

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

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

Rulemaking 18-12-005  
(File December 13, 2018).

**BEAR VALLEY ELECTRIC SERVICE, INC. (U 913 E)  
PUBLIC SAFETY POWER SHUTOFF POST-SEASON REPORT 2025**

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March 2, 2026

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In compliance with California Public Utilities Commission Public Safety Power Shutoff (PSPS) Order Instituting Rulemaking Phase 3 Decision (D.) 21-06-034, Bear Valley Electric Service, Inc. (BVES) hereby submits this Post-season Report (Attachment A hereto). This report follows the template provided by the Commission's Safety and Enforcement Division (SED). BVES did not have any PSPS events between January 1, 2025 and December 31, 2025.

BVES hereby provides the following link to access and download the attachments (Excel workbooks) to its 2025 PSPS Post-Season Report: <https://www.bvesinc.com/safety/public-safety-power-shutoff>.

Respectfully submitted,

BY:     /s/ Jenny Chen    

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# Attachment A

Bear Valley Electric Service, Inc.

2025 Public Safety Power Shutoff Post-Season Report

## Section I. Background: Overarching Regulation

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

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

2. The [prior year] Post-Season Report must include, but will not be limited to:  
f. Annual report, as applicable, required by Ordering Paragraph 66 of D.21-06-014.

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

3. To the extent a required item of information is also required to be included in the electric investor-owned utility's Wildfire Mitigation Plan, the [prior year] Post-Season Report may refer to the electric investor-owned utility's Wildfire Mitigation Plan rather than repeat the same information; such reference must specify, at minimum, the page and line number(s) for where the required information is contained within the electric investor-owned utility's Wildfire Mitigation Plan. In cases where this reference is to data, a summary table of the data shall be provided in the report.

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

## Section II: Amendments to Post-Event Reports

### A. Regulatory Requirements

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

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

**Response:** Bear Valley Electric Service, Inc. (BVES) respectfully acknowledges the regulatory requirements outlined in Decision (D.) 21-06-014 and Ordering Paragraphs 65 and 66. However, we note that the POSTSR requirements above specifically applies to PG&E, SCE, and SDG&E.

2. *Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), and San Diego Gas & Electric Company (SDG&E) must address, among other things, each element of Resolution ESRB-8 reporting requirements, as clarified herein, in the 10-day post-event reports,*

*including the below [OP 65] and, if no information is available, PG&E, SCE, and SDG&E must respond to these Resolution ESRB-8 reporting requirements by indicating the reason this information is not available.*

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

**Response:** BVES respectfully acknowledges the regulatory requirements outlined in D. 21-06-014 and Ordering Paragraphs 65 and 66. However, we note that the POSTSR requirements above specifically applies to PG&E, SCE, and SDG&E.

## B. Direction

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

a. *Identify the date and name of the PSPS.*

**Response:** No PSPS events occurred in the prior year; therefore, there are no Post-Event Reports requiring updates.

b. *Identify the Section of the Post-Event Report template for which the missing information will be added.*

**Response:** No PSPS events occurred in the prior year; therefore, there are no Post-Event Reports requiring updates.

c. *Provide the missing information under that heading.*

**Response:** No PSPS events occurred in the prior year; therefore, there are no Post-Event Reports requiring updates.

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

2. *Community Resource Centers:*

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

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

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

**Response:** BVES did not initiate any Public Safety Power Shutoff (PSPS) events within its service territory during the previous year, which means no BVES-initiated Community Resource Centers (CRCs) were activated and no associated aggregate data exists for reporting. However, BVES did open its CRC in response to system impacts within BVES's service area that were caused by a neighboring utility's PSPS activity. This voluntary activation ensured that BVES customers had access to essential resources despite the event not originating from BVES operations.

Below is a scope of the two CRCs activated in 2025.

CRC #1

January 25, 2025

8:00 a.m. – 10:00 p.m.

BVES Main Headquarters

Approx. 20 attendees

(Primarily non-residential individuals who were temporarily in the area during the event)

CRC #2

August 4, 2025

8:00 a.m. – 3:00 p.m.

BVES Main Headquarters

Approx. 15 attendees

(Primarily non-residential individuals who were temporarily in the area during the event)

Both Community Resource Centers were activated in response to Public Safety Power Shutoffs initiated by a neighboring utility, which resulted in service interruptions within the BVES territory. To ensure broad and timely awareness, BVES implemented a multi-channel notification effort that reached all affected customers, including those with Access and Functional Needs. Outreach included outbound phone calls, text alerts, updates to the company website, and posts across social media platforms. These communications provided clear information on CRC locations, hours of operation, and the specific services and resources available at each site.

Resources available at both CRCs included:

- Device and medical equipment charging
- Wi-Fi access
- Blankets and flashlights
- First aid supplies
- Snacks and ice
- Restrooms and seating
- Ongoing outage and restoration updates
- Water
- Coffee

Overall utilization of the Community Resource Centers remained modest, with most visitors seeking clarification about the outage, expected restoration timelines, and general situational updates. A small number of customers made use of the material support available on-site, such as blankets, flashlights, and limited device charging for personal electronics. While charging stations were available and prepared for higher need scenarios, no customers required support for medical device charging during either activation.

### 3. Notification:

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

- a. *Identify who the utility contacted in the community prior to de-energization and whether the affected areas are classified as High Fire Threat District Tier 1, Tier 2, or Tier 3 (as defined in General Order 95, Rule 21.2-D22);*

**Response:** Since BVES did not initiate any PSPS events during the reporting period, no de-energization related community notifications were required, and no portions of the service territory needed to be designated under HFTD tiers for PSPS notification purposes. BVES did, however, issue proactive communications regarding potential impacts from neighboring utility PSPS activity, as described in the response to Question 2.

- b. *Explain why notice could not be provided at least two hours prior to a de-energization, if such notice was not provided;*

**Response:** Since BVES did not initiate any PSPS events during the reporting period, no de-energization related community notifications were required. BVES did, however, issue proactive communications regarding potential impacts from neighboring utility PSPS activity, as described in the response to Question 2.

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

4. *Restoration:*

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

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

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

**Response:** Since BVES did not initiate any PSPS events during the reporting period, we did not need to restore power. BVES did, however, issue proactive communications regarding potential impacts from neighboring utility PSPS activity, as described in the response to Question 2.

Section III: Decision-Specified

C. Education and Outreach

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

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

**Response:** BVES conducted the second wave survey in December 2025 to evaluate the effectiveness of its outreach efforts. 311 surveys were conducted, 231 were online surveys and 80 were completed via phone.

Notable customer survey findings include:

- 23% of customers are considered AFN, consistent with June 2025 (21%).
- Of the resources available to the public, customers are most likely to be aware of Electrical and wildfire safety information, LIHEAP, and special payment arrangements; 35% have not investigated any of the resources, remaining in line with June 2025 (34%).
- 6% of AFN customers have heard of AFN Self-Identification.
  - o Among those reporting that they rely on electricity for medical needs, 22% are aware of additional notices from BVES.

Based on recent customer research and survey findings, BVES will continue to refine its outreach, education, and engagement strategies to improve customer awareness, participation, and preparedness related to PSPS, wildfire safety, and AFN resources.

While overall awareness of PSPS remains strong, BVES recognizes an opportunity to further increase customer understanding of proactive notification tools. To address this, BVES will:

- Continue promoting the ability for customers to update contact information through the BVES website, bill inserts, social media, and customer service interactions.
- Reinforce messaging that emphasizes the importance of accurate contact information for timely PSPS notifications.
- Incorporate reminders into seasonal wildfire and PSPS communications.

#### AFN Self-Identification Awareness

Given low awareness and utilization of AFN Self-Identification, BVES will continue to strengthen education and outreach by:

- Integrating AFN Self-Identification messaging into broader PSPS and wildfire communications.
- Leveraging existing outreach channels, including direct mail, bill inserts, digital platforms, and CBO partnerships, to normalize and promote AFN self-identification.
- Encouraging customer service representatives to proactively discuss AFN resources during routine customer interactions.

These corrective actions reflect BVES's commitment to continuous improvement, customer education, and proactive engagement. By building on existing awareness levels and expanding targeted outreach, BVES aims to strengthen customer readiness, improve resource utilization, and enhance overall wildfire and PSPS preparedness.

Utilizing CBO networks and targeted customer program outreach including multi-family housing, community events and direct mailings are an identified area of opportunity to expand customer communications in terms of AFN identification and increase customer awareness of available resources.

- Tribal Engagement: BVES does not have a tribal community in its service territory.
- Marketing and Communications

BVES has developed the following communications outreach plan to notify AFN customers of pertinent PSPS status updates, including ongoing proactive education.

BVES will continue to engage AFN customers throughout the year, and especially during wildfire season, to educate on the PSPS determination and notification process and how

customers can prepare for prolonged de-energization through the following channels:

- **Community Meetings:** BVES will host community meetings throughout the service territory to educate on the PSPS determination and notification process and detailing ways for customers to prepare, as resources allow. When applicable, BVES will co-host meetings with Public Safety Partners and AFN advocacy groups.
- **Website:** BVES will publish and maintain PSPS web copy outlining BVE’s determination and notification process and detailing ways for customers to prepare, including information specific to AFN populations.
- **Social Media:** BVES will post content to Facebook notifying customers of BVE’s PSPS determination and notification process and outlining safety information specific to AFN populations.
- **Customer Email:** BVES will distribute an email notifying customer of BVE’s PSPS determination and notification process and outlining safety information specific to AFN Population, as resources allow. • **Bill Insert/Mail:** BVES will distribute a bill insert/mailer notifying customers of BVE’s
- **Prepare for PowerDown website:** BVES Successfully collaborated with IOUs/SMJUs to implement links on the PrepareForPowerDown.com website that will direct customers to BVES PSPS website. BVES links will be present in two prominent sections on the PrepareForPowerDown.com website.

*D. Medical Baseline and Access and Functional Needs*

1. Describe in detail all programs and/or types of assistance, including:
  - a. Free and/or subsidized backup batteries
  - b. Self-Generation Incentive Program Equity Resiliency Budget
  - c. Community Microgrid Incentive Program [sic] [“Microgrid Incentive Program” per D.21-01-018]
  - d. Hotel vouchers
  - e. Transportation to CRCs
  - f. Any other applicable programs or pilots to support resiliency for persons with access and functional needs and vulnerable populations.

Identify and describe the costs and associated funding source(s) for all partnerships, each unique program and form of assistance (e.g., backup batteries as distinct from hotel vouchers), and any other efforts aimed at mitigating the impacts of public safety power shutoff events on persons with access and functional needs and vulnerable populations. Use the below table to provide this information.

Program	Cost	Funding Source(s)	Program/Cost Description

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

Identify any communities or areas not served by utility partnerships with CBOs that provide assistance to persons with access and functional needs or vulnerable populations in

preparation for or during a public safety partners event;

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

**Response:** To date, BVES has not initiated a PSPS event. As a result, the utility does not maintain a dedicated PSPS funding source program budget and has no historical PSPS-related expenditures. Instead, BVES relies on contingency-based arrangements and existing operational resources that can be activated if a PSPS event becomes necessary. BVES will track and report all future PSPS-related costs in accordance with WMP, PSPS, and GRC requirements.

BVES acknowledges the requirements, however, at this time, BVES does not fund and/or administer services related to:

- Free and/or subsidized backup batteries outside of available supplies accounted for at the CRC location  
BVES maintains six portable backup battery units for deployment to medical baseline customers during outages. These units are existing assets and do not rely on PSPS-specific funding. Deployment would be prioritized based on customer need and circuit-level impacts.
- SGIP Equity Resiliency Budget;
- Microgrid Incentive Program;
- Hotel vouchers;  
BVES has identified a centrally located hotel with backup generation that can provide temporary lodging during extended outages. Local hotels cannot reserve rooms exclusively for BVES due to seasonal demand, but BVES maintains ongoing coordination to ensure availability when feasible. Lodging costs would be incurred only as needed and funded through existing utility resources, with expenses tracked for future regulatory review.
- Dedicated transportation services to the CRC.  
BVES coordinates with Mountain Transit, the region's sole public transportation provider. Mountain Transit does not enter into exclusive agreements with individual agencies but supports communitywide emergency needs, including potential PSPS events.

If activated, transportation assistance would prioritize essential services, such as hospital access and agency support, and, as resources allow, transportation to a Community Resource Center (CRC).

- Any associated costs would be funded through existing operational budgets at the time of need, with BVES tracking expenses for potential future cost recovery
- Pilots supporting resiliency for persons with AFN or vulnerable populations.  
BVES maintains circuit-level tracking of AFN and medical baseline customers, enabling targeted outreach and prioritization should a PSPS event occur.

As a small, mountainous utility with limited local resources, BVES emphasizes coordination, flexibility, and targeted support rather than standing contracts or pre-allocated PSPS budgets.

Should a PSPS event occur, BVES will document all associated costs, funding sources, and partnership activities in post-season reporting to ensure full compliance with D.21-06-034.

As such, there are no associated costs, funding sources, or partnerships to report in the requested table.

BVES remains committed to continuing to evaluate potential opportunities to support its AFN customers and vulnerable populations during emergency events. Should any new programs or partnerships be implemented in the future, BVES will provide updates accordingly.

*E. Mitigation*

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

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

**Response:** BVES did not conduct any proactive de-energization events during the prior calendar year. As a result, there is no circuit-by-circuit analysis available related to backup power or microgrid pilots for mitigation.

*F. Public Safety Partners*

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

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

**Response:** Since no proactive de-energization events occurred, BVES did not receive any requests for selective re-energization from public safety partners. Consequently, there are no records of granted or denied requests or associated reasoning to report.

*G. Transmission*

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

**Response:** Since no proactive de-energization events occurred, BVES does not have any reported impacts on de-energization on transmission. Additionally, no PSPS events occurred in 2025 to report on.

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

**Response:** BVES does not operate transmission-level infrastructure.

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

**Response:** BVES does not operate transmission-level infrastructure.

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

**Response:** BVES does not operate transmission-level infrastructure.

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

#### Section IV: Safety and Enforcement Division-Specified

Response no longer than two pages.

1. Discuss how your PSPS meteorology and fire science predictive models performed in the prior year. What changes were made to the models in the prior year? What are the planned modeling improvement efforts?
2. What were the challenges in quantifying risks and benefits in terms of determining the scope (size and duration) of the PSPS you conducted?
3. Explain mitigations conducted for each PSPS event in the year, including but not limited to circuit switching, sectionalization, and microgrid activations.
4. Explain how you fully incorporated public safety partners in your exercise planning. How many were invited to, and attended each planning meeting? Describe your communication efforts—dates and methods—to solicit participation.
5. Recap the lessons learned from all of your de-energization exercises, the resulting action items, their implementation, and observed consequences.
6. Discuss how you fully implemented the whole community approach into your de-energization exercises.
7. Discuss the complaints you received (as documented in POSTSR4) and any lessons learned and implementation of changed business practices.
8. How did your PSPS notifications, to both customers and public safety partners/local governments, perform over the year? What changes will you make to improve performance?
9. Describe feedback received from CBOs and customers on CRC performance last year. How was the feedback collected and how is feedback being incorporated into future CRC plans?

**Response:** While no actual PSPS de-energization events occurred during the prior year, BVES maintained attentive preparation and conducted a tabletop and full-scale simulated exercises to test and refine our protocols. The following summarizes our performance, planning, and lessons learned.

#### ***PSPS Meteorology and Fire Science Predictive Models***

Although no events were triggered, our predictive models were continuously monitored throughout the year. Minor refinements were made to input parameters based on the latest weather data and fire weather indices. The latest PSPS procedures were issued on February 21, 2025.

#### ***Quantifying Risks and Benefits***

In the absence of an actual de-energization event, our efforts focused on scenario modeling during simulation exercises. The primary challenge was in estimating potential size and duration under variable weather conditions. Our ongoing work is aimed at improving scenario analysis techniques and integrating real-time data to better quantify risks and benefits for any future PSPS events.

### ***Mitigation Efforts***

As no BVES PSPS events occurred, no on-ground mitigations—such as circuit switching, sectionalization, or microgrid activations—were executed. However, our simulated exercises allowed us to evaluate these strategies and ensure that protocols are in place for immediate implementation should an event occur.

### ***Incorporation of Public Safety Partners in Exercise Planning***

BVES proactively engaged public safety partners in our annual de-energization exercise planning. Over the year, we invited local emergency services, municipal agencies, and other stakeholders to two structured planning sessions (conducted in June 2025). Communication was facilitated via emails, virtual conference calls, and follow-up meetings. These sessions ensured that all parties were fully briefed on simulated scenarios, roles, and expectations.

### ***Lessons Learned from De-Energization Exercises***

Our tabletop and simulation exercises yielded several valuable insights:

- Enhance the use of shared situational awareness to ensure all internal departments receive synchronized updates, particularly during rapid changes in weather, field conditions, or operational posture.
- Conduct more targeted discipline-specific training (customer engagement, vegetation management, field operations, regulatory reporting) to ensure all staff entering PSPS season are familiar with updated playbooks, forms, and protocols.
- Implement a uniform format for logging actions, timelines, customer interactions, and command decisions to ensure consistent event records that support both internal review and CPUC reporting requirements.
- Refine messaging workflows to reduce delays between trigger events (weather updates, OES, alerts, operational changes) and notifications sent to customers, critical facilities, local government partners, and CPUC staff.
- Increase the accuracy and real-time updating of GIS layers for weather, fire threat, grid topology, and critical customer lists to support more precise and timely operational decisions during de-energization and restoration.
- Expand pre-positioning protocols for field crews, CRC equipment, communications gear, and traffic control resources to shorten deployment times and ensure adequate coverage during multi-day PSPS events.
- Formalize communication workflows with San Bernardino County OES, local fire agencies, law enforcement, public works, and partner utilities to ensure aligned messaging, shared situational awareness, and unified incident response.
- Enhance call center surge planning, including additional staffing strategies, prewritten scripts, critical customer support pathways, and improved IVR messaging to maintain service levels during prolonged PSPS conditions.
- Ensure all departments understand 2025 CPUC changes, new timelines, updated reporting expectations, and any modifications to Notice Requirements, IGFC guidance, or Weather/Fire threat thresholds.

***Whole Community Approach***

Our de-energization exercises were designed to incorporate a whole community approach by engaging diverse stakeholders—inviting local governments, public safety partners, CBOs, and vulnerable populations. By using multiple communication channels and tailored messaging, we ensured that all community segments were informed and involved in the simulations.

***Feedback and Complaints (POSTSR4)***

This requirement applies only to PG&E, SDG&E, and SCE.

***Performance of PSPS Notifications***

Although not activated, BVES tests its PSPS notification systems through the PSPS exercises and internal training. BVES anticipates additional improvements for timeliness and clarity.

***Feedback on CRCs***

BVES has not been required to activate a Community Resource Center (CRC) for a BVES initiated PSPS event, as no such events occurred within the service territory during the reporting period. Feedback on CRC readiness and anticipated performance will be gathered through surveys and direct discussions with community-based organizations and customers. Respondents generally expressed satisfaction with the planned CRC operations implemented during neighboring utility PSPS events.

## **Appendix**

**A BVES\_POSTSR2A\_3-1-2026-.xlsx**

**BVES\_POSTSR2B\_3-1-2026.xlsx**

**BVES\_POSTSR3\_3-1-2026.xlsx**

**NA\_BVES\_POSTSR4\_3-1-2026.xlsx**

Appendix A is filed with the Commission's Docket Office and can be accessed at [www.bvesinc.com](http://www.bvesinc.com).



# Wildfire Messaging Awareness

Prepared by

MDC Research

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# 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 Bear Valley Electric Service (BVES) 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 BVES's efforts to reduce the risk of wildfires
- Evaluate PSPS notifications perception

## Target Audience

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

## Methodology

- Customers were surveyed at random from BVES customer records, targeted for either phone or web administration
- Surveys available to customers in English and Spanish
- A total of 311 surveys were completed between December 8, 2025 and December 23, 2025
  - 📞 Phone: 80 completed surveys from 8,256 records
  - 📱 Web: 231 completed surveys from 14,262 records



# Key Findings

## Communications

- **77% are aware of wildfire safety communications**, consistent with June 2025 results (82%).
- **BVES** remains the primary source for wildfire preparedness information, and **Public Safety Power Shutoff, vegetation management, BVES Wildfire Mitigation Plan, and personal preparedness** are the most common messages recalled.
- **Email** remains the most cited channel for wildfire preparedness communication (47%), consistent with June 2025 (50%), followed by the BVES website, direct mail, and bill inserts.
- **82%** recall seeing, hearing or reading the phrase **“Public Safety Power Shutoff or PSPS,”** consistent with June 2025 (78%); **PSPS recall is significantly higher among Recallers (85% vs 70%).**
  - **Email (36%)** remains the most common source of PSPS communication, followed by **social media** and the **BVES website**.
- **42%** say they would first turn to the **BVES website** for information about a PSPS event; **78%** 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.”**
- Notifications via text and email are considered most effective forms of communication from BVES. Larger font remains the most helpful element of communication that could be incorporated.

## Actions Taken

- **86% have taken action to prevent wildfires or to prepare their home or business** for the event of a wildfire, consistent with June 2025 (87%). **Trimming vegetation around properties** remains the most common action taken (84%), though it saw a significant decrease from June (90%).
- **52% are aware of BVES's efforts to prune vegetation** around power lines in higher-risk areas. **Non-Recallers** are significantly more likely than Recallers to indicate that they are not aware of any efforts (41% vs 19%).
- **58%** are aware they can **update their contact information with BVES**, consistent with June 2025 (58%), and 72% of those have done so.
- **56%** say they know **whether their address is in a PSPS area**, up significantly from June 2025 (44%), and **28% are aware of a PSPS map on BVES's website**.

## AFN and Critical Customers

- **23% of customers are considered AFN**, consistent with June 2025 (21%).
- Of the resources available to the public, customers are most likely to be aware of **electrical and wildfire safety information, LIHEAP, and special payment arrangements**; 35% have not investigated any of the resources, remaining in line with June 2025 (34%).
- Only 6% of AFN customers have heard of AFN Self-Identification.
- Among those reporting that they rely on electricity for medical needs, 22% are aware of additional notices from BVES, down significantly from June 2025 (44%).



# Recommendations

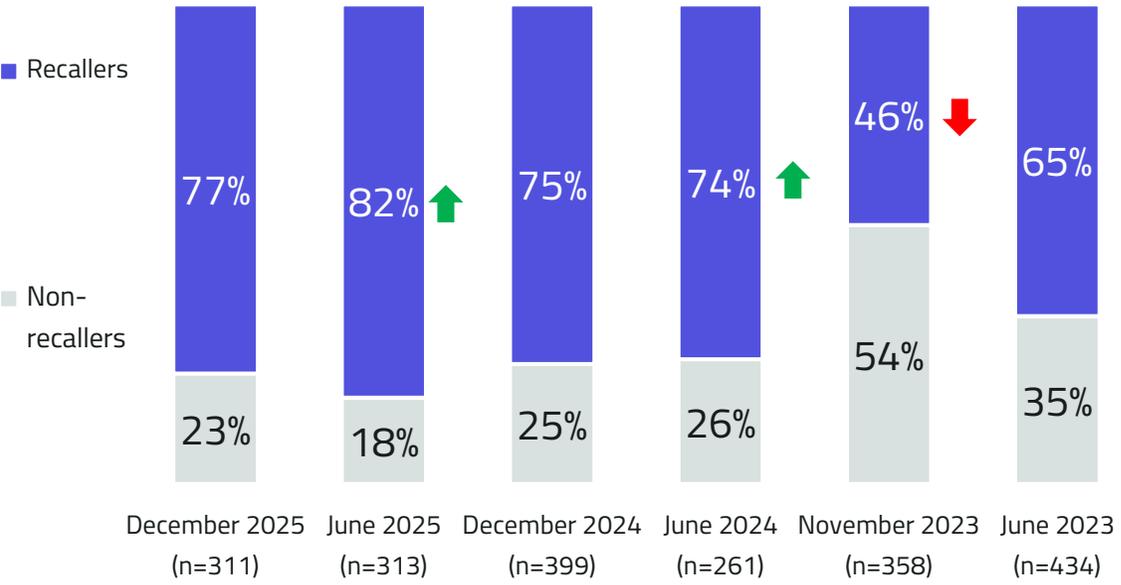
- Continue to educate customers on resources offered through the BVES website relating to PSPS and wildfire safety. In December 2025, roughly eight in ten customers indicated they have seen or heard the phrase Public Safety Power Shutoff or PSPS in the past year, consistent with what was reported in June 2025 (78%). Among the 74% of customers who recall seeing or hearing information about wildfire safety directly from BVES over the past year, PSPS was the most recalled (61%). Despite relatively high awareness of PSPS, just under six in ten (58%) are aware they can update their contact information with BVES to receive proactive notifications prior to a PSPS event and, of those aware, roughly seven in ten have done so.
  - Just over one in four (28%) are aware of the map on the BVES website where one can check whether an address is located in a Public Safety Power Shutoff area and check the status, though this metric has slowly increased from 13% in November 2023.
  - Similarly, only 5% of all customers and 6% of AFN customers are aware of Access and Functional Needs (AFN) Self-Identification and just 20% of those aware have actually used the resource.
- Continue to publicize efforts being made by BVES to reduce wildfire risk. Pruning vegetation around power lines in higher-risk areas is the BVES effort most customers are aware of (52%), but other efforts see a steep drop from there, with the second most noticeable effort identified as investing in covered conductors, wood pole alternatives, and additional control devices, mentioned by just 22% of customers. One out of every four (24%) customers say they are not aware of any efforts being made by BVES, consistent with June 2025 results (23%). Customers who have not seen or heard any information about wildfire safety over the past year are twice as likely as those who have to say they're unaware of any of the efforts being made by BVES.
- Keep pressing the message of personal preparedness. Although most customers (86%) say they took action to prepare for wildfire season, with 84% saying they trimmed vegetation around the home or property, less than 5% of those took any of the relatively smaller steps like clearing their roof or gutters, preparing fire extinguishers, preparing emergency kits, or creating evacuation or emergency readiness plans.



# Wildfire Safety Communications Awareness

- Just over three in four (77%) customers indicated they have seen or heard communications about wildfire safety in the past year, consistent with June 2024
- Recallers are significantly more likely to be male when compared with Non-Recallers (55% vs 38%)

## Communication Awareness



	Recallers (n=240)	Non-Recallers (n=71)
Gender	<b>Male – 55%</b> Female – 40%	Male – 38% <b>Female – 54%</b>
Age	18-54 – 21% 55-64 – 20% 65+ – 53%	18-54 – 27% 55-64 – 13% 65+ – 54%
Median Income	\$107K	\$76K
Home Ownership	Own – 87% Rent – 7%	Own – 82% Rent – 7%
Primary Language is not English	17%	18%
Responded they Rely on Electricity for Medical Needs	15%	18%

Q2 Have you seen or heard any information about wildfire safety in the past year? (n=311; Total)

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



# Communication Recall

(among those aware of communications)

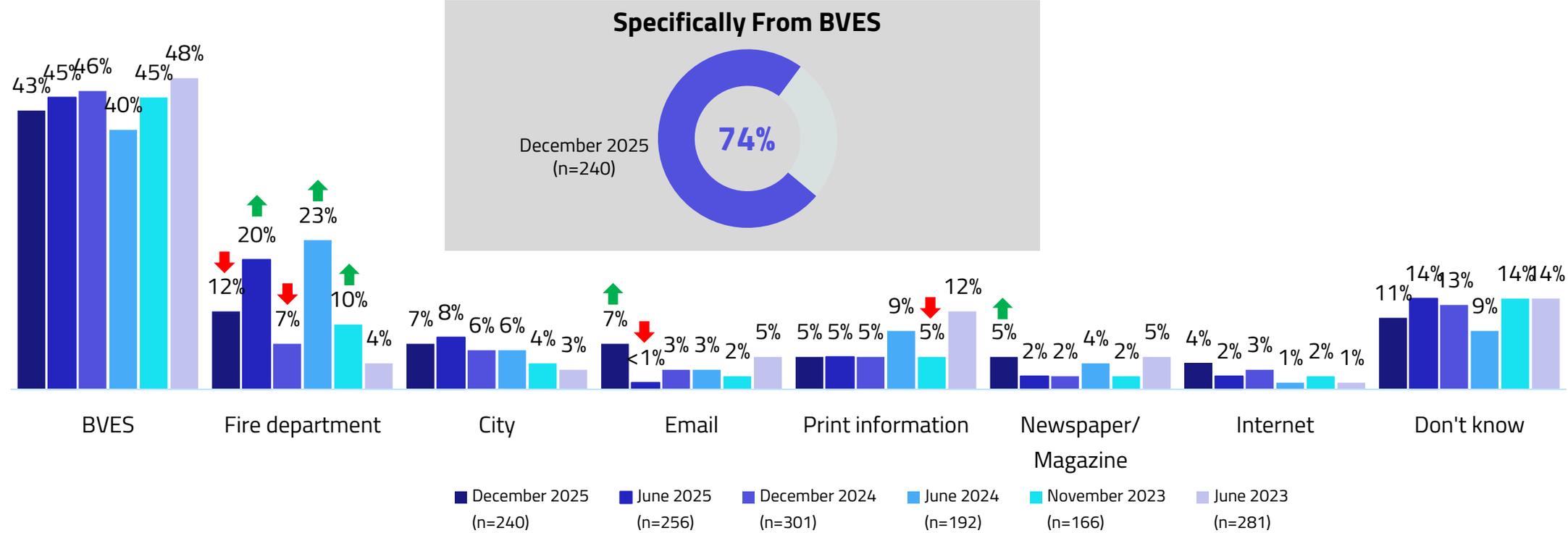


# Sources of Wildfire Preparedness Communications

- Of those aware, just over four in ten (43%) recalled BVES unaided as the source of wildfire preparedness information
- When asked specifically if they had heard any information from BVES, just under three in four (74%) said they had

## Wildfire Preparedness Communications Sources

(among those who recall communication)



Q5 Who was the information about wildfire preparedness from? (n=240; Aware of Information)  
 QBV1 Have you seen or heard any information about wildfire safety specifically from Bear Valley Electric Service in the past year? (n=240; Aware of Information)

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



# Wildfire Preparedness Communications Messages

- Of those who recall communications from BVES, just over six in ten recall messages about PSPS (61%) and roughly half recall mentions of vegetation management (52%) and BVES' Wildfire Mitigation Plan (48%)

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

		June 2025 (n=190)	Dec 2024 (n=230)	June 2024 (n=141)	Nov 2023 (n=166)	June 2023 (n=281)
Public Safety Power Shutoff	61%	67%	59% ↑	40%	34% ↓	44%
Vegetation Management or clearing forest brush	52%	55%	57%	65%	67% ↑	58%
BVES's Wildfire Mitigation Plan	48%	54%	54%	52%	45%	48%
Personal Preparedness	39%	43%	52%	46%	42%	42%
Notifications & Updating Customer Information	26%	32%	36% ↑	24%	19%	22%
CPUC designation of high wildfire threat areas	24%	23%	26%	27%	19%	20%
Efforts to enhance system reliability	19%	20%	23%	21% ↑	10%	8%
Medical Needs	19%	16%	22%	14%	17%	15%
Local Emergency Services – Resources	18%	18%	25%	21%	19%	16%
Community Resource Centers available for info and support	15%	12% ↓	23%	16%	16%	12%
Local Emergency Services – Support Tools	14%	12%	17%	18%	14%	13%
Grid and evacuation route hardening	10%	13%	17%	11%	Added June 2024	

Q3 What were the messages of the information you saw or heard about wildfire preparedness from Bear Valley Electric Service? (n=178; Aware of Information from BVES)

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

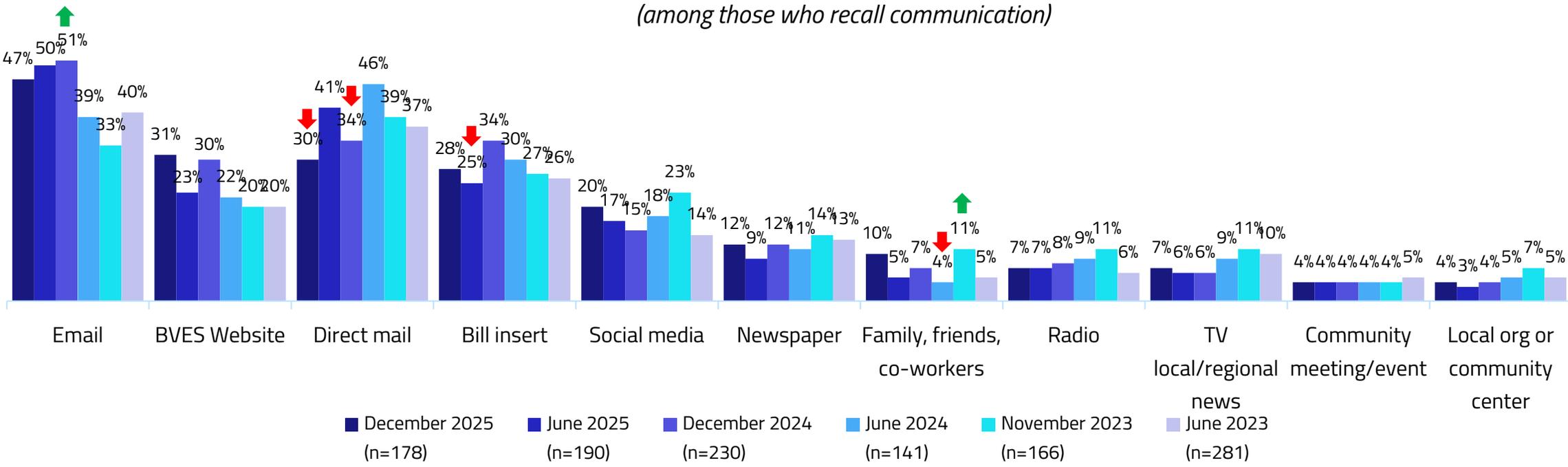


# Information Channels for Wildfire Communications

- Email remains the most common channel for wildfire preparedness communications, with just under half (47%) mentioning it, followed by the BVES website (31%), direct mail (30%), and bill inserts (28%).
- Mentions of direct mail decreased significantly since June 2025

## Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



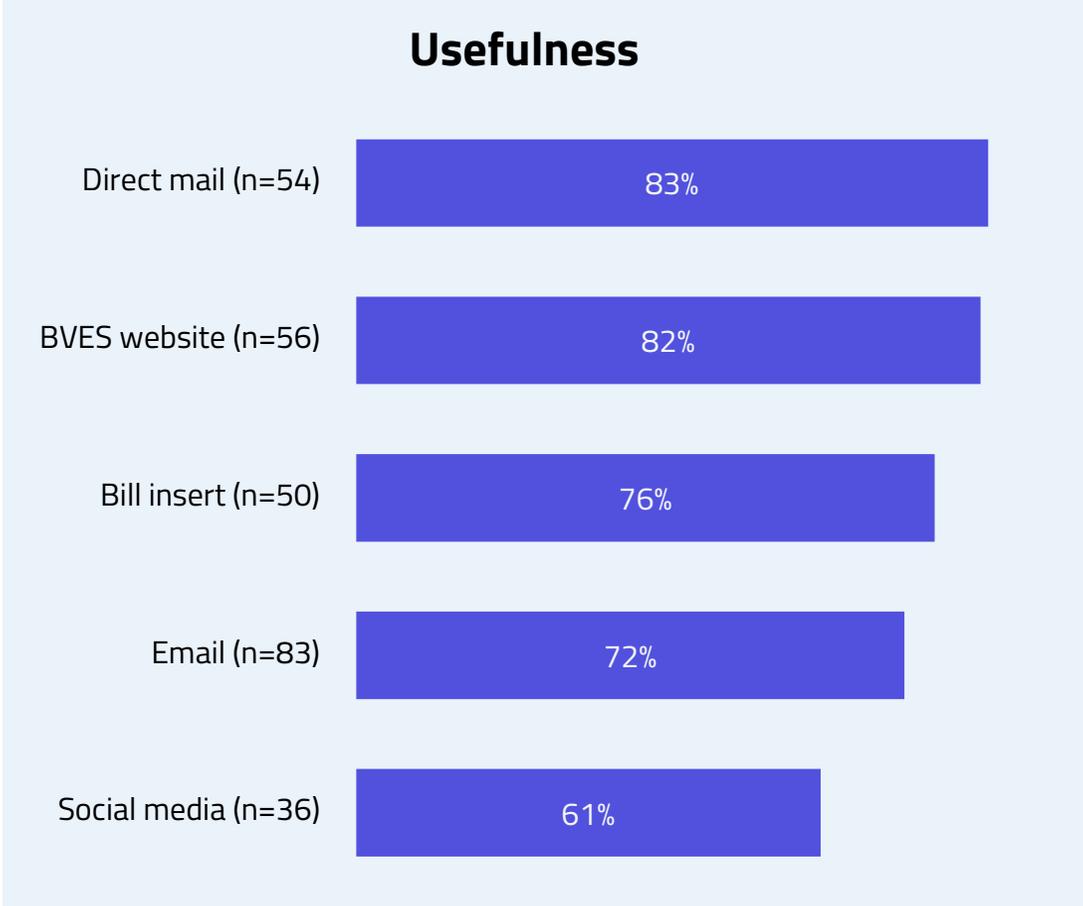
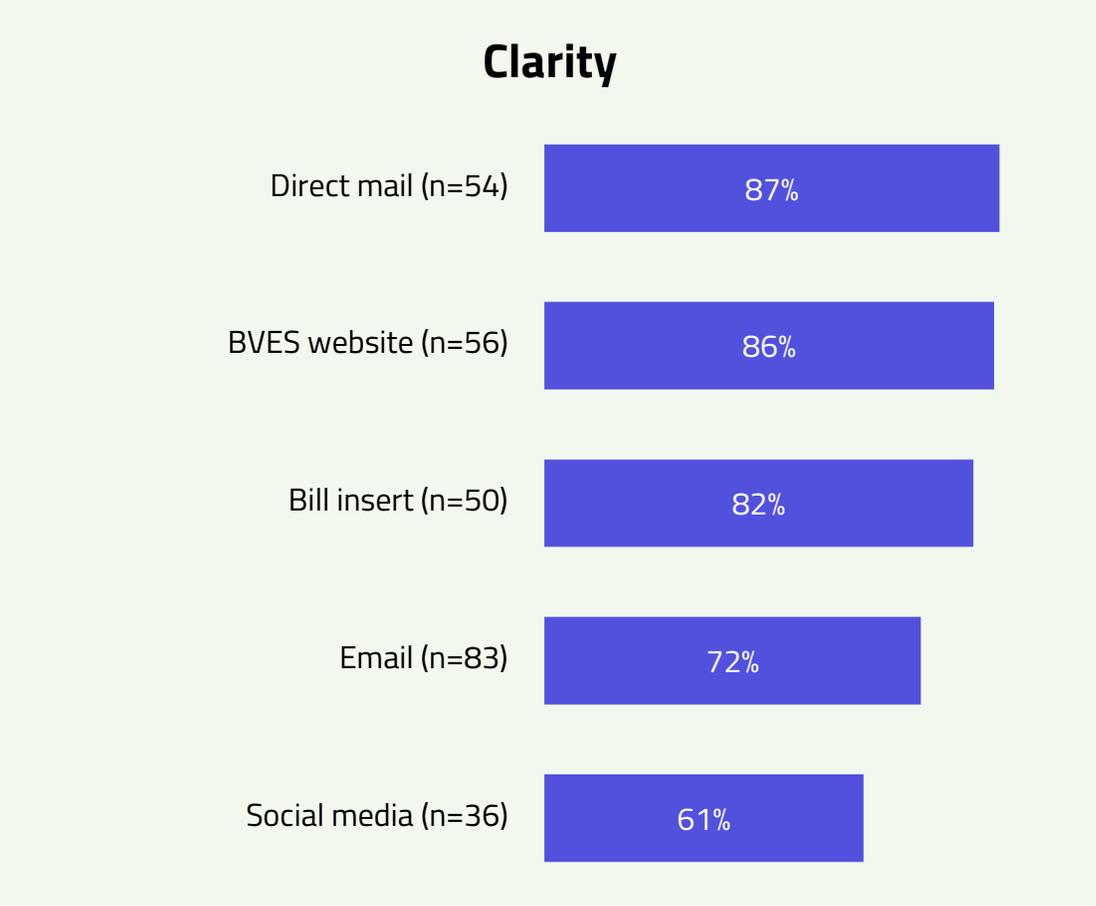
Q4 Where did you see or hear the information from Bear Valley Electric Service about wildfire preparedness? (n=178; Aware of Information from BVES)

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



# Information Usefulness and Clarity

- In terms of clarity, direct mail (87%), the BVES website (86%), and bill inserts (82%) are rated the highest; direct mail (83%), the BVES website (82%), and bill inserts (76%) are considered the most useful among those recalling the resources



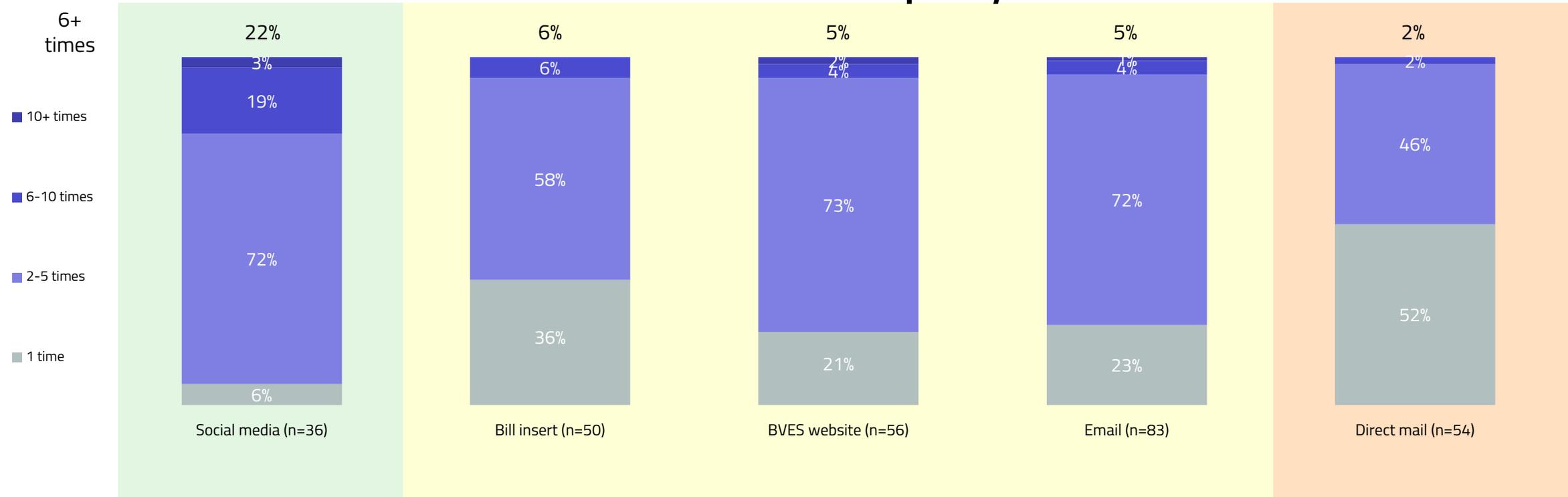
Q4A How useful was the information about wildfire preparedness from each of these sources? (n-sizes vary; Aware of Communication)  
Q4B How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n-sizes vary; Aware of Communication)



# Communication Frequency

- Roughly one in five report hearing messages about wildfire preparedness from social media (22%) more than five times during the last six months

## Communication Frequency

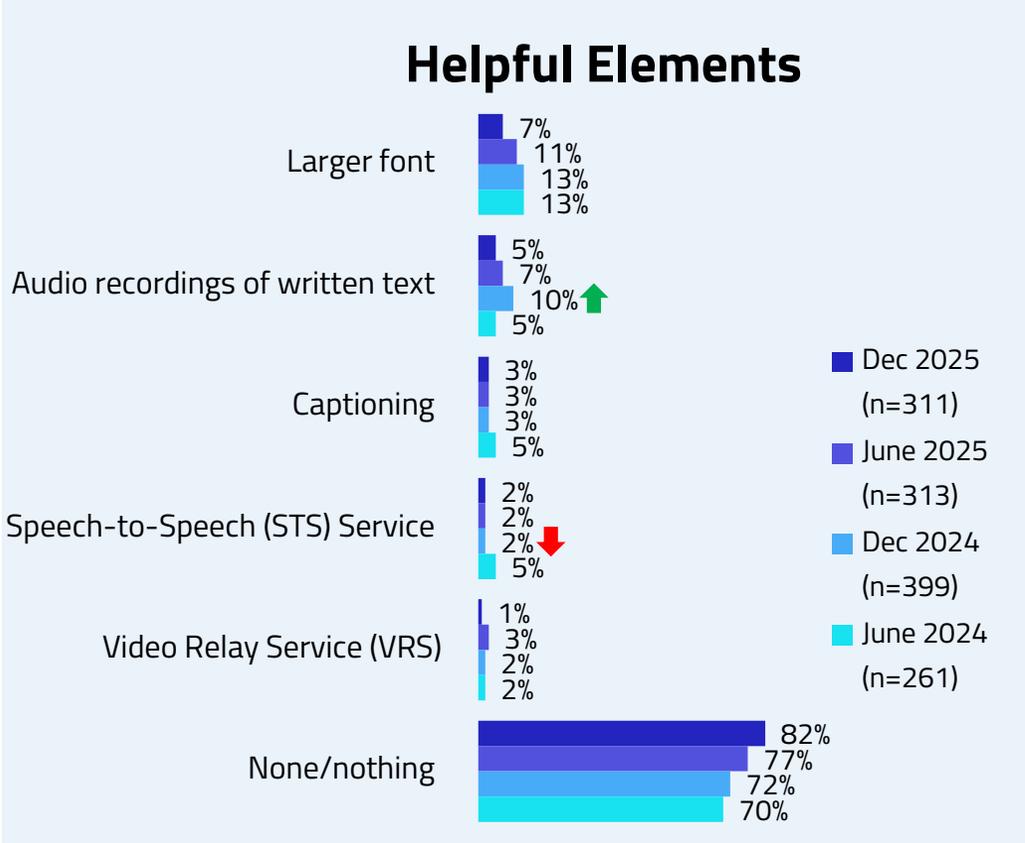
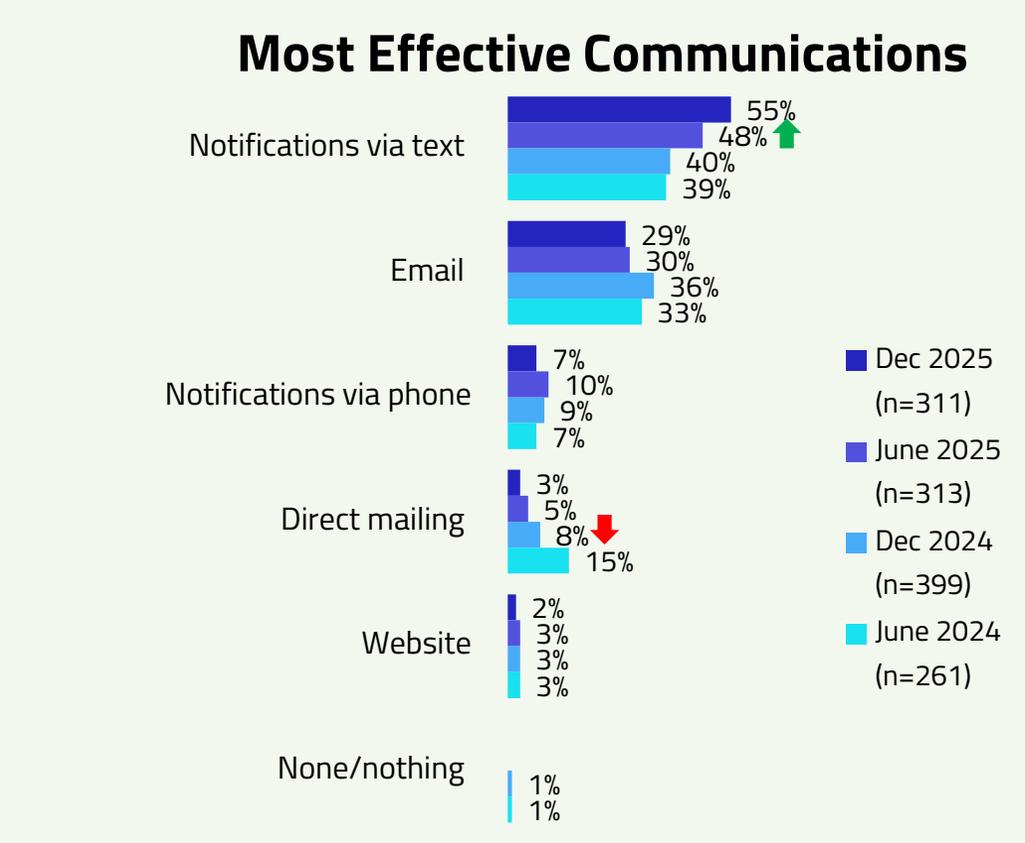


Q5A. In the past 6 months, how often do you recall seeing, hearing or receiving messages about wildfire preparedness? (n-sizes vary; Aware of Communication)



# Effective and Helpful Communication

- Notifications via text continue to be the most effective form of communication from BVES (55%), followed by email (29%); larger font remains as the most helpful (7%) element that could be incorporated
- Critical customers are more likely than Random customers to say notifications via text are most effective (80% vs 52%)



QA6. What method of communication from Bear Valley Electric Service do you find most effective? (n=311; Total)  
 QA12. Regardless of how communications from Bear Valley Electric Service are received, which, if any, of the following would be helpful for you? (n=311; Total)

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



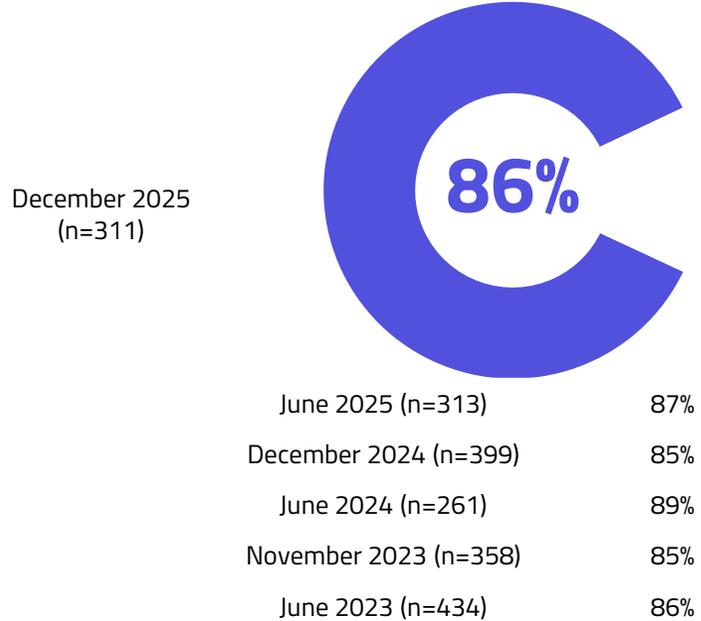
# Wildfire Preparedness Actions Taken



# Wildfire Preparedness

- Just under nine in ten respondents (86%) have taken actions to prevent or prepare their home or business in the event of a wildfire, staying in line with previous results (87% in June 2025)
- Trimming vegetation remains the most common action taken, mentioned by 84% of respondents who have taken action, though down significantly from June 2025 (90%)

## Took Actions to Prevent or Prepare for a wildfire



Actions Taken <i>(among those taking action)</i>	December 2025 (n=269)	June 2025 (n=273)	December 2024 (n=340)	June 2024 (n=232)	November 2023 (n=305)	June 2023 (n=375)
Trimmed vegetation around home or property	84% ↓	90%	89%	90%	88%	91%
Created defensible space	18%	19%	19% ↑	13%	16%	13%
Clearing roof/gutter	4%	4%	5%	4%	4%	4%
Prepared fire extinguishers	2%	2%	2%	1% ↓	3%	2%
Replaced roof	2%	1%	1%	1%	3%	1%

Q6. In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire? (n=311; Total)  
 Q6A. What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=269; Took actions)

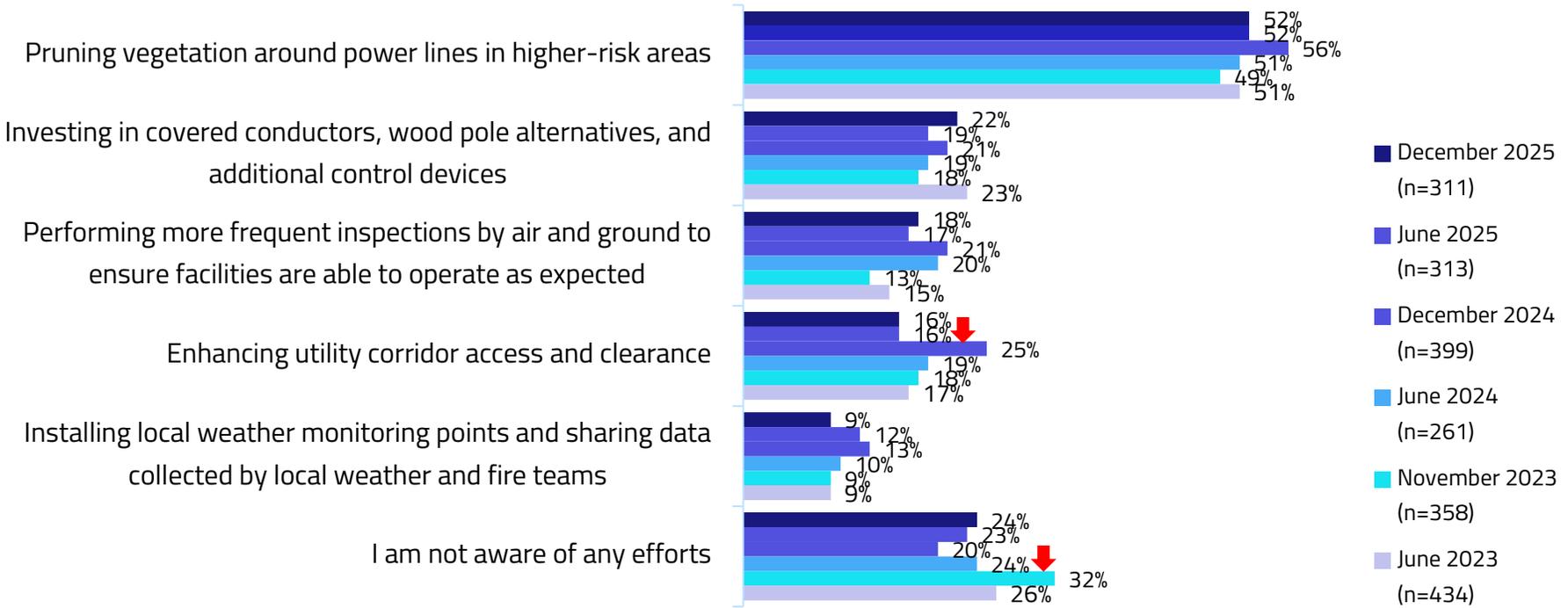
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Awareness of BVES's Efforts

- Consistent with previous results, just over half are aware of BVES pruning vegetation around power lines in higher-risk areas (52%)
- **Recallers** are significantly more likely than Non-Recallers to be aware of the majority of BVES' efforts

## Awareness of BVES' Efforts to Reduce Wildfire Risk



Q7. What efforts by BVES are you aware of to reduce the risk of wildfire? (n=311; Total)

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

Bold denotes statistically significant difference between Recallers and Non-Recallers



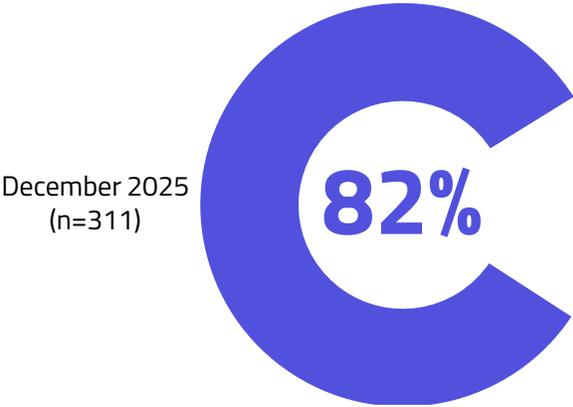
# Awareness of Public Safety Power Shutoff



# PSPS Awareness

- Just over eight in ten (82%) say they recall seeing, hearing or reading the phrase PSPS, consistent with June 2025 (78%); **Recallers** are significantly more likely to recall PSPS than Non-Recallers (85% vs. 70%)
- Email (36%) and social media (36%) are the most common source of PSPS communication, followed by the BVES website (30%); mentions of social media saw a significant increase, while mentions of TV news, bill inserts, and direct mail saw significant decreases when compared with last wave

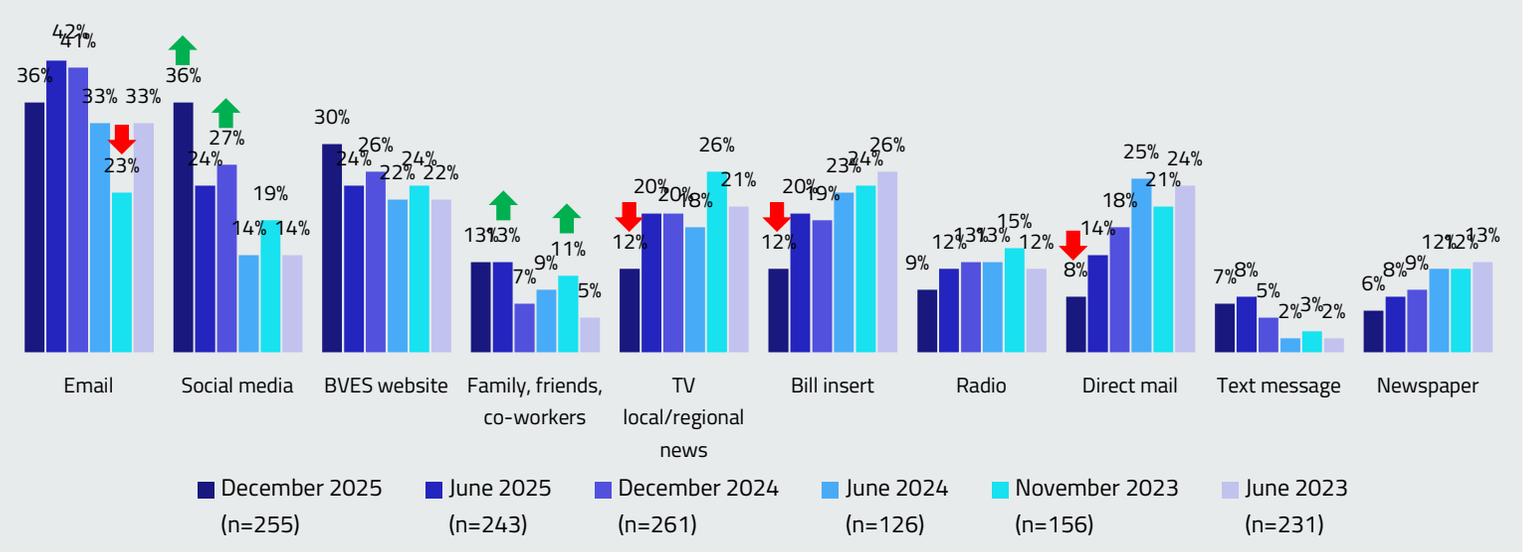
## PSPS Recall



June 2025 (n=313)	78% ↑
December 2024 (n=399)	65% ↑
June 2024 (n=261)	48%
November 2023 (n=358)	44% ↓
June 2023 (n=434)	53%

## Sources of PSPS Communications

(among those who recall PSPS)



Q8. In the past year, do you recall seeing, hearing or reading the phrase 'Public Safety Power Shutoff or PSPS?' (n=311; Total)  
 Q8A. Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=255; Recall PSPS Communications)

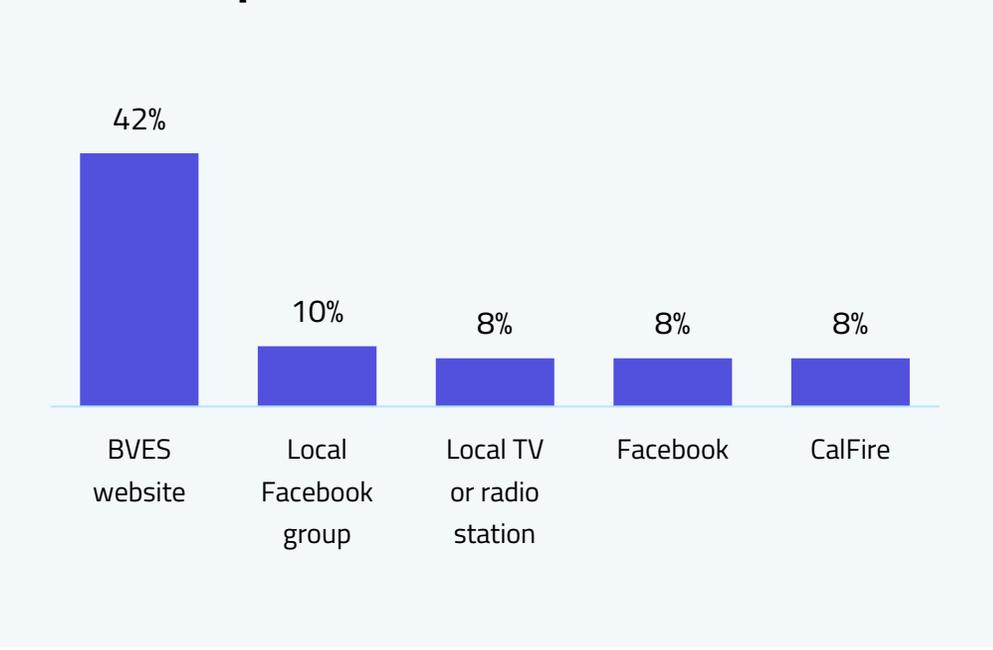
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# PSPS Awareness & Understanding

- As seen in prior waves, the BVES website remains the most mentioned source for information about PSPS
- Just under eight in ten (78%) 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,” in line with previous results

## Top 3 Sources of PSPS Information



Q9. Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=255; Recall PSPS)  
 Q10. What is your understanding of a Public Safety Power Shutoff? (n=255; Recall PSPS)

## PSPS Understanding

	Dec 2025 (n=255)	June 2025 (n=243)	Dec 2024 (n=261)	June 2024 (n=126)	Nov 2023 (n=156)	June 2023 (n=231)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	78%	74%	78%	75%	74%	71%
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.	48%	48% ↓	57%	54%	56%	48%
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.	40%	40% ↓	51%	54% ↑	42%	40%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	35%	27%	33%	33%	37%	29%
Taking steps to enhance situational awareness by tracking satellite information and monitoring weather conditions can reduce the likelihood of a Public Safety Power Shutoff.	22%	26%	29%	31%	29%	26%

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



# Contact Information for PSPS

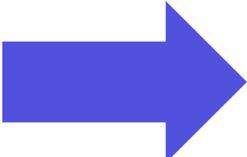
- Just under six in ten (58%) are aware they can update their contact information with BVES, consistent with June 2025 results (58%); awareness is higher among **Recallers** than among Non-Recallers (63% vs 42%)
- Just over seven in ten (72%) of those aware they can update their information have done 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)*

December 2025  
(n=311)



December 2025  
(n=180)



June 2025 (n=313)	58%
December 2024 (n=399)	56%
June 2024 (n=261)	47%
November 2023 (n=358)	42%
June 2023 (n=434)	46%

June 2025 (n=183)	66%
December 2024 (n=225)	58%
June 2024 (n=122)	61%
November 2023 (n=151)	62%
June 2023 (n=200)	57%

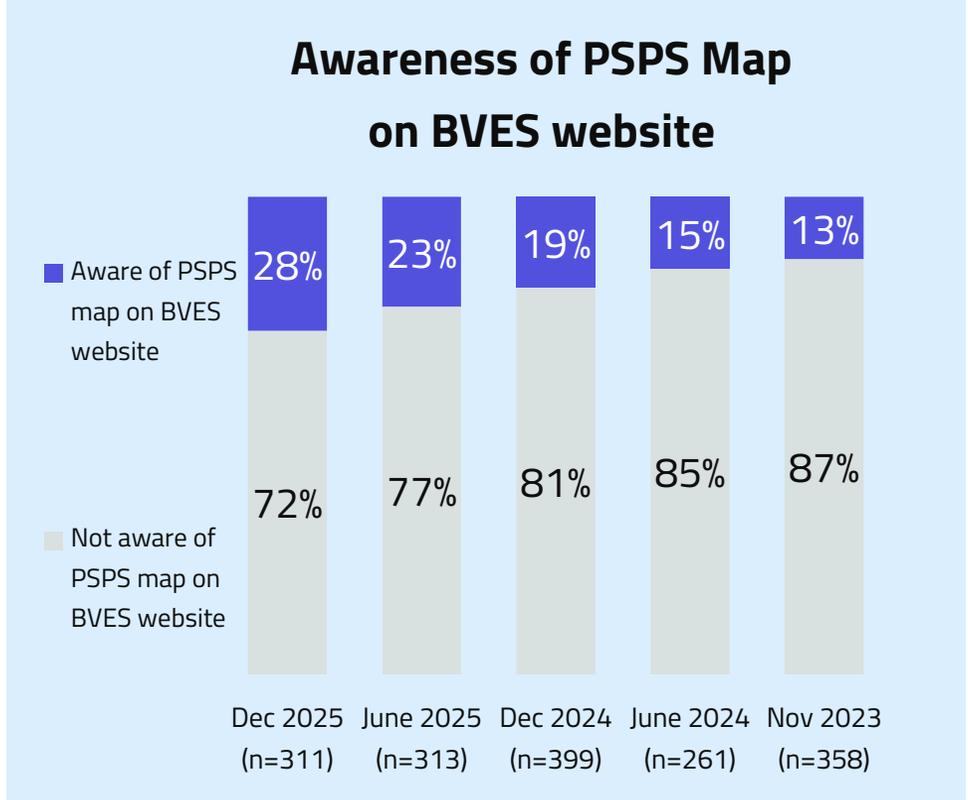
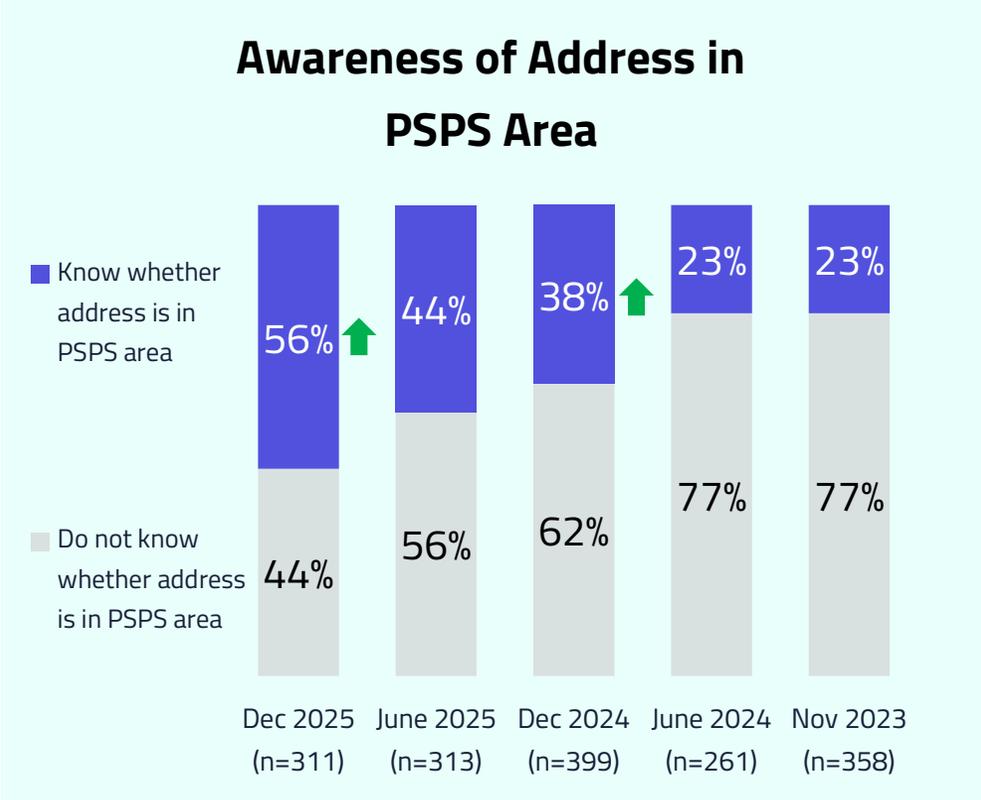
Q11. Are you aware you can update your contact information with BVES to receive proactive notification prior to a Public Safety Power Shutoff? (n=311; Total)  
 Q11A. Have you updated your contact information with BVES to receive notifications prior to a Public Safety Power Shutoff? (n=180; Aware of Information Update)

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



# Awareness of PSPS Location Status

- Just under six in ten (56%) know whether their address is in a PSPS area, up significantly since June 2025 (44%)
- **Recallers** are significantly more likely than Non-Recallers to know whether their address is in a PSPS area (62% vs 38%)



Q12. Do you know whether your address is located in a Public Safety Power Shutoff area? (n=311; Total)  
Q13. Are you aware of a map on BVES's website where you can check whether your address is located in a Public Safety Power Shutoff area and the status? (n=311; Total)

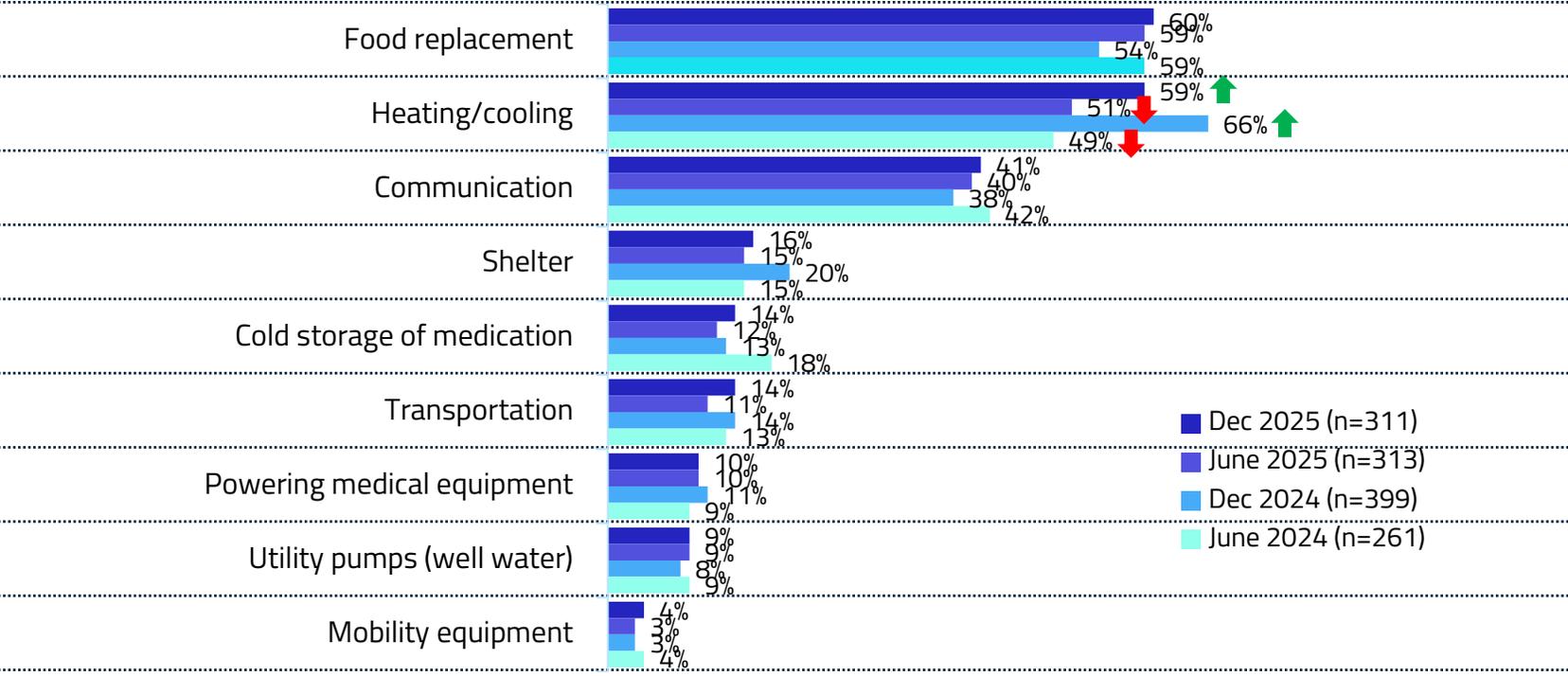
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Concerns about Extended Outage

- The largest concerns and perceived challenges in the event of an extended power outage include food replacement (60%), heating/cooling (59%), and communication (41%)
- Mentions of heating/cooling as a perceived concern increased significantly since June 2025 (59% vs 51%)

## Concerns or Challenges of an Extended Power Outage



QA5. In the event of an extended power outage, what are your most significant concerns or challenges? (n=311; Total)

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



# Medical Needs and Language Preferences

**Roughly one in six (16%)** responded that they rely on **electricity for medical needs**, consistent with last wave (15%)

A significantly greater proportion of **critical customers** say they rely on electricity for medical needs (60% vs 11%)

**Just over one in five (22%)** of those relying on electricity for medical needs are aware **BVES provides additional notices** prior to a PSPS event, down significantly since June 2025 (44%)

**17% of customers indicated they have a primary language other than English;** English remains preferred for communications for almost all respondents

- Nearly all customers (98%) say they prefer all communications in English as opposed to another language; Spanish is identified as the second most preferred language (2%)

**98% of respondents indicated it would not be helpful** for them or anyone else in their household **to receive communications in another language**

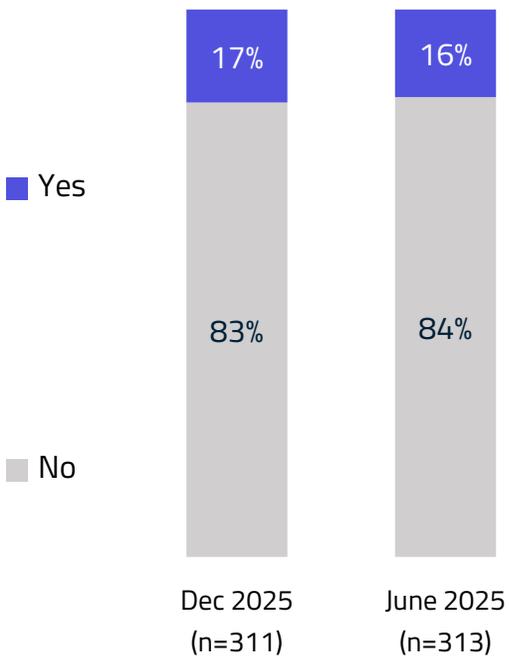
Q 14. Does anyone in your home or business rely on electricity for medical needs/equipment? (n=311; Total)  
Q 14A. Are you aware that BVES provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=49; Rely on electricity for medical needs)  
Q 15. Is your primary language other than English? (n=311; Total)  
Q 16. Would it be helpful for you or anyone else in your household to receive communications in another language? (n=311; Total)  
Q 16B. What is your preferred language to receive communications? (n=311; Total)



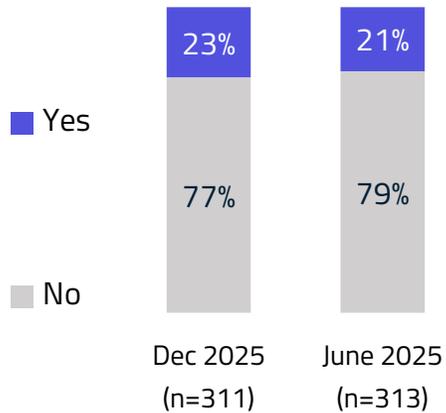
# Self-Identified AFN Status

- Just under one in four (23%) customers are identified as having Access and Functional Needs

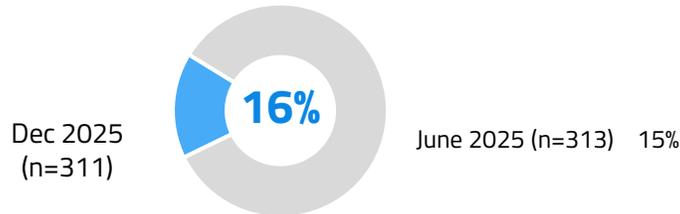
## Households With Increased Risk of Harm to Health, Safety, and Independence During Power Outage



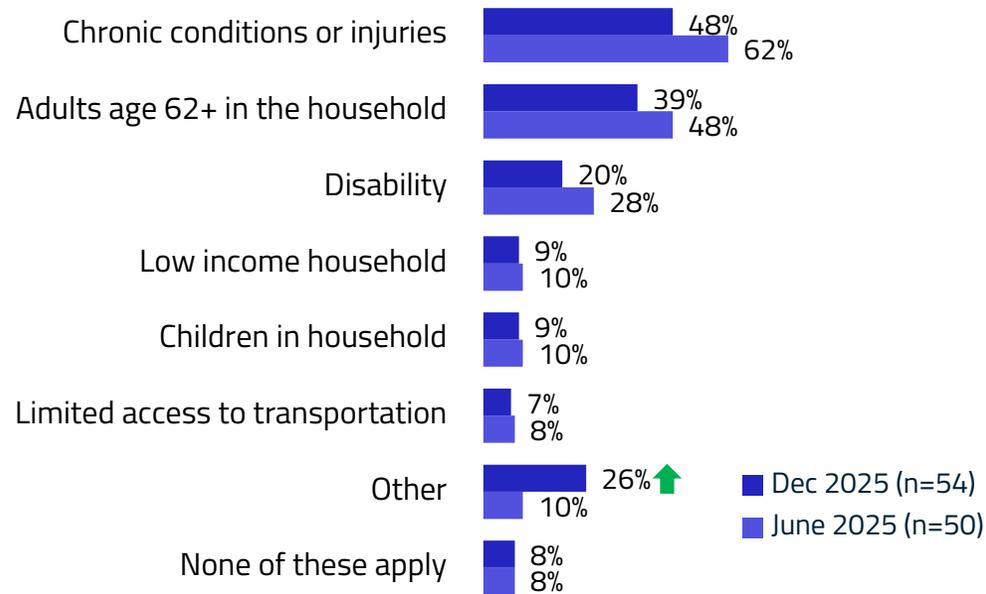
## Access and Functional Needs



## Relies on Electricity for Medical Needs



## Reasons For Increased Risk of Harm During Power Outage



QA13. Are you, or anyone else in your household, at increased risk of harm to health, safety, and independence during a power outage? (n=311; Total)

QA14. For what reasons are you, or anyone else in your household, at increased risk of harm to health, safety, and independence during a power outage? (n=54; A13=Yes)

Q14. Does anyone in your home or business rely on electricity for medical needs/equipment? (n=311; Total)

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

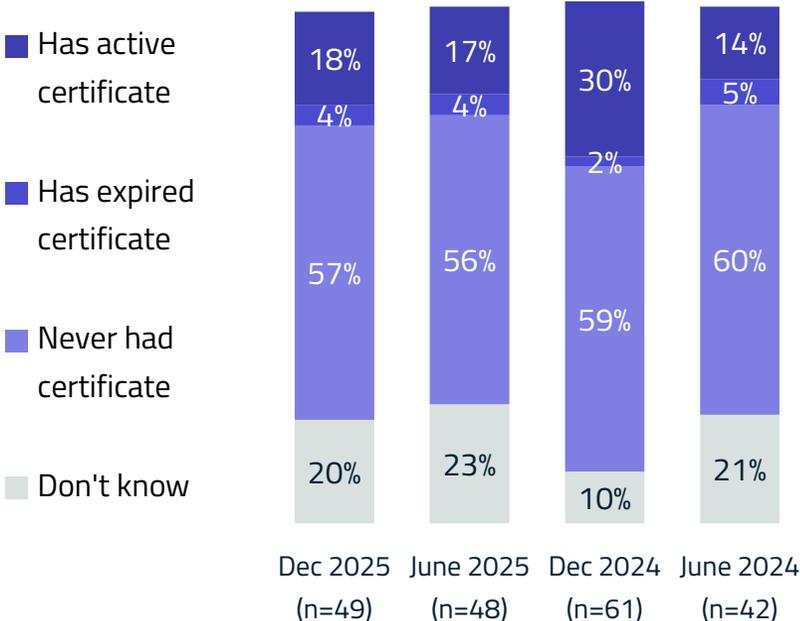


# Medical Support Certificate Usage

- Of the customers who rely on electricity for medical equipment, 18% currently have an active Medical or Life Support Certificate and 27% are aware that the Medical or Life Certificate requires annual renewal, consistent with previous waves

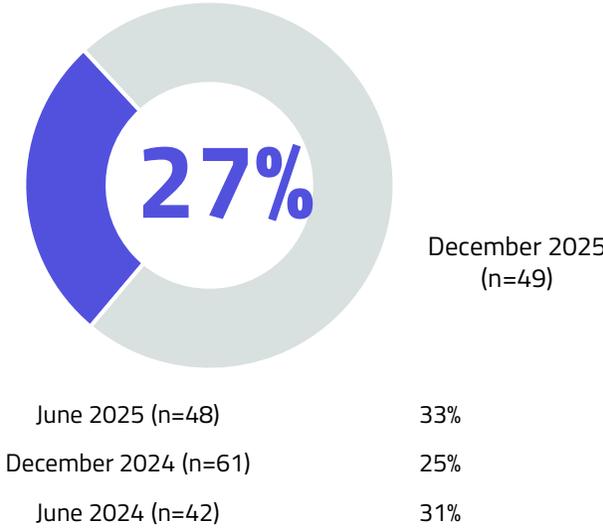
## Active Medical or Life Support Equipment Certificate

(among those with medical needs)



## Aware Certificates Require Annual Renewal

(among those with medical needs)



Q14B Do you currently have an active Medical or Life Support Equipment Certificate? (n=49; Rely on electricity for medical needs)  
 Q14C Are you aware that medical certificates require annual renewal? (n=49; Rely on electricity for medical needs)

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

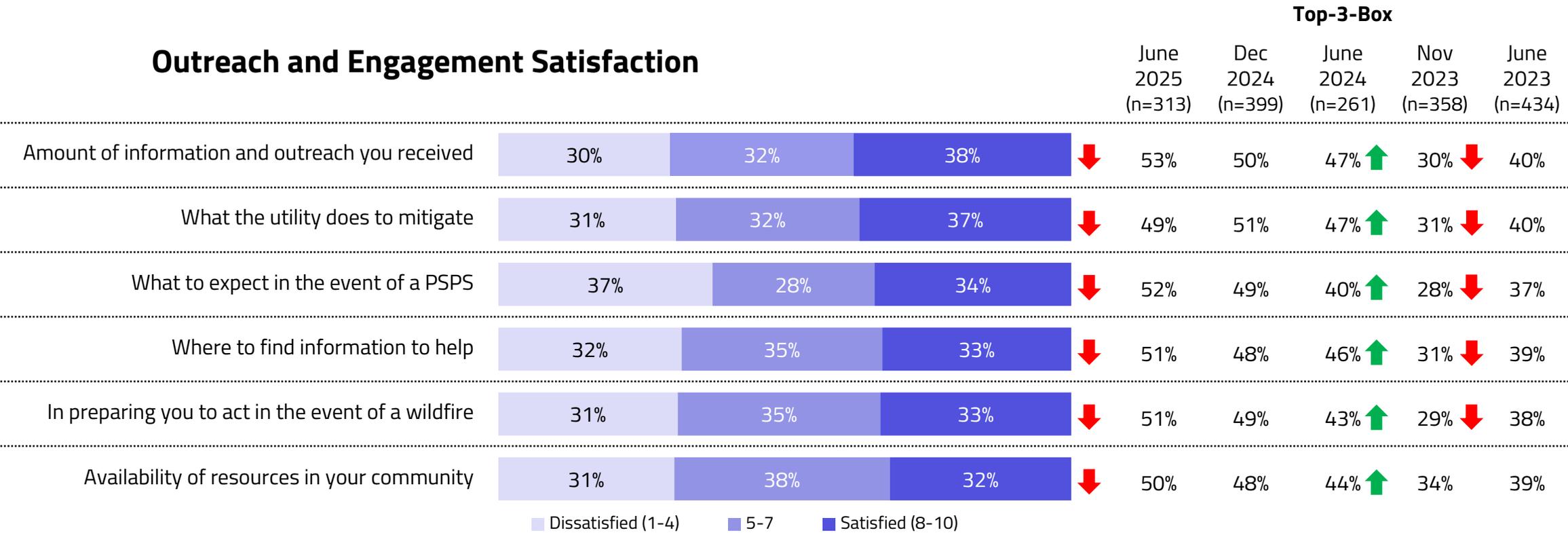


Post-PSPS



# Outreach and Engagement Satisfaction

- Roughly one third (32% to 38%) of customers report being satisfied with all statements about outreach and engagement
- Satisfaction with all outreach and engagement saw significant decreases when compared with June 2025
- **Recallers give significantly higher satisfaction ratings** for all outreach and engagement metrics evaluated



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 information you receive? (n=311; Total)



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



# PSPS Notifications

- Just over half (52%) say that notifications should be sent if there is any possibility of a PSPS; another 33% feel that notifications should only be sent if there is a high likelihood of a PSPS, consistent with previous waves

<b>PSPS Notifications Perception</b>	Dec 2025 (n=311)	June 2025 (n=313)	Dec 2024 (n=399)	June 2024 (n=261)	Nov 2023 (n=358)	June 2023 (n=434)
Notifications should be sent if there is any possibility of a PSPS	52%	51%	51%	52%	49%	49%
Notifications should only be sent if there is a high likelihood of a PSPS	33%	36%	36%	38%	35%	37%
Notifications should only be sent if a PSPS is certain to occur	14%	12%	13%	10% ↓	15%	13%

QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=311; Total)

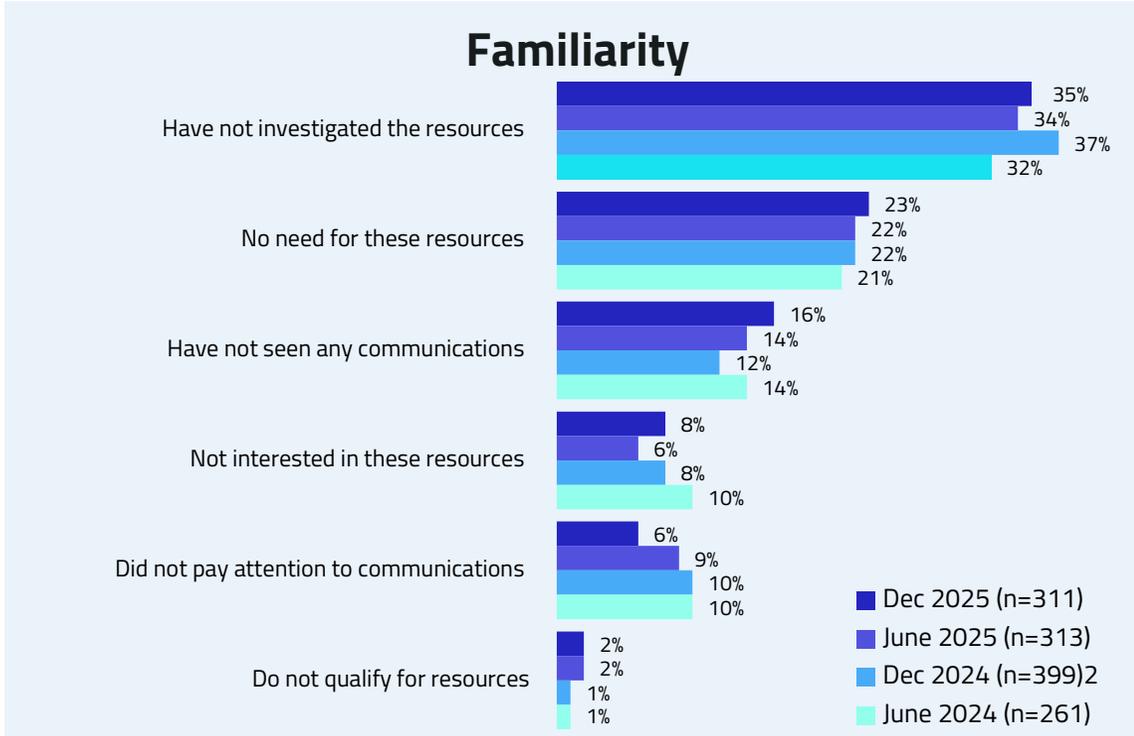
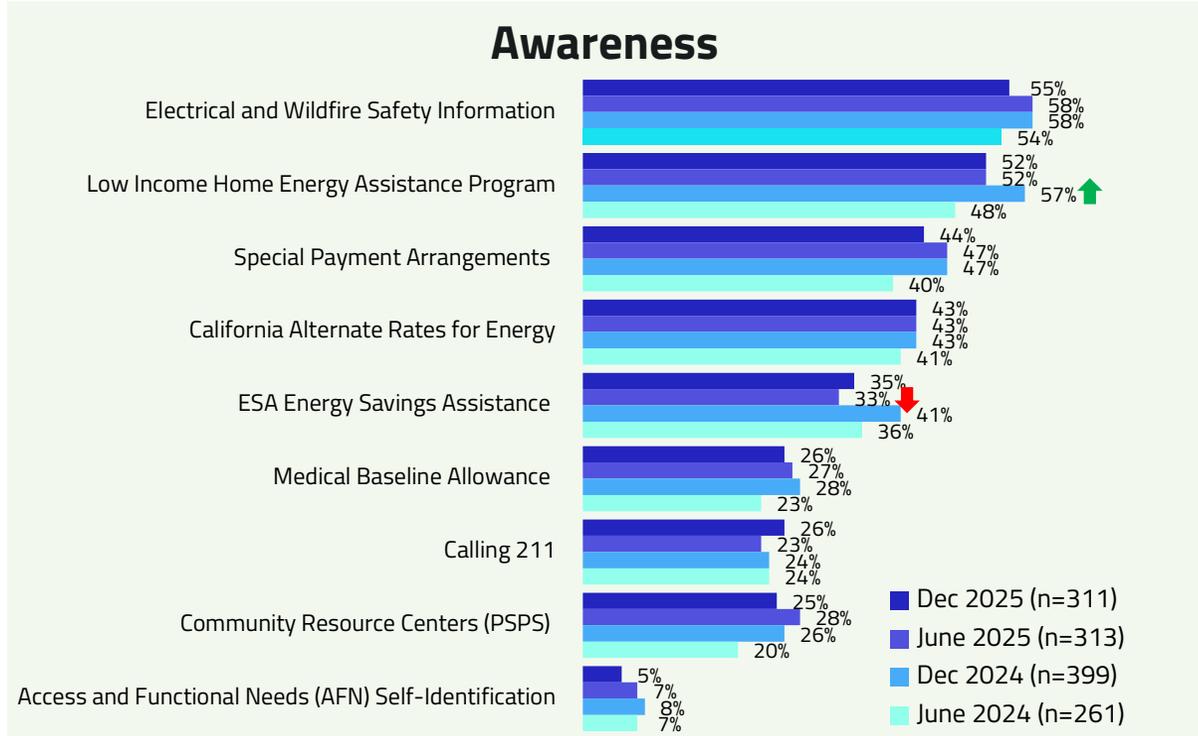


Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Awareness and Familiarity of Resources

- Of the resources available to the public, roughly half indicated they were aware of the Electrical and Wildfire Safety Information (55%) and Low-Income Home Energy Assistance Program (52%); just over one third (35%) indicate they “have not investigated the resources”
- **Recallers** are significantly more likely than Non-Recallers to indicate awareness of most resources and to say they have not investigated resources or have no need for them



QA7. BVES supports a number of resources that are available to the public. Before today, which of the following resources have you heard of? (n=311; Total)  
 QA8. What statement best describes your familiarity with the resources you just reviewed? (n=311; Total)

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

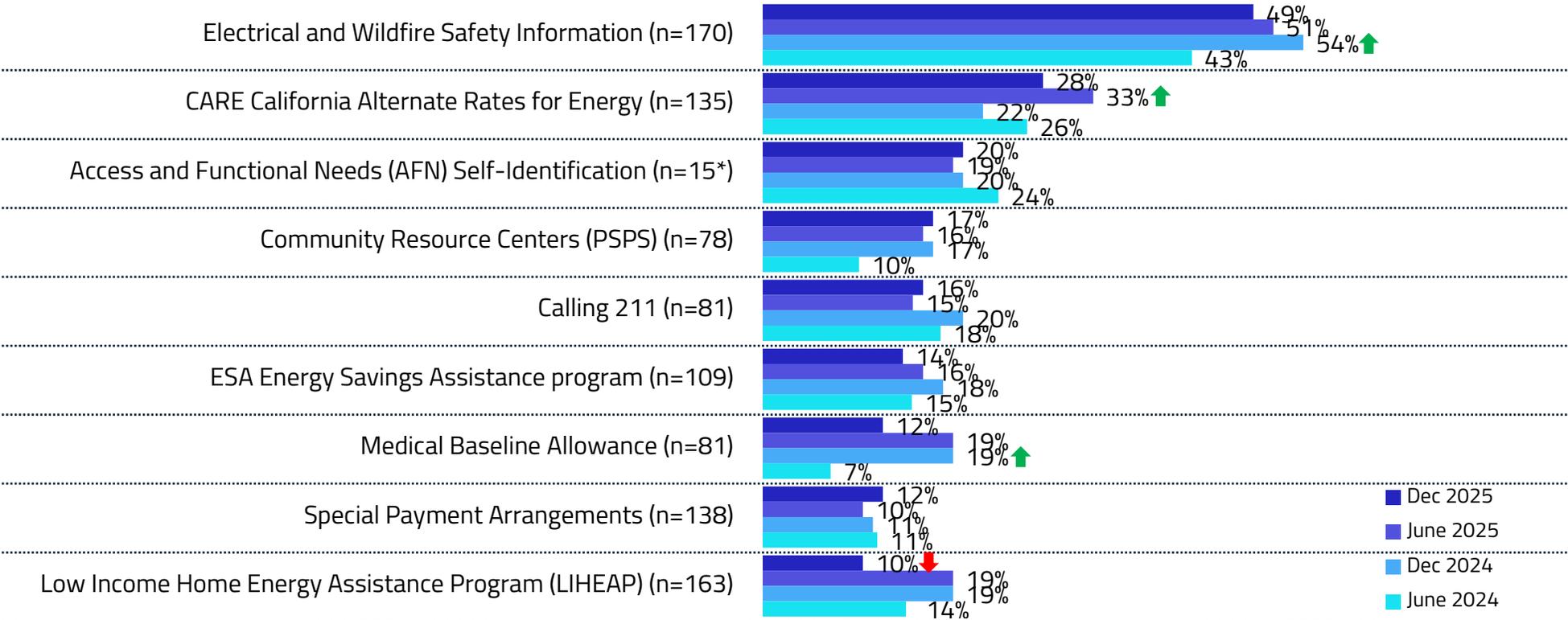


# Resources Used

- Of those aware of the resources available, just under half (49%) have used Electrical and Wildfire Safety Information, consistent with June 2025 (51%)
- Among those aware, use of LIHEAP has decreased significantly since June 2025 (10% vs 19%)

## Resources Used

(among those aware)



QA9. Which, if any, of these resources have you used in the past? (n varies; Aware of Communication)

\*Small sample size (n<30)

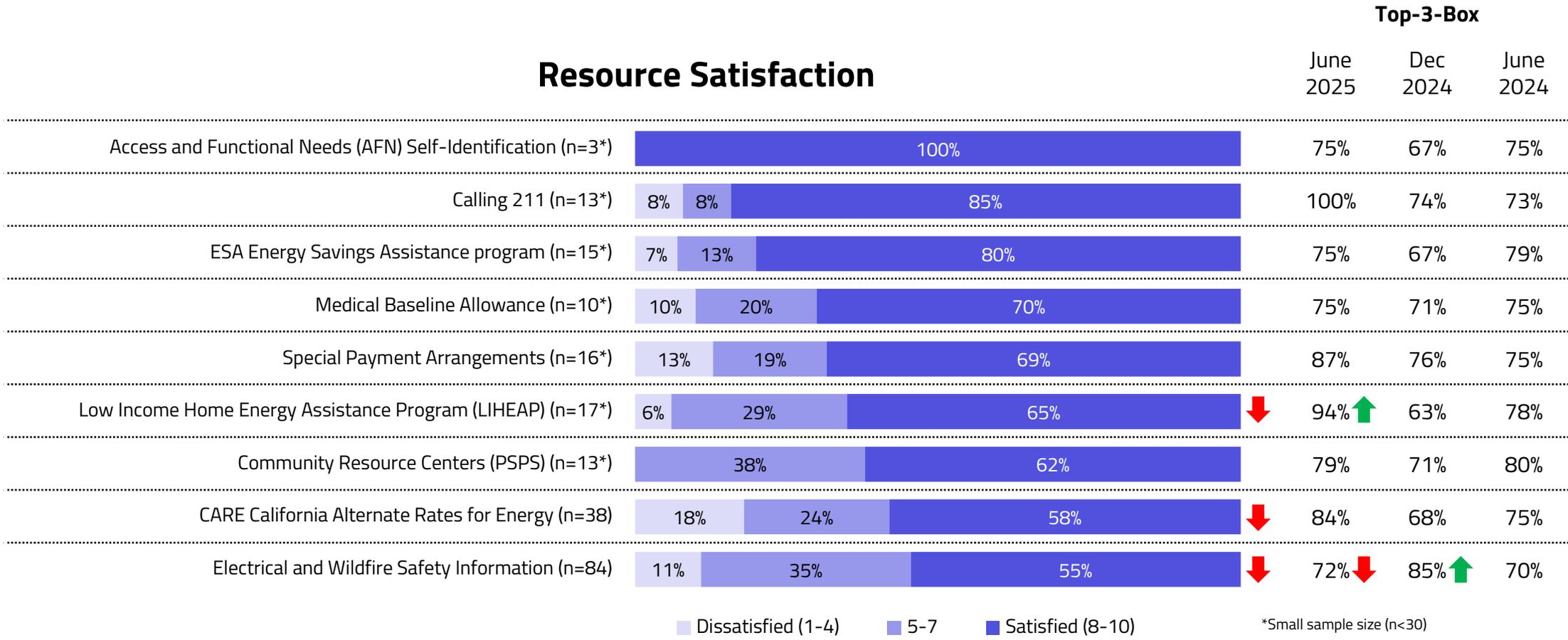


Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Satisfaction with Resources Used

- Satisfaction is highest among those who have used AFN Self-Identification and calling 211
- Satisfaction with LIHEAP, CARE, and Electrical and Wildfire Safety Information saw significant decreases from June 2025



QA10. 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 resources you've used in the past? (n varies; Used Resources)



\*Small sample size (n<30)  
Arrows signify statistical difference at the 95% confidence level compared to the previous wave



# Critical & AFN Customer Summary



# Key Metrics: Random vs Critical Customers

	Random Customer (n=281)	Critical Customer (n=30)
Aware of Wildfire Safety Communications	79%	63%
Aware of Communications from BVES (among those aware)	42%	47%
Took Action to Prevent or Prepare for a Wildfire	87%	80%
Recall PSPS	84%	67%
Would Turn to BVES Website for PSPS Info	43%	25%
Aware of Ability to Update Contact Info for PSPS	58%	53%
Know if Address is in PSPS Area	<b>58%</b>	37%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	32%	27%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	23%	22%
Aware of AFN self-identification	5%	3%

Bold denotes statistically significant difference between Random and Critical Customers



# Demographic Profiles: Random vs Critical Customers

	Random Customer (n=281)	Critical Customer (n=30)
Gender	Male – 52% Female – 42%	Male – 47% Female – 53%
Age	<b>18-54 – 24%</b> 55-64 – 18% 65+ – 52%	18-54 – 7% 55-64 – 23% 65+ – 67%
Median Income	\$109K	\$40K
Home Ownership	<b>Own – 88%</b> Rent – 6%	Own – 67% Rent – 17%
Average Length in Home	12.0 years	14.3 years
Live in Big Bear Year Round	50%	57%
Vacation Rental (among those living in Big Bear part time)	17%	9%
Primary Language is not English	18%	13%
Responded they Rely on Electricity for Medical Needs	11%	<b>60%</b>

Bold denotes statistically significant difference between Random and Critical Customers



# Key Metrics: AFN vs. Non-AFN

	<b>AFN Customer (n=71)</b>	<b>Non-AFN Customer (n=240)</b>
Aware of Wildfire Safety Communications	72%	79%
Aware of Communications from BVES (among those aware)	45%	42%
Took Action to Prevent or Prepare for a Wildfire	83%	88%
Recall PSPS	80%	83%
Would Turn to BVES Website for PSPS Info	33%	34%
Aware of Ability to Update Contact Info for PSPS	55%	59%
Know if Address is in PSPS Area	59%	55%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	17%	<b>36%</b>
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	22%	--
Aware of AFN Self-Identification	6%	5%

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



# Demographic Profiles: AFN vs. Non-AFN

	<b>AFN Customer (n=71)</b>	<b>Non-AFN Customer (n=240)</b>
Gender	Male – 45% Female – 46%	Male – 53% Female – 42%
Age	18-54 – 23% 55-64 – 15% 65+ – 54%	18-54 – 23% 55-64 – 19% 65+ – 53%
Median Income	\$60K	\$115K
Home Ownership	Own – 72% <b>Rent – 14%</b>	<b>Own – 90%</b> Rent – 5%
Average Length in Home	11.9 years	12.3 years
Live in Big Bear Year Round	<b>65%</b>	47%
Vacation Rental (among those living in Big Bear part time)	16%	16%
Primary Language is not English	20%	17%
Responded they Rely on Electricity for Medical Needs	69%	--

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



# CBO Interviews



# Qualitative Interviews

Two in-depth interviews were conducted with emergency services organizations in the BVES territory in December 2025.

- 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 BVES





# Qualitative Interviews

## Current Communications

- Participants at emergency services organizations report personal contacts with BVES administration, primarily through email, phone calls, and text messages
- Both agencies report strong and timely communications from BVES, which typically revolve around outages (planned and unplanned, including PSPS), infrastructure improvements, and tree trimming and clearance around power lines
- Important types of information include fire mitigation efforts, safety, PSPS planning/preparation, and infrastructure improvements
- While participants are satisfied with the communications from BVES, there are some improvement opportunities:
  - Provide notifications to agencies if outages affect more than 250 customers (the current standard is 1,000)
  - Ensure the community impacts of outages are accurate and updated
  - Send text or call after hours, in addition to a more detailed email which can be referenced as needed
- Participants do recall some public-facing communications from BVES related to PSPS and outage planning, primarily via email

## Spreading the Word

- For public-facing communications, participants recommend social media, email, emergency notification systems, email, text, direct mail, and radio
  - Social media is an effective way to reach many in the community, and will help spread messages via word of mouth to those not using social media
  - There is some willingness and ability to amplify social media messages, although some agencies prefer to only pass on messages from BVES (rather than posting their own) and others prefer to let BVES handle all messaging to keep information coming straight from the source
  - Direct communications, including email and mailings are effective for reaching people, particularly in non-urgent situations
  - It is recommended to encourage the public to sign up for general emergency alerts, so they are alerted to PSPS, outages, or other types of emergencies in the area
- Reaching property owners can be a challenge, as many vacation homes are operated by out-of-town property managers overseeing multiple properties; it is critical that they receive messages about vegetation clearance to help mitigate the risk of fire
- English and Spanish are the primary languages required



# Qualitative Interviews

## Useful Information/Resources

- The most effective ways BVES can support the community in preparing the community include:
  - Direct mailings and bill inserts with information about wildfire safety and PSPS; mailings should be sent on a regular basis, with more frequency during the late spring and summer
  - Using social media to reach the public, encouraging partner agencies to repost, and sharing messages from local agencies
  - Educating the public about how to prepare for an extended power outage (having food/water, food preservation, filling gas tanks, having generator ready)
  - Providing information about PSPS and explaining the criteria for events, BVES' mitigation efforts, and infrastructure improvements to help prevent the need for PSPS
  - Outreach to let customers know about Medical Baseline and the additional alerts, and encouraging them to make preparations (e.g., have generator or spare oxygen tanks)
  - Providing timely notice about potential PSPS events and providing timely updates as circumstances change
  - Maintaining regular communication with partner agencies, including details about where outages are located, the number of customers affected, and estimated restoration times
  - Support for grant funding to help with tree removal and utility clearances throughout the area

## PSPS Events

- All are familiar with PSPS, including the reasons behind the outages, and the typical protocols
- Participants understand the changing nature of PSPS and the challenges that brings when planning/preparing for an event
  - Early notification is important (ideally at least 5 hours before public notification), with regular updates as conditions evolve
  - Important information includes where outages are expected, the number of customers impacted, the estimated duration, and when power is expected to be restored
- Those with medical needs and the elderly are most at risk; it is important to provide them information about resources for backup power and advanced notification, and communicating how they can opt into these resources
- Helping the public understand why PSPS outages can occur, and the steps BVES is taking to mitigate the risk are expected to improve public perception
- Promote enrollment with emergency notification apps in addition to messages from BVES to ensure the public is able to receive messages about all types of emergencies in addition to PSPS
- Continue efforts to engage with property managers and remote property managers, so they can provide information to short term renters or hotel guests, and so they can be proactive in preparing properties to mitigate fire risk



# Demographic Profiles



# Respondent Profiles

Gender	Total (n=311)	Recallers (n=240)	Non-Recallers (n=71)
Male	51%	<b>55%</b>	38%
Female	43%	40%	<b>54%</b>
Age			
18 to 24	--	--	--
25 to 34	4%	3%	4%
35 to 44	9%	6%	<b>17%</b>
45 to 54	10%	12%	6%
55 to 64	18%	20%	13%
65 or over	53%	53%	54%
Prefer not to say	6%	6%	7%

Renter/Homeowner	Total (n=311)	Recallers (n=240)	Non-Recallers (n=71)
Own	86%	87%	82%
Rent	7%	7%	7%
Prefer not to say	5%	4%	10%
Household Income			
Less than \$20,000	5%	4%	6%
\$20,000 to \$39,999	8%	6%	13%
\$40,000 to \$59,999	8%	8%	6%
\$60,000 to \$89,999	12%	10%	15%
\$90,000 to \$129,999	11%	<b>13%</b>	4%
\$130,000 to \$199,999	13%	13%	13%
\$200,000 or more	14%	15%	8%
Prefer not to say	32%	31%	35%

- Q17. What is your gender? (n=311; Total)
- Q18. What is your age category? (n=311; Total)
- Q19. Do you own or rent your home? (n=311; Total)
- Q20. Which of the following best describes your annual household income? (n=311; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers



# Respondent Profiles

Years In Home	Total (n=311)	Recallers (n=240)	Non-Recallers (n=71)
Less than 2 years	11%	12%	10%
2-3 years	12%	12%	11%
4-5 years	11%	10%	13%
6-10 years	18%	16%	24%
11-19 years	16%	17%	11%
20+ years	29%	30%	23%
Prefer not to say	4%	3%	8%

Occupancy	Total (n=311)	Recallers (n=240)	Non-Recallers (n=71)
Live in Big Bear year-round	51%	50%	54%
Live in Big Bear part time	42%	45%	35%
Prefer not to say	7%	5%	11%

Vacation Rental	Total (n=132)	Recallers (n=107)	Non-Recallers (n=25*)
Yes	16%	<b>19%</b>	4%
No	84%	81%	<b>96%</b>

- Q21. How long have you lived in your home? (n=311; Total)  
 Q22. Do you live in your home in Big Bear year-round, or part time? (n=311; Total)  
 Q23. Is your home in Big Bear a vacation rental? (n=124; Live in Big Bear part time)

\*Small sample size (n<30)  
 Bold denotes statistically significant difference between Recallers and Non-Recallers



# Respondent Profiles – AFN Criteria

	<b>Total</b> (n=311)	<b>Recallers</b> (n=240)	<b>Non-Recallers</b> (n=71)
AFN (NET)	23%	21%	28%
Age 65+	53%	53%	54%
<\$40K income	12%	10%	18%
Chronic conditions or injuries	48%	54%	35%
Physical, developmental, or intellectual disability	20%	19%	24%
Limited access to transportation	7%	--	24%
Non-English language needs	17%	17%	18%
Medical need	16%	15%	18%

Bold denotes statistically significant difference between Recallers and Non-Recallers