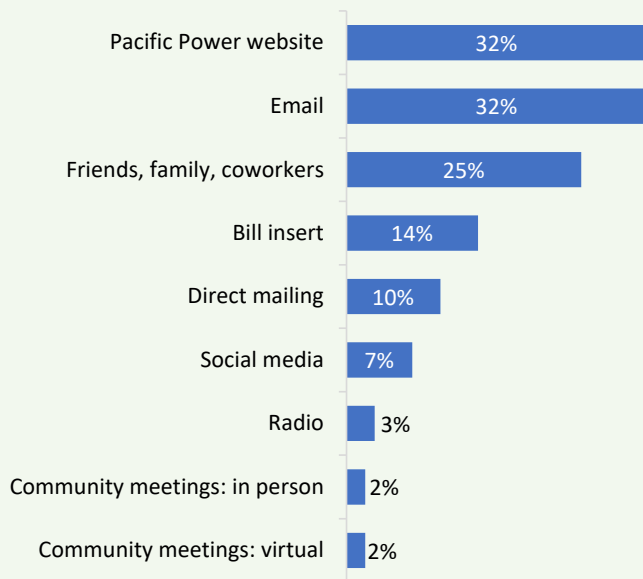
## Resource Satisfaction



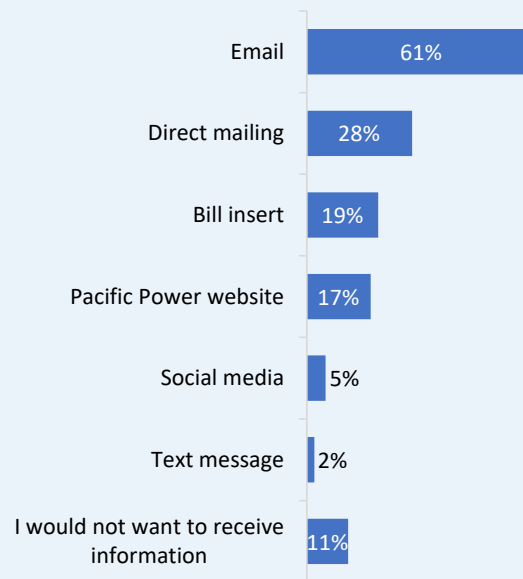
# Generator Rebate Program

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

## Program Information Source



## Preferred Source



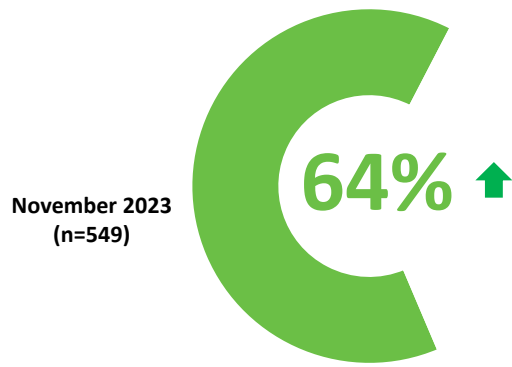
## Important Information

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

# Contact Information for PSPS

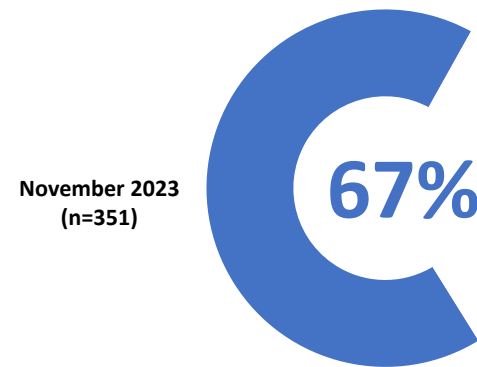
- Almost two thirds (64%) of customers are aware they can update their contact information with Pacific Power, up significantly from March 2023; awareness among Recallers remains significantly higher than Non-Recallers (70% vs 45%)
- Seven in ten (67%) of those aware they can update their information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

## Awareness of Ability to Update Contact Information for PSPS



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

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

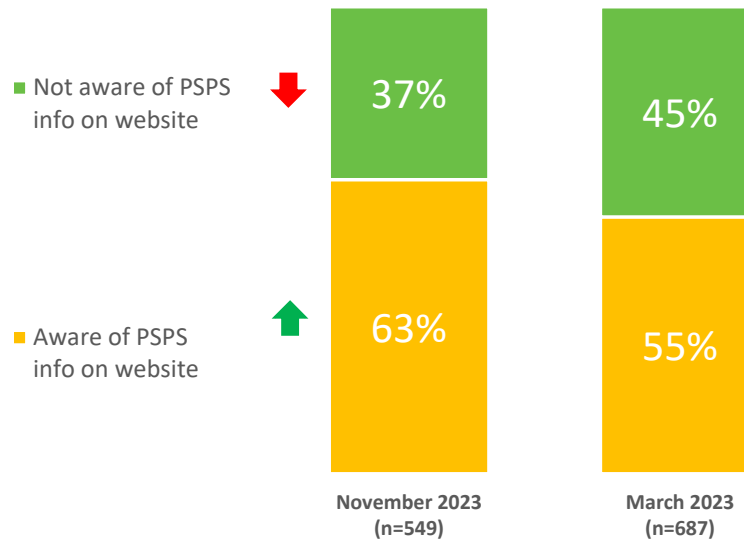


March 2023 (n=400)	70%
November 2022 (n=313)	65%
March 2022 (n=293)	64%
November 2021 (n=340)	65%
August 2021 (n=301)	64%

# Awareness of PSPS Event Information

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

## Awareness of PSPS Information on Pacific Power Website



# Medical Needs and Language Preferences

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

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

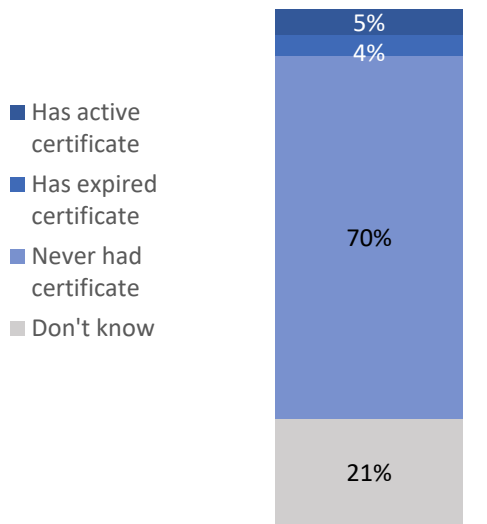
**English is not a primary language for one in ten customers (15%), but is still preferred for communications for the vast majority (97%)**

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

# Medical Support Certificate Usage

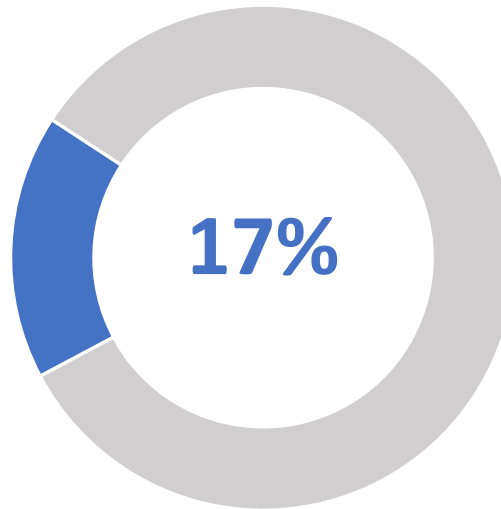
- Of the customers who rely on electricity for medical equipment, only 5% currently have an active Medical or Life Support Certificate
- Only 17% are aware that the Medical or Life Certificate requires annual renewal and 20% are aware that an active certificate would enable them to participate in the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

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



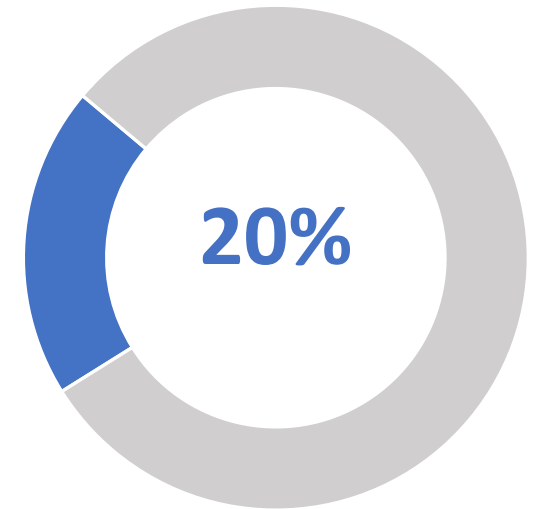
November 2023 (n=138)

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



November 2023 (n=138)

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



November 2023 (n=138)

Q14B Do you currently have an active Medical or Life Support Equipment Certificate? (n=138; Rely on electricity for medical needs)

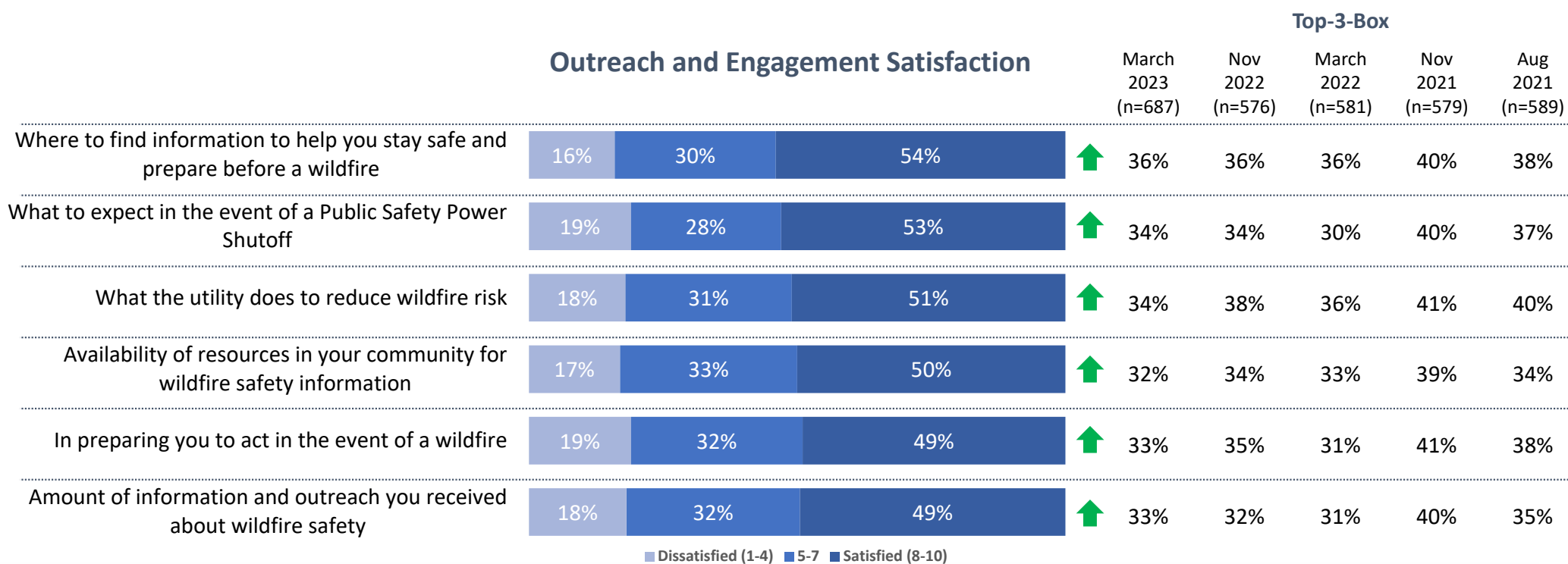
Q14C Are you aware that medical certificates require annual renewal? (n=138; Rely on electricity for medical needs)

Q14D Are you aware that customers with an active medical certificate are eligible to participate in the Oregon Medical Baseline Battery Rebate program? (n=138; Rely on electricity for medical needs)



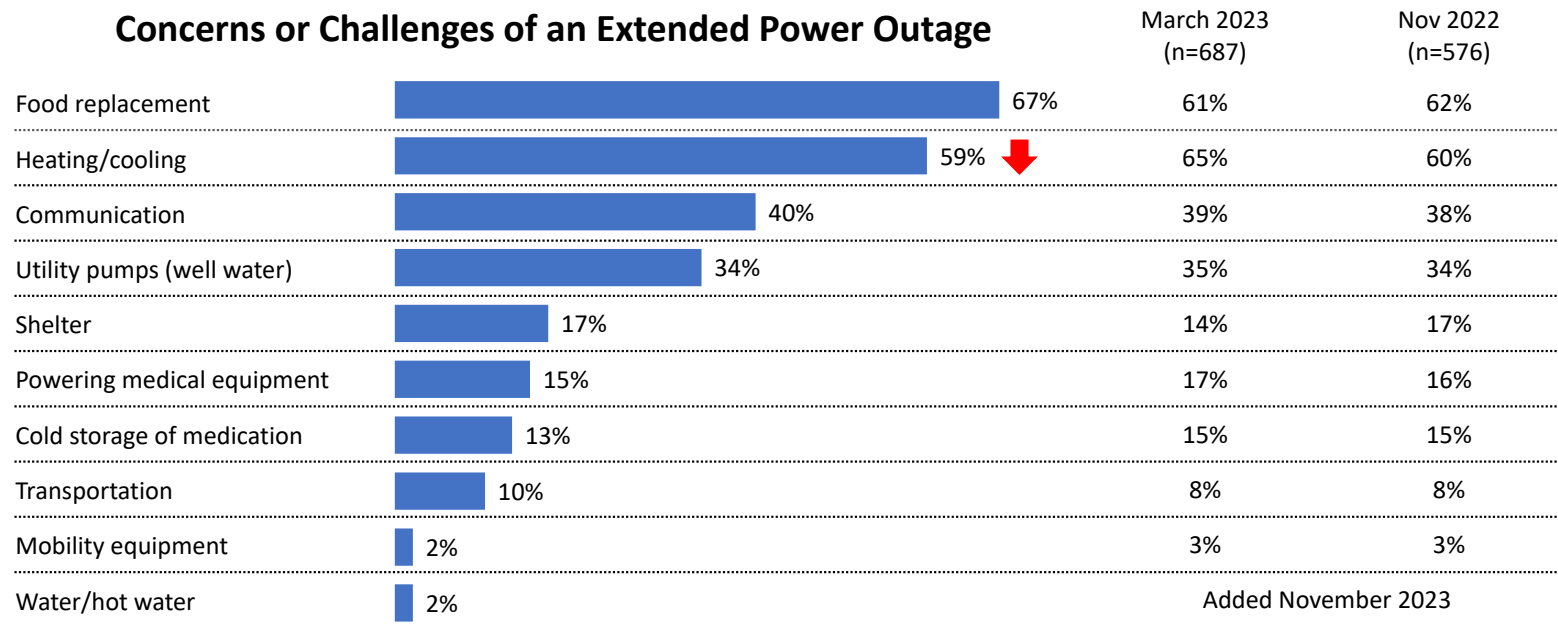
# Outreach and Engagement Satisfaction

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



# Concerns about Extended Outage

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



Post-PSPS



# PSPS Notifications

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

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

## Critical Customers Summary





# Key Metrics: Random vs. Critical Customers

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

Bold denotes statistically significant difference between Random and Critical customers



# Demographic Profiles: Random vs. Critical Customers

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

Bold denotes statistically significant difference between Random and Critical customers





# Key Metrics: AFN vs. Non-AFN

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

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



# Demographic Profiles: AFN vs Non-AFN

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

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



# Respondent Profiles – AFN Criteria

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

Bold denotes statistically significant difference between Random and Critical customers



## CBO Interviews

## CBO Interviews

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

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



# CBO Interviews

## Current Communications

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

## Spreading the Word

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



# CBO Interviews

## Useful Information/Resources

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

## PSPS Events

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





## Demographic Profiles

# Respondent Profiles

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

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

# Respondent Profiles: AFN vs. Non-AFN

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

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

45

Q17 What is your gender? (n=549; Total)  
 Q18 What is your age category? (n=549; Total)  
 Q19 Do you own or rent your home? (n=549; Total)  
 Q20 Which of the following best describes your annual household income? (n=549; Total)

POWERING YOUR GREATNESS

Bold denotes statistically significant difference between AFN and Non-AFN