BEFORE THE PUBLIC UTILITIES COMMISSION
OF THE STATE OF CALIFORNIA

Order Instituting Rulemaking to Examine Electric Utility De-Energization of Power Lines in Dangerous Conditions.	Rulemaking 18-12-005 (Filed December 13, 2018)

PACIFICORP'S 2022 PUBLIC SAFETY POWER SHUT-OFF PRE-SEASON REPORT

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July 1, 2022

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PacifiCorp d/b/a Pacific Power (PacifiCorp or Company) submits its 2022 Public Safety Power Shut-Off Pre-Season Report in accordance with California Public Utilities Commission (Commission) Decision 21-06-034, following the templates provided by the Commission's Safety and Enforcement Division.

Respectfully submitted,

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PACIFIC POWER
A DIVISION OF PACIFICORP

Pacific Power

Public Safety Power Shut-off
Pre-Season Report

July 1, 2022

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Section I. Authorities

All reporting plans concurrently required to be included in the (current year) Pre-Season Report herein, must be produced in a single document submitted by each electric investor-owned utility. Specifically, these include the community resource center plan (A.1, A.3, and A.6), critical facilities plan (B.2), PSPS Exercise Reports (C.2), education and outreach-related surveys and accessibility efforts and associated costs (E.1, E.2 and E.3), and notification plan (I.3). The (current year) Pre-Season Report must also include the following items of information:

a. Description of lessons learned from past PSPS events, including feedback from impacted customers and stakeholders, and how the electric investor-owned utility has applied such lessons to its current and future efforts in preparation for the upcoming wildfire season.
b. Identify circuits at greatest risk of de-energization during the upcoming wildfire season. Include the number of times each circuit was de-energized during the prior four calendar years, and describe all steps toward risk-reduction and de-energization mitigation for each circuit, including specific outreach and education efforts and efforts to identify and provide appropriate resiliency support to customers with access and functional needs on each circuit.
c. Annual reports, as applicable, required by Ordering Paragraphs 8, 21, 27, 30, 33, 36, 38, 41, 46, 47, 51, and 57 of D.21-06-014.

(Decision (D.) 21-06-034; Appendix A at p. A14, Section K-1.)

Section II: Community Resource Center Plan

1. Each IOU must provide an updated annual Community Resource Centers (CRC) plan as Appendix A. The IOUs should incorporate and address the following minimum topics in the CRC plan. (D. 21-06-034, Appendix A at p. A14, Section K-1; SED Additional Information.)
    a. CRC objectives (SED Additional Information.)
    b. CRC strategies, actions, and timing (SED Additional Information.)
    c. CRC contracting effort in place to ensure sufficient contracted CRC available during PSPS events (D.21-06-034, Appendix at p. A1, Sections A-2.)
    d. Engagement with local populations on Access and Functional Needs (AFN) needs (D.20-05-051, Appendix at p. 5, Sections d; D.21-06-034, Appendix at p.A1, Section A-3.)
    e. Stakeholder recommendations on AFN needs of services and supplies (D.21-06-034, Appendix at p.A1, Section A-3.)
    f. Criteria used to determine the types of CRCs needed during each event (D.21-06-034, Appendix at p. A1, Sections A-4.)

g. Services and supplies available at each CRC to customers and AFN populations (D.21-06-034, Appendix at p. A1, Sections A-7; ESRB-8, p.5, Section II.A.)

h. CRC information transparency and accessibility on PSPS webpage and PSPS advanced notification during event (D.21-06-034, Appendix at p. A1, Sections A-5.)

i. COVID-19 considerations, (D.20-05-051, Appendix at p. 5, Sections d.)

j. Prior year CRC usage metrics (D.21-06-034, Appendix at p. A1, Sections A-6.)

k. CRC program evaluation including customer feedbacks, CRC related surveys, survey results, survey evaluation, and IOU's related challenges (D.21-06-034, Appendix at p. A1, Sections A-6; SED Additional Information.)

l. Lessons learned protocol (SED Additional Information.)
Please include the lessons learned related to CRC in Table 14 of Section VII.

2. The IOUs must provide a list of all CRCs available in the IOUs' service territories in advance of wildfire season with the following minimum fields: (ESRB-8, p.5, Section II.2.A; D.20-05-051, Appendix at p. 5&6, Sections d; SED Additional Information.)

   Table 1 – List of Available Community Resource Centers (as of cut off date of current year)

   a. CRC Unique ID
   b. Location Name
   c. County or Tribe
   d. CRC Type (e.g., fixed facility or mobile location, indoor or outdoor, tent, micro, mobile)
   e. Standard Operation Hours
   f. List of Planned Supplies*
   g. List of Planned Services*
   h. List of Planned AFN Services and Supplies*
   i. Contracted (Yes or No)
   j. Date of Contract
   k. Location Address
   l. Latitude (with at least five digits after decimal point)
   m. Longitude (with at least five digits after decimal point)

   * Sub-table(s) may be provided for the Lists.

3. The annual CRC plan must detail how the utility will provide the services and supplies required to serve Medical Baseline (MBL) and AFN populations as recommended by regional local government, Advisory Boards, public safety partners, representatives of people/communities with access and functional needs, tribal representatives, senior citizen groups, business owners, community resource organizations, and public health and

healthcare providers. In the annual CRC plans, the utilities must set forth the specific recommendations made by the above-noted entities, whether the utilities adopted the recommendation (or did not adopt the recommendation), the reason it was adopted (or not adopted), and the timeline for implementation. The IOUs must provide a summary table of stakeholder recommendations on AFN needs for services and supplies including, at a minimum, the following fields: (D.21-06-034, Appendix at p.A1, Section A-3; SED Additional Information.)

Please refer to Appendix A – Community Resource Center Plan.

While PacifiCorp has not received any specific stakeholder recommendations for AFN and Medical Baseline needs for services or supplies, we continue to build stronger relationships with our partner agencies. Any suggestions for future needs are welcomed and will be considered to assist in serving our AFN & Medical Baseline customers.

Table 2 - Stakeholders' CRC Recommendations on AFN Needs

a. Recommendation Description

b. Recommended Date

c. Recommending Party Type (e.g., tribal, local government, non-profit entity, Advisory Boards, public health and healthcare provider)

d. Adopted? (Yes or No)

e. Reasoning for Adoption/Denial

f. Initiative(s) As a Result of Recommendation

g. (Estimated) Initiative Planning Start Date

h. (Estimated) Initiative Organization Completion Date

i. (Estimated) Initiative Equipment Completion Date

j. (Estimated) Initiative Training Completion Date

k. (Estimated) Initiative Exercise Completion Date

If an adopted recommendation is not completed in the current reporting period, it should be carried into future annual reporting period(s) until it is finished or no longer relevant.

4. The IOU CRC plan must include prior year CRC usage metrics including, at a minimum, the following fields: (D.21-06-034, Appendix at p. A1, Sections A-6.)

Table 3 – Prior Year PSPS CRC Usage Metrics

a. Event ID

b. Event Name/Period

c. County or Tribe

d. Date Service Area De-energized

e. Time Service Area De-energized (24-hr. clock)

f. Date CRC Opened

g. Time CRC Opened

h. Date Service Area Re-energized

i. Time Service Area Re-energized (24-hr. clock)

j. Date CRC Closed

k. Time CRC Closed

l. Total Days Opened Total Hours Opened (Integer)

m. Type of CRC (Indoor, Outdoor, Mobile)

n. Average AQI during Operation

o. Was CRC powered by Backup Generation? (yes/no)

p. Operation Hour Compliance Indicator (Yes or No, if CRC was operable at least 8 AM-10 PM during an active de-energization event)

q. If Not in Compliance with Operation Hour Requirements, Provide an Explanation

r. Service or Supply Provided (List the name of each service or supply provided by the utility in a separate field and fill the description in the cell such as Bottle Water "Yes", Charging Station "Yes", Cellular Network Services "Yes", Chairs "Yes", PSPS Information Representatives "Yes", Restrooms "Yes", ADA Accessible "Yes")

s. Total Number of Visitors

t. Location Address

u. Latitude (with at least five digits after decimal point)

v. Longitude (with at least five digits after decimal point)

5. The IOU CRC plan must include a prior year CRC customer feedback summary including, at a minimum, the following fields: (D.21-06-034, Appendix at p. A1, Sections A-6; SED Additional Information.)

PacifiCorp only had one CRC activation in the previous year and did not receive any specific customer feedback. Most visitors were seeking general information regarding the event. PacifiCorp has implemented a written customer feedback form to be deployed to CRC locations in the future which can be found in Appendix A – Community Resource Center Plan.

Table 4 - Prior Year CRC Customer Feedback

a. Customer Feedback Type (e.g. resource availability, operation hour, location, customer service)

b. Customer Feedback Description/ Open Comments on Areas in Need of Improvement

c. Feedback Submission Count (for this feedback type)

d. Initiative(s)/Responsive Action(s) – List the initiatives to respond to

feedback if any. If there is none, please explain.

e. Initiative Implementation Start Date

f. Initiative Estimated Completion Date

g. Implementation Status as of DD/MM/YYYY (Planning, Implementing, or Complete)

6. The IOU CRC plan must include prior year CRC challenges faced when setting up and operating CRCs. The challenge summary includes, at a minimum, the following fields: (D.21-06-034, Appendix at p. A1, Sections A-6.)

PacifiCorp did not experience any challenges while setting up and operating our CRC. Last year's event was our first CRC deployment. However, we have deployed CRCs for demonstration purposes across our service territory and continue to add amenities to best serve our customers.

Table 5 - Prior Year IOU CRC Challenges

a. Challenge Type

b. Description of Challenge

c. Initial Month and Year Challenge Discovered

d. Initiative(s)/Responsive Action(s) – List the responsive initiatives to address the challenge if any. If there is none, please explain.

e. Implementation Start Date

f. Estimated Completion Date

g. Implementation Status As of MM/DD/YYYY (Planning, Implementing, or Complete)

Section III: Critical Facilities and Infrastructure Plan

1. Each IOU must provide an updated Critical Facilities and Infrastructure (CFI) plan as Appendix B. The IOUs should incorporate and address the following minimum topics in the CFI plan. (D. 21-06-034, Appendix A at p. A14, Section K-1; SED Additional Information.)

a. CFI objectives (SED Additional Information.)

b. CFI strategies, actions, and timing (SED Additional Information.)

c. CFI definition and IOU CFI contact on PSPS website (D.21-06-034, Appendix at p. A3, Sections B-1.)

d. Identification method of CFI (D.21-06-034, Appendix at p. A3, Sections B-2; D.19-05-042, Appendix p.A11.)

e. Changes in CFI since prior annual report (D.21-06-034, Appendix at p. A3, Sections B-2.)

f. Maintenance and update process of CFI list (D.21-06-034, Appendix at p. A3, Sections B-2), (D.21-06-014, Ordering Paragraph 21,D.19-05-042, Appendix p.A11-12.)

g. Collaboration with transmission-level customers (D.21-06-034, Appendix at p. A3, Sections B-2.)

h. Comparison of current year CFI request total with last year (D.21-06-034, Appendix at p. A3, Sections B-2.)

i. CFI backup power assessment efforts/actions, backup power provisions and terms (D.21-06-034, Appendix at p. A3, Sections B-2; D.21-06-014, Ordering Paragraph 21; D.21-06-014, Ordering Paragraph 57; D.19-05-042, Appendix p.A12.)

j. Engagement with local government and public safety partners on CFI identification and back-up generation need (D.20-05-051, Appendix at p. A7, Sections (f).)

k. Maintenance and accessibility of CFI list (D.21-06-034, Appendix at p. A3, Sections B-3.)

l. Consultation with local and tribal governments (D.21-06-034, Appendix at p. A3, Sections B-3.)

m. Coordination with CFI to maintain energization during PSPS events of varying lengths (D.19-05-042, Appendix at p.A12.)

n. Lessons learned protocol

Please include the lessons learned related to CRC in Table 14 of Section VII.

2. The IOUs must include a list of critical facilities and infrastructure within the utility's service area. The list must include, at a minimum, the following fields. The list must be posted in the IOUs' PSPS web portal with restricted access to confidential information. (D.21-06-034, Appendix at p. A3-4, Sections B-1and B-3; D.21-06-014, Ordering Paragraphs 21, 30, 33 & 57.)

Some of the data fields in Table 6 are not currently available as that data historically has not been collected or stored in our customer service database. With the launch of our new public safety partner portal, we can now collect and input data. This information will be collected over time as our critical facilities and infrastructure lists are vetted with our County OES partners and outreach takes place.

Table 6 - Critical Facilities and Infrastructure List (as of last updated date)

a. Facility/Infrastructure Name

b. CFI Type

c. CFI Address

d. County/Tribe

e. Date Identified as CFI

f. Primary Point of Contact Name

g. Primary Point of Contact Title
h. Primary Contact Phone Number
i. Primary Contact Email Address
j. Secondary Point of Contact Name
k. Secondary Point of Contact Title
l. Secondary Contact Phone Number
m. Secondary Contact Email Address
n. Last Date of Update on Contact Information*
o. Indicator if CFI has been contacted with backup power needs*
p. Date of Contact*
q. Indicator if CFI has been assessed with backup power needs (Yes or No)*
r. Date of Assessment*
s. Results of Assessment*
t. Whether or not CFI provided any needed backup power generation (Yes or No)*

*These fields are applicable to PG&E, SCE, and SDG&E only.

3. The IOUs must include, in the CFI plan, the number of requests from customers to be designated as critical facilities and infrastructure in the current year and the prior year, whether the utility accepted or denied the request, and the reasons for any denial. The list must include the following minimum fields. (D.21-06-034, Appendix at p. A3, Sections B-2.)

PacifiCorp has not received any individual requests critical facilities and infrastructure to be identified as such since the launch of our CFI webpage last year (https://www.pacificpower.net/outages-safety/wildfire-safety/critical-facilities-infrastructure.html) or since the issuance of D.21-06-034 which required this information to be tracked. Entities wishing to be identified can submit a request directly from our CFI webpage.

Table 7 – List of Requests to Be CFI Over Last Two Years

a. Facility/Infrastructure Type
b. Facility/Infrastructure Location (The city where the CFI customer is located in.)
c. Date of Request
d. Accepted or Denied?
e. Reason for Denial

Section IV. PSPS Exercise Reports

1. Each investor-owned utility must prepare and file a PSPS Exercise Report as part of the [current year] Pre-Season Report. These PSPS Exercise Reports must include, at a minimum, provisions for both table-top (TTX) and functional PSPS exercises (FSE), how many PSPS exercises were held, the dates held, and what entities participated. Please provide the following tables with the minimum fields listed. (D.21-06-034, Appendix at p. A1, Sections C-2; SED Additional Information.)

   Table 8 - PSPS Exercise Summary (January 1 through December 31 of current year)

   a. Starting Date of Exercise
   b. Ending Date of Exercise
   c. Total Hours of Exercise
   d. Type of Exercise (e.g., table-top, functional, full-scale)
   e. Region (if applicable)
   f. Counties
   g. Number of utility personnel participating in the exercise
   h. Number of public safety partners actively participating as a player in the exercise
   i. Number of AFN community representatives participating as a player in the exercise
   j. Total Number of Participants

   Table 9 - List of Exercise Participated Entities

   a. Name of Entity
   b. Exercise Date Range

2. For each exercise, please provide the items below. (SED Additional Information.)

   a. After-Action Report

   See attached after-action reports: Post-Exercise Review_Siskiyou County TTX 04282022, Post-Exercise Review_Siskiyou County FX 05262022.

   b. What written materials (e.g., slides, instructions) do you provide to telecommunication carriers and other public safety partners during and after they participate in TTXs, FSEs or other trainings/briefings?

   Exercise Plans, After-Action, Surveys and Presentations.

   c. Please provide copies of the written materials and/or links to web-based information.

   See attached: Pacificorp CA PSPS TTX EXPLAN, Pacificorp CA PSPS FX EXPLAN.

   d. Indicate if this information is also posted in your public safety partner portal.

   PacifiCorp's public safety partner portal launched on the day of our functional exercise and was not available to be posted.

Section V. Education and Outreach

1. Each utility must conduct, at a minimum, two PSPS education and outreach surveys accessible to all customers each calendar year. The Commission's Safety and Enforcement Division is authorized to direct an IOU to modify or issue more of these surveys. Please provide a survey summary table with the following minimum fields. (D.21-06-034, Appendix at p. A7, Sections E-1; SED Additional Information.)

   Table 10 – Survey Summary

   a. Period Survey Conducted
   b. Overall Objectives
   c. Surveyed Scope (e.g., pre-season, during-season, post-season, all)
   d. Methods (e.g., online, text messages, letter, telephone, in-person)
   e. Target Audiences (e.g., residential customer, commercial, CFI, AFN)
   f. Total Number of Surveys Sent
   g. Total Number of Survey Responses Received
   h. Indicate if the survey was conducted in all "prevalent" languages, as defined in D.20-03-004
   i. If so, please list the number of "prevalent" languages used during survey
   j. If not, please provide an explanation

2. The IOUs must provide copies of all PSPS education and outreach surveys templates. (D.21-06-034, Appendix at p. A7, Sections E-1; SED Additional Information.)

Please see the 6 "California Wildfire Survey" template documents attached: California Wildfire Survey (7.29.21)-Web_PHONE (Spanish), California Wildfire Survey (7.29.21)-PHONE, California Wildfire Survey (7.29.21) - WEB, California Wildfire Survey (2.28.22)-Web_PHONE_(Spanish), California Wildfire Survey (2.28.22)-PHONE, California Wildfire Survey (2.28.22) - WEB.

3. The IOUs must provide the languages the education and outreach surveys were conducted in and assess if the in-language surveys meet the "prevalent" languages requirement as defined in D.20-03-004.

In August and November 2021, PacifiCorp used the same questionnaires (English web, phone, and Spanish web/phone) in both waves of the study (attached documents dated 7.29.21). In March 2022, the questionnaires were updated (English web, phone, and Spanish web/phone) documents dated 2.28.22.

4. Each IOU must collaborate with relevant community-based organizations and public safety partners to develop these surveys, which must include, at a minimum, metrics to evaluate whether the education and outreach is effectively helping communities and residents before, during, and after a PSPS event to plan for alternatives electricity arrangements and/or avoid the impacts of de-energization events. (D.21-06-034, Appendix at p. A7, Sections E-1.)

PacifiCorp interviewed CBO and Public Safety Organizations and held public meetings prior to launching the surveys to gather input.

5. IOUs must include the results of the most recent education and outreach surveys not yet previously reported on, as an attachment to the [current year] Pre-Season Report and the [prior year] Post-Season Report. (D.21-06-034, Appendix at p. A7, Sections E-1.)

Please see the 3 "Outreach Survey Results" PowerPoint files attached: Outreach Survey Results Wildfire Messaging Awareness 2021 Wave 2 – Report, Outreach Survey Results Wildfire Messaging Awareness March 2022 Summary Report, Outreach Survey Results Wildfire Messaging Awareness March 2022 Summary Report.

6. IOUs must provide an evaluation of PSPS education and outreach effectiveness and the takeaways from the survey results for PSPS protocol improvements. (D.19-05-042, Appendix A p.A24; SED Additional Information.)

The survey results have helped PacifiCorp better understand which messages customers recall and if that season's communication campaign was effective. For example, one of the recommendations provided by the third party that administered the survey is to amplify pre-season engagement with media outlets. This is a tactic that was emphasized in the current communications campaign.

7. Each IOU must report prior year costs for PSPS-related education and outreach in the format of the SED POSTRS3_Template_2021, or reference it if it has been provided in the prior post-season report. (D.21-06-034, Appendix at p. A7, Sections E-3 and K-1)

The prior year's cost for PSPS-related education and outreach was reported in the SED POSTRS3.

8. PG&E, SCE, and SDG&E are required to describe how it works, in advance of each wildfire season and during each wildfire season, with local jurisdictions, in a proactive manner, to identify and communicate with all people in a de-energized area, including visitors. This requirement is applicable to PG&E, SCE, and SDG&E only. (D.21-06-014, Ordering Paragraph 38.)

9. Each IOU must file information pertaining to, at a minimum, discussions at Working Group meetings regarding the accessibility of the utility's education and outreach efforts, including surveys, for individuals with access and functional needs, the recommendations, if any, made by individuals with or representatives of communities with access and functional needs to enhance education and outreach pertaining to PSPS events, and whether those recommendations, if any, were incorporated into the utility's PSPS protocols. (D.21-06-034, Appendix at p. A7, Sections E-2.)

Working group requirement applicable to large IOUs, per Phase II Guidelines in D.20-05-051, Appendix A (a), p1. Pacific Power has not received specific recommendations for AFN outreach and education through a working group or its advisory board but is actively working on improving overall AFN outreach efforts and implementing the following improvements based on survey results:

1. *Continue educating customers about Pacific Power's efforts to reduce the risk of wildfire. The increase in awareness compared to August 2021 suggests that messaging has been effective or more frequent during the peak of the fire season.*

    - The company has integrated this recommendation into its 2022 wildfire safety communications campaign by emphasizing messaging regarding investments the company is making to harden its system, enhance vegetation management and expand its situational awareness capabilities. These messages are promoted to customers through bill messages, email, website assets, social media and paid advertising on radio, social and digital platforms. Additionally, the company is engaging with local and regional media outlets offering interviews with subject matter experts to amplify messages regarding Pacific Power's efforts to reduce the risk of wildfire.

2. *Carefully evaluate the strategy used to reach critical customers, as their awareness about wildfire communication remains significantly lower than among general audience.*

    - Pacific Power emergency managers continue to engage with critical customers year-round on outage and wildfire preparedness. Emergency management has hosted several tabletop exercises to ensure PSPS plans and response strategies are shared with key critical customers such as telecoms, fire and rescue, police, hospitals and others.

3. *Continue utilizing TV news, social networking, and email to communicate with customers about wildfire preparedness and safety.*

    - TV news, social networking and email continue to be central channels of how the company communicates with customers about wildfire preparedness and safety.

4. *Continue providing messaging around actions to prevent or prepare for a wildfire, especially regarding the importance of having an emergency kit and preparing a readiness plan, as customers remain considerably less likely to have taken these actions.*

    - The company promotes messaging regarding outage preparedness, building defensible space, having a plan to address medical needs dependent on electricity during an outage and other personal readiness topics alongside messages about measures and investment the company takes to prepare for wildfire season.

5. Continue leveraging TV news and social networks to educate consumers about PSPS events.

    - TV news and social networks are critical communication channels to promote awareness of PSPS events and the company, pursuant to regulatory guidelines, will continue to utilize these channels before, during and after PSPS events.

6. *Evaluate strategy used to inform customers of a PSPS map on the Pacific Power website and how they can update their contact information with Pacific Power to receive*

notifications. Currently three quarters are unaware whether their address is in a PSPS area and eight in ten are unaware there is a PSPS map on the Pacific Power website.

- The company is enhancing various tools and resources, encouraging customers to update contact information and promote customer awareness of the interactive PSPS map on the company website. These message are distributed and promoted through email, bill messages, brochures, flyers, on social networks and pitched to news outlets and local emergency management groups. The company is committed to improving targeted outreach to customers to increase awareness of this critical tool.

Table 11 - AFN Outreach Recommendations

a. Recommendation Type
b. Description of Recommendation
c. Party Name
d. Date of Recommendation
e. Incorporated into PSPS Protocols? (Yes or No)
f. Reason for Decision Made
g. Description of PSPS Protocol Change

10. PG&E, SCE, and SDG&E must include a detailed summary to substantiate all efforts to develop and implement, in advance of wildfire season, a communications strategy to rely on during a proactive de-energization when restrictions due to the power loss exist. This detailed summary must address how the utility worked in coordination with public safety partners to develop this communication strategy. (D.21-06-014, Ordering Paragraph 41.)
11. PG&E, SCE, and SDG&E must provide all methods used to promote operational coordination with public safety partners. (D.21-06-014, Ordering Paragraph 47.)
12. PG&E, SCE, and SDG&E must provide all methods used to work with public safety partners to improve responses to concurrent emergencies. (D.21-06-014, Ordering Paragraph 51.)

Section VI. Notification Plan

1. Each IOU must provide an updated annual PSPS notification plan as Appendix C. The IOUs should incorporate and address the following minimum topics in the notification plan. (D. 21-06-034, Appendix A at p. A14, Section K-1; D.21-06-034, Appendix at p. A11, Section H-1 through Section H-9; D.21-06-014, Ordering Paragraph 41; SED Additional Information.)

   Please refer to Appendix C – PSPS Execution Plan 2022 which contains the Notification Plan.

a. Notification objectives
b. Notification strategies, actions, and timing
c. Notification process planning and improvement
d. Updated/Current Notification script and templates
e. In-language translations
f. Notification methods
g. Meeting notification timeline requirements
h. Notification accuracy and precision
i. Entity responsible for notifications
j. Consistency of PSPS notification information across all platforms
k. Coordination with stakeholders
l. Affirmative notifications to MBL populations and any self-identified vulnerable populations
m. Notification strategies on AFN population subsets
n. Public warning of PSPS events such as week-ahead forecasts
o. Notification cancellation
p. Transmission-level customers notification
q. Impacted customer information available to public safety partners from outset of PSPS
r. Secure portal for public safety partners
s. Lessons learned protocol

Please include the lessons learned related to notification in Table 14 of Section VII.

2. Each electric investor-owned utility must develop a notification plan jointly with Cal OES, public safety partners, county, tribal, and local governments, independent living centers, paratransit agencies, durable medical equipment vendors, agencies that serve individuals who receive Medi-Cal home and community-based services, and other organizations representative of all subsets of people or communities with access and functional needs. Each electric investor-owned utility must specifically describe its plans for notifications according to specific access and functional needs, for instance, the needs of persons with vision impairments as distinct from the needs of persons with a developmental disability. Each electric investor-owned utility must finalize its notification plan for inclusion in its [current year] Pre-Season Report. Provide a list of the joint efforts to develop the AFN population notification plan with the aforementioned stakeholders. The table should include the following minimum fields. (D.21-06-034, Appendix at p. A11, Sections H-3.)

Table 12 - List of Joint Efforts on AFN Notification Plan

a. Date of Joint Effort
b. Participant Type
c. Participant Name
d. AFN Subsets or Topics Discussed
e. Result/Proposal

In addition, IOUs provide a list of AFN population subsets and notification plans including the following minimum fields.

Table 13 AFN Population Subset Notification Plan (as of cutoff date)

a. AFN Population Type (e.g. vision impairment, developmental disability, older adult, children, limited English proficiency)
b. Subset Notification Plan

The Company does not currently have the capability to identify subsets of AFN populations other than medical baseline. As the Company's customer service system is enhanced, this information may be able to be gathered to develop a needs-specific AFN notification plan.

c. (Estimated) Initiative Planning Start Date
d. (Estimated) Initiative Organization Completion Date
e. (Estimated) Initiative Equipment Completion Date
f. (Estimated) Initiative Training Completion Date
g. (Estimated) Initiative Exercise Completion Date

3. PG&E, SCE, and SDG&E must include a detailed summary of efforts to develop, in advance of wildfire season, notification and communication protocols and systems to reach all customers and communicate in an understandable, accessible manner. This detailed summary must include, at a minimum, an explanation of the actions taken by the utility to ensure customers understand (1) the purpose of proactive de-energizations, (2) the process relied upon by the utility for initiating a Public Safety Power Shutoff (PSPS) event, (3) how to manage safely through a PSPS event, and (4) the impacts on customers when a proactive power shutoff is deployed by the utility. This requirement is applicable to PG&E, SCE, and SDG&E only. (D.21-06-014, Ordering Paragraph 41.)

Section VII. PSPS Event Lessons Learned

1. IOUs must provide a list of all lessons learned from past PSPS events, including feedback from impacted customers and stakeholders, and explain how the IOU has applied such lessons to its current and future PSPS activities. (D.21-06-034, Appendix at p. A14, Sections K-1.)

Table 14 – PSPS Event Lessons Learned Summary

a. Type of Issue (e.g., CRC, notification)
b. Description of Issue
c. Date of Discovery/Applicable Activation

d. Risk Priority (high, medium, low)

e. Overall Resolution (Explanation of how IOU has applied lessons learned to its current and future PSPS activities)

f. Responsive Actions (in detail)

g. Implementation Starting Date

h. Estimated Completion Date

i. Status of Action (e.g., Planning, Implementing, or Complete)

If a responding action is not completed by the reporting cutoff date, it should be carried into future annual reporting period(s) until it is fully implemented or irrelevant.

Section VIII. High Risk Circuits

1. IOUs should describe the methodology and criteria used to identify circuits at greatest risk of PSPS in the upcoming wildfire season. (D.21-06-034, Appendix at p. A14, Sections K-1.b SED Additional Information)

For California - Circuits at greatest risk of PSPS are those in the HFTD where fuels will allow for the ignition and spread of a wildfire. Climatologically, there are two weather patterns that are most likely to be associated with PSPS in the PacifiCorp service territory:

- *Gusty southerly winds ahead of an approaching cold front. Areas most affected by this weather pattern include the Shasta Valley and the community of Weed.*

AND

- *Northerly or easterly winds associated with surface high pressure moving into the interior Pacific Northwest and northern Great Basin. Areas most affected include communities along the I-5 corridor through the Sacramento River Canyon from Mount Shasta City to Delta as well as portions of the Siskiyou Mountains.*

Wind conditions during the summertime fire season are typically well below levels that would necessitate a PSPS. The most likely time of year for PSPS in these areas is late summer and early fall as the jet stream begins to shift southward but before the onset of significant winter precipitation.

2. IOUs must include the number of times each circuit was de-energized during the prior four calendar years, and describe all steps toward risk-reduction and de-energization mitigation for each circuit, including specific outreach and education efforts and efforts to identify and provide appropriate resiliency support to customers with access and functional needs on each circuit. (D.21-06-034, Appendix at p. A14, Sections K-1.b; SED Additional Information.)

Table 15 – High Risk PSPS Circuits (as of date of last update)

a. Circuit ID

b. Circuit Name

c. Segment ID (optional field)

d. Segment Name (optional filed)

e. Indicator for Distribution Line or Transmission Line

f. Number of Times De-energized (in last four calendar years)

g. Total MBL Customers

h. Total AFN Customers (including MBL)

i. Total CFI

j. Total Customers

k. Steps Toward Risk-reduction and PSPS Mitigation (including effect of PSPS mitigation/risk-reduction on PSPS thresholds or the change in expected de-energizations per year, specific outreach and education efforts, and efforts to identify and provide appropriate resiliency support to customers with access and functional needs on each circuit)

l. Start Date of Step Implementation

m. Estimated Completion Date

Section IX Others

Section IX requirements are applicable to PG&E, SCE, and SDG&E only.

1. PG&E, SCE, and SDG&E must provide, with the following minimum fields, the dates/times when the Joint Utility Public Safety Power Shutoff Working Group (JUPSPSWG) convened and the webpage links to all meeting reports filed with the Commission. (D.21-06-014, Ordering Paragraph 8)

   Table 16 – JUPSPSWG Meetings

   a. Date of Meeting
   b. Time of Meeting
   c. Report Name
   d. Webpage Link to Report

2. PG&E, SCE, and SDG&E must identify the status of the list of public safety partners, including the last date updated, on their Public Safety Power Shutoff webpages. (D.21-06-014, Ordering Paragraph 27.)

3. PG&E, SCE, and SDG&E must confirm that the utility (1) contacted its Medical Baseline customers, at least annually, to update contact information; (2) sought to obtain from Medical Baseline customers, at least annually, an alternative means of contact for Public Safety Power Shutoff (PSPS)events; (3) contacted all customers that use electricity to maintain necessary life functions, at least annually, to update contact information; and (4) sought to obtain from these customers that use electricity to maintain necessary life functions, at least annually, an alternative means of contact for PSPS events. Provide the IOU's protocol on maintaining the Medical Baseline customer contact list and the electricity reliance customer contact list in a timely manner. The maintenance protocol should include the steps, the staffing, and the deadlines to achieve the objectives. (D.21-06-014, Ordering Paragraph 36.)

Appendices and List of Attachments

Appendix A: Community Resource Centers Plan

Appendix B: Critical Facilities and Infrastructure Plan

Appendix C: 2022 PSPS Execution Plan and Notification Plan

Section IV Attachments:

Post-Exercise Review_Siskiyou County TTX 04282022

Post-Exercise Review_Siskiyou County FX 05262022

PacifiCorp CA PSPS FX EXPLAN

PacifiCorp CA PSPS TTX EXPLAN

2022 PSPS FX -Siskiyou County

2022 PSPS TTX -Siskiyou County

Section V Attachments:

California Wildfire Survey (7.29.21)-Web_PHONE (Spanish)

California Wildfire Survey (7.29.21)-PHONE

California Wildfire Survey (7.29.21) – WEB

California Wildfire Survey (2.28.22)-Web_PHONE_(Spanish)

California Wildfire Survey (2.28.22)-PHONE

California Wildfire Survey (2.28.22) – WEB

Outreach Survey Results Wildfire Messaging Awareness 2021 Wave 1 – Report (9.27.21)

Outreach Survey Results Wildfire Messaging Awareness 2021 Wave 2 – Report

Outreach Survey Results Wildfire Messaging Awareness March 2022 Summary Report.

APPENDIX A

PACIFIC POWER
A DIVISION OF PACIFICORP

Community Resource Center Plan

Document Owner: The Pacific Power emergency management team is responsible for maintaining this document. This includes scheduling annual reviews and exercises, updating content based on annual reviews and exercises, and redistributing new version to document stakeholders.

Document Disclaimer: This plan is specific to Public Safety Power Shutoff scenarios. The measures and planning detailed in this plan does not alter the utility's approach and communication around non-Public Safety Power Shutoff outages.

This document should be considered iterative. The area-specific Public Safety Power Shutoff plan will be modified as necessary.

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Plan Fundamentals

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1.1.1 Purpose

This plan provides guidelines on how Pacific Power will activate, staff, and provide resources for Community Resource Centers in the Proactive De-Energization Zones identified across our service territory with the understanding that Community Resource Centers are not just a requirement but an integral part in ensuring community members affected by PSPS events have access to basic resources and up-to-date information.

1.1.2 Scope

A) This plan is activated in tandem with the PSPS Execution Plan.
B) This guidance document does not directly address providing support for individuals with disabilities or functional needs, but rather addresses issues relevant to general sheltering operations.
C) It may become necessary to turn to local resources to fill the gaps of any facility that is selected.

1.1.3 Objectives

1. Provision of basic needs for shelter, water, and food.
2. Provide strong leadership and effective management.
3. Ensure a quick response to a PSPS event that requires CRC activation.
4. Develop standard operating procedures (SOPs) and checklists to respond to the incident.
5. Partner with local, state, and federal agencies and appropriate private sector organizations.
6. Develop and maintain mutual aid agreements with local & tribal agencies, non-governmental organizations, and others, as needed.
7. Develop and implement an effective communications process for internal and external stakeholders.
8. Periodically, exercise the plan to ensure its effectiveness and change as needed.

1.1.4 Situation Overview

A) With wildfires becoming more frequent and intense throughout our region, protecting the communities that Pacific Power serves while providing safe, reliable power, is the utility's highest priority. Utilizing Public Safety Power Shutoffs is a last resort measure to reduce public safety risk and using historical weather data accompanied by fuels data Pacific Power has identified several Fire High Consequence Areas within its service territory that have an elevated risk of rapid wildfire growth within or near populated areas. Smaller areas known as Proactive De-energization Zones (PDZ) have been identified within the high-risk areas where energized facilities will be shut off when extreme weather conditions pose an imminent safety threat to persons and property.
B) A comprehensive overview of Public Safety Power Shutoffs is available in the Pacific Power Public Safety Power Shutoff Plan.
C) Community Resource Centers are activated when a PSPS is occurring to serve the community in the de-energization area.
D) PacifiCorp works with local emergency managers, public safety partners, and tribal leadership to identify appropriate deployment locations for CRCs. In general, PacifiCorp has identified at least 3 CRC locations per county and at least one CRC per PSPS zone, where most CRC locations are within 10-20 miles of PSPS zones. During an event, this equates to approximately 250 potential customers per CRC on the high end, assuming approximately 5% of potentially impacted customers seek services at the CRC. Given the high density of CRC locations near Mt Shasta, this number could easily be reduced to less than 100 customers if needed by opening up adjacent CRCs during an event. Additionally, PacifiCorp contracts with private vendors to support the deployment of temporary CRCs in the event that fixed facilities are not a feasible option.

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COMMUNITY RESOURCE CENTERS

Pacific Power utilizes a contracted vendor for logistical support in deploying Community Resource Centers should the need arise during a Public Safety Power Shutoff event. Community Resource Centers will be activated once a PSPS de-energization is Imminent. The center(s) will be open from the beginning of a PSPS event to 10pm with the potential to stay open longer based on community needs. Pacific Power will utilize brick and mortar facilities for CRC locations unless a facility is not available or feasible in which case logistics support can deploy a Community Resource Center tent which is 33ft x 18ft and able to sustain winds of 55mph gusting to 65mph. Pacific Power personnel will staff the center(s) to assist and provide information to community members.

1.1.5 CRC Resources

At least one Community Resource Center location is established within each PDZ and will provide the ability for the community to have specific needs met during a PSPS. Services/resources provided include:

• Shelter from environment • Air conditioning • Air Purifiers & Air Quality Monitors • Potable water & Non-perishable snacks • Seating and tables • Restroom facilities • Refrigeration & Heating for medicine and/or baby needs • Interior and area lighting • On-site security • Televisions • Ice	• Communications capability such as Wi-fi access, SatPhone, Radio, Cellular phone etc. • On-site medical support (EMT-A at a minimum, Paramedic preferred) • Charging stations for Cell Phones, AM/FM/Weather radios, computers, etc. • Small Crates for Pets • AFN/LEP Population support • Personal Protective Equipment • Portable ADA Ramp

1.1.6 Establishing a CRC

All CRC locations were chosen by location through collaboration with local emergency managers. CRC locations are then vetted using a checklist that was developed with guidance from Public Utilities Commissions and the current Americans with Disabilities Act Checklist for Emergency Shelters to ensure CRC services are equitable and accessible for medical baseline and access and functional needs populations.

Pacific Power Emergency Management meets regularly with local and regional Access and Functional Needs groups, Local Emergency Managers, and other support groups to ensure CRC, AFN, & medical baseline needs are identified, and resources are both equitable and accessible.

1.1.7 Activating a CRC

*See: ATTACHMENT 1 - CRC ACTIVATION CHECKLIST

1.1.8 Public Health

Air Quality Monitors will be utilized at any CRC site that is impacted by wildfire smoke. The logistics contractor will provide Air Purifiers at CRC sites to keep air quality levels at acceptable levels as identified by the local public health officials.

- Any additional resources or procedures needed to comply with local health guidance will be sourced and provided at CRC sites such as masks, gloves, hand sanitizer, and social distancing practices.

1.1.9 After Hours Resources

- For Electric Vehicle (EV) charging, Pacific Power has built three mobile EV charging stations with each having the ability to charge two vehicles at once. Impacted customers will be directed to the Electric Vehicle Charging Station Locations Map & locations https://afdc.energy.gov/fuels/electricity_locations.html#/find/nearest?fuel=ELEC
- For all other power needs, customers will be directed to the outage map

1.1.10 Logistics Vendors

PacifiCorp has signed master service agreements with two logistics vendors (primary & alternate) that will deploy, setup, and maintain CRC locations upon our request.

[redacted]

[redacted]

1.1.11 Cost estimate of a CRC

ACTIVITY	RATE	QUANTITY	AMOUNT
[redacted]			

1.1.12 Generic Site Footprint & Needs

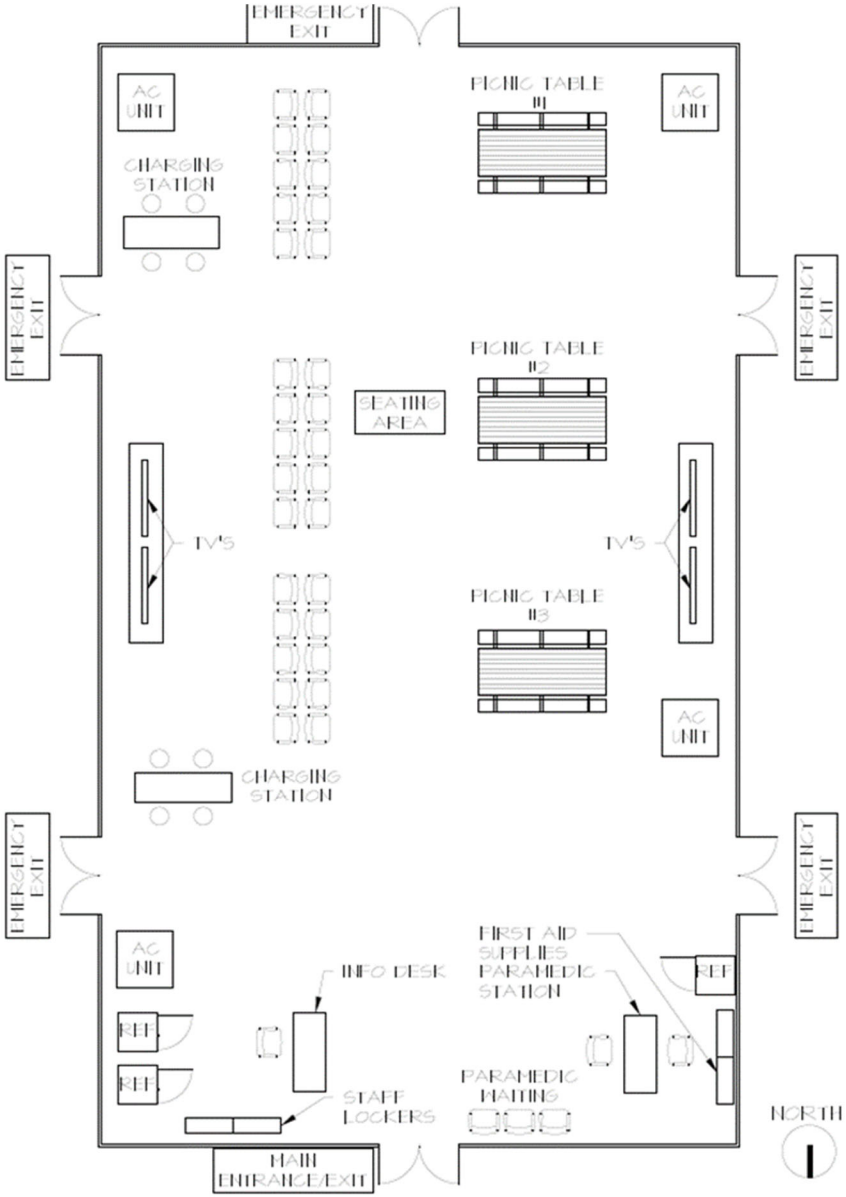
The basic needs of a Community Resource Center location include:

- Adequate parking
  - Handicap Parking
  - Space for public parking
  - Space for vendor equipment
- A minimum of 600 sq. ft. and the capacity to host a minimum of 40 people.
- ADA compliant entryways
- Ground level access
- A separate room for nursing
- A large room for seating/gathering
  - Area or separate room for eating
- Indoor restrooms or room outdoors for portable toilets

Optimal site features

- Backup Power Generator or direct generator connections to building power
- Additional office space for Pacific Power Staff
- HVAC system with recommended filtration and circulation capabilties to handle wildfire smoke.
- A kitchen
  - At minimum a microwave or stove
- Electric Vehicle Charging Stations

Generic Site Layout (CRC Tent)



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1.1.13 Douglas County, OR PDZs

There are three distinct sub-areas in Douglas County that Pacific Power serves that are designated potential proactive de-energization zones for public safety consideration. Generally, the company expects only one of those zones to be exercised in a public safety power shutoff event.

Potential Pro-active De-Energization Zones	Total Customers*
Glendale	2,503
Winchester	2,473
Riddle / Myrtle Creek	6,630

* = count of meters

Area Contact list

Agency/Position	Name	Mobile Number	Office Number	Email
Douglas County Emergency Manager				
Douglas County Emergency Communications				
Douglas Public Health Network				
Umpqua Valley disAbilities Network				
Pacific Power Regional Business Manager				
Pacific Power Area Distribution Manager				
Pacific Power Regional Emergency Manager				

CRC Location Information

Location Name	PDZ Area	Address	County	Contact Info	Capacity	On-site Amenities
Glendale Elementary School	Glendale	100 Pacific Avenue, Glendale, OR	Douglas		-	-
Tri-City Fire Department	Riddle Myrtle Creek	140 S Old Pacific Hwy, Myrtle Creek, OR	Douglas		-	-

1.1.14 Hood River & Wasco County OR PDZs

There are four distinct sub-areas in Hood River & Wasco counties that Pacific Power serves that are designated potential proactive de-energization zones for public safety consideration. Generally, the company expects only one of those zones to be exercised in a public safety power shutoff event.

Potential Pro-active De-Energization Zones	Total Customers*		Total Line	SIC Locations
HR Urban West	RES Non-RES	270 42	9.7mi (OH) 10.9mi (UG)	66
HR Urban South	RES Non-RES	191 47	11.8mi (OH) 3.4mi (UG)	58
HR (Wasco) Rural Hood River County	RES Non-RES	136 29	11mi (OH) 6.1mi (UG)	37
(HR) Wasco Rural Wasco County	RES Non-RES	564 115	44.5mi (OH) 11.9mi (UG)	161

* = count of meters (updated 3/1/22)

Area Contact list

Agency	Name	Mobile Number	Office Number	Email
Hood River Emergency Manager	[redacted]	[redacted]	[redacted]	[redacted]
Hood River County 9-1-1 Dispatch Center	[redacted]	[redacted]	[redacted]	[redacted]
Hood River County Health Department	[redacted]	[redacted]	[redacted]	[redacted]
Eastern Oregon CIL, The Dalles	[redacted]	[redacted]	[redacted]	[redacted]
Pacific Power Community Relations Manager	[redacted]	[redacted]	[redacted]	[redacted]
Pacific Power Area Distribution Manager	[redacted]	[redacted]	[redacted]	[redacted]
Pacific Power Regional Emergency Manager	[redacted]	[redacted]	[redacted]	[redacted]

CRC Location Information

Location Name	PDZ Area	Address	County	Contact Info	Capacity	On-site Amenities
Columbia Gorge Community College	Hood River	1730 College Way, Hood River, OR 97301	Hood River	[redacted]	-	-

1.1.15 Jackson County, OR PDZ

There are six distinct sub-areas (four of which overlap with Josephine County) in Jackson County that Pacific Power serves that are designated potential proactive de-energization zones for public safety consideration.

Potential Pro-active De-Energization Zones	Total Customers*
Glendale	2,503
Merlin	6,388
Fielder Creek	2,686
Shady Cove	3,997
South Rogue River	6,974
Lost Creek Lake	725

* = count of meters

Area Contact list

Agency	Name	Mobile Number	Office Number	Email
Jackson County Emergency Manager	[redacted]	[redacted]	[redacted]	[redacted]
Emergency Communications of Southern Oregon	[redacted]	[redacted]	[redacted]	[redacted]
Jackson County Health & Human Services	[redacted]	[redacted]	[redacted]	[redacted]
HASL (Independent Abilities Center)	[redacted]	[redacted]	[redacted]	[redacted]
Pacific Power Regional Business Manager	[redacted]	[redacted]	[redacted]	[redacted]
Pacific Power Area Distribution Manager	[redacted]	[redacted]	[redacted]	[redacted]
Pacific Power Regional Emergency Manager	[redacted]	[redacted]	[redacted]	[redacted]

CRC Location Information

Location Name	PDZ Area	Address	County	Contact Info	Capacity	On-site Amenities
Greenspring's Fire Station	Cascades-Siskiyou	11471 OR-66, Ashland, OR 97520	Jackson	[redacted]	-	-
Shady Cove Library	Shady Cove	22477 OR-62, Shady Cove, OR 97539	Jackson	[redacted]	-	-

Location Name	PDZ Area	Address	County	Contact Info	Capacity	On-site Amenities
Shady Cove City Hall	Shady Cove	22451 OR-62, Shady Cove, OR 97539	Jackson	[redacted]	-	-
Patrick Elementary School	Fielder Creek and South Rogue River	1500 2nd Ave, Gold Hill, OR 97525	Jackson	[redacted]	-	-

1.1.16 Josephine County, OR PDZ

There are six distinct sub-areas (four of which overlap with Jackson County and one that overlaps with Del Norte County) in Josephine County that Pacific Power serves that are designated potential proactive de-energization zones for public safety consideration.

Potential Pro-active De-Energization Zones	Total Customers*
Glendale	2,503
Merlin	6,388
Fielder Creek	2,686
Jerome Prairie	3,198
South Rogue River	6,974
Cave Junction	5,473

* = count of meters

Area Contact list

Agency	Name	Mobile Number	Office Number	Email
Josephine County Emergency Manager	[redacted]	[redacted]	[redacted]	[redacted]
Josephine County 911 Dispatch	[redacted]	[redacted]	[redacted]	[redacted]
Josephine County Division of Health	[redacted]	[redacted]	[redacted]	[redacted]
HASL (Independent Abilities Center)	[redacted]	[redacted]	[redacted]	[redacted]
Director, Commercial Accts & Community Relations	[redacted]	[redacted]	[redacted]	[redacted]
Pacific Power Area Distribution Manager	[redacted]	[redacted]	[redacted]	[redacted]
Pacific Power Regional Emergency Manager	[redacted]	[redacted]	[redacted]	[redacted]

CRC Location Information

Location Name	PDZ Area	Address	County	Contact Information	Capacity	On-site Amenities
Illinois Valley High School	Cave Junction	625 E River St, Cave Junction, OR 97523	Josephine	[redacted]	-	-
Bear Hotel	South Rogue River	2101 NE Spalding Ave. Grants Pass, OR 97526	Josephine	[redacted]	-	-
Sportsman Park	South Rogue River	7407 Highland Ave. Grants Pass, OR 97526	Josephine	[redacted]	-	-
Redwood Christian Center	South Rogue River	4995 Redwood Ave, Grants Pass, OR 97527	Josephine	[redacted]	-	-
Jerome Prairie Transition Center	Jerome Prairie	2555 Walnut Ave, Grants Pass, OR 97527	Josephine	[redacted]	-	-
Jerome Prairie Community Hall	Jerome Prairie	5368 Redwood Ave. Grants Pass, OR 97527	Josephine	[redacted]	-	-
Jerome Prairie Bible Center	Jerome Prairie	2564 Walnut Ave. Grants Pass, OR 97527	Josephine	[redacted]	-	-
Merlin Community Park	Merlin	100 Acorn St, Merlin, OR 97532	Josephine	[redacted]	-	-
Fleming Middle School	Merlin	6001 Monument Dr, Grants Pass, OR 97526	Josephine	[redacted]	-	-

Location Name	PDZ Area	Address	County	Contact Information	Capacity	On-site Amenities
Manzanita Elementary School	Merlin	310 San Francisco St, Grants Pass, OR 97526	Josephine	[redacted]	-	-
Sunny Wolf Charter School	Glendale	100 Ruth Ave, Wolf Creek, OR 97497	Josephine	[redacted]	-	-
Wolf Creek Inn, Hugo	Glendale	100 Front St, Wolf Creek, OR 97497	Josephine	[redacted]	-	-
Glendale Elementary	Glendale	100 Pacific Avenue, Glendale, OR 97422	Josephine	[redacted]	-	-

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1.1.17 Siskiyou County, CA PDZ

There are six distinct sub-areas (four of which overlap with Josephine County) in Siskiyou County that Pacific Power serves that are designated potential proactive de-energization zones for public safety consideration.

Potential Pro-active De-Energization Zones	Total Customers*
Happy Camp	865
Weed	2,589
Mt. Shasta	5,074
Dunsmuir	1,806
Snowbrush	17

* = count of meters

Area Contact list

Agency	Name	Mobile Number	Office Number	Email
Siskiyou County Emergency Manager				
Siskiyou County Sheriff's Dispatch				
Siskiyou County Public Health				
Disability Action Center				
Karuk Tribe Emergency Management				
Karuk Tribe Indian Health Services				
Pacific Power Regional Business Manager				
Pacific Power Area Distribution Manager				
Pacific Power Regional Emergency Manager				

CRC Location Information

Location Name	PDZ Area	Address	County	Contact Information	Capacity	On-site Amenities
Karuk Senior Nutrition Program (Headway)	Happy Camp	64101 2nd Ave, Happy Camp, CA 96039	Siskiyou		-	-
Happy Camp Wellness Center	Happy Camp	537 Jacobs Way, Happy Camp, CA 96039	Siskiyou		-	-
Kahtishraam Wellness Center	Happy Camp	1403 Kahtishraam, Yreka, CA 96097	Siskiyou		-	-

Location Name	PDZ Area	Address	County	Contact Information	Capacity	On-site Amenities
Mt. Shasta Community Resource Center	Shasta	109 East Lake Street, Mt. Shasta, CA 96067	Siskiyou	[redacted]	-	-
Family & Community Resource Center of Weed	Weed & Snowbrush	260 Main Street, Weed, CA 96094	Siskiyou	[redacted]	-	-
Dunsmuir Community Resource Center	Dunsmuir	5840 Dunsmuir Avenue, Dunsmuir, CA 96025	Siskiyou	[redacted]	-	-

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1.1.18 Yakima County, WA PDZ

There is one distinct area that Pacific Power serves designated as potential proactive de-energization zones for public safety consideration.

Potential Pro-active De-Energization Zones	Total Customers*		Total Line	SIC Locations
Nile Valley	Res Non-Res	641 80	30.7mi (OH) 17.3mi (UG)	107

* = count of meters

Area Contact list

Agency	Name	Mobile Number	Office Number	Email
Yakima County Emergency Manager				
Suncomm 911 & Dispatch				
Yakima County Sheriff's Office Dispatch				
Yakima Health District				
Central Washington Disability Resources				
Pacific Power Regional Business Manager				
Pacific Power Area Distribution Manager				
Pacific Power Regional Emergency Manager				

CRC Location Information

Location Name	PDZ Area	Address	County	Contact Information	Capacity	On-site Amenities
Nile Community Church	Nile Valley	60 Bedrock Ln, Naches, WA 98937	Yakima		-	-

CRC Activation Timeline

Timing	Action	Responsible Person(s)-Department(s)
-72 Hours	Emergency Coordination Center activation	Emergency Management
-48 Hours	Decide likelihood of CRC need Possible thresholds: • Outage Overnight • Outage > 8 hours • Customer impacts requiring extra support • Other incidents • Ongoing public safety incidents	Incident Commander/Emergency Management
-44 hours	Contact Fire DAWG of the potential for a CRC activation to allow them to begin acquiring resources	Emergency Management

-44 hours	Coordinate with the county for status of identified CRC location & public health guidelines
	• Identify if the location will also be used for an emergency shelter if an incident were to occur
	  ○ Establish joint operations plan where Pacific Power operates location during designated hours & county operates location after hours.
	• Identify current public health guidance
	  ○ Pandemic/Outbreak information
	  ○ Air quality thresholds
	• Submit specifics to vendor and ask them to create site plan
		Emergency Management
		CRC Logistics Vendor

-30 Hours	Contact & Survey CRC location to confirm viability • Generation connection • Ensure enough generation capacity is requested for the site • Not in use for other purposes • Any other concerns • Purchase potable water & nonperishable snacks	Regional Business Manager
-26 Hours	Initiate movement of Fire DAWG resources Initiate movement of EV Charging Trailers	Emergency Management
-4 Hours	Dispatch RBM to CRC for company representation and to receive resources	Emergency Management
-2 hours	• Ensure activation of CRC and completeness of resources on site • Add CRC location and info to webpage/social media	Regional Business Manager Corporate Communications
Event	CRC Operational • Announce that CRC is open on website/social media • Keep information on PSPS & CRC status updated	CRC Logistics Vendor Regional Business Manager Emergency Management Corporate Communications

Post Event	Decision to De-mobilize CRC	Incident Commander
Post Event	Coordinate administrative and financial obligations to Fire DAWG	Emergency Management

1.1.19 Overview

PacifiCorp has a strategic Public Communications Plan for Public Safety Power Shutoffs that includes messaging for Community Resource Centers. Below you will find the CRC specific messaging and timeline that accompanies a PSPS event. A comprehensive overview of our Public Communications Plan for PSPS events can be found in our PSPS Execution Plan.

1.1.20 Communication Timeline

The following timelines may be reduced if changing conditions do not allow for advance notification. In these cases, the company will notify customers as soon as possible and communicate specific event information.

Additional communication methods can be added or removed based on the circumstances of the event but in general all communications on PSPS events will be sent via phone, text, email, and posted to our webpage & social media accounts.

Timeframe	Action	Basic Message
2 Hours	De-energization Imminent & Community Resource Center Location	*"A CRC will be opening at [enter location] in two hours"*
1 Hour	De-energization Imminent & Community Resource Center Stand Up	*"A CRC will be opening at [enter location] in around one hour"*
Event Begins	De-energization Begins & Community Resource Center Open	*"A CRC is open at [enter location], [insert available resources]"*
Re-energization Begins	Re-energization beginning notification to all within affected area	*"The CRC will remain open until Re-energization is completed or until 10pm whichever comes first. A list of after-hours resources is available on our website or at the CRC"*
Re-energization Completed	Re-energization notification/confirmation to all within affected area & Community Resource Center closure	*"The CRC is now closed. Please reach out to [Enter customer service center #] with additional questions or needs. Please let us know how your experience with the CRC went by visiting: [enter web link for survey]"*
Cancellation of Event	De-energization Event Cancelled notification	*"No action needed"*

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1.1.21 Plan Review Schedule

Complete By	Activities to be performed
April of current year (pre-fire season)	• Ensure contracts are in place • Update contacts • Complete plan updates
December of current year (post-fire season)	• Update feedback section • Identify areas of improvement • Identify additional changes as required by PUCs

1.1.22 Record of Changes

Change Number: (Year-Update #)	Date of Change:	Document/Section	Change Summary	Position/Name

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1.1.23 Review and Improvement Process

Pacific Power Emergency Management will review all feedback from customers, logistics staff, Public Utilities Commissions, and Pacific Power employees then compile an after-action review/improvement plan. PPEM will use the following tools for collecting feedback:

- A survey (attachment 2) will be available to customers after a CRC activation on our website and through our customer service center.
- Pacific Power Emergency Response Checklists
- After Action Feedback forms (for EOC & CRC logistics staff)
- Attachment 3: CRC Usage, Results, Feedback, & Challenges will hold an ongoing list of metrics and feedback from our different sources.

ATTACHMENT 1 - CRC ACTIVATION CHECKLIST

Complete	Timeline	Action	Responsible Department
☐	-72-48hrs	Receive approval from Executive and/or Incident Commander to establish a CRC	Emergency Management
☐	-48hrs	Contact CRC logistics vendor of the potential for a CRC activation to allow them to begin acquiring resources. Fire Dawg - Julie Quigley, 530-722-5236, Julie@firedawg.net Fire Dawg Alan Stovall, 530-722-5237, alan.stovall@gmail.com Abel Fire Services – Westin Abel, 530-363-8535, Westin@abelfireequipment.com	Emergency Management

☐	-48hrs	Coordinate with the county for status of identified CRC location & public health guidelines
		• Identify if the location will also be used for an emergency shelter if an incident were to occur
		  ○ Establish joint operations plan where Pacific Power operates location during designated hours & county operates location after hours.
		• Identify current public health guidance
		  ○ Pandemic/Outbreak information
		  ○ Air quality thresholds
		• Pass information onto vendor for site safety plan
			Emergency Management

☐	-40hrs	Contact & Survey CRC location to confirm viability • Generation connection • Ensure enough generation capacity is requested for the site • Not in use for other purposes • Accessible for Access & Functional Needs population • Any other concerns	Regional Business Manager
☐	-24hrs	Initiate movement of CRC Logistics Vendor resources Add CRC location and info to webpage/social media	Emergency Management
☐	-4hrs	Dispatch RBM to CRC for company representation and to receive resources	Emergency Management
☐	-2hrs	• Ensure activation of CRC and completeness of resources on site • Add CRC location and info to webpage/social media • Update 2-1-1 on CRC location, hours, and resources	-Regional Business Manager -Corporate Communications
☐	8am-10pm Daily During PSPS	CRC Operational • Announce that CRC is open on website/social media • Keep information on PSPS & CRC status updated	-Logistics Contractor -Regional Business Manager -Emergency Management -Corporate Communications
☐	Post PSPS Event	Decision to De-mobilize CRC	Incident Commander
☐	1 Week after PSPS	Coordinate administrative and financial obligations to Fire DAWG	Emergency Management

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Attachment 2 – Customer Feedback Form

1. **Optional** What is your home address?_____

2. How did you get notified of the Community Resource Center? ____Phone Call _____Text _____Email _____social media _____Television News _____Radio News

3. Was the CRC easily accessible? _____Yes _____No

If you answered no, please explain why:

4. Were you able to keep your essential/medical devices charged and functioning? ____Yes _____No

If you answered no, please explain why:

5. Did you have any needs the staff at the CRC could not meet? ____Yes ____No

If you answered no, please explain why:

Additional Comments:

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ATTACHMENT 3: CRC USAGE RESULTS, FEEDBACK, & CHALLENGES

There was no feedback or challenges discovered during CRC activations in the previous year. Future PSPS event/CRC activation information for usage results, feedback, and challenges will be shown here.

APPENDIX B

PACIFIC POWER
A DIVISION OF PACIFICORP

Critical Facilities & Infrastructure Plan

Document Owner: The Pacific Power emergency management team is responsible for maintaining this document. This includes scheduling annual reviews and exercises, updating content based on annual reviews and exercises, and redistributing new version to document stakeholders.

Document Disclaimer: This plan is specific to Public Safety Power Shutoff scenarios. The measures and planning detailed in this plan does not alter the utility's approach and communication around non-Public Safety Power Shutoff outages.

This document should be considered iterative. The area-specific Public Safety Power Shutoff plan will be modified as necessary.

Version Control
Author: Tyler Averyt
Version: 1.0
Origination Date: January 2022
Last Revision: June 22, 2022
Next Revision: January 2023

Exercise
Last Exercise Date: TBD
Last Exercise Type: TBD
Next Exercise Date: TBD
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Plan Fundamentals

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1.1.1 Purpose

Pacific Power provides prioritized restoration, backup power evaluation, additional communications and other resources before and during Public Safety Power Shutoff events to critical facility customers who provide services that are essential to public safety. We recognize that these customers require additional assistance and advance planning to ensure resiliency.

1.1.2 Scope

This The California Public Utilities Commission (CPUC) has defined facilities and critical infrastructure as entities "that are essential to the public safety and that require additional assistance and advance planning to ensure resiliency during de-energization events."

1.1.3 Objectives

1. Catalog all critical facilities and infrastructure within PacifiCorp's service territory.
2. Assist in outreach for PSPS events/planning.
3. Provide CFI list to our public safety partners to assist with PSPS events/planning.
4. Partner with local, state, and federal agencies and appropriate private sector organizations.

1.1.4 Situation Overview

With wildfires becoming more frequent and intense throughout our region, protecting the communities that Pacific Power serves while providing safe, reliable power, is the utility's highest priority. Utilizing Public Safety Power Shutoffs is a last resort measure to reduce public safety risk and using historical weather data accompanied by fuels data Pacific Power has identified several Fire High Consequence Areas within its service territory that have an elevated risk of rapid wildfire growth within or near populated areas. Smaller areas known as Proactive De-energization Zones (PDZ) have been identified within the high-risk areas where energized facilities will be shut off when extreme weather conditions pose an imminent safety threat to persons and property.

1.1.5 Identification Method

Entities or facilities requesting to be identified as critical, may submit a request on PacifiCorp's Critical Facilities & Infrastructure" webpage or send a request to PacifiCorp Emergency Management at: PPEM@pacificorp.com. Each request will get forwarded to the appropriate Regional Business Manager (RBM) who will validate the request and update the facilities identifier in the Customer Service System (CSS). The requesting facility should be notified of approval or denial with a description of the reasoning should the request be denied.

1.1.6 Critical Facilities & Infrastructure Definitions

Entities that fall within the industry sectors listed below are considered "critical facilities and infrastructure," as defined by the CPUC. Additional facilities not categorized below may be designated as critical at the request of Federal, State, Local, and Tribal officials.

Emergency Services Sector

- Police Stations, Fire Station, Emergency Operations Centers, Public Safety Answering Points.
- Tribal Government Providers.

Government Facilities Sector

- Schools, Jails and Prisons.

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- Homeless Shelters, Community Centers, Senior Centers, Independent Living Centers, as defined by the California Department of Rehabilitation, Voting centers and vote tabulation facilities.

Healthcare and Public Health Sector

- Public Health Departments, Medical facilities, including hospitals, skilled nursing facilities, nursing homes, blood banks, health care facilities, dialysis centers and hospice facilities (excluding doctor offices and other non-essential medical facilities).
- Cooling (or warming) Centers, Temporary facilities established for public health emergencies.

Energy Sector

- Public and private utility facilities vital to maintaining or restoring normal service, including, but not limited to, interconnected publicly-owned utilities and electric cooperatives.

Water and Wastewater Systems Sector

- Facilities associated with the provision of drinking water or processing of wastewater including facilities used to pump, divert, transport, store, treat and deliver water or wastewater.

Communications Sector

- Communication carrier infrastructure including selective routers, central offices, head ends, cellular switches, remote terminals and cellular sites.

Chemical Sector

- Facilities associated with the provision of manufacturing, maintaining, or distributing hazardous materials and chemicals.
- Petroleum refineries, vital ancillary facilities, and other customers in the critical fuels chain of production.

Food and Agriculture Sector

- Emergency Feeding Organization, as defined in 7 U.S.C. § 7501, Food Bank, Food Pantry, Soup Kitchen.

Transportation Systems Sector

- Includes facilities associated with automobile, rail, aviation, major public transportation, and maritime transportation for civilian and military purposes.
- Traffic Management Systems

1.1.7 Critical Facilities List

The list should be maintained and hosted on the PacifiCorp's Public Safety Partner Portal. The list should be viewable and exportable for our partners.

1.1.8 Updates & List Maintenance

The Critical Facilities & Infrastructure list should be updated periodically and at least monthly. After each update, the list should be uploaded to the PacifiCorp Public Safety Partner Portal. Each list should also be validated by local and tribal OES managers for their respective jurisdictions. An outreach strategy is currently being formulated to update currently listed critical facilities missing information.

1.1.9 CFI Requests

Facility/Infrastructure Name	Location	Request Date	Approved or Denied	Reason for Denial

*No current requests at the time of plan update

1.1.10 Record of Changes

Change Number: (Year-Update #)	Date of Change:	Document/Section	Change Summary	Position/Name

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APPENDIX C



Public Safety Power Shutoff

Internal Use Only

Document Owner: The emergency management team is responsible for maintaining this document. This includes scheduling annual reviews and exercises, updating content based on annual reviews and exercises, and redistributing new version to document stakeholders.

The plan will be reviewed and exercised annually. The scale of the exercise will be determined by the President and CEO in coordination with emergency management personnel and key leadership.

Version Control	Exercise
Author: Jeff Bolton	Last Exercise Date: May 26, 2022
Version: 2.0	Last Exercise Type: Functional
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Last Revision: 6/1/2022	Next Exercise Type: Tabletop
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1 PLAN OVERVIEW

1.1 PURPOSE

This is intended to provide the **minimum** guidelines for a planned de-energization (public safety power shutoff) of energized facilities when extreme weather or other conditions pose an imminent safety threat to persons and/or property. **Additional guidelines may be required as part of a specific state event mitigation plan (i.e., wildfire).** A planned de-energization is a last resort measure to reduce public safety risk.

1.2 BACKGROUND

Nothing in this policy supersedes the general authority of the company to de-energize a power line during an emergency, and a reactive decision (i.e., to protect fire response personnel or to protect company assets from fire damage) might be made without complying with the notification and outreach sections of this plan. This plan primarily allows for a proactive decision to be made, to implement a planned public safety power shutoff event. While unavoidably disrupting electrical service, a planned public safety power shutoff event may be warranted to reduce any risk of energized facilities being involved in a public safety incident under extreme conditions (i.e., weather, flooding, etc.). This plan was developed with input from several different partners such as state, county, local emergency management agencies, health authorities and private partners. This plan is evaluated annually at a minimum or updated after an incident or event as appropriate.

1.3 ACTIVATION CRITERIA

This plan can be activated for any public safety incident which could be mitigated by de-energization of specific energized facilities.

2 SITUATION OVERVIEW

The company utilizes weather forecast and other situational awareness information to identify when a potential public safety power shutoff event may be warranted. Based on the best available weather forecast and other relevant situational awareness information, senior management has the ability to initiate a public safety power shutoff event.

After notification or receipt of pertinent situational awareness information which requires de-energization of company infrastructure, the System Operations Grid Shift Supervisor will begin the notification process and obtain basic information as outlined in policy PCC-201.

Upon agreement by executive management (VP of System Operations and VP of Transmission and Distribution Operations) to proceed with a Public Safety Power Shutoff; the VP of Transmission and Distribution Operations will active the Emergency Coordination Center. The Emergency Coordination Center Staff will then prepare a Public Safety Power Shutoff Plan (Appendix A), which at a **minimum** shall include:

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- Information provided by the Grid Shift Supervisor
- Date and time that the de-energization event will start;
- Estimated duration of the event;
- Date and time that affected customers will be notified under a proposed customer notification plan;
- Critical customers and facilities on the circuit such as hospitals, emergency centers, water/water treatment plants that will be impacted;
- With respect to each circuit or portion of a circuit planned for de-energization, a description of the circumstances that give rise to the need to de-energize with specific focus on how it creates an "imminent and significant risk to persons and/or property";
- A description of measures considered as an alternative to de-energization and why such measures alone are insufficient;
- A description of the public safety benefit the company hopes to achieve by de-energizing the applicable electrical facilities;
- A description of proposed efforts to mitigate the adverse impacts on customers and communities impacted by de-energization; and
- The proposed date and time for notifying the appropriate commission staff.
- Additional information may be required as part of a specific state event mitigation plan.
- A secure portal for critical infrastructure is provided for emergency response agencies to access as needed during incidents or events.

Once the Public Safety Power Shutoff Plan is ready for distribution, the Emergency Coordination Center will activate a conference bridge [redacted] and invite the following company participants or their designated representative:

- Vice President of Transmission and Distribution Operations
- Vice President of System Operations
- Vice President of Customer Service
- Vice President of Corporate Communications
- Director of Renewable Generation (when applicable)
- Director of Wires Operations (for the impacted area)
- Director of Grid Operations
- Director of Emergency Management

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- Manager of Grid Operations
- Manager of Region System Operations (PCC or SCC)
- Emergency Manager (PP or RMP)
- Manager of Meteorology
- Director of Commercial Accounts and Community Relations (for impacted area)
- Regional Business Manager (for impacted area)
- State Regulatory Affairs Manager.

The Public Safety Power Shutoff Plan may be modified based on the discussion during the call.

2.1 Public Safety Power Shutoff Weather Monitoring and Review

Prior to the activation of the Public Safety Power Shutoff, all current weather conditions and/or relevant situational awareness information should be reviewed and monitored by the Emergency Manager or designee to confirm the circumstances requiring the Public Safety Power Shutoff are still valid.

2.2 Circuit situational Monitoring

Prior to the activation of the Public Safety Power Shutoff, the Incident Commander should dispatch circuit crews to the impacted areas to complete a weather and/or situational assessment and a patrol of the targeted circuits using the 069 Procedure – Condition Codes (link below). Feedback will be provided to the Emergency Coordination Center via the Observation Do-Form.

[redacted]

3 Pre-Event Notification to Affected Customers and Other Stakeholders:

Third party information (i.e. weather forecast, etc.) and local input are utilized by the company to monitor situations that could require the need to de-energize facilities in an identified area. **Additional data inputs may be required as outlined in a state specific event mitigation plan**.

Upon notification of any situation (i.e. extreme weather, flooding, etc.) which may require a Public Safety Power Shutoff; emergency management will notify the applicable personnel via email that an advisory or watch is in place. If the situation rises to the warning alert level; emergency management will setup a conference call with the VP of Transmission and Distribution Operations and the VP of System Operations to determine the need to open the ECC. If the ECC is opened; a Public Safety Power Shutoff Plan will be developed and once adopted the external notification processes will begin.

Alert Level	Description
Alert Level 2 – De-energization Warning	Public safety circumstances are such that a de-energization event will occur

Alert Level 1- De-energization Watch (Internal or External)	Public safety circumstances are such that enhanced situational monitoring is required and a de-energization event is possible to occur. If conditions warrant notification outside of the company the watch will be labeled an External Watch.

After adoption of a Public Safety Power Shutoff Plan, but before the de-energization event is initiated, the company will make reasonable attempts to notify affected customers and other stakeholders of the planned event. As situations can be dynamic the timeframes outlined are subject to change and may be adjusted in each specific plan. If an individual(s) responsible for notifications did not participate in the initial call, the ECC will ensure the plan is immediately delivered to each individual (or delegate). **Additional notification obligations may be required as outlined in a state specific event mitigation plan**.

3.1 DE-ENERGIZATION WATCH

3.1.1 Internal Watch

Identified thresholds are either forecasted to be exceeded or nearly exceeded, but the risk profile is such that does not warrant an immediate ECC activation or public sector notification

3.1.2 External Watch

Identified thresholds are either forecasted to be exceeded or nearly exceeded, but the risk profile is such that does not warrant a complete ECC activation and requires public sector emergency management notification and coordination. This level of watch is dynamic and has the potential to upgrade quickly to a warning.

During an External Watch notification to the potentially affected emergency management agencies will be conducted as planned with a de-energization warning

3.2 DE-ENERGIZATION WARNING

Identified thresholds are forecasted to be exceeded and the risk profile is such that warrants a complete ECC activation, public sector emergency management agency coordination and public notification

4 DE-ENERGIZATION:

System Operations (Grid or Region) will develop the switching plan(s) for the Public Safety Power Shutoff execution after adoption of the plan. A final review of the switching plans will be completed prior to execution. After the designated System Operations lead receives instruction from the Emergency Coordination Center to execute de-energization; the appropriate operator(s) will begin switching activities with field personnel.

In the event the de-energization is cancelled, notification will follow the same protocols with the message of cancellation.

5 RESTORATION:

The Emergency Coordination Center will notify the designated System Operations lead that the conditions necessitating the planned Public Safety Power Shutoff have subsided and prepare to initiate restoration of the affected facilities once directed to restore.

Before re-energizing any facilities (line, substation, etc.), the Emergency Operation Center will direct a full line patrol and substation inspection to be completed. As part of the patrol and inspection, field personnel must document all damage to PacifiCorp's facilities in the de-energized areas.

After receiving confirmation that a line patrol-facility inspection and/or any requisite repairs are complete, the responsible grid and/or region operator shall restore the applicable lines(s) or portion(s) of a line (distribution and/or transmission), facilities (i.e. substations), and log the date and time each facilities (line, portion of line, substation, etc.).

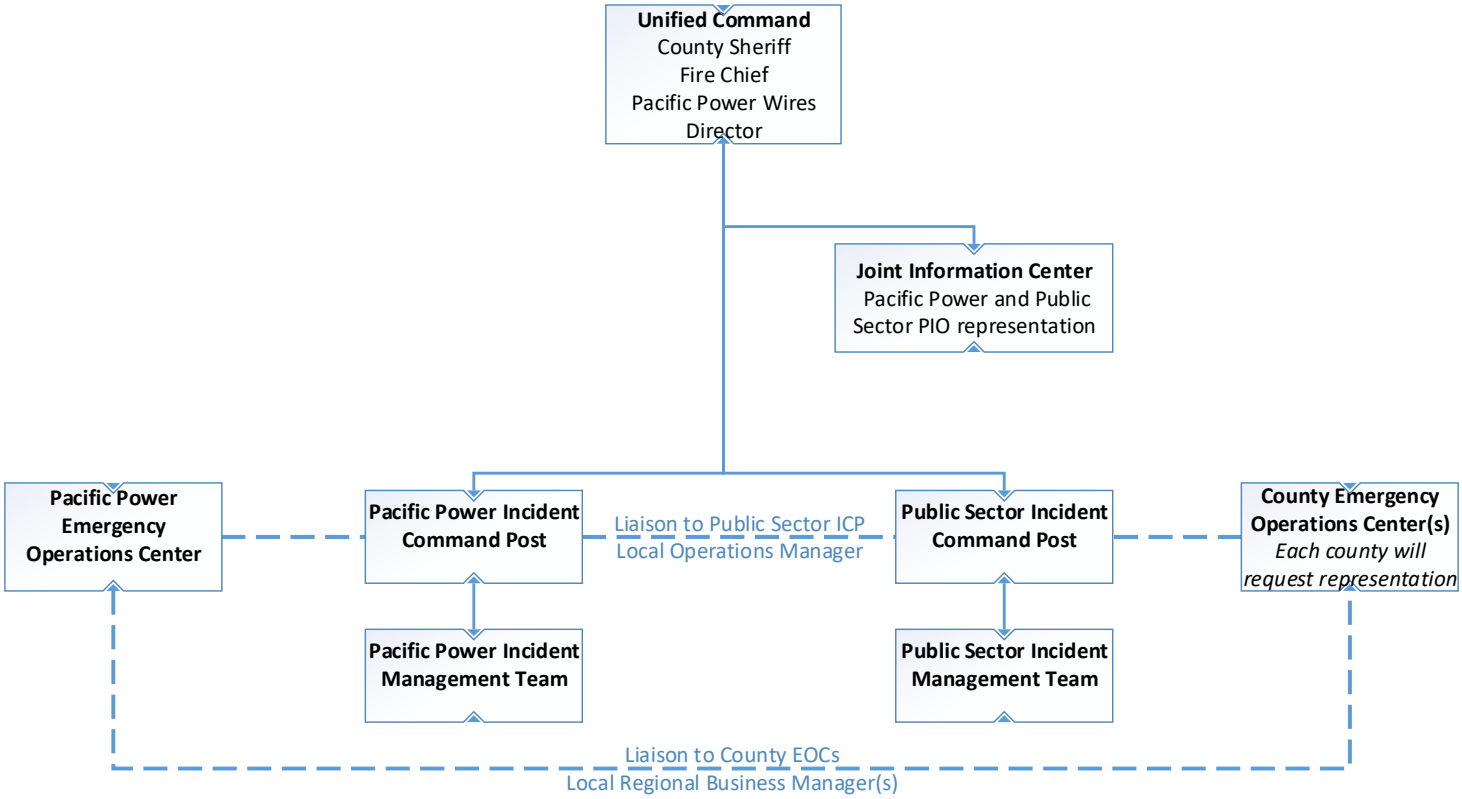
6 ROLES AND RESPONSIBILITIES

Roles, responsibilities, and protocols are defined in the PacifiCorp Emergency Response Plan which follows FEMA's guidelines for managing any event or incident. The information and responsibilities included in this document are meant as a supplement to the all-hazards structure.

6.1 ORGANIZATION

6.1.1 On-scene

Due to the nature of the company's incident leadership with the public sector resources the following will be the baseline, subject to change based on county and local preference, response structure for this specific event:



6.2 POSITIONAL RESPONSIBILITIES

The tables below identify additional, required activities, specific to a Public Safety Power Shutoff event and should be completed, in addition to tasks already outlined in the Emergency Coordination Center portion of the PacifiCorp Emergency Response Plan.

6.2.1 Transmission and Distribution Operations

Timeframe	Action	Responsible Person-Department

7-4 days	• Participate in initial decision-making call	• VP, T&D Operations
72-48 hours	• Activate Emergency Coordination Center (ECC) for support operations • Assume command of situation until termination • Provide operational support to field resources through normal ECC staffing, roles and responsibilities within the scope of the established PacifiCorp Emergency Management Structure. • Secure necessary field resources to support effort • Provide resources as requested • Manage assets within and outside affected area	• VP, T&D Operations • VP, T&D Operations • VP, T&D Operations • Affected Wires Director • Supporting Wires Director • Affected Wires Director
24 hours	• Secure necessary field resources to support effort • Provide resources as requested • Manage assets within and outside affected area • Field engineering review to support switching plan	• Affected Wires Director • Supporting Wires Director • Affected Wires Director • Field Engineering Manager
12 hours	• Ensure region staffing levels are adequate for actions	• Area/District Manager
2 hours	• Manage deployment of resources	• Area / District Manager
1 hour	• Deploy field personnel to switching locations	• Area / District Manager
De-energization	• Coordinate response throughout process • Complete de-energization switching	• VP, T&D Operations • District Manager
Restoration	• Monitor local assets during event • Patrol lines prior to restoration • Complete restoration switching	• District Manager • District Manager • District Manager

6.3 SYSTEM OPERATIONS

Timeframe	Action	Responsible Person-Department

7-4 days	• Receive notification
	• Obtain data outlined in PCC-201
	  ○ Identify district
	  ○ Identify impacted distribution lines-facilities
	  ○ Identify impacted sub-transmission lines-facilities
	  ○ Create impacted critical customer list
	  ○ Create impacted customer list
		• Grid Supervisor
		• Grid Supervisor
		  ○ Region Operations
		  ○ Region Operations
		  ○ Region Operations
		  ○ Region Operations
		  ○ Region Operations
		  ○ Grid Operations

	○ Identify BES impacted transmission lines-facilities • Notify emergency management • Notify grid operations director • Participate in initial decision-making call	• Grid Supervisor • Grid Supervisor • VP, System Operations
96 hours	• Create switching orders • Create switching orders	• Region Operators • Grid Operators
72-48 hours	• Receive notification of event • Notify reliability coordinator (if required)	• Grid Supervisor • Grid Supervisor
24 hours	• Review and finalize switching orders • Review and finalize switching orders • Notify reliability coordinator (if required)	• Region Operators • Grid Operators • Grid Supervisor
12 hours	• Ensure region staffing levels are adequate for actions • Ensure grid staffing levels are adequate for actions	• Region Operations Manager • Grid Operations Manager
2 hours	• Implement switching orders based on priority communicated by ECC • Monitor system prior to and during event	• Region Operations Manager • • Region Operations Manager
1 hour	• Dispatch field personnel to switching locations • Dispatch field personnel to switching locations	• Region Operators • Grid Operators
De-energization	• Implement switching orders based on priority communicated by ECC • Monitor system stability • Monitor coordinated response • Provide guidance for any situation not directly covered by this plan • Provide guidance to operators as needed	• System Operations Lead • VP, System Operations • System Operations Lead • System Operations Lead • System Operations Lead
Restoration	• Execute restoration switching and energization based on ECC notification to restore.	• System Operations Lead

6.4 CUSTOMER SERVICE

Timeframe	Action	Responsible Person-Department
7-4 days	• Receive notification of potential de-energization	• Customer Service
72-48 hours	• 48 hour notice to customers (including critical priority customers) • Emergency response site goes live	• Customer Service • Customer Service
24 hours	• 24 hour notice to customers (including critical priority customers) • Activate emergency response site • Post notification on website, social media and emergency response site	• Customer Service • Customer Service • Customer Service
12 hours	• 12 hour notice to customers (including critical priority customers)	• Customer Service
2 hours	• 2 hour notice to customers (including critical priority customers)	• Customer Service
De-energization	• Customer situational update	• Customer Service
Restoration	• Update customers on ETR	• Customer Service

6.5 CORPORATE COMMUNICATIONS

Timeframe	Action	Responsible Person-Department
72-48 hours	• Notification posted on website, Social Media and emergency response site • Issue a press statement/release	• PIO • PIO
24 hours	• Notification posted on website, Social Media and emergency response site • Issue a press statement/release	• PIO • PIO
12 hours	• Notification posted on website, Social Media and emergency response site • Issue a press statement/release	• PIO • PIO
2 hours	• Notification posted on website, Social Media • Issue a media advisory • Provide Public Information Officer for coordination with County Emergency Management	• PIO • PIO • PIO
1 hour	• Notification posted on website, Social Media and emergency response site • Issue a press statement/release	• PIO • PIO
De-energization	• Notification posted on website, Social Media and emergency response site • Issue a press statement/release • Mobilize local resources for a live stream on Facebook	• PIO • PIO • PIO
Restoration	• Notification posted on website, Social Media and emergency response site • Issue a press statement/release updating ETR	• PIO • PIO

6.6 GENERATION

Timeframe	Action	Responsible Person-Department
7-4 days	• Identify effects on generation capability • Prepare affected plant personnel for de-energization (if applicable) • Develop restoration plan (if needed)	• Generation • Generation • Generation
12 hours	• Create generation mitigation plan	• Generation
De-energization	• Mitigate generation as directed	• Generation
Restoration	• Return generation to normal status	• Generation

6.7 EMERGENCY MANAGEMENT

Timeframe	Action	Responsible Person-Department
7-4 days	• Notify appropriate county, state appropriate tribal emergency management agencies	• Emergency Management
72-48 hours	• Activate Emergency Coordination Center (ECC) for support operations • Update appropriate county, state appropriate tribal emergency management agencies (include variable messaging signs through DOT) • Coordinate response throughout process • Monitor weather forecasts	Emergency Management • Emergency Manger • Emergency Manger • Emergency Manger
24 hours	• Update appropriate county emergency management agencies	• Emergency Manger
12 hours	• Update appropriate county emergency management agencies • Continuously monitor weather forecast/conditions	• Emergency Manger • Emergency Manger
1 hour	• Final Emergency Management Agency update	• Emergency Management
De-energization	• Monitor county emergency management agencies needs • Continuously coordinate with county emergency management agencies • Monitor weather conditions for restoration decision	• Emergency Management • Emergency Management • Emergency Manger
Restoration	• Update county emergency management agencies regarding ETR	• Emergency Management

6.8 REGIONAL BUSINESS MANAGER

Timeframe	Action	Responsible Person-Department
7-4 days	• Notify Industrial Accounts	• Regional Business Manager
72-48 hours	• Coordinate with Industrial Accounts • Coordinate with affected local and city government agencies	• Regional Business Manager • Regional Business Manager
24 hours	• Coordinate with identified local customers • Coordinate with affected local and city government agencies	• Regional Business Manager • Regional Business Manager
12 hours	• Coordinate with identified local customers • Coordinate with affected local and city government agencies	• Regional Business Manager • Regional Business Manager
2 hours	• Coordinate with identified local customers • Coordinate with affected local and city government agencies	• Regional Business Manager • Regional Business Manager
1 hour	• Coordinate with identified local customers • Coordinate with affected local and city government agencies	• Regional Business Manager • Regional Business Manager
De-energization	• Coordinate with identified local customers • Coordinate with affected local and city government agencies	• Regional Business Manager • Regional Business Manager
Restoration	• Update local customers regarding ETR • Coordinate with local operations	• Regional Business Manager • Regional Business Manager

6.9 REGULATORY

Timeframe	Action	Responsible Person-Department
7-4 days	• Communicate with appropriate state regulatory agencies as required	• Regulatory
72-1 hours	• Communicate with appropriate state regulatory agencies as required	• Regulatory
1 hour	• Notify appropriate state regulatory agencies of imminent PSPS	• Regulatory
De-energization	• Update state regulatory agencies of ongoing situation	• Regulatory
Restoration	• Update state regulatory agencies regarding ETR	• Regulatory

6.10 EXECUTIVE POLICY GROUP

Timeframe	Action	Responsible Person-Department
7-4 days	• Assume role as Executive Policy Group Director • Direct mandatory manager call for local employees impacted	• CEO • EPG Director
72-0 hours	• Continue to monitor situation and provide guidance as needed	• EPG Director
De-energization	• Provide strategic guidance for any situation not covered within this plan	• EPG Director

6.11 CUSTOMER RESOURCE CENTER PROCEDURES

Customer Resource Centers are a key part of the response during a PSPS event which creates a prolonged outage. Currently we use a vendor (Fire DAWG) to establish and operate any CRC which we establish. The description of the process is as follows:

Timing	Action	POC
-48 Hours	Decide likelihood of CRC need Possible thresholds: • Outage Overnight • Outage > 8 hours • Customer impacts require extra support • Other incidents	IC
-44 hours	Contact Fire DAWG of the potential for a CRC activation to allow them to begin acquiring resources • Fire DAWG contact, Julie Quigley 530-722-5236 • Secondary contact, Alan Stovall, 530-722-5237 • Both are available 24/7	EM
-44 hours	Coordinate with the county for status of identified CRC location	EM
-30 Hours	Survey CRC location to confirm viability • Generation connection • Ensure enough generation capacity is requested for the site • Not in use for other purposes • Any other concerns	RBM
-26 Hours	Initiate movement of Fire DAWG resources	EM
-4 Hours	Dispatch RBM to CRC for company representation and to receive resources	EM
-2 hours	Ensure activation of CRC	RBM

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Event	CRC Operational	
Post Event	Decision to De-mobilize CRC	IC
Post Event	Coordinate administrative and financial obligations to Fire DAWG	EM

Public Safety Power Shutoff

7 PSPS Watch (Internal or External) Execution

Objectives
• Ensure life-safety • Ensure employee welfare • Complete appropriate de-energization procedures • Continuous coordination and communication with affected customers

Actions	Responsible
7-4 days prior	
Receive forecast notification and notify appropriate personnel	Enterprise Operations Center
Initiate initial decision-making call	Emergency Management
Initiate and coordinate decision making conference call	Emergency Management
Notify county emergency management agencies, as appropriate and provide affected area information such as GIS files, customers affected, Critical Facilities likely to be affected and other information as requested.	Emergency Management
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management
72 hours prior	
Activate Emergency Coordination Center (ECC) for support operations. *Note: Consider additional staff for weather monitoring, switching plan development, and engineering support*	VP T&D Operations
Populate PSPS Template and provide to ECC Manager	Emergency Management
Update appropriate county emergency management agencies	Emergency Management
Coordinate response throughout process	Emergency Management
Monitor weather forecasts	Emergency Management
Assume strategic leadership role of situation until termination	VP, T&D Operations
Provide operational support to field resources through normal ECC procedures, staffing, roles and responsibilities within the scope of the established PacifiCorp Incident Management Structure.	VP, T&D Operations

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Secure necessary field resources to support effort	Affected Wires Director
Provide resources as requested	Supporting Wires Director
Contact emergency logistical support (i.e. Community support centers) vendor for deployment details and timing	Emergency Management
Notify state regulatory authority	Regulation
Manage assets within and outside affected area	Affected Wires Director
48 hours prior	
Assess current weather and ground truth situation and analyze if remaining in a watch or moving to a De-energization Warning is appropriate. • ***If De-energization Warning actions are decided move to appropriate time period in De-energization*** *Warning****Checklist***	VP, T&D Operations
Initiate appropriate customer, community-based organization, media and business outreach. Provide confirmation data of customers contacted to the ECC. If AFN or MBL customers have not been notified ensure alternate means such as personal visit, alternate points of contact or other communications means are executed	External Communications, Regional Business Manager, Regulation and Customer Service
Initiate appropriate Emergency Management Agency outreach	Emergency Management
Notify Reliability Coordinator	Grid Operations
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management
24 Hours prior	
Assess current weather and ground truth situation and analyze if remaining in a watch or moving to a De-energization Warning is appropriate. ***If De-energization Warning actions are decided move to appropriate time period in De-energization Execution Checklist***	VP, T&D Operations
Initiate resource gathering for de-energization and restoration tasks	T&D Operations Director
Continue customer, community based organization, media and business outreach. Provide confirmation data of customers contacted to the ECC. If AFN or MBL customers have not been notified ensure alternate means such as personal visit, alternate points of contact or other communications means are executed	External Communications, Regional Business Manager, Regulation, Customer Service
Update Emergency Management Agencies	Emergency Management

Finalize emergency logistical support dispatch, if requested	Emergency Management
Create appropriate emergency switching orders	Region System Operations
Pre-position resources to appropriate circuits for potential de-energization and restoration	T&D Operations Manager
12 Hours Prior	
Assess current weather and ground truth situation and analyze if remaining in a watch or moving to a De-energization Warning is appropriate. ***If De-energization Warning actions are decided move to appropriate time period in De-energization Execution Checklist***	VP, T&D Operations
Ensure staffing levels are appropriate for actions	Region System Operations Manager, T&D Operations Manager, Grid Operations Manager
Assign resources to appropriate circuits for potential de-energization and restoration	T&D Operations Manager
Continue outreach via media, social media and direct customer contact. Provide confirmation data of customers contacted to the ECC. If AFN or MBL customers have not been notified ensure alternate means such as personal visit, alternate points of contact or other communications means are executed	External Communications, Regional Business Manager, Regulation, Customer Service
Continuously update Emergency Management Agencies	Emergency Management
Final balancing authority notification	Grid Operations
2 Hours Prior	
Final assessment of current weather and ground truth situation and analyze if remaining in a watch or moving to a De-energization Warning is appropriate. ***If De-energization Warning actions are decided move to appropriate time period in De-energization Execution Checklist***	VP, T&D Operations
Continuing direct customer notification	Customer Service
Any medical customers that couldn't be reached is turned over to emergency services.	Emergency Management and Regional Business Manager
Initiation of real time social media updates	External Communications

Public Safety Power Shutoff

Updated media release prior to weather arrival	External Communications
Employee all call for affected area	T&D Operations Manager(s)
1 Hour Prior	
Assess current weather and ground truth situation and analyze if remaining in a watch or moving to a De-energization Warning is appropriate. ***If De-energization Warning actions are decided move to appropriate time period in De-energization Execution Checklist***	VP, T&D Operations
Dispatch crews to switching areas	Region System Operations
Emergency Management Agency update	Emergency Management
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management
Weather arrival	
Monitor current situation regarding conditions on the ground and any observed damage	VP, T&D Operations
Initiate de-energization actions in reaction to any developing incident or at Incident Commander's request	Region System Operations
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management

Public Safety Power Shutoff

8 PSPS WARNING

Objectives
• Ensure life-safety • Ensure employee welfare • Complete appropriate de-energization procedures • Continuous coordination and communication with affected customers

Actions	Responsible
7-4 days prior	
Receive forecast notification and notify appropriate personnel	Enterprise Operations Center
Initiate initial decision-making call	Emergency Management
Initiate and coordinate decision making conference call	Emergency Management
Notify appropriate county emergency management agencies	Emergency Management
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management
72 hours prior	
Activate Emergency Coordination Center (ECC) for support operations. *Note: Consider additional staff for weather monitoring, switching plan development, and engineering support*	VP T&D Operations
Populate PSPS Template and provides to Incident Commander and/or EAC Director	Emergency Management
Update appropriate county emergency management agencies	Emergency Management
Coordinate response throughout process	Emergency Management
Monitor weather forecasts	Emergency Management
Assume operational leadership role of situation until termination	VP, T&D Operations
Provide operational support to field resources through normal ECC procedures, staffing, roles and responsibilities within the scope of the established PacifiCorp Incident Management Structure.	VP, T&D Operations
Secure necessary field resources to support effort	Affected Wires Director

Public Safety Power Shutoff

Provide resources as requested	Supporting Wires Director
Contact emergency logistical support (i.e. Community support centers) vendor for deployment details and timing	Emergency Management
Notify state regulatory authority	Regulation
Manage assets within and outside affected area	Affected Wires Director
48 hours prior	
Initiate appropriate customer, community-based organization, media and business outreach, provide confirmation data of customers contacted to the ECC. If AFN or MBL customers have not been notified ensure alternate means such as personal visits, alternate points of contact, or other communications means are executed	External Communications, Regional Business Manager, Regulation and Customer Service
Initiate appropriate Emergency Management Agency outreach	Emergency Management
Notify Reliability Coordinator	Grid Operations
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management
24 Hours prior	
Initiate resource gathering for de-energization and restoration tasks	T&D Operations Director
Continue customer, community-based organization, media and business outreach. Provide confirmation data of customers contacted to the ECC. If AFN or MBL customers have not been notified ensure alternate means such as personal visit, alternate points of contact or other communications means are executed	External Communications, Regional Business Manager, Regulation, Customer Service
Update Emergency Management Agencies	Emergency Management
Finalize emergency logistical support dispatch	Emergency Management
Create appropriate emergency switching orders	Region System Operations

Pre-position resources to appropriate circuits for de-energization and restoration	T&D Operations Manager
12 Hours Prior	
Ensure staffing levels are appropriate for actions	Region System Operations Manager, T&D Operations Manager, Grid Operations Manager
Assign resources to appropriate circuits for de-energization and restoration	T&D Operations Manager
Continue outreach via media, social media and direct customer contact. Provide confirmation data of customers contacted to the ECC. If AFN or MBL customers have not been notified ensure alternate means such as personal visit, alternate points of contact or other communications means are executed	External Communications, Regional Business Manager, Regulation, Customer Service
Continuously update Emergency Management Agencies	Emergency Management
Final balancing authority notification	Grid Operations
2 Hours Prior	
Final De-energization decision	VP T&D Operations
Final direct customer notification	Customer Service
Any medical customers that couldn't be reached is turned over to emergency services.	Emergency Management and Regional Business Manager
Initiation of real time social media updates	External Communications

Public Safety Power Shutoff

Final media release prior to event	External Communications
Employee all call for affected area	T&D Operations Manager(s)
1 Hour Prior	
Dispatch crews to switching areas	Region System Operations
Final Emergency Management Agency update	Emergency Management
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management
De-energization	
Initiate switching	Region System Operations, Field Crews
Monitor situation forecasts and begin restoration planning	ECC
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management

Public Safety Power Shutoff

9 RESTORATION EXECUTION

Objectives
• Ensure life-safety • Ensure employee welfare • Restore power

Actions	Responsible
Confirm reason for de-energization has passed	ECC
Identify order of restoration	ECC
Coordinate district patrol and restoration with field crews	T&D Operations Manager
Notify Emergency Management Agencies of restoration initiation	Emergency Management
Terminate de-energization response	VP T&D Operations
Notify customers of cancellation via all communications methods. Provide confirmation data of customers contacted to the ECC. If AFN or MBL customers have not been notified ensure alternate means such as personal visit, alternate points of contact or other communications means are executed	External Communications, Regional Business Manager, Regulation, Customer Service
Patrol and restore in accordance with identified plan	Region System Operations, Operations Manager Field Crews
Notify balancing authority of restoration	Grid Operations
For California: Notify the CalOES Strategic Warning Center via online survey: [redacted]	Emergency Management
Capture lessons learned through ECC after action survey	Emergency Management

APPENDIX A: DE-ENERGIZATION INFORMATION TEMPLATE

	Notes/Comments:
Grid Operator provides to EM on initial call	
District(s)	
Substation(s)	
Circuit ID(s), including, if applicable, a specific description of any portion of a circuit which will be de-energized while other portions of the circuit remain energized	
Number of customers that will be impacted on each circuit	
ECC Decision Notes	
Date and time de-energization event will start	
Estimated duration of the event	
Date and time that affected customers will be notified under proposed notification plan	
Critical customers and facilities on the circuit such as hospitals, emergency centers, water/water treatment plants that will be impacted	
With respect to each circuit or portion of a circuit planned for de-energization, a description of the applicable extreme fire weather conditions	
With respect to each circuit of portion of a circuit planned for de-energization, a description of the circumstances that give rise to the need to de-energize, such as "imminent and significant risk that strong winds will topple PacifiCorp power lines onto tinder dry vegetation or will cause major vegetation related impacts on PacifiCorp facilities"	
A description of measures considered as an alternative to de-energization and why such measures alone are insufficient	
A description of the public safety be**nefits** the company hopes to achieve by de-energizing the applicable circuit(s)	
A description of proposed efforts to mitigate the adverse impacts on customers and communities impacted by de-energization	
The proposed date and time for notifying the appropriate PUC	

APPENDIX B: NOTIFICATION MATRIX

PRE-EVENT

Event Description: _____

Date and time of proposed event: _____

	Responsible Person	De-Energization Notified		Restoration Notified		Notes
		Date	**Time**	**Date**	**Time**	
a. Customer Notification	Customer Contact Center					
b. Emergency Responders	Emergency Manager or Local RBM					
c. Local Government	Local RBM or Emergency Manager					
d. Communications Providers	Emergency Manager or Local RBM					
e. Critical Facilities	Emergency Manager or Local RBM					
f. Regulatory Notifications	Regulation					

POST EVENT

All notifications from pre-event will be accomplished advising customers of event conclusion. In addition, state specific notifications will take place in accordance with that state's specific requirements.

APPENDIX C: REFERENCE

- Operating Procedure No. PCC-200

SECTION IV ATTACHMENTS

- Post-Exercise Review_Siskiyou County TTX 04282022
- Post-Exercise Review_Siskiyou County FX 05262022
- PacifiCorp CA PSPS FX EXPLAN
- PacifiCorp CA PSPS TTX EXPLAN
- 2022 PSPS FX -Siskiyou County
- 2022 PSPS TTX -Siskiyou County

PACIFIC POWER
A DIVISION OF PACIFICORP

Siskiyou County PSPS

Post-Exercise Review
Tabletop Exercise
April 28, 2022

The Post-Exercise Review align exercise objectives with incident management team performance and business requirements. Additional exercise information may be included or referenced as needed.

EXERCISE OVERVIEW

Exercise Name	Siskiyou County PSPS TTX
Exercise Dates, Times and Locations	April 28, 2022 9:00 AM, Siskiyou County Emergency Operations Center
Scope	A tabletop exercise was used to facilitate the exercise scenario. The scope of the exercise was limited to Public Safety Power Shutoff actions in response to significant fire weather event.
Objectives	The business objectives for the exercise were as follows. Other participating internal or external groups may have had additional objectives not cited here. 1. Ensure communications channels are viable during PSPS event 2. Evaluate AFN/MBL customer notification process to include in person notification 3. Explain Community Resource Center scope & purpose in a PSPS event and compare plans to support impacted community members. 4. Explore Pacific Powers plans for allocating resources during PSPS events. 5. Outline current options and capabilities for supporting individuals with access and functional needs.
Threat or Hazard	Fire weather risks resulting in PSPS Execution
Scenario	Weather and fuel conditions such that PSPS actions are necessary to mitigate catastrophic wildfire risk
Sponsor	PacifiCorp Emergency Management
Participating Organizations	PacifiCorp, Karuk Tribe, Siskiyou County, CalOES, CPUC, CalFire, Telecommunications providers
Point of Contact (POC)	Jeff Bolton, Pacific Power Emergency Manager, 503-251-5162, jeffrey.bolton@pacificorp.com

ANALYSIS OF OBJECTIVES

The objectives of the exercise were evaluated to assess the performance of the incident management team.

No.	Objectives	Performed without Challenges (P)	Performed with Some Challenges (S)	Performed with Major Challenges (M)	Unable to be Performed (U)
1	Ensure communications channels are viable during PSPS event	X			
2	Evaluate AFN/MBL customer notification process to include in person notification		X		
3	Explain Community Resource Center scope & purpose in a PSPS event and compare plans to support impacted community members]	X			
4	Explore Pacific Powers plans for allocating resources during PSPS events.	X			
5	Outline current options and capabilities for supporting individuals with access and functional needs		X		

Table 1: Summary of Core Capability Performance

Ratings Definitions

Performed without Challenges (P): The targets and critical tasks associated with the objective were completed in a manner that achieved the objective and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws.

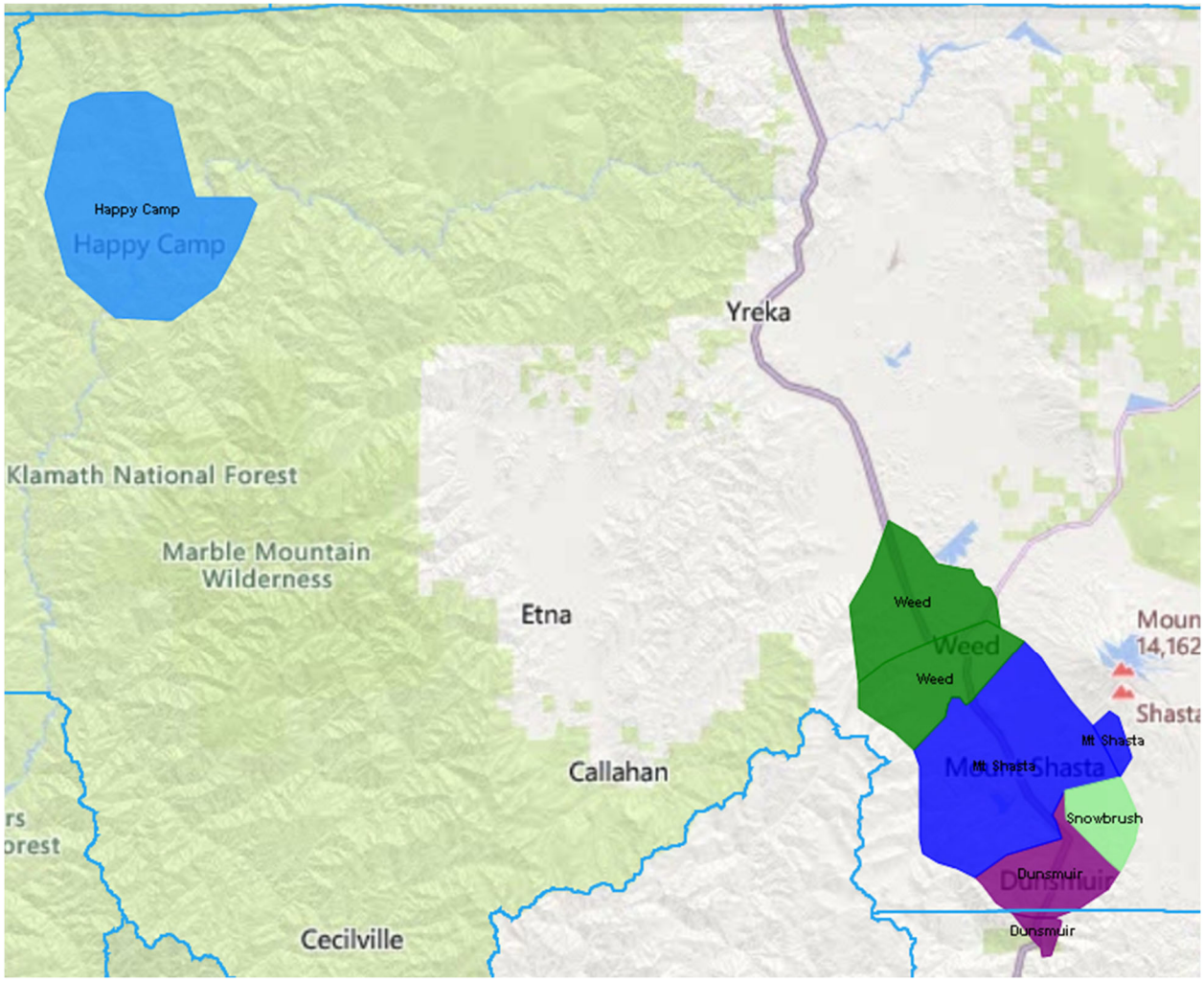
Performed with Some Challenges (S): The targets and critical tasks associated with objective were completed in a manner that achieved the objective and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws. However, opportunities to enhance effectiveness and/or efficiency were identified.

Performed with Major Challenges (M): The targets and critical tasks associated with the objective were completed in a manner that achieved the objective, but some or all of the following were observed: demonstrated performance had a negative impact on the performance of other activities; contributed to additional health and/or safety risks; and/or was not conducted in accordance with applicable plans, policies, procedures, regulations, and laws.

Unable to be Performed (U): The targets and critical tasks associated with the objective were not performed in a manner that achieved the objective.

POST-EXERCISE SUMMARY

Weather forecast showed very high potential for wind related outages with high fire danger which could result in a catastrophic fire in the event of an ignition source. Pacific Power made the decision to proactively de-energize all customers within the highest fire threat areas resulting in 10,351 customers without power. Community Resource Centers were deployed to the affected areas and sites confirmed with county representatives.



SUMMARY BY DEPARTMENT

T&D

- Provided tactical resources to the response

System Operations

- Coordinated planning of grid and regional operation prior to and during event

Customer Service and External Communications

- Conducted outreach with public entities and directly with customers

Emergency Management

- Coordinated response actions through the Emergency Coordination Center
- Acted as liaison with public sector EM agencies

Public Sector

- Supported response through localized response agencies and tools

LESSONS LEARNED

This "lessons learned" section provides information on processes, training and tools (e.g., forms and plans) that worked well and observations which occurred which provide opportunities for improvement.

Successes

- Appreciated the EXPLAN sent out ahead of time, first ones to provide feedback forms for participants according to CPUC.
- Liked discussion with AFN and great dialogue around tribal customers.
- Think were getting pretty skilled in PSPS steps and what needs to be done.
- Appreciated strong technical information.
- Past events have all been short duration, good to put in perspective a longer event that could go a couple days. Brought to light a couple key processes that can be refined and put in place before fire season.
- Learning more about CRCs. Appreciate that Pac is doing work to support sheltering efforts and will have things in place for PSPS
- Great processes for identifying and communicating with AFN customers
- Been through several with other companies, status quo for how everything works. Great collaboration with Pac and Counties
- The more info they have to distribute the more people they believe will receive the message. People generally don't listen until the 24hour mark but getting info out at 48 will help
- Established communications lines with Pac Power. Great to have everyone in the same room. Great to hear from operations.
- Great to build the relationships before the incident

Observations

- Pacific Power EM: Generator planning info from counties including run time, if refueling plans exist, generator age is key
- Pacific Power EM: Coordinate with Telecomm participants for site location information

APPENDIX A: EXERCISE PARTICIPANTS

Name	Agency
Jeff Bolton	Pacific Power
Erik Brookhouse	Pacific Power
Todd Andres	Pacific Power
Tyler Averyt	Pacific Power
Dan Baker	Pacific Power
Drew Hanson	Pacific Power
Richard Harris	Pacific Power
Amy Hoskins	Pacific Power
Catherine Kitchen	Pacific Power
Carrie Laird	Pacific Power
Stephen Leach	Pacific Power
Traci Schultz	Pacific Power
Horace Ward	Pacific Power
Adrian Wright	Pacific Power
Wade Skinner	Rocky Mountain Power
Stephanie Beall	Rocky Mountain Power
Jaqueline Nushi	Karuk Tribe
Robert Goyeneche	CalOES
Jasen Vela	CalOES
Jeff Fuentes	CalFire
Shelby Case	California Public Utilities Commission
Cindy Chen	California Public Utilities Commission
Hope Christman	California Public Utilities Commission
Will Dundon	California Public Utilities Commission
Lea Haro	California Public Utilities Commission
Hassan Jahami	California Public Utilities Commission
Desmond Lew	California Public Utilities Commission
Ben Menzies	California Public Utilities Commission
Naveed Paydar	California Public Utilities Commission
Junaid Rahman	California Public Utilities Commission
Devla Singh	California Public Utilities Commission
Henry Sweat	California Public Utilities Commission
David VanDyken	California Public Utilities Commission
Mbael Wu	California Public Utilities Commission
Joan Weber	California Public Utilities Commission
Adam Heilman	Siskiyou County OES
Courtney Kerider	Siskiyou County OES
Coleman Fitzgerald	Siskiyou County Public Health
Susan Cerelli	Siskiyou County Health and Human Services
Joan Hoy	Siskiyou County Health and Human Services
Emily Tuholski	Siskiyou County Health and Human Services
Coray Watson	Siskiyou County Health and Human Services
Adam Bensaid	AT&T
Paul Magoolaghan	AT&T
Josh Mathisen	AT&T

Jeff MacDonnel	Frontier Communications
Thomas Truman	Frontier Communications
Tim Watts	Frontier Communications

APPENDIX B: AFTER ACTION REPORT APPROVAL

As the designated authority for Pacific Power Emergency Management, I certify that this After Action Report has been approved, and that the deliverables accurately represent the lessons learned during the exercise.



June 23, 2022

Name / Title

Date

PACIFIC POWER
A DIVISION OF PACIFICORP

Siskiyou County PSPS

Post-Exercise Review
Functional Exercise
May 26, 2022

The Post-Exercise Review align exercise objectives with incident management team performance and business requirements. Additional exercise information may be included or referenced as needed.

EXERCISE OVERVIEW

Exercise Name	Siskiyou County PSPS FX
Exercise Dates, Times and Locations	May 26, 2022 9:00 AM from normal work locations
Scope	A functional exercise was used to facilitate the exercise scenario. The scope of the exercise was limited to Public Safety Power Shutoff actions 24 hours in advance of a significant fire weather event.
Objectives	The business objectives for the exercise were as follows. Other participating internal or external groups may have had additional objectives not cited here. 1. Ensure communications channels are viable during PSPS event 2. Evaluate AFN/MBL customer notification process to include in person notification 3. Explore Pacific Powers plans for allocating resources during PSPS events.
Threat or Hazard	Fire weather risks resulting in potential PSPS Execution
Scenario	Weather and fuel conditions such that PSPS actions may be necessary to mitigate catastrophic wildfire risk
Sponsor	PacifiCorp Emergency Management
Participating Organizations	PacifiCorp, Karuk Tribe, Siskiyou County, CalOES, CPUC, CalFire, Telecommunications providers
Point of Contact (POC)	Jeff Bolton, Pacific Power Emergency Manager, 503-251-5162, jeffrey.bolton@pacificorp.com

ANALYSIS OF OBJECTIVES

The objectives of the exercise were evaluated to assess the performance of the incident management team.

No.	Objectives	Performed without Challenges (P)	Performed with Some Challenges (S)	Performed with Major Challenges (M)	Unable to be Performed (U)
1	Ensure communications channels are viable during PSPS event	X			
2	Evaluate AFN/MBL customer notification process to include in person notification		X		
3	Explore Pacific Powers plans for allocating resources during PSPS events.	X			

Table 1: Summary of Core Capability Performance

Ratings Definitions

Performed without Challenges (P): The targets and critical tasks associated with the objective were completed in a manner that achieved the objective and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws.

Performed with Some Challenges (S): The targets and critical tasks associated with objective were completed in a manner that achieved the objective and did not negatively impact the performance of other activities. Performance of this activity did not contribute to additional health and/or safety risks, and it was conducted in accordance with applicable plans, policies, procedures, regulations, and laws. However, opportunities to enhance effectiveness and/or efficiency were identified.

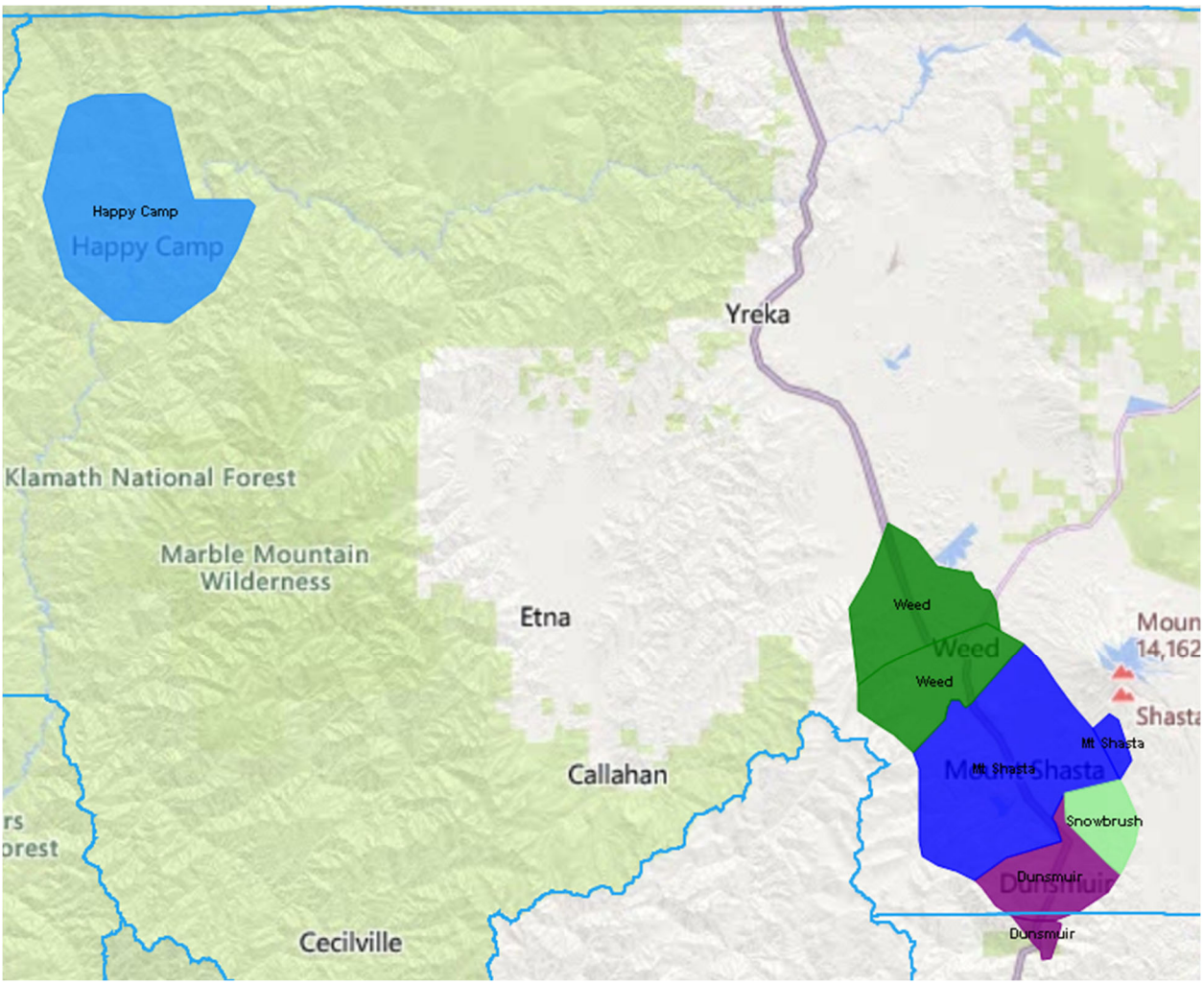
Performed with Major Challenges (M): The targets and critical tasks associated with the objective were completed in a manner that achieved the objective, but some or all of the following were observed: demonstrated performance had a negative impact on the performance of other activities; contributed to additional health and/or safety risks; and/or was not conducted in accordance with applicable plans, policies, procedures, regulations, and laws.

Unable to be Performed (U): The targets and critical tasks associated with the objective were not performed in a manner that achieved the objective.

POST-EXERCISE SUMMARY

Weather forecast showed very high potential for wind related outages with high fire danger which could result in a catastrophic fire in the event of an ignition source. Pacific Power made the

decision to proactively de-energize all customers within the highest fire threat areas resulting in 10,351 customers without power. Community Resource Centers were deployed to the affected areas and sites confirmed with county representatives.



SUMMARY BY DEPARTMENT

T&D

- Provided tactical resources to the response

System Operations

- Coordinated planning of grid and regional operation prior to and during event

Customer Service and External Communications

- Created outreach messaging for public entities and directly with customers, but did not publish messages

Emergency Management

- Coordinated response actions through the Emergency Coordination Center
- Acted as liaison with public sector EM agencies

Public Sector

- Supported response through localized response agencies and tools
- Conducted notification process in accordance with local procedures

LESSONS LEARNED

This "lessons learned" section provides information on processes, training and tools (e.g., forms and plans) that worked well and observations which occurred which provide opportunities for improvement.

Successes

- Think were getting pretty skilled in PSPS steps and what needs to be done.
- Been through several with other companies, status quo for how everything works. Great collaboration with Pacific Power and Counties
- Established communications lines between jurisdictions and Pacific Power.

Observations

- Pacific Power EM: Coordinate with Telecomm participants for site location information
- Pacific Power EM: Throttling potential with communications providers continues to be a potential hurdle. Customer service has a temporary solution in mind, however a more permanent solution may become necessary
- Pacific Power EM: Although AFN notification capability has significantly improved, work continues in order to ensure everyone who needs special notification is identified through partnership with Siskiyou County Public Health and Siskiyou County Health and Human Services

APPENDIX A: EXERCISE PARTICIPANTS

Name	Agency
Jeff Bolton	Pacific Power
Erik Brookhouse	Pacific Power
Todd Andres	Pacific Power
Tyler Averyt	Pacific Power
Steve Leach	Pacific Power
Drew Hanson	Pacific Power
Jasen Lee	Pacific Power
Richard Harris	Pacific Power
Chris Walsh	Pacific Power
Catherine Kitchen	Pacific Power
Steve Vanderburg	Pacific Power
Amy Hoskins	Pacific Power
Traci Schultz	Pacific Power
Horace Ward	Pacific Power
Tom Eide	Pacific Power
Nora Yotsov	Pacific Power
Mari Estep	Pacific Power
Adrian Wright	Pacific Power
Brent Roholt	Pacific Power
Wade Skinner	Rocky Mountain Power
Jonathan Whitesides	Rocky Mountain Power
Will Farr	Rocky Mountain Power
Stephanie Beall	Rocky Mountain Power
Jaqueline Nushi	Karuk Tribe
Robert Goyeneche	CalOES
Jasen Vela	CalOES
Tristan Howard	CalFire
Cindy Chen	California Public Utilities Commission
Dru Dunton	California Public Utilities Commission
Cindy Chen	California Public Utilities Commission
Will Dundon	California Public Utilities Commission
Desmond Lew	California Public Utilities Commission
Naveed Paydar	California Public Utilities Commission
Mbael Wu	California Public Utilities Commission
Adam Heilman	Siskiyou County OES
Coleman Fitzgerald	Siskiyou County Public Health
Ryan Sandler	National Weather Service
Mark Apland	Siskiyou Telephone
Robert Guess	AT&T
Adam Bensaid	AT&T
Josh Overton	AT&T
Jeff MacDonnel	Frontier Communications
Charles Born	Frontier Communications

APPENDIX B: AFTER ACTION REPORT APPROVAL

As the designated authority for Pacific Power Emergency Management, I certify that this After Action Report has been approved, and that the deliverables accurately represent the lessons learned during the exercise.



June 23, 2022

Name / Title

Date

Siskiyou County PSPS

Exercise Plan
Functional Exercise

The Exercise Plan (ExPlan) provides key information needed to observe or participate in the exercise. Some exercise material is intended for the exclusive use of exercise planners, controllers, and evaluators, but players may view other materials that are necessary to their performance. All exercise participants may view the ExPlan.

EXERCISE OVERVIEW

Exercise Name	Siskiyou County PSPS
Exercise Dates	May 26, 2022
Scope	Functional Exercise, planned for three hours from everyone's normal work location. Exercise play is limited to the identified affected area. No other incidents are occurring at the time
Objectives	• Execute Pacific Powers notification processes and external partners notification procedures • Complete Pacific Powers plans for allocating resources during PSPS events • Validate capabilities for supporting individuals with access and functional needs
Threat or Hazard	Extreme fire weather.
Scenario	PSPS activation response 24 hours prior to event notification
Point of Contact	Primary, Jeff Bolton Secondary, Tyler Averyt

GENERAL INFORMATION

Participant Roles and Responsibilities

The term *participant* encompasses many groups of people, not just those playing in the exercise. Groups of participants involved in the exercise, and their respective roles and responsibilities, are as follows:

- **Exercise Coordinator** – The exercise coordinator facilitates exercise activities before, during and after the exercise. They are typically involved in development of the exercise, and may manage exercise documentation, communications, logistics and evaluation activities. They often have the authority to modify or stop an exercise due to a real event, unsafe condition, or other concerning situation.
- **Exercise Participants** – Exercise participants are the resources responsible for guiding or contributing to exercise play. They are typically responsible for implementing exercise objectives, identifying exercise issues and opportunities for improvement, and collaborating with other participants to ensure a safe and productive exercise.
- **Exercise Observers** – Observers are supposed to watch the exercise from an impartial viewpoint and are typically not exercise participates. Observers are responsible for evaluating and reporting on specific aspects of the exercise.
- **Safety Officer** – The safety officer ensures that all exercise participants are informed about the related safety protocols. In the event of an emergency condition, the safety officer is responsible for coordinating an orderly response that ensures all participants are relocated or evacuated to a safe location.
- **Stakeholders** – Stakeholders may be internal or external individuals or entities that have a vested interest in the results of the exercise.

Communications Plan

- Exercise communication and coordination is limited to participating exercise organizations, venues, or the SimCell. No communications will be conducted outside of the exercise participants and virtual meeting.

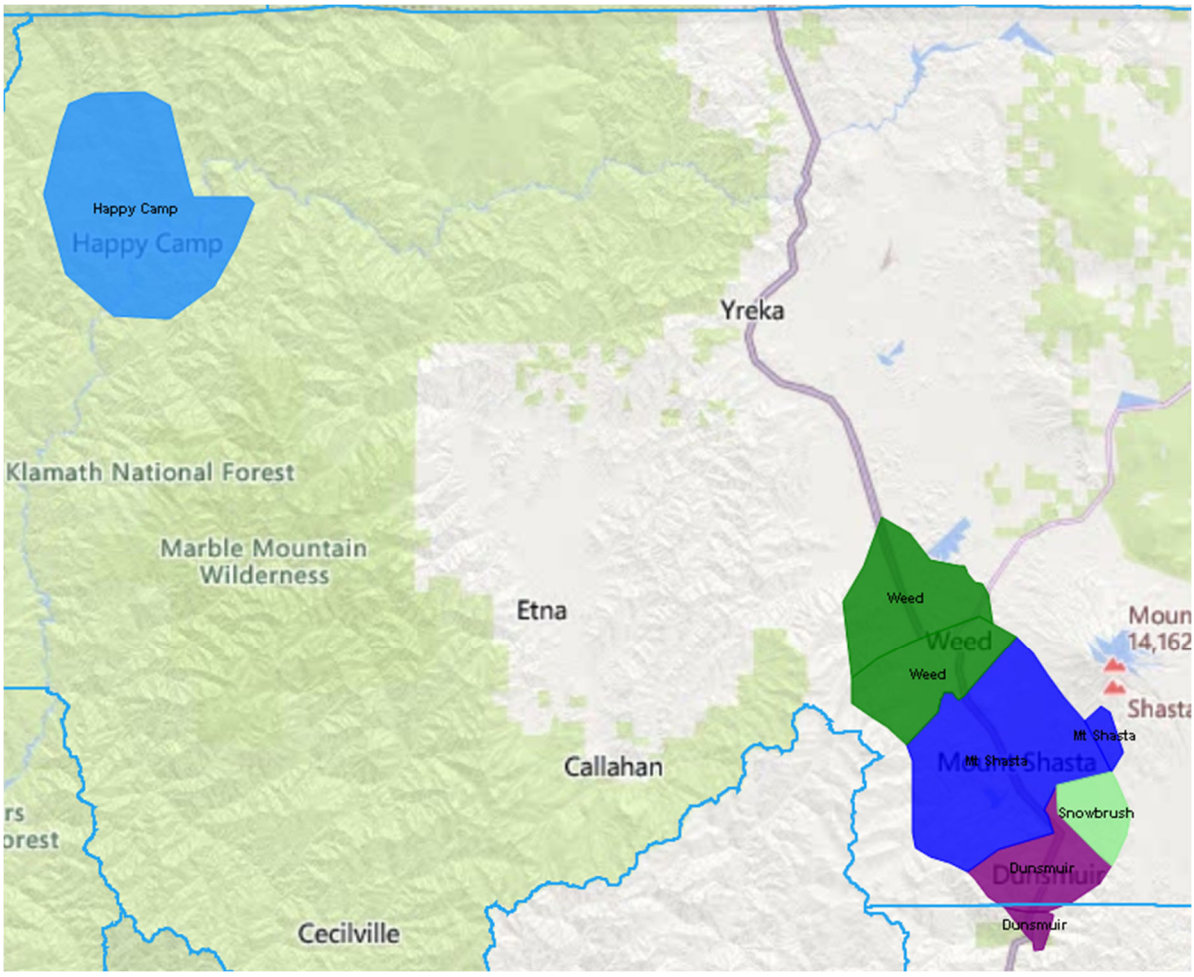
Definitions

- PDZ - Proactive De-energization Zones
- PSPS – Public Safety Power Shutoff
- CRC – Community Resource Center
- HSEEP – Homeland Security Exercise & Evaluation Program
- AFN Individuals - Individuals having access and functional needs may include, but are not limited to, individuals with disabilities, seniors, and populations having limited English proficiency, limited access to transportation, and/or limited access to financial resources to prepare for, respond to, and recover from the emergency.

Scenario

Forecast high winds with low humidity creating fire weather concerns and the potential for catastrophic fire in the event of an ignition.

Potential Affected Area:



Potential affected households or businesses:

- Happy Camp 865
- Weed 2,589
- Mt Shasta 5,074
- Dunsmuir 1,806
- Snowbrush 17

Generic Potential Actions:

- Notification processes
- PacifiCorp Emergency Coordination Center Activation
- AFN population contingencies

Hot Wash

Let's take a look at the exercise and see what we learned from this experience and how we can use it to improve our overall response plan. Please provide some feedback on the exercise and how we responded to the scenario. The answers to the questions during the Hot Wash should be based on how the participants in the exercise responded to the active shooter incident, not based on things that happened in the scenario itself.

- How do you think the exercise went overall?
- What improvements would make this exercise better?
- What did you learn from the scenario?
- What are areas of concern at this point?
- What action steps do we need to take, based on the lessons learned?
    - Plans
    - Procedures
    - Training
    - Other suggestions

APPENDIX A: PARTICIPANT & OBSERVER FEEDBACK FORM

Please enter your responses in the form fields and check the box(es) that identify your role(s).

Name _____ **Date** _____

Title _____

Business or Organization _____

Role Player Facilitator Observer Evaluator Media

Part I: Observations and Recommendations

Please provide your feedback related to the questions below based on your participation in the exercise. Add or delete comment lines as needed.

What areas of strength did you observe? What went well?

_____

_____

_____

_____

_____

What areas for improvement did you identify? What did not go as expected?

_____

_____

_____

_____

_____

For each area for improvement, identify potential corrective actions, if known. Include any policies, plans or procedures that should be reviewed, revised or developed. To the best of your knowledge, indicate the entity, organization, department, group or individual that should be assigned responsibility for the corrective action and if it should be a high, medium or low priority for the team or business.

No.	Recommended Corrective Actions	Recommended Assignment	Priority

Part II: Assessment of Exercise Design and Performance

On a scale of 1 to 5, please rate your assessment of the exercise relative to the statements below, with 1 indicating strong disagreement with the statement and 5 indicating strong agreement. Choose N/A if the question is not applicable to your participation or observations.

Assessment Factor	Strongly Disagree				Strongly Agree	N/A
The exercise was well structured and organized.	1	2	3	4	5	N/A
The exercise scenario was plausible and realistic.	1	2	3	4	5	N/A
The exercise objectives were clearly stated.	1	2	3	4	5	N/A
The exercise facilities were adequate.	1	2	3	4	5	N/A
The presentation materials helped the participants understand and become engaged in the scenario.	1	2	3	4	5	N/A
The exercise documents were relevant and valuable tools.	1	2	3	4	5	N/A
The facilitator(s) was knowledgeable about the scenario and supporting policies, plans and procedures.	1	2	3	4	5	N/A
The facilitator(s) kept the exercise on track or provided justification for a mid-exercise course correction.	1	2	3	4	5	N/A
The facilitator(s) was sensitive to group dynamics.	1	2	3	4	5	N/A
The facilitator(s) communicated well with the exercise participants.	1	2	3	4	5	N/A
The knowledge, skills and abilities of the participants seemed appropriate.	1	2	3	4	5	N/A

The exercise participants seemed fully engaged in the response activities.	1	2	3	4	5	N/A
The response activities were relevant to the scenario.	1	2	3	4	5	N/A
The response activities aligned with the related policies, plans and procedures.	1	2	3	4	5	N/A
There was adequate communication among the exercise participants.	1	2	3	4	5	N/A
My role in the exercise was appropriate based on my knowledge, skills and abilities.	1	2	3	4	5	N/A
The exercise objectives were achieved.	1	2	3	4	5	N/A

Part III: Additional Feedback

Please provide any additional comments or recommendations about how this exercise or future exercises could be improved or enhanced.

Siskiyou County PSPS

Exercise Plan
Tabletop Exercise

The Exercise Plan (ExPlan) provides key information needed to observe or participate in the exercise. Some exercise material is intended for the exclusive use of exercise planners, controllers, and evaluators, but players may view other materials that are necessary to their performance. All exercise participants may view the ExPlan.

EXERCISE OVERVIEW

Exercise Name	Siskiyou County PSPS
Exercise Dates	April 28, 2022
Scope	Tabletop Exercise, planned for four hours at the Jackson County EOC. Exercise play is limited to the identified affected area. No other incidents
Objectives	• Build confidence in Pacific Powers Public Safety Power Shutoff decision making process utilizing current situational awareness tools • Provide detailed overview of Pacific Powers notification processes and identify external partners notification procedures • Explain Community Resource Center scope & purpose in a PSPS event and compare plans to support impacted community members • Explore Pacific Powers plans for allocating resources during PSPS events • Outline current options and capabilities for supporting individuals with access and functional needs
Threat or Hazard	Extreme fire weather.
Scenario	PSPS activation response and recovery
Point of Contact	Primary, Tyler Averyt Secondary, Jeff Bolton

GENERAL INFORMATION

Participant Roles and Responsibilities

The term *participant* encompasses many groups of people, not just those playing in the exercise. Groups of participants involved in the exercise, and their respective roles and responsibilities, are as follows:

- **Exercise Coordinator** – The exercise coordinator facilitates exercise activities before, during and after the exercise. They are typically involved in development of the exercise, and may manage exercise documentation, communications, logistics and evaluation activities. They often have the authority to modify or stop an exercise due to a real event, unsafe condition, or other concerning situation.
- **Exercise Participants** – Exercise participants are the resources responsible for guiding or contributing to exercise play. They are typically responsible for implementing exercise objectives, identifying exercise issues and opportunities for improvement, and collaborating with other participants to ensure a safe and productive exercise.
- **Exercise Observers** – Observers are supposed to watch the exercise from an impartial viewpoint and are typically not exercise participates. Observers are responsible for evaluating and reporting on specific aspects of the exercise.
- **Safety Officer** – The safety officer ensures that all exercise participants are informed about the related safety protocols. In the event of an emergency condition, the safety officer is responsible for coordinating an orderly response that ensures all participants are relocated or evacuated to a safe location.
- **Stakeholders** – Stakeholders may be internal or external individuals or entities that have a vested interest in the results of the exercise.

Appendix A provides a list of participants and roles.

Communications Plan

- Exercise communication and coordination is limited to participating exercise organizations, venues, or the SimCell. No communications will be conducted outside of the exercise venue and virtual meeting.

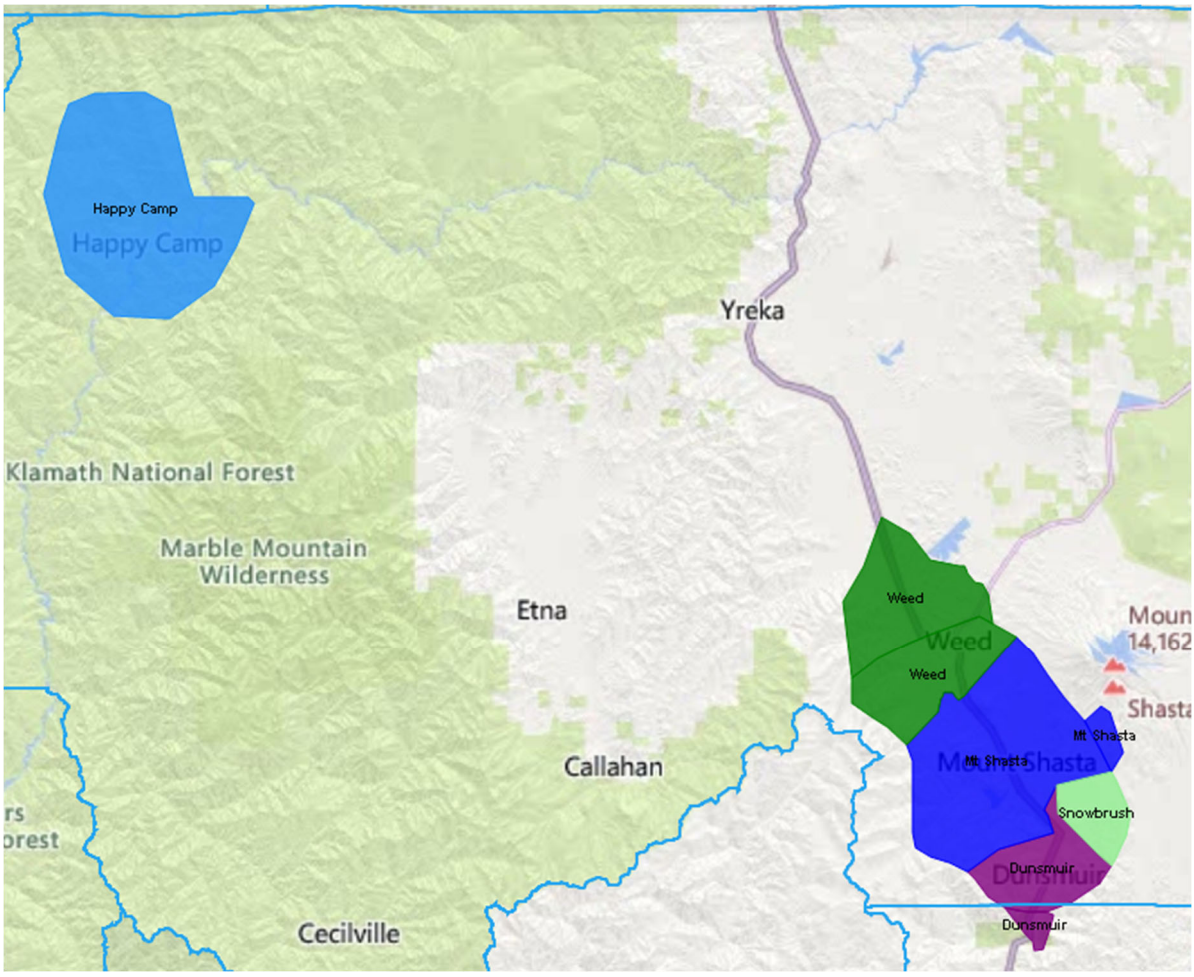
Definitions

- PDZ - Proactive De-energization Zones
- PSPS – Public Safety Power Shutoff
- CRC – Community Resource Center
- HSEEP – Homeland Security Exercise & Evaluation Program
- AFN Individuals - Individuals having access and functional needs may include, but are not limited to, individuals with disabilities, seniors, and populations having limited English proficiency, limited access to transportation, and/or limited access to financial resources to prepare for, respond to, and recover from the emergency.

Scenario

Forecast high winds with low humidity creating fire weather concerns and the potential for catastrophic fire in the event of an ignition.

Potential Affected Area:



Potential affected households or businesses:

- Happy Camp 865
- Weed 2,589
- Mt Shasta 5,074
- Dunsmuir 1,806
- Snowbrush 17

Generic Potential Questions:

- Who should be informed of this event?
- What concerns might you have?
- What actions would you consider taking, if any, at this time?

Hot Wash

Let's take a look at the exercise and see what we learned from this experience and how we can use it to improve our overall response plan. Please provide some feedback on the exercise and how we responded to the scenario. The answers to the questions during the Hot Wash should be based on how the participants in the exercise responded to the active shooter incident, not based on things that happened in the scenario itself.

- How do you think the exercise went overall?
  - What improvements would make this exercise better?

- What did you learn from the scenario?

- What are areas of concern at this point?

- What action steps do we need to take, based on the lessons learned?
  - Plans
  - Procedures
  - Training
  - Other suggestions

APPENDIX A: EXERCISE PARTICIPANTS

Exercise Role	Responsible Resource(s)

APPENDIX B: PARTICIPANT & OBSERVER FEEDBACK FORM

Please enter your responses in the form fields and check the box(es) that identify your role(s).

Name _____ **Date** _____

Title _____

Business or Organization _____

Role Player Facilitator Observer Evaluator Media

Part I: Observations and Recommendations

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Part III: Additional Feedback

Please provide any additional comments or recommendations about how this exercise or future exercises could be improved or enhanced.

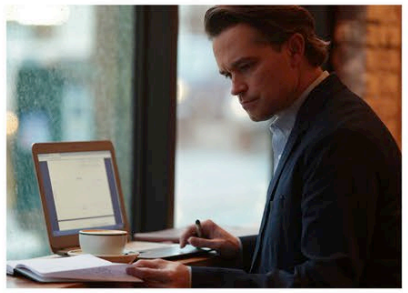
Siskiyou County

Emergency Plan Coordination Meeting and Public Safety Power Shutoff

May 26, 2022








PACIFIC POWER

POWERING YOUR GREATNESS

Agenda

- Critical Facility Portal Presentation
  - 10:00 -10:15
- Introduction to Exercise Scenario
  - 10:15 – 10:30
- Functional Exercise
  - 10:30 – 12:15
- Hotwash
  - 12:15 – 1:00



Exercise Execution

- Functional Exercise is an operations-based exercise which the exercise participants complete their assigned tasks as opposed to discussion-based actions like in a Tabletop Exercise
- No fault environment
- This is the time to find any issues
- Mistakes are expected, better to make them in this environment than during an actual response
- Provide input to roles and responsibilities section of plan
- Improvement will come from your input
- Review plan as exercise progresses looking for holes
- Attempted to keep scenario realistic, however some variances are taken for exercise purposes
- Surveys have been provided, please make notes and return to Emergency Management at the end of the event

Past Event Lessons Learned

Date	Observation	Action Item/Recommendation	Responsible Person
5/25/2021 TTX	AFN outreach remains a topic for improvement, the county and Pacific Power continue to strive to conduct outreach to the entire AFN population.	Coordinate AFN population outreach	Customer Service
5/25/2021 TTX	Ensuring Joint Information System has timely and accurate information for distribution is a key concern	Continue planning JIS procedures	Public Information Officer
5/25/2021 TTX	Communications capability for direct customer outreach prior to event has limited bandwidth and channels need confirmed	Communications companies in coordination with the county will advise on any solutions	Siskiyou County
8/17/21 PSPS	Confirmation of notifications was delayed and inconsistent	Delays in the detection of notification errors resulted in a deviation from the notification plan.	Customer Service/ Telecommunications Providers
8/17/21 PSPS	AFN and Medical Baseline notifications were not confirmed. In person notification procedures were ad hoc and need refined.	Coordinate roles and responsibilities for AFN/MBL in person customer notification	PacifiCorp EM and County EM
8/17/21 PSPS	CRC information can be communicated better to customers.	Incorporating scripts for automated phone calls to customers providing CRC information will be helpful.	Customer Service and Regional Business Managers
8/17/21 PSPS	Real time production of GIS mapping data was more challenging to produce and distribute than anticipated.	Challenges delayed the ability to share with public safety partners; ability to expedite this process in the future will allow for better planning.	PacifiCorp GIS team

Exercise Goals and Objectives

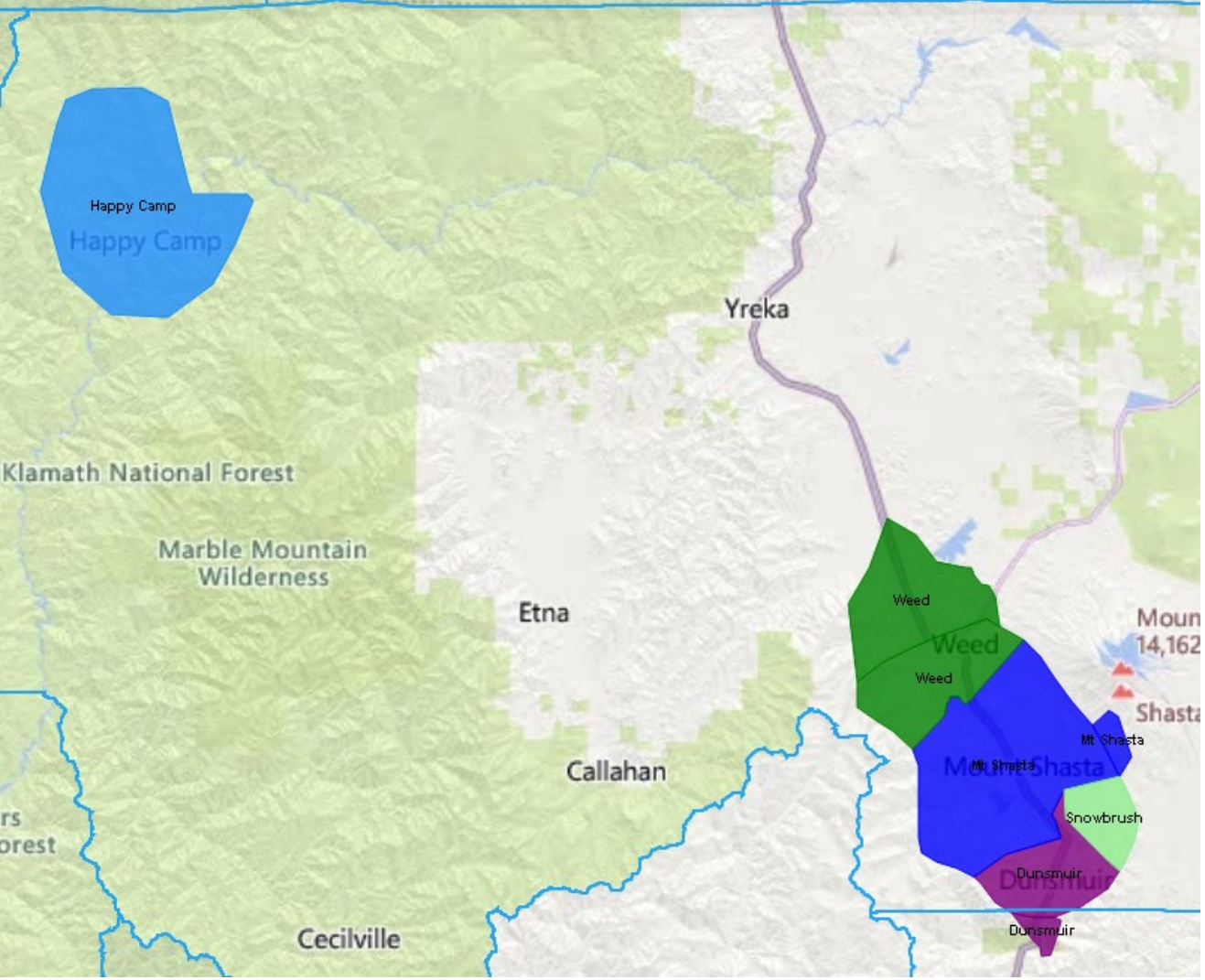
Exercise Goals
Enhance general awareness of PacifiCorp Public Safety Power Shutoff plans
Enhance understanding roles and responsibilities
Validate plans and procedures
Discuss concepts and/or assess types of systems in a defined incident

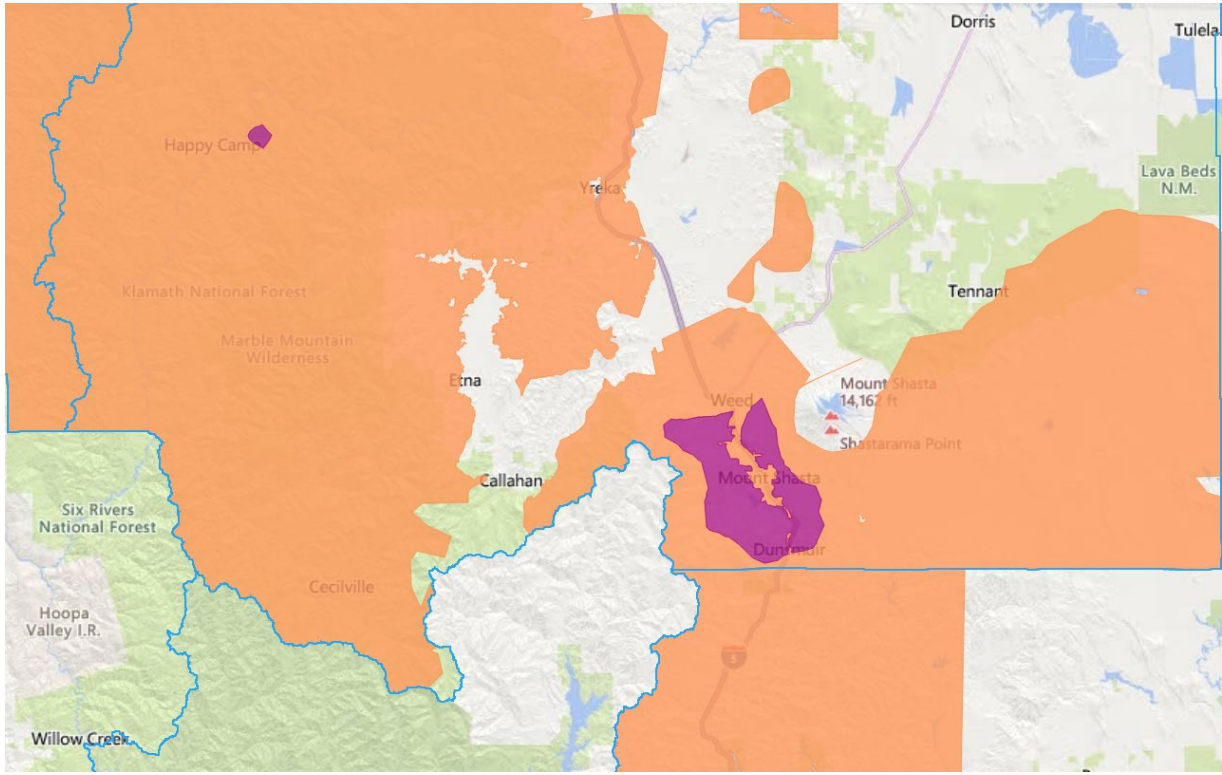
Exercise Objectives
1. Ensure communications channels are viable during PSPS event
2. Evaluate AFN/MBL customer notification process to include in person notification
3. Explore Pacific Powers plans for allocating resources during PSPS events.

Exercise Affected Area

Potential affected households or businesses:

- Happy Camp 865
- Weed 2,589
- Mt Shasta 5,074
- Dunsmuir 1,806
- Snowbrush 17





Situation Update

- 72 and 48 hour notifications regarding weather forecast showing potential for PSPS executions are complete
- No pre-existing incidents in affected area
- Fire resources are providing mutual aid outside their normal jurisdictions

PACIFIC POWER

SYSTEM IMPACTS FORECAST MATRIX

Weather-Related System Impacts (Wx) / Fire Risk Potential (F) / Operational Response

CALIFORNIA	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response
Alturas		F			F			F			F			F	
Crescent City															
Tulelake		F			F			F			F			F	
Yreka		F			F		W	W		W	W			F	

Weather-Related System Impacts (Wx)

Outage Potential

- Widespread Outages with Extended Restoration
- Scattered to Widespread Outages
- Isolated to Scattered Outages
- No System Impacts Expected

Hazards

- (W) Wind
- (L) Lightning / Thunderstorms
- (I) Freezing Rain or Ice
- (S) Snow
- (H) Extreme Heat
- (R) Heavy Rain or Flooding

Fire Risk Potential (F)

GACC Risk Level (Significant Fire Potential)

- **HIGH RISK** (Windy and Dry - *OR* - Extremely Dry Fuels)
- Moderate Risk - *OR* - High Risk for Non-Windy Weather
- Low Risk

Reason for High Risk

- (W) Wind
- (L) Lightning
- (F) Extremely Dry Fuels
- (H) Hot with Low Humidity

Operational Response

- SP System Patrol
- FS Fire Settings
- NR No Reclose Settings
- PW PSPS Watch
- PS PSPS Event

24-Hour Forecast

PACIFIC POWER
SYSTEM IMPACTS FORECAST MATRIX

Weather-Related System Impacts (Wx) / Fire Risk Potential (F) / Operational Response

CALIFORNIA	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response
Alturas		F			F			F			F			F	
Crescent City															
Tulelake		F			F			F			F			F	
Yreka		F		W	W		W	W			F			F	

Weather-Related System Impacts (Wx)

Outage Potential

- Widespread Outages with Extended Restoration
- Scattered to Widespread Outages
- Isolated to Scattered Outages
- No System Impacts Expected

Hazards

- (W) Wind
- (L) Lightning / Thunderstorms
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Reason for High Risk

- (W) Wind
- (L) Lightning
- (F) Extremely Dry Fuels
- (H) Hot with Low Humidity

Operational Response

- SP: System Patrol
- FS: Fire Settings
- NR: No Reclose Settings
- PW: PSPS Watch
- PS: PSPS Event

Fire Weather



- ERCs are at 97th percentile values, KBDI and Fosberg indices are also at critical levels.
- The GACC has issued a Fuels and Fire Behavior Advisory and grasses are fully cured.
- Strong offshore winds and low RH are forecast for Friday-Saturday. Poor overnight RH recovery is also expected.

Wind



- Strong NE-SE winds may gust to 55-65 mph Friday and 45-55 mph Saturday across the Yreka District. System impacts are likely with these wind speeds.

Thunderstorm / Lightning



- Thunderstorms are not expected in the next 5 days.

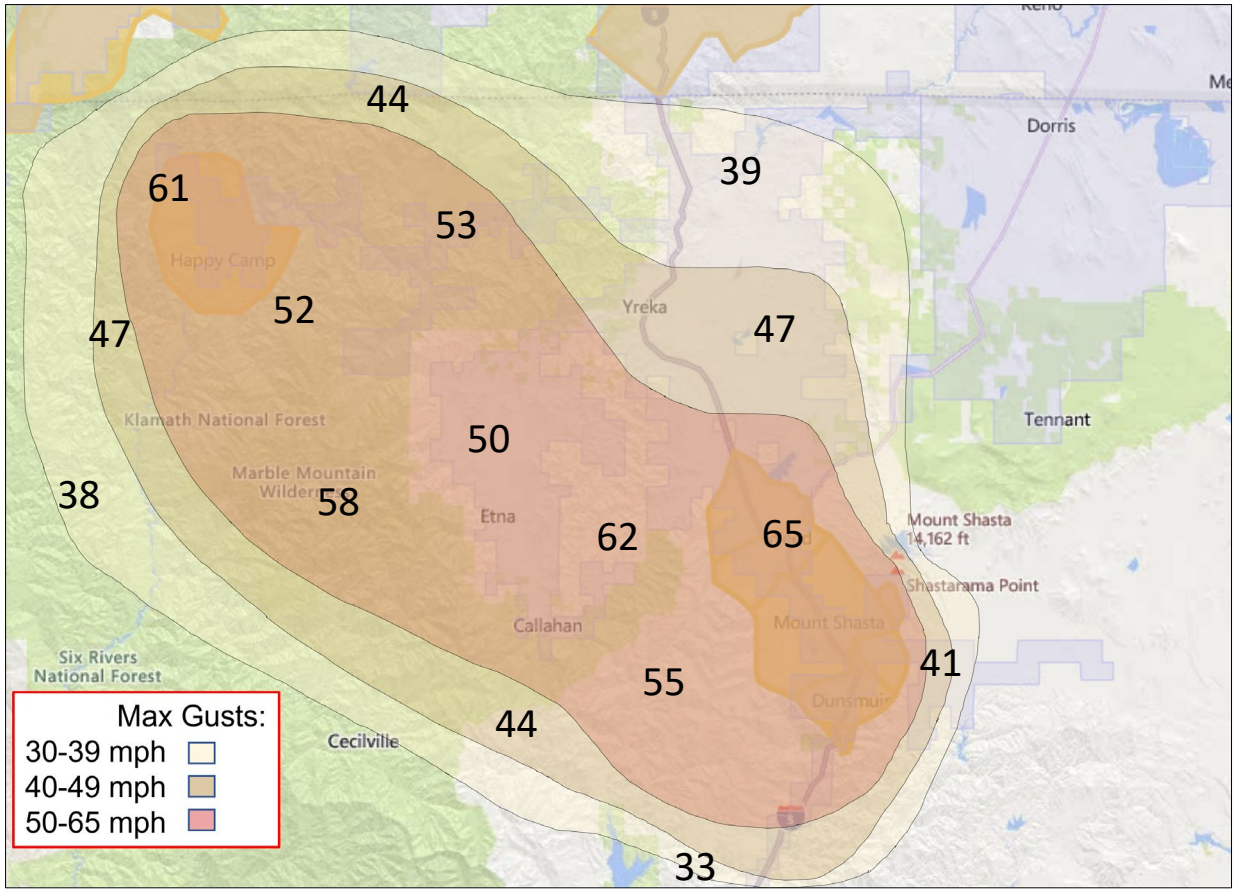
Excessive Heat



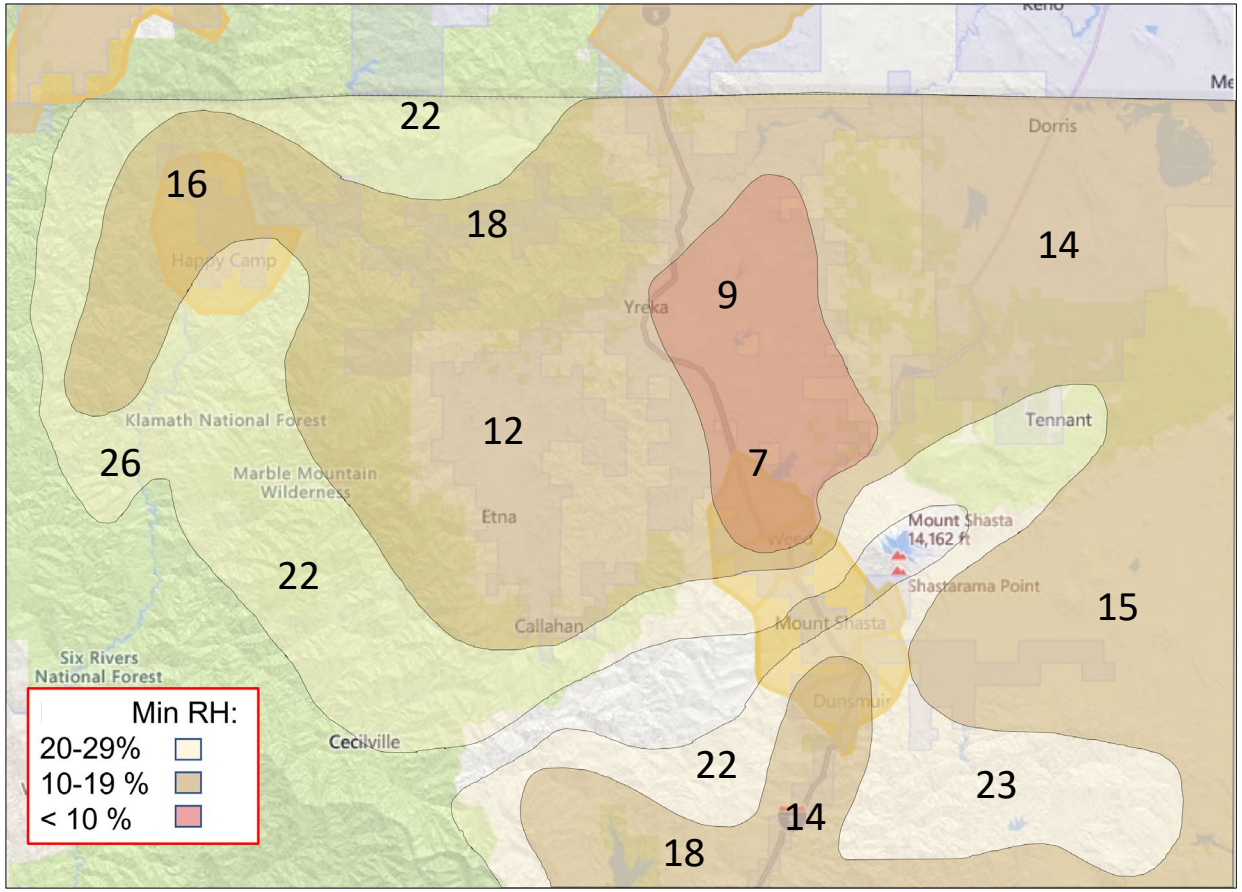
- Morning low temperatures will be 15-20 degrees warmer than average beginning Friday, leading to poor overnight RH recovery and the potential for active nighttime burning with any fires in the district.
- Afternoon temperatures will be 10-15 degrees above average.

24-hr FORECAST – *Siskiyou County, CA*

8 AM

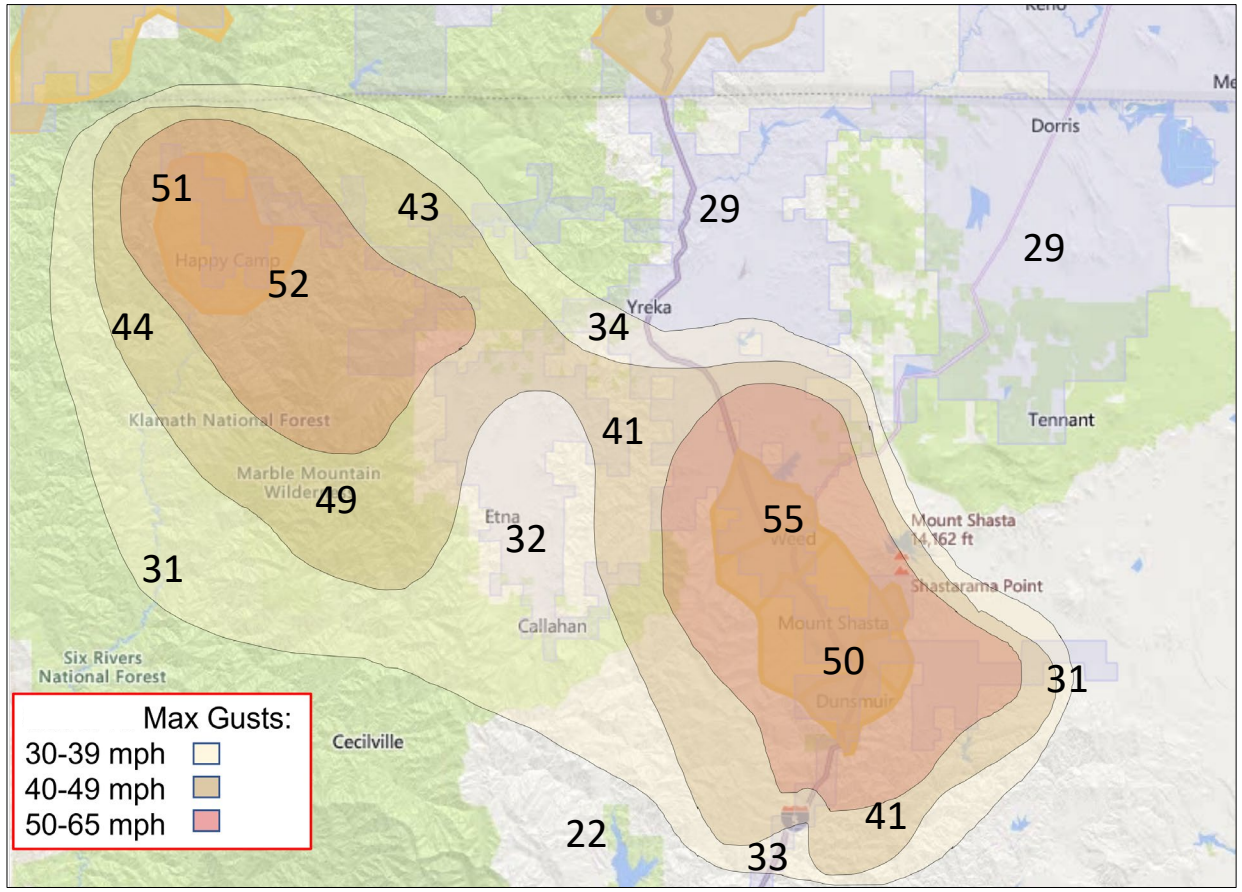


FORECAST FOR 12:00-10:00 PM

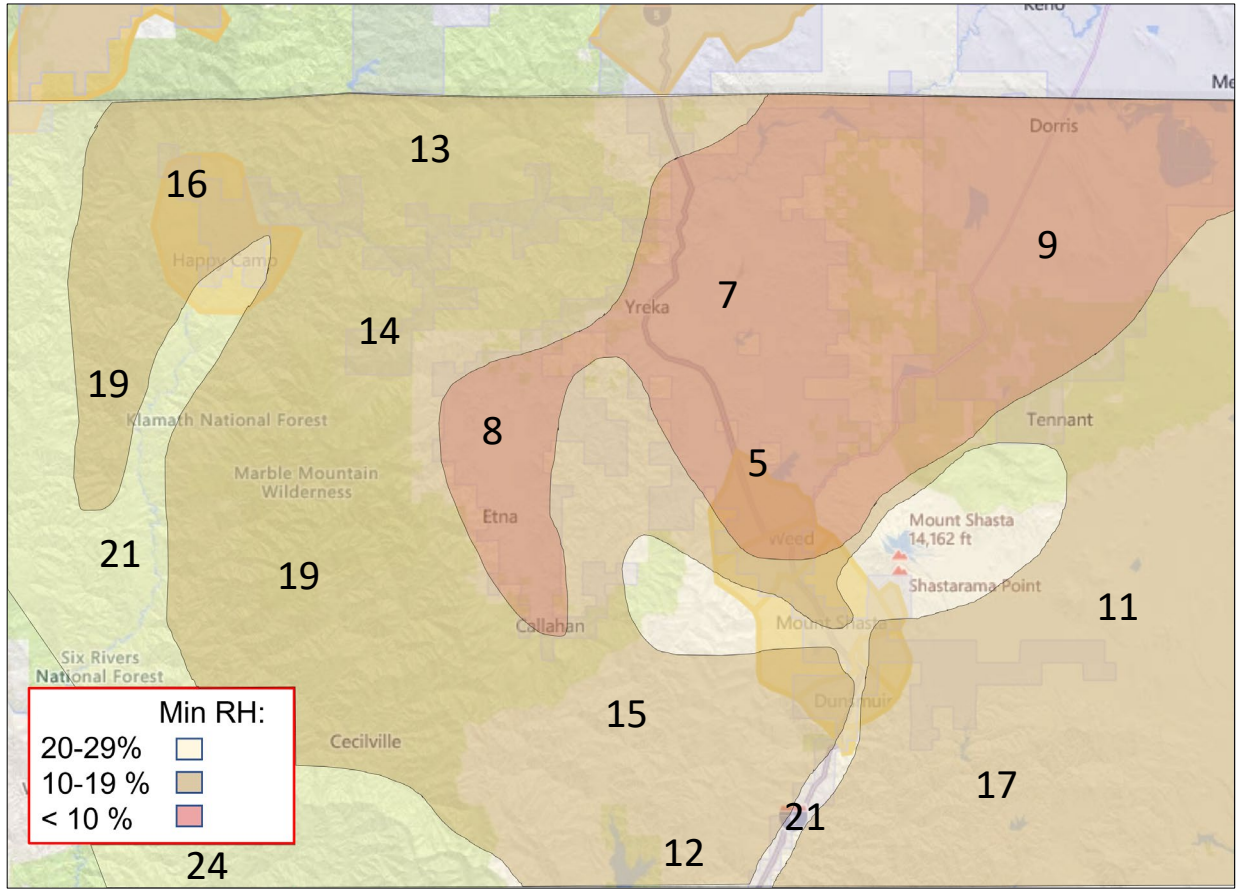


24-hr FORECAST – *Siskiyou County, CA*

8 AM



FORECAST FOR 9:00 AM - 2:00 PM



Execute Exercise Play

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Hotwash

- What went well?
- What challenges do we have?
- What if this had affected generation assets?
- How can we help you prepare for outages in the future?
- Potential solutions?
- Who owes what?
- Surveys

Questions and Comments

For more information about our emergency management program please contact:

Jeff Bolton
Emergency Manager
Pacific Power
503-260-7782 (c)

Tyler Averyt
Emergency Manager
Pacific Power
503-319-6901 (c)

Emergency Management Duty Officer 503-331-4498

Report a power outage
1-877-508-5088

Customer service
1-888-221-7070

PACIFIC POWER
POWERING YOUR GREATNESS

Siskiyou County

Emergency Plan Coordination Meeting and Public Safety Power Shutoff TTX

April 28, 2022








PACIFIC POWER

POWERING YOUR GREATNESS

Agenda

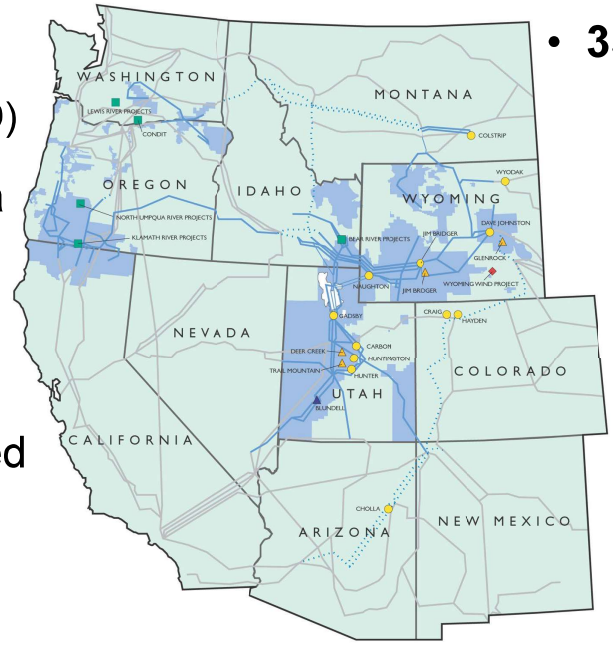
- PacifiCorp Overview & Plan Coordination
  - Planning & Preparedness
  - Mitigation
  - Response & Recovery
- Tabletop Exercise
- Hotwash



Company Overview

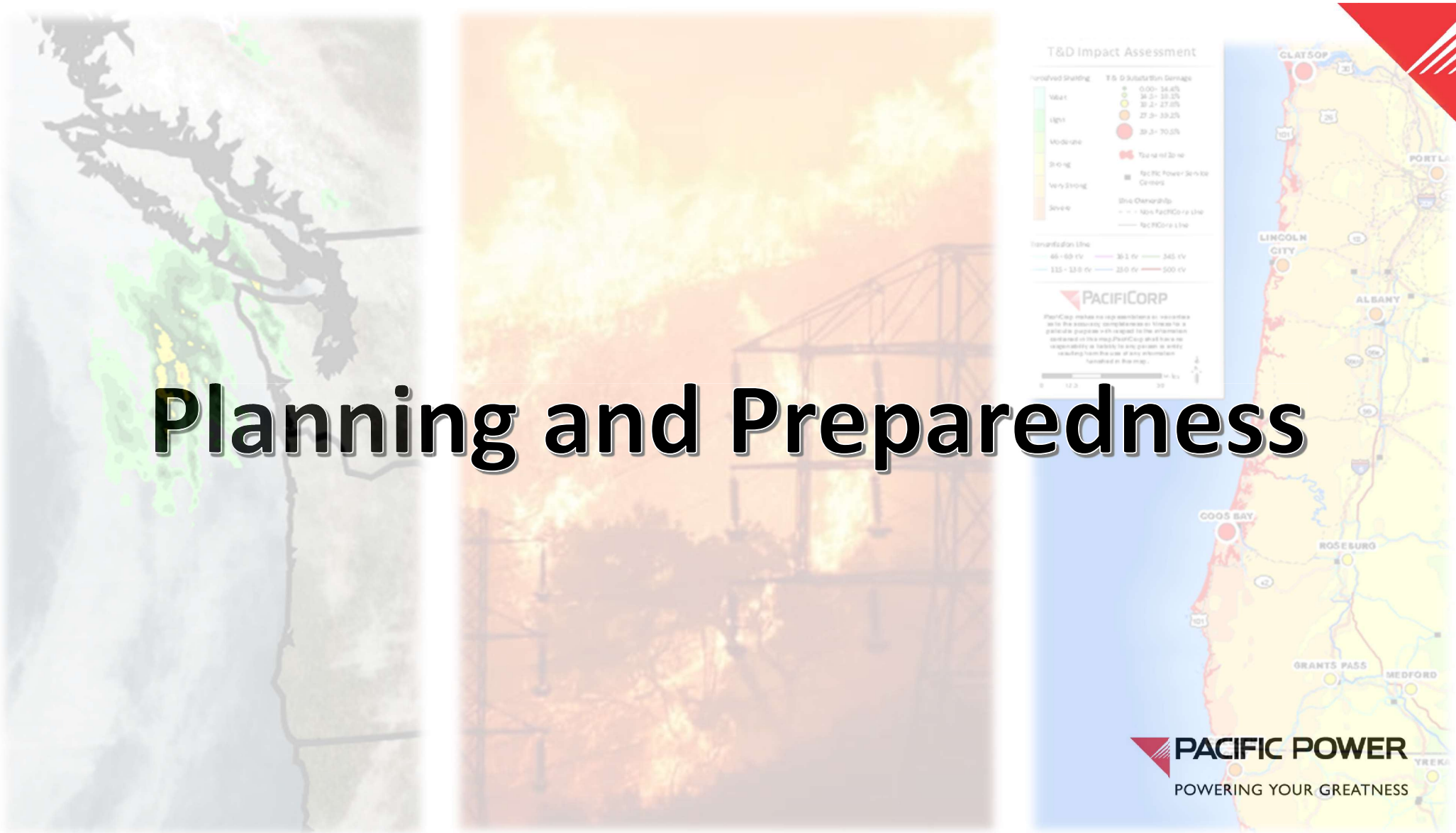
PacifiCorp (Rocky Mtn & Pacific Power)

- Serving 1.8 million customers in 6 states.
  - Pacific Power (CA, OR, WA)
  - Rocky Mountain Power (UT, WY, ID)
- **143,000** square miles of service area
- **5,700** employees
- **80,300** miles of transmission and distribution lines
- **10,800** megawatts of company-owned net generation capacity
- **900** substations



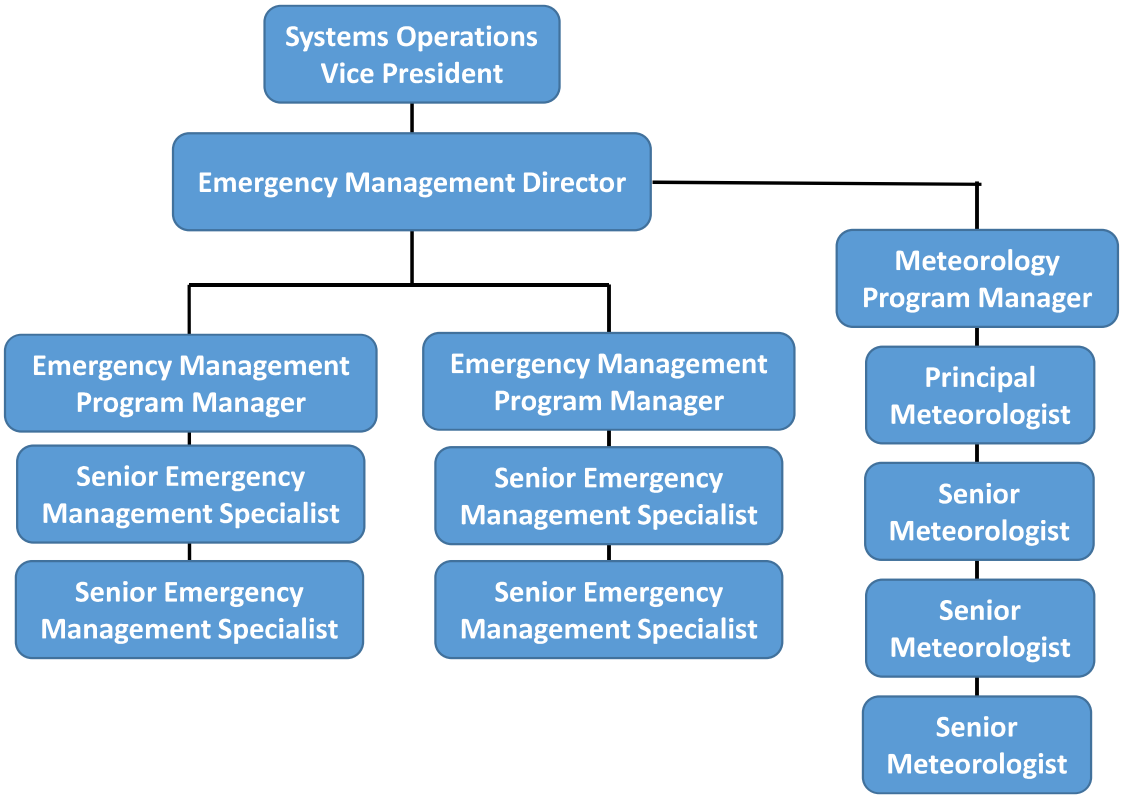
Pacific Power

- *Proudly serving the Pacific Northwest for more than 100 years*
- **35,313** square miles of service area
- **785,000** customers
- **4,392** transmission line miles
- **50,154** transmission poles
- **117** transmission substations
- **26,642** distribution line miles
- **525,453** distribution poles
- **281** distribution substations
- **294,669** service transformers



Planning and Preparedness

PacifiCorp EM Structure

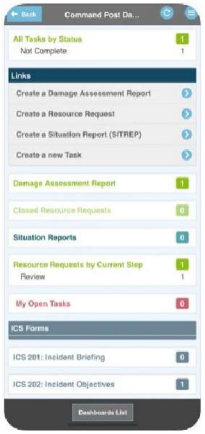


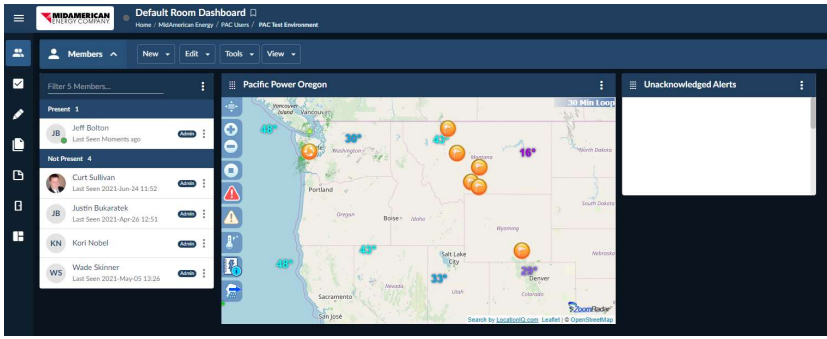
*Position Opening 2022

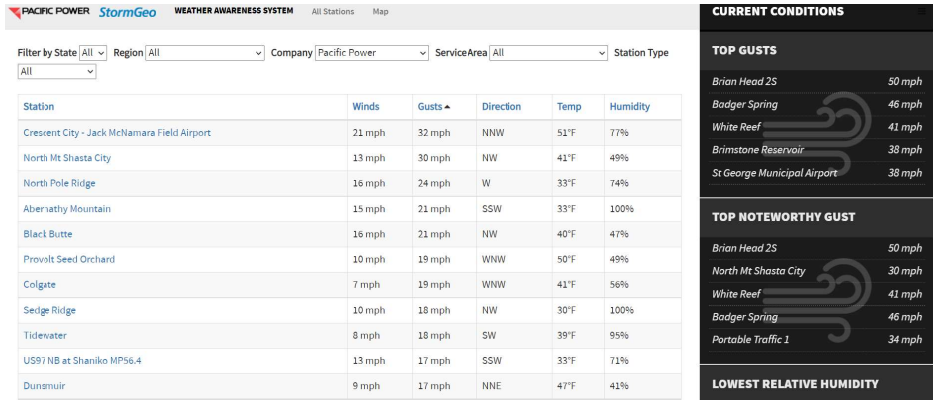
PacifiCorp Emergency Management

Emergency Management Program Improvements

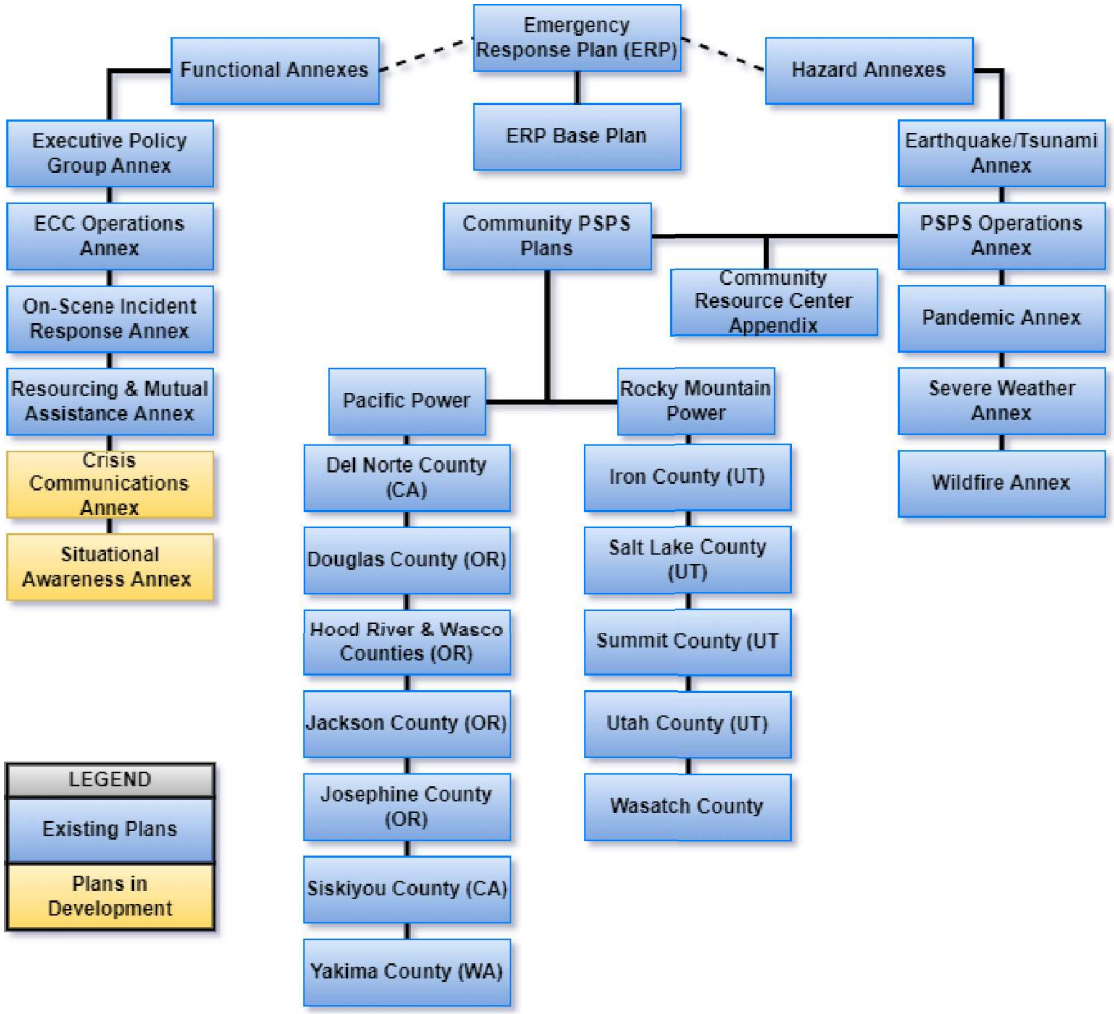
- New tools to better forecast system impacts
  - Technosylva wildfire modeling & risk tool
  - Powerful computer systems for custom weather research & forecasting
  - Installing 250 additional weather stations to increase real-time situational awareness
- New tools to manage incidents and share information
  - VEOCi (Virtual EOC) internal implementation (2022-2023)
  - Alert Media tool for sending alerts and coordinating with ECC members
  - Public facing weather website
  - Refining Critical Infrastructure database
  - Critical Infrastructure Portal in development
- Updated Emergency Coordination Center structure (ECC)
- Implemented Multi-Year Training & Exercise Program
- Developing better alert and warning documents/tools to share with partners
- Overseeing development of “Black Sky” catastrophic event planning







Emergency Planning Structure



Mutual Assistance

- Berkshire Hathaway Energy Inter-Company Agreement
- California Utility Emergency Association (State)
- Western Energy Institute (Regional)
    - Regional Mutual Assistance Group
- Edison Electric Institute (National)
    - National Mutual Assistance Resource Team
    - National Resource Executive Committee





Training & Exercise

- Specific risk-based exercises
  - Cascadia Subduction Zone
  - Dam Failure
  - Landslide
  - Fuel allocation
  - Man-made disaster
  - Cyber/Physical Security
- Homeland Security Exercise and Evaluation Program used as guidance
- Identified improvements from exercises & real-world events are tracked through completion



2022 Overview

Exercises

- Internal CRC Exercise
- Cascadia Rising NLE 2022
- CRC Demo/Setup Drill
- Three Hydro Power Functional Exercises
- PSPS TTXs
  - Siskiyou County, CA
  - Southern Oregon/Del Norte County, CA
  - Hood River/Wasco Counties, OR
  - Yakima County, WA

Internal Training

- Emergency Coordination Center Staff Training
- Department Operations Center Training

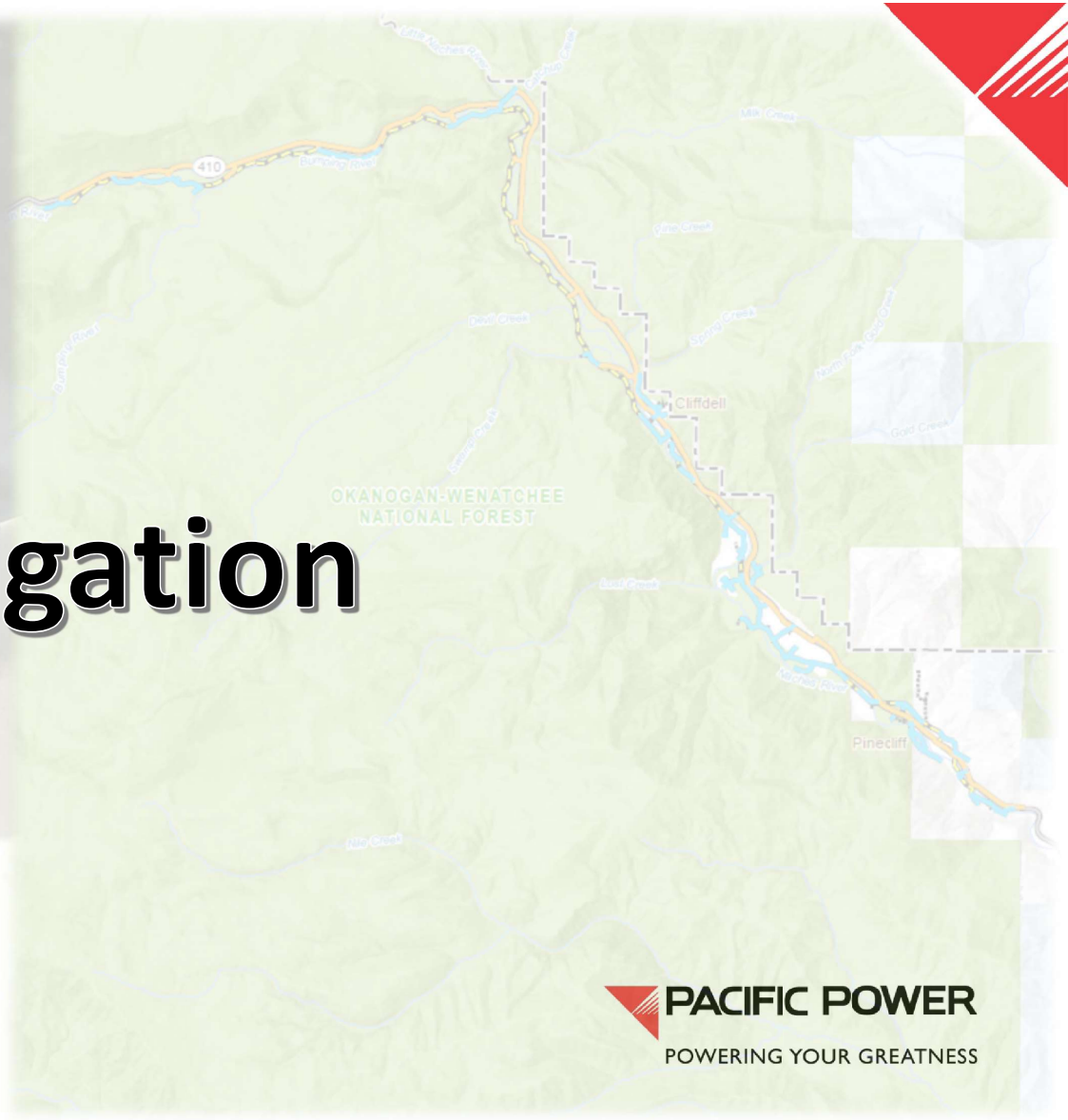
Overall Preparedness

Grid Hardening & Asset Inspections	Decision Making Criteria & Activation	PSPS Protocols and Readiness	Customer Notifications	External Coordination
✓ Installation of Covered Conductor ✓ Replacement of Small Diameter Conductor ✓ Installation of System Automation Equipment ✓ Wood Pole Replacement / Reinforcement ✓ Asset Inspections	✓ Situational Awareness Capability and Growth ✓ PSPS Threshold Evaluation ✓ Decision Making Protocols	✓ Tabletop Exercises ✓ CRC Readiness and Capability	✓ Incorporation of Customer Survey Results ✓ Customer Notifications ✓ Medical Baseline and AFN Customer Outreach ✓ Website Readiness	✓ Coordination with Critical Facilities ✓ Dynamic Planning and Coordination with Emergency Response Partners ✓ Coordination and outreach to Tribal Communities





Mitigation



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What causes outages?

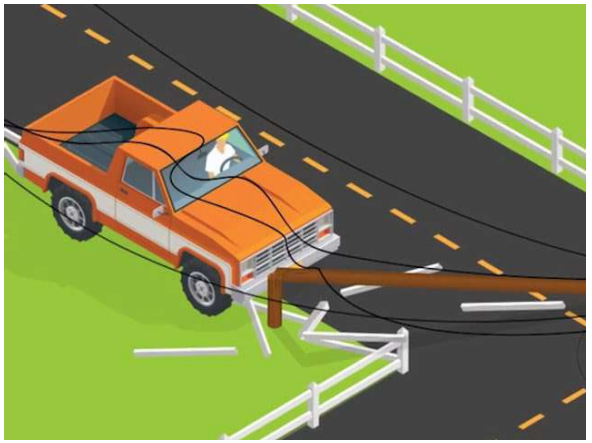
Weather

Trees

Wildlife

Public damage

Equipment Failure





Wildfire Mitigation Plan Components

System Hardening	System modifications to minimize risk and impact to customers, including installation of insulated conductor, relays, and sectionalizing equipment
Situation Monitoring	Implementation of enhanced weather monitoring and weather forecasting in localized areas, including installation of weather monitoring stations
System Settings	Utilization of enhanced protection and control settings during High-Risk Days, which require additional field patrols before re-energizing lines after a fault event
Resource Allocation	During Extreme Risk Days, in identified areas, deploy additional resources to area for assessment/ monitoring at a local level
PSPS	Public Safety Power Shutoff (PSPS) during Extreme Risk Days where thresholds for wind and low precipitation have been exceed

Wildfire Mitigation & Response

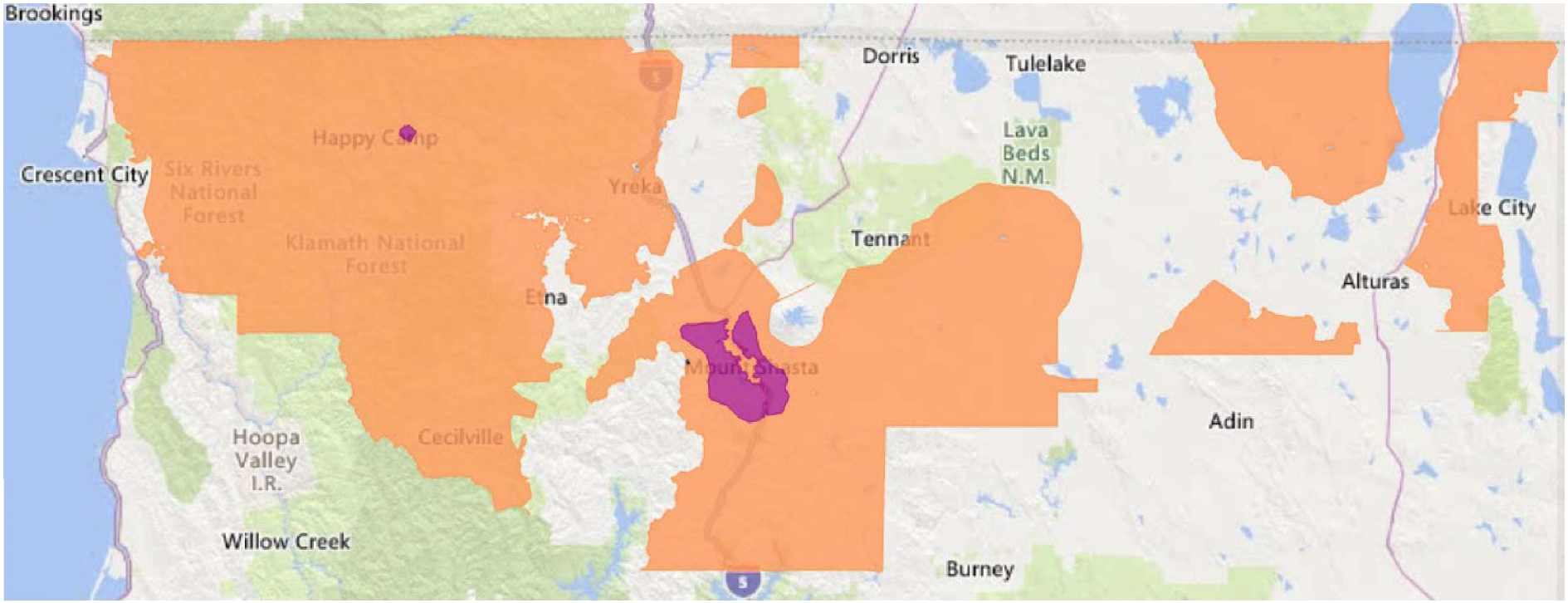
- Support incident response as requested
- Mitigation plans developed to minimize risk from electrical assets
- Modified reclosing procedures during fire season
- Increased system patrols
- Vegetation management crews will work in coordination with public sector authorities
- Yearly pruning of 270,000 trees and extended vegetation clearance around poles/lines in areas with higher fire risk
- Continual assessments of potential damage or fire risk is assessed by incident responders and Pacific Power Emergency Management /Meteorology
- Work with local emergency managers to identify further mitigation measures to wildfires and power outages



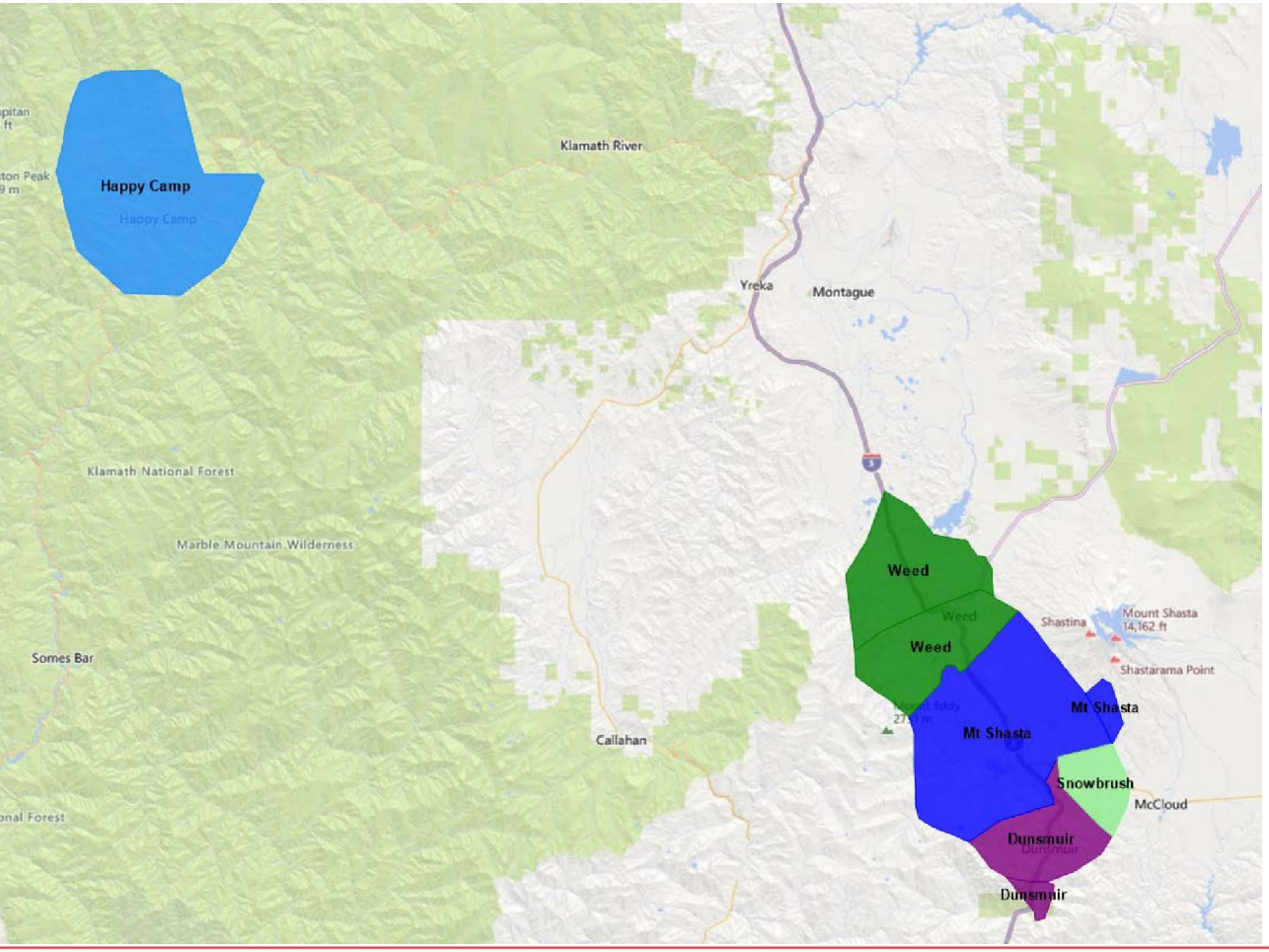
High Fire Threat District (HFTD)

HFTDs are identified using fire threat modeling tools based on local topography, the presence of fuels (timber, vegetation, etc.), proximity to urban populations and historic fire weather patterns.

HFTDs help us determine where to prioritize system improvements and other mitigation efforts.

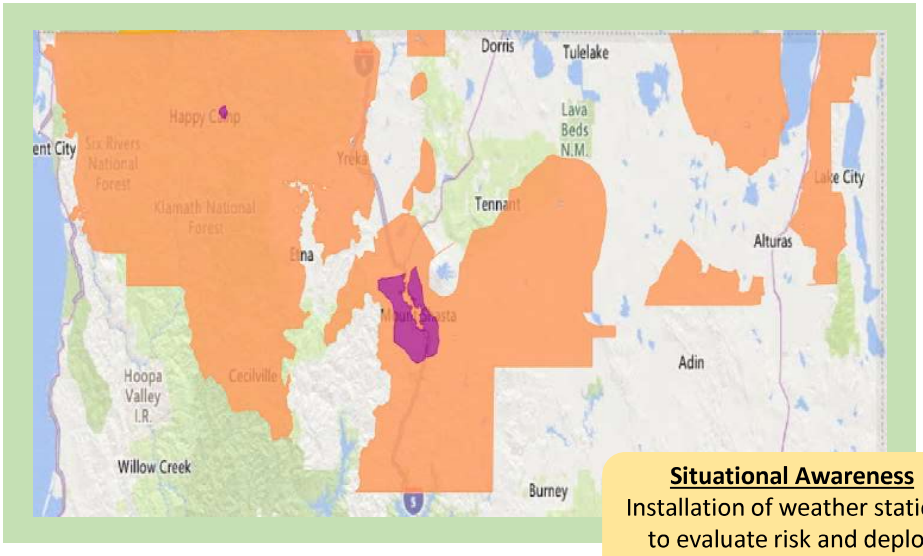


Proactive De-energization Zones



- Zones give us the ability to customize de-energized areas as appropriate
- Possible to limit effects of power losses
- Identified Critical facilities will be mapped within each zone
- PDZs show most likely locations however based on risk analysis, PacifiCorp will operate the system with customer & community safety in mind

California Wildfire Mitigation Programs



System hardening programs are scoped to occur within the areas which represent elevated fire risk. The programs attempt to reduce the occurrence of events involving the emission of sparks (or other forms of heat) from electrical facilities or reduce scale, scope and/or impact of a PSPS. System hardening programs represent the greatest long-term mitigation tool available for use by electric utilities. The phasing and prioritization of such programs are focused on locations that present the greatest risk.

Covered conductor installation to mitigate risk associated with contact. Project completion: 2024.

Proactive replacement of poles with fire resistant materials. Project completion: 2023.

Installation of system automation equipment. Project completion: 2024.

Installation of system automation equipment. Project completion: 2024.

Situational Awareness
Installation of weather stations to evaluate risk and deploy mitigation strategy.

Community Support Programs

PacifiCorp is offering eligible California customers a rebate on the purchase of a portable generator or portable power station to help prepare for potential power outages.

PacifiCorp implemented a program to provide back-up batteries - at no cost - to medical baseline customers who depend on medical equipment powered by electricity. The contracted service provides a battery to the customer along with education and training for longer term operation of the batteries which are wholly owned and operated by the customer.

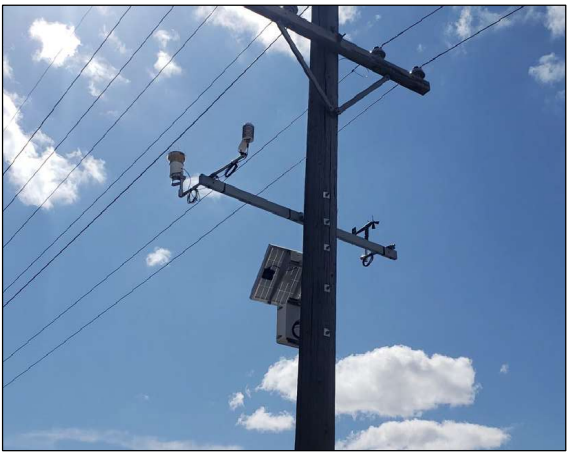
For more information go to: Pacific Power.net/outages-safety

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Wildfire Mitigation Investment

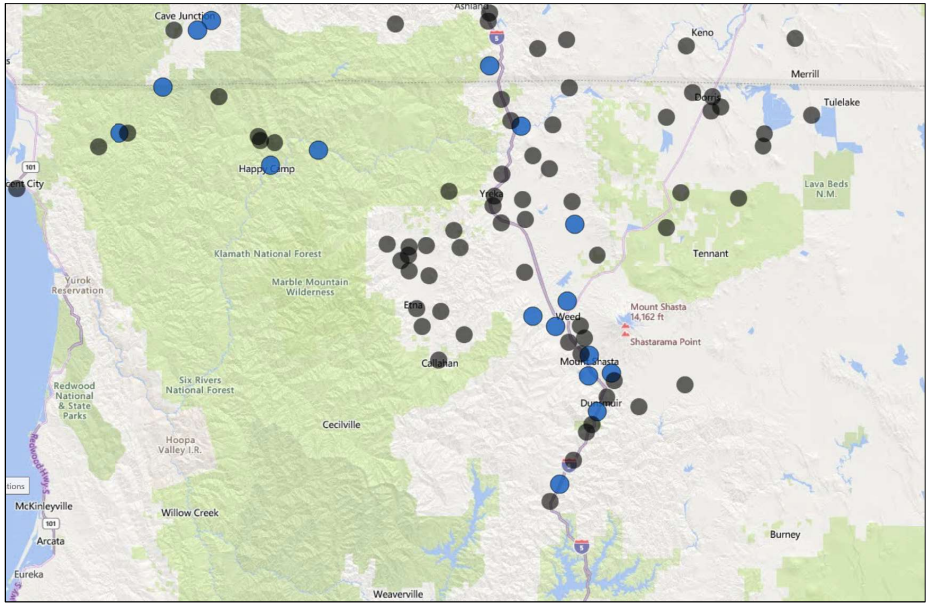
PDZ	Investment	Covered Conductor Miles Installed	Covered Conductor Miles Under Construction	Equipment Upgrade Complete	Equipment Upgrade Under Construction
Dunsmuir	$20M	1.4	29.5	4 Locations	
Happy Camp	$25M		41.4	3 Location	
Mt. Shasta	$50M	2.4	79.7	7 Locations	
Snowbrush	$3M	4.2			1 Location
Weed	$55M	3.8	95.1	6 Locations	

Meteorological Resources

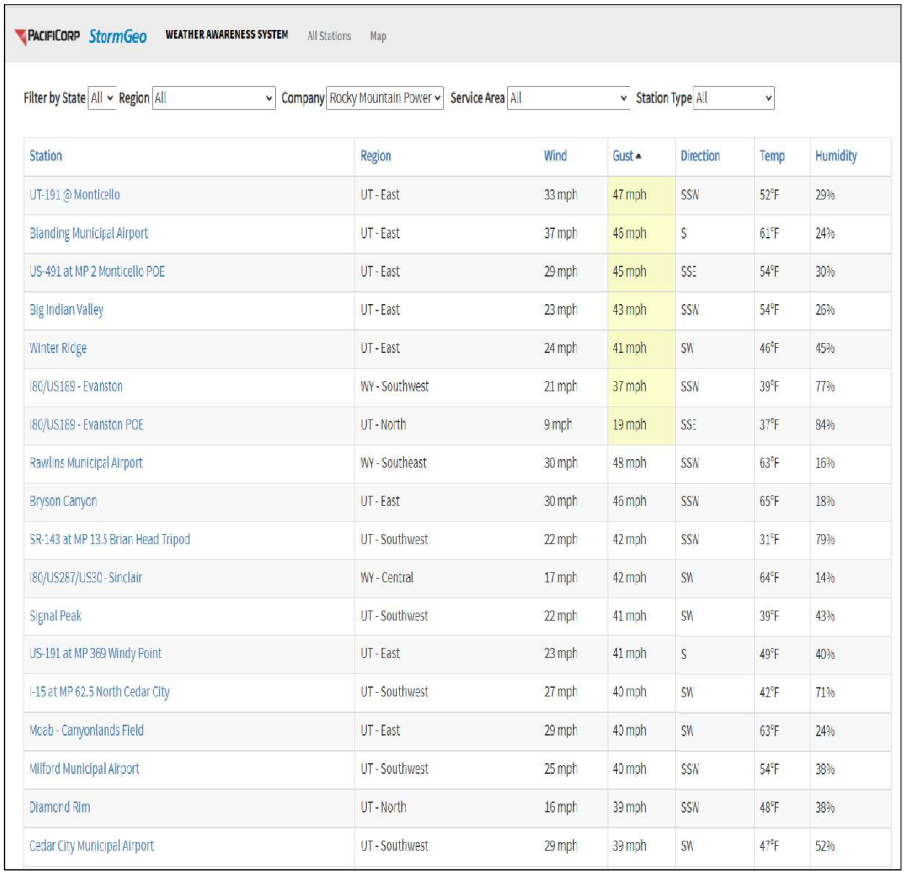


Installed	Total
Alturas	1
Crescent City	4
Happy Camp	2
Mt. Shasta	6
Snowbrush	2
Tulelake	1
Weed	1
Yreka	19
Grand Total	**36**

Planned	Total
Alturas	3
Crescent City	7
Happy Camp	2
Mt. Shasta	10
Snowbrush	2
Tulelake	11
Weed	1
Yreka	47
Grand Total	**83**



http://pacificpowerweather.com



PACIFICORP StormGeo WEATHER AWARENESS SYSTEM All Stations Map

Filter by State All Region All Company Rocky Mountain Power Service Area All Station Type All

Station	Region	Wind	Gust	Direction	Temp	Humidity
UT-191 @ Monticello	UT - East	33 mph	47 mph	SSW	52°F	29%
Blanding Municipal Airport	UT - East	37 mph	46 mph	S	61°F	24%
US-491 at MP 2 Monticello POE	UT - East	29 mph	45 mph	SSE	54°F	30%
Big Indian Valley	UT - East	23 mph	43 mph	SSW	54°F	26%
Winter Ridge	UT - East	24 mph	41 mph	SW	46°F	45%
I80/US189 - Evanston	WY - Southwest	21 mph	37 mph	SSW	39°F	77%
I80/US189 - Evanston POE	UT - North	9 mph	19 mph	SSE	37°F	84%
Rawlins Municipal Airport	WY - Southeast	30 mph	48 mph	SSW	63°F	16%
Bryson Canyon	UT - East	30 mph	46 mph	SSW	65°F	18%
SR-143 at MP 13.5 Brian Head Tripod	UT - Southwest	22 mph	42 mph	SSW	31°F	79%
I80/US287/US30 - Sinclair	WY - Central	17 mph	42 mph	SW	64°F	14%
Signal Peak	UT - Southwest	22 mph	41 mph	SW	39°F	43%
US-191 at MP 369 Windy Point	UT - East	23 mph	41 mph	S	49°F	40%
I-15 at MP 62.5 North Cedar City	UT - Southwest	27 mph	40 mph	SW	42°F	71%
Moab - Canyonlands Field	UT - East	29 mph	40 mph	SW	63°F	24%
Milford Municipal Airport	UT - Southwest	25 mph	40 mph	SSW	54°F	38%
Diamond Rim	UT - North	16 mph	39 mph	SSW	48°F	38%
Cedar City Municipal Airport	UT - Southwest	29 mph	39 mph	SW	47°F	52%

● = Existing stations ● = Stations slated for installation

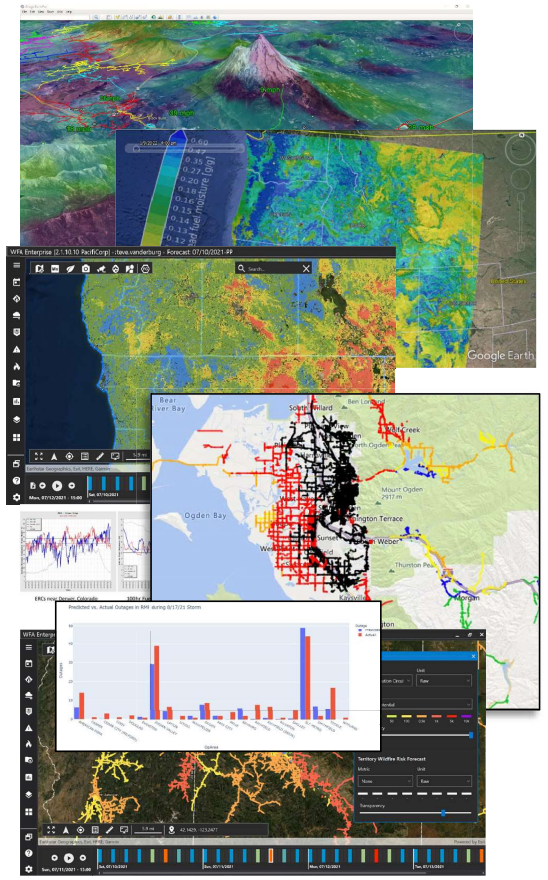
How Do We Assess Weather and Wildfire Related Risk?

Simply put, a Public Safety Power Shutoff (PSPS) is considered when…

1) The environment (fuels conditions & fire weather) will contribute to extreme fire behavior should an ignition occur

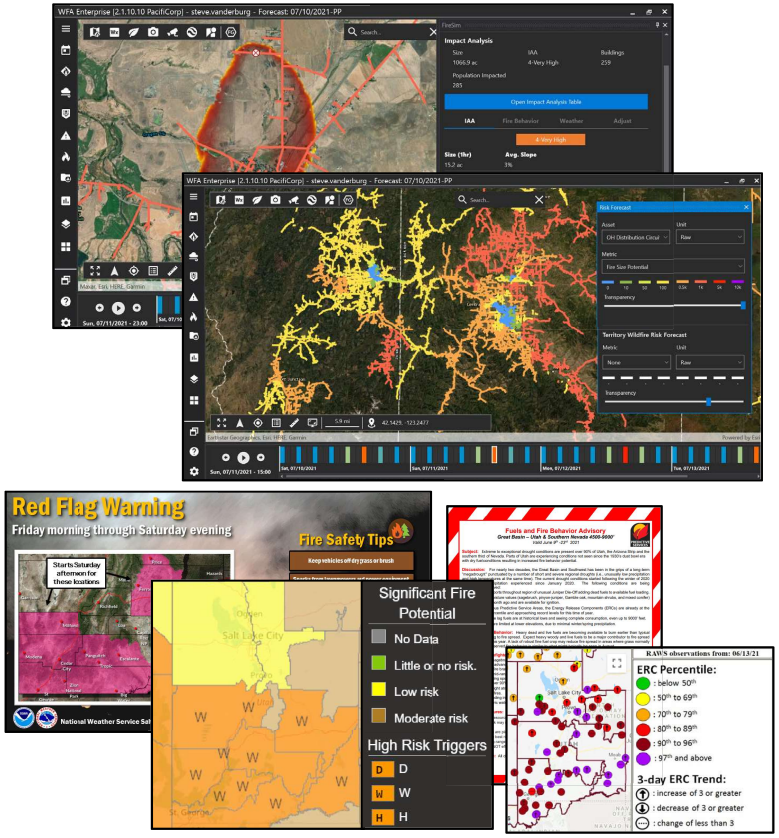
and

2) Windspeeds have reached, or are forecast to reach, levels that are associated with power outages (location specific)



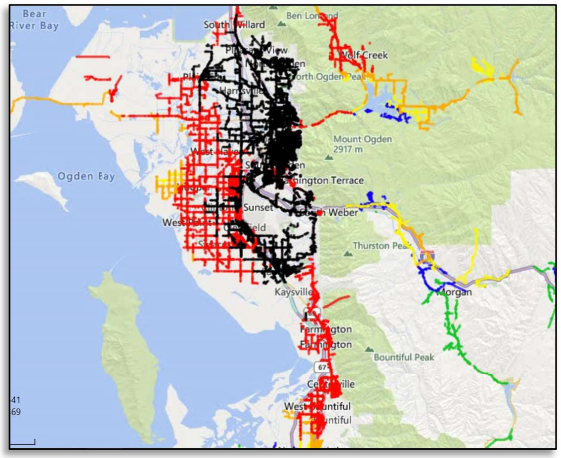
Assessing Wildfire Potential

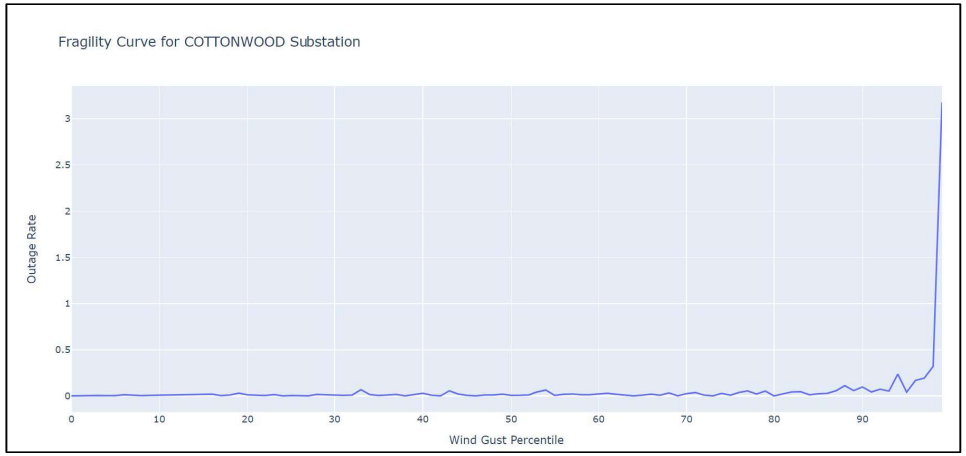
- The Great Basin Geographic Area Coordination Center (GACC)
  - 7-Day Significant Fire Potential & Discussion
- Fuels Assessment and Considerations
  - Energy Release Component (ERC)
  - Dead Fuel Moisture (1, 10, 100, & 1,000 hr)
  - Woody and Herbaceous Live Fuel Moistures
  - Fuels & Fire Behavior Advisory (Issued by GACC)
- Fire Weather Assessment and Considerations
  - Red Flag Warnings
  - Fire Weather Indices
  - Drought Indices
- Wildfire Consequence Modeling
  - Technosylva's Wildfire Analyst-Enterprise simulates millions of wildfires daily using current and forecasted fuels and weather conditions.
  - Provides a high-resolution wildfire potential and consequence forecast

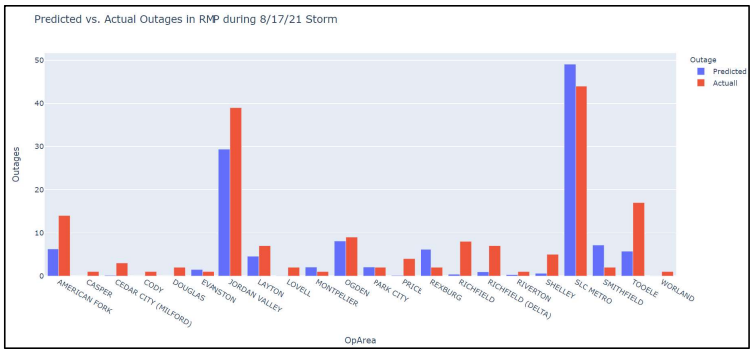


Assessing the Risk of Wind-Related Power Outages

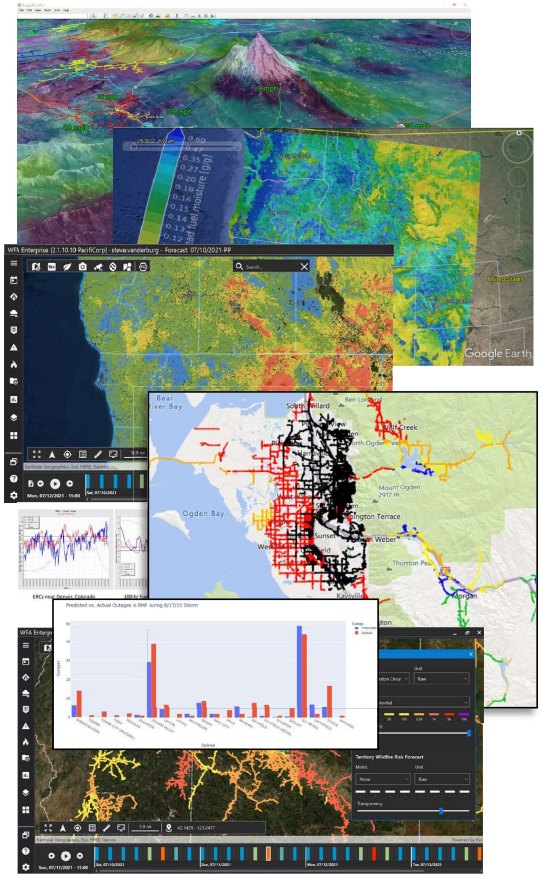
- PacifiCorp runs its own high-resolution weather forecast models
- Historical wind conditions have been correlated with power outages
- Wind-related outages become increasingly likely when gusts are unusually strong (in the top 1%) for a given location
  - Typically experienced 2-4 days per year
  - Thresholds vary by location







Internal Forecast Products



Weather-Related System Impacts / Fire Risk Potential / Operational Response

Pacific Power	Tue 17-Aug	Wed 18-Aug	Thu 19-Aug	Fri 20-Aug	Sat 21-Aug
WASHINGTON					
Sunnyside					
Walla Walla					
Yakima	W				
OREGON					
Albany					
Central Oregon					
Clatsop					
Coos Bay					
Corvallis					
Cottage Grove					
Dallas					
Enterprise					
Grants Pass					
Hermiston					
Hood River	W				
Junction City					
Klamath Falls					
Lakeview					
Lebanon					
Lincoln City					
Medford					
Pendleton					
Portland					
Roseburg					
Stayton					
CALIFORNIA					
Alturas	W	F	F	F	F
Crescent City	W	W	F	F	F
Tulelake	W	F	F	F	F
Yreka	W	W	F	F	F

Weather-Related System Impacts (Wx)

Outage Potential
- Widespread Outages with Extended Restoration
- Scattered to Widespread Outages
- Isolated to Scattered Outages
- No System Impacts Expected

Hazards
- (W) Wind
- (L) Lightning / Thunderstorms
- (I) Freezing Rain or Ice
- (S) Snow
- (H) Extreme Heat
- (R) Heavy Rain or Flooding

Fire Risk Potential (F)

GACC Risk Level (Significant Fire Potential)
- HIGH RISK (Windy and Dry - *OR* - Extremely Dry Fuels)
- Moderate Risk - *OR* - High Risk for Non-Windy Weather
- Low Risk

Reason for High Risk
- (W) Wind
- (L) Lightning
- (F) Extremely Dry Fuels
- (H) Hot with Low Humidity

Operational Response
- System Patrol
- Fire Settings
- No Reclose Settings
- PSPS Watch
- PSPS Event

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WEATHER FORECAST FOR AUG. 17-21

KEY TAKEAWAYS
- Gusty north winds to near the 99th percentile, low humidity, and extremely dry fuels will contribute to a high wildfire risk in Dunsmuir today and tonight.
  - A PSPS MAY BE NECESSARY.

FIRE WEATHER
- Gusty north winds, low humidity, and very dry fuels will bring a HIGH RISK for significant wildfire potential today and tonight in Northern CA, especially along I-5 in and south of Dunsmuir.
  - VPD, KBDI, and FFWI thresholds to be met
  - Wind gusts may reach the 99th percentile (30-35 mph)
  - Fuels are critically dry and PSPS may be necessary
- Red Flag Warning for areas of south-central Oregon and northern California from 2 :o 10 PM PDT today due to strong gusty winds and low humidity. The warning covers the districts of Crescent City, Yreka, Tulelake, Alturas, Klamath Falls and Lakeview.

WIND
- Gusty north winds at or near the 99th percentile is likely late this afternoon and evening along I-5 in and south of Dunsmuir.
  - Wind-related system impacts possible.
- Gusty west to northwest winds near the 95th percentile through the Gorge and along the east slopes of the northern Cascades this afternoon and evening.

THUNDERSTORM / LIGHTNING
- No thunderstorms expected.

EXCESSIVE HEAT
- Ne excessive heat expected.

HEAVY RAIN / FLOODING
- No flooding expected.

A1 | OpArea

	A	B	C	D	E	F	G	H	I
1	OpArea	Substation	Circuit	Date	Max Gu	Gust Av	Max Gu	Average	Max FF
3395	MT SHAST	NORTH DUNSMUIR	7G73	8/17/2021	41.75194	30.61893	0.99887	0.917638	47
3404	MT SHAST	NORTH DUNSMUIR	7G71	8/17/2021	41.731	30.67574	0.998866	0.917414	46.86433
3413	MT SHAST	NUTGLADE	8G95	8/17/2021	42.4372	28.31868	0.997376	0.774662	46.00094
3422	MT SHAST	CASTELLA	8G65	8/17/2021	40.47465	22.74159	0.993844	0.569115	42.16056
3431	MT SHAST	SOUTH DUNSMUIR	7G75	8/17/2021	42.27025	30.64736	0.991804	0.803471	48
3440	MT SHAST	NORTH DUNSMUIR	5G69	8/17/2021	39.38086	29.75753	0.98951	0.854675	43.50419
3449	MT SHAST	MT SHASTA	7G81	8/17/2021	34.28674	27.08955	0.974658	0.831716	42.0637
3458	MT SHAST	MT SHASTA	7G82	8/17/2021	34.21434	27.23643	0.97404	0.83711	42.48006
3467	MT SHAST	SHOTGUN CREEK	5G97	8/17/2021	33.26445	18.11592	0.964342	0.419011	47.30233
3476	MT SHAST	SHOTGUN CREEK	5G99	8/17/2021	27.42705	13.34788	0.89431	0.316844	47.37567
6113									

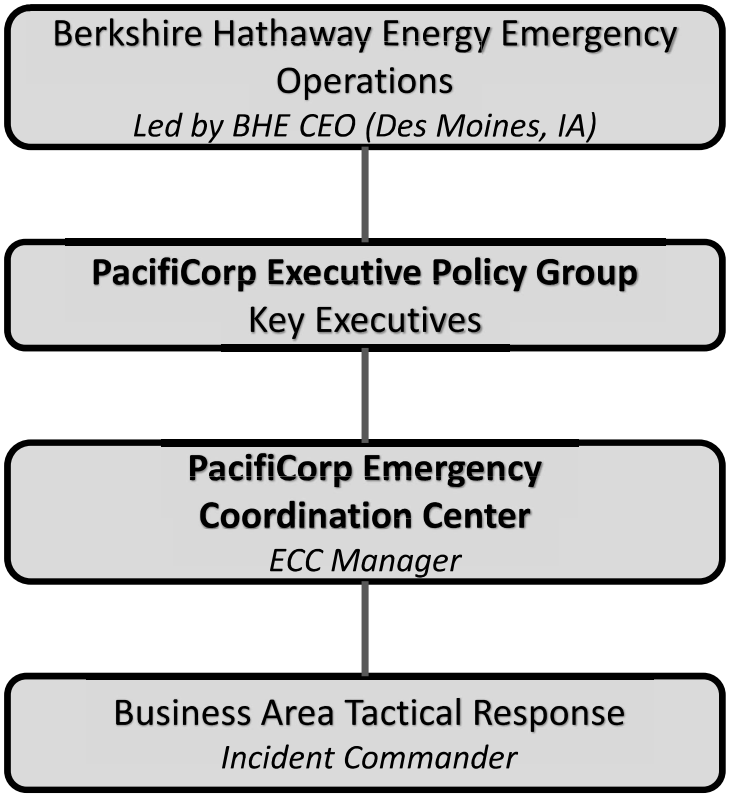


Response and Recovery

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PacifiCorp Emergency Response Structure



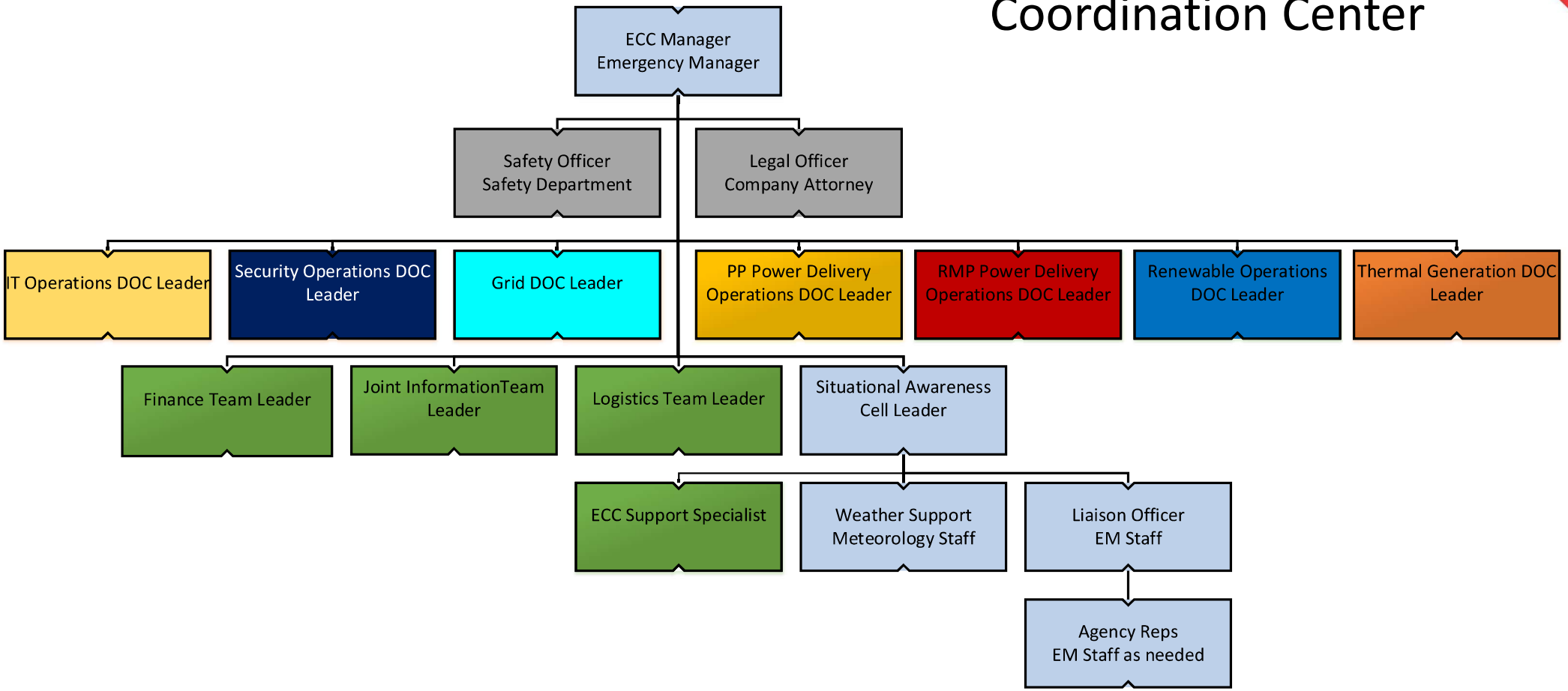
Strategic high-level support for cross-company and federal coordination

Strategic policy making and support for multiple business unit, state and federal coordination

Operational support for on-scene resources and state, county and local emergency management agency coordination

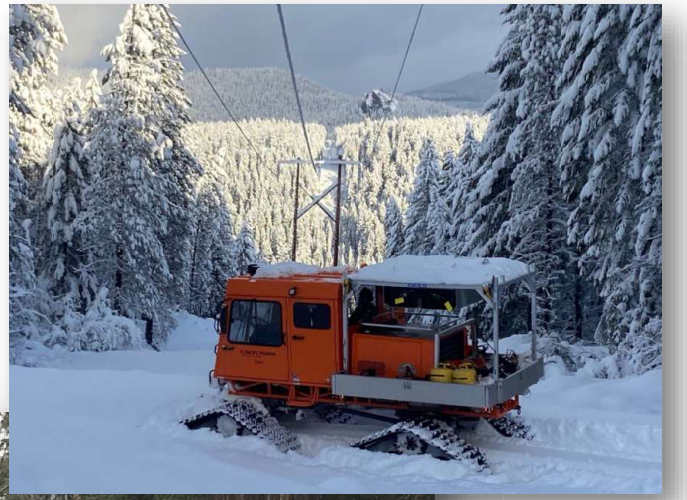
Tactical control of response and coordination with Pacific Power Emergency Operations Center as needed

PacifiCorp Emergency Coordination Center



Response Experience

- Wildland Fire
- Tsunami
- Windstorm
- Flooding
- Winter storm
- Dam safety incident
- Landslides
- Substation fire
- Man-made incidents
- Regional Mutual Assistance Incidents

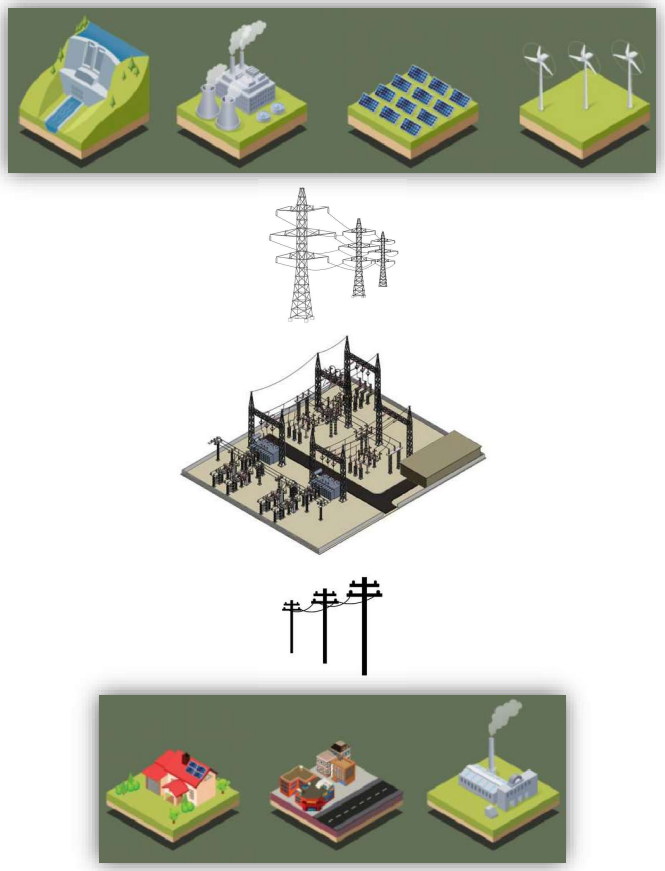




Restoration Response

1. Pinpoint the outage and formulate solutions to restore power.
2. Dispatch crew closest with the right type of equipment.
3. Assess conditions for public and crew safety and develop a restoration plan.
4. Patrol lines and check substations.
5. Clear downed power lines & other hazards
6. Fix/replace damaged equipment & lines

7. Restore power to:
   - Transmission lines
     - Carries high voltage power to hundreds of substations
   - Substations
     - Converts high-voltage power to lower levels for home use
   - Distribution lines
     - Carry power from substations to neighborhoods (serving 1,000-3,000 customers)
   - Tap lines
     - Carry power to pockets of 20-30 homes
   - Individual homes & businesses
     - Usually suburban or rural

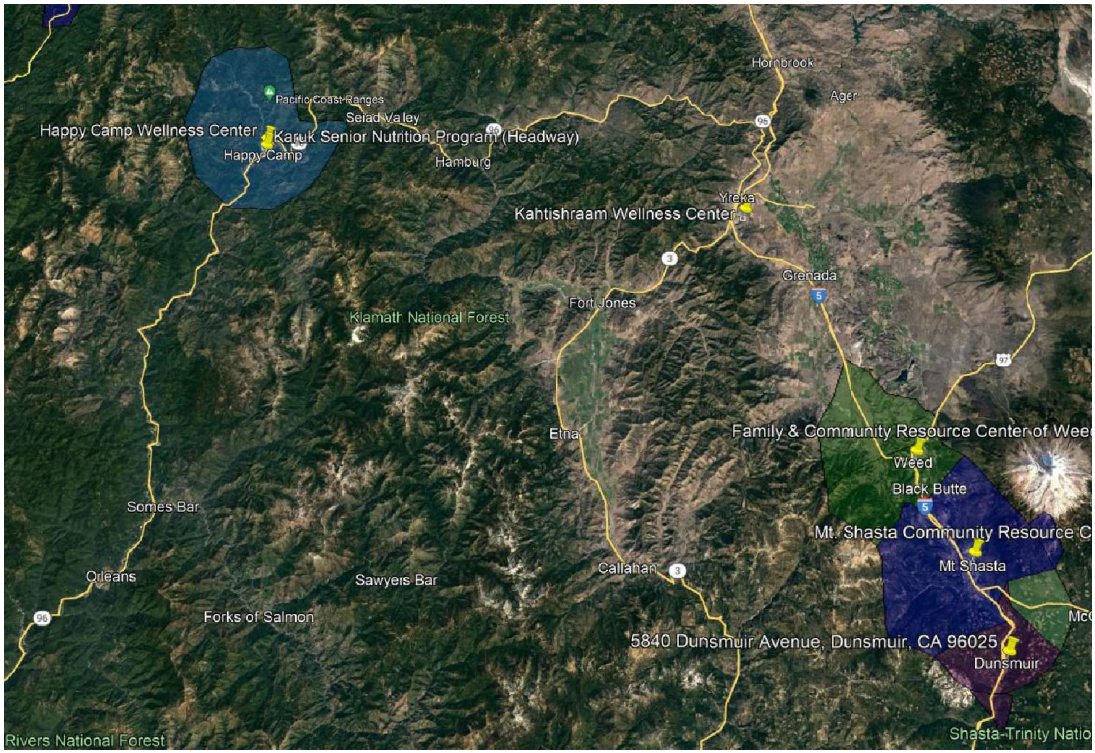


PSPS Timeline

- **72, Potential PSPS:** Forecast received. Contact emergency management agencies followed by state regulatory authority, and community-based organizations. Pacific Power Emergency Coordination Center activation likely
- **48 Hours, Potential PSPS:** Forecast received. Contact media, social media, customers (according to chosen method) and community-based organizations. Pacific Power Emergency Manager to initiate Community Resource Center process. Pacific Power to provide customer communication scripts to Emergency Management Team.
- **24 Hours, Potential PSPS:** Monitor and communicate to emergency management and customers. All customers receive a call, in addition to other methods of notification. All social media platforms updated including website. Notification to identified life support customers.
- **2 Hours, Imminent PSPS:** Two-hour imminent alert calls placed to all customers. List of uncontacted life support customers is provided to the incident commander. All social media platforms updated including website. Emergency management, the media, and community-based organizations are updated.
- **1 Hour, Imminent PSPS:** One-hour imminent alert calls placed to all customers. All social media platforms updated including website. Emergency management and the media are updated.
- **Event Begins:** Event begins calls are placed to all customers. All social media platforms updated including website. Emergency management and the media are updated.
- **Restoration begins:** Event begins calls are placed to all customers. All social media platforms updated including website. Emergency management and the media are updated.
- **Restoration complete:** Event begins calls are placed to all customers. All social media platforms updated including website. Emergency management and the media are updated.

Community Resource Center

- **Capabilities**
  - Shelter from environment
  - Climate Controlled area
  - Air purifiers
  - Air quality monitors
  - Ice and Potable Water
  - Non-perishable snacks
  - Seating and tables
  - Restroom facilities
  - Refrigeration and heating for medicine or baby needs
  - Interior and area lighting
  - On-site security
  - Televisions
  - Communications capability such as Wi-Fi, SatPhone, Radio, Cellular Phone
  - On site medical staff (Paramedic or EMT-A)
  - Personal device charging stations
  - Small pet crates
  - AFN population support
  - Portable ADA ramp
  - Personal protective equipment



Tabletop Exercise

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Exercise Execution

- No fault environment
- This is the time to find any issues
- Mistakes are expected, better to make them in this environment than during an actual response
- Provide input to roles and responsibilities section of plan
- Improvement will come from your input
- Review plan as exercise progresses looking for holes
- Attempted to keep scenario realistic, however some variances are taken for exercise purposes
- Surveys have been provided, please make notes and return to Emergency Management at the end of the event

Past Event Lessons Learned

Date	Observation	Action Item/Recommendation	Responsible Person
5/25/2021 TTX	AFN outreach remains a topic for improvement, the county and Pacific Power continue to strive to conduct outreach to the entire AFN population.	Coordinate AFN population outreach	Customer Service
5/25/2021 TTX	Ensuring Joint Information System has timely and accurate information for distribution is a key concern	Continue planning JIS procedures	Public Information Officer
5/25/2021 TTX	Communications capability for direct customer outreach prior to event has limited bandwidth and channels need confirmed	Communications companies in coordination with the county will advise on any solutions	Siskiyou County
8/17/21 PSPS	Confirmation of notifications was delayed and inconsistent	Delays in the detection of notification errors resulted in a deviation from the notification plan.	Customer Service/ Telecommunications Providers
8/17/21 PSPS	AFN and Medical Baseline notifications were not confirmed. In person notification procedures were ad hoc and need refined.	Coordinate roles and responsibilities for AFN/MBL in person customer notification	PacifiCorp EM and County EM
8/17/21 PSPS	CRC information can be communicated better to customers.	Incorporating scripts for automated phone calls to customers providing CRC information will be helpful.	Customer Service and Regional Business Managers
8/17/21 PSPS	Real time production of GIS mapping data was more challenging to produce and distribute than anticipated.	Challenges delayed the ability to share with public safety partners; ability to expedite this process in the future will allow for better planning.	PacifiCorp GIS team

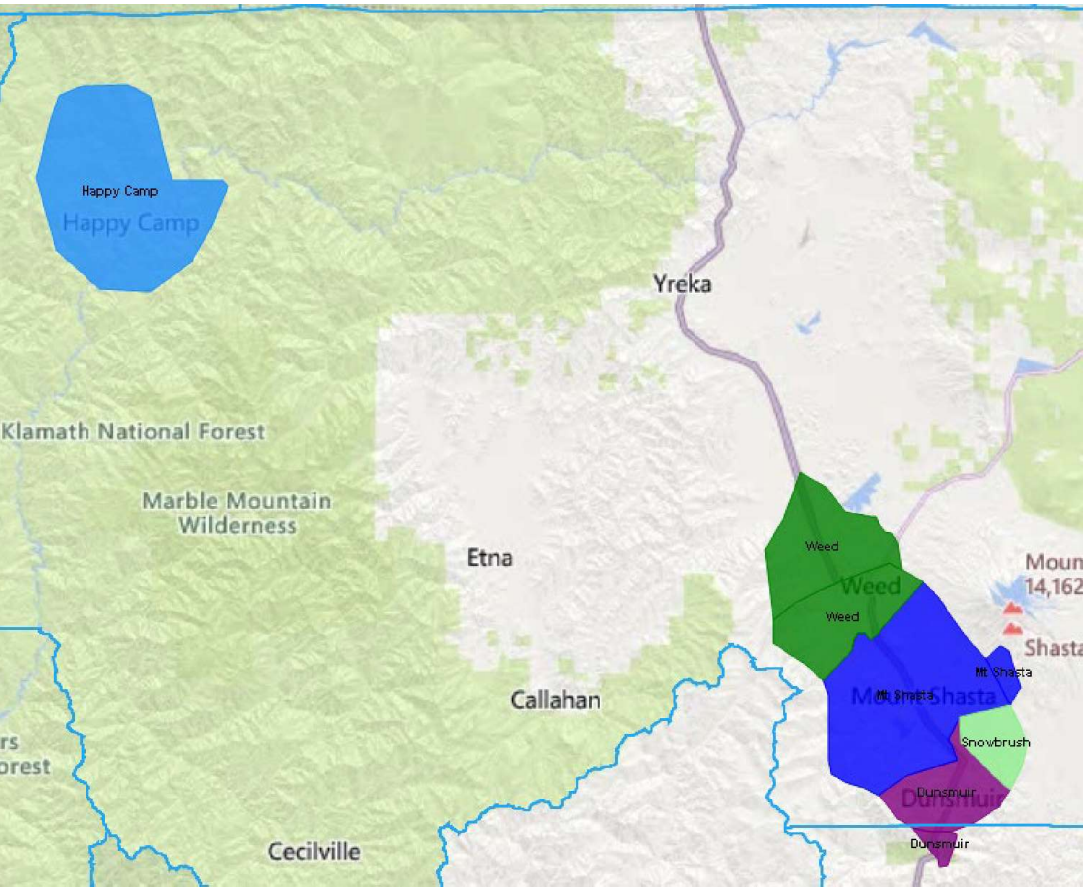
Definitions & Abbreviations

- **PDZ -** Proactive De-energization Zones
- **PSPS** – Public Safety Power Shutoff
- **CRC** – Community Resource Center
- **HSEEP** – Homeland Security Exercise & Evaluation Program
- **AFN Individuals** - Individuals having access and functional needs may include, but are not limited to, individuals with disabilities, seniors, and populations having limited English proficiency, limited access to transportation, and/or limited access to financial resources to prepare for, respond to, and recover from the emergency.

Exercise Goals and Objectives

Exercise Goals
Enhance general awareness of PacifiCorp Public Safety Power Shutoff plans
Enhance understanding roles and responsibilities
Validate plans and procedures
Discuss concepts and/or assess types of systems in a defined incident

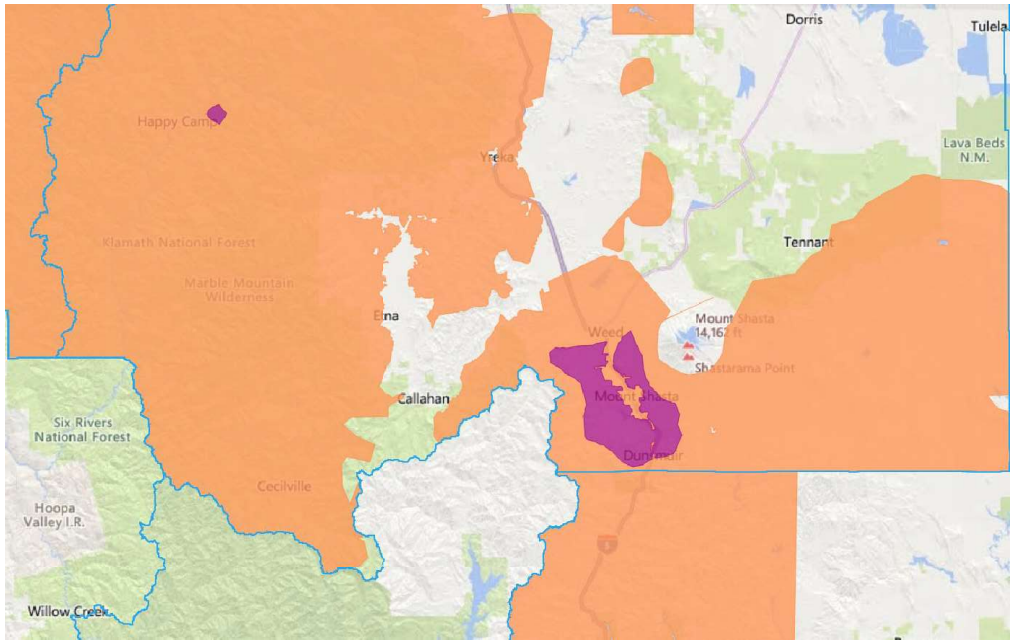
Exercise Objectives
1. Ensure communications channels are viable during PSPS event
2. Evaluate AFN/MBL customer notification process to include in person notification
3. Explain Community Resource Center scope & purpose in a PSPS event and compare plans to support impacted community members.
4. Explore Pacific Powers plans for allocating resources during PSPS events.
5. Outline current options and capabilities for supporting individuals with access and functional needs.



Exercise Affected Area

Potential affected households or businesses:

- Happy Camp 865
- Weed 2,589
- Mt Shasta 5,074
- Dunsmuir 1,806
- Snowbrush 17



5 Day Forecast

PACIFIC POWER
SYSTEM IMPACTS FORECAST MATRIX

Weather-Related System Impacts (Wx) / Fire Risk Potential (F) / Operational Response

CALIFORNIA	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response
Alturas		F			F			F			F			F	
Crescent City															
Tulelake		F			F			F			F			F	
Yreka		F			F			F			F		W	F	

Weather-Related System Impacts (Wx)

Outage Potential
- Widespread Outages with Extended Restoration
- Scattered to Widespread Outages
- Isolated to Scattered Outages
- No System Impacts Expected

Hazards
- (W) Wind
- (L) Lightning / Thunderstorms
- (I) Freezing Rain or Ice
- (S) Snow
- (H) Extreme Heat
- (R) Heavy Rain or Flooding

Fire Risk Potential (F)

GACC Risk Level (Significant Fire Potential)
- HIGH RISK (Windy and Dry - *OR* - Extremely Dry Fuels)
- Moderate Risk - *OR* - High Risk for Non-Windy Weather
- Low Risk

Reason for High Risk
- (W) Wind
- (L) Lightning
- (F) Extremely Dry Fuels
- (H) Hot with Low Humidity

Operational Response
- SP System Patrol
- FS Fire Settings
- NR No Reclose Settings
- PW PSPS Watch
- PS PSPS Event

Fire Weather



- ERCs are at 97th percentile values, KBDI and Fosberg indices are also at critical levels.
- The GACC has issued a fuels and fire behavior advisory. Grasses are fully cured.
- Increasing offshore winds and low RH are forecast for Friday-Saturday. Poor overnight RH recovery is also expected.

Wind



- Strong NE-SE winds may gust to 50+ mph Friday and Saturday across the Yreka district. System impacts are possible with these wind speeds.

Thunderstorm / Lightning



- Thunderstorms are not expected in the next 5 days.

Excessive Heat

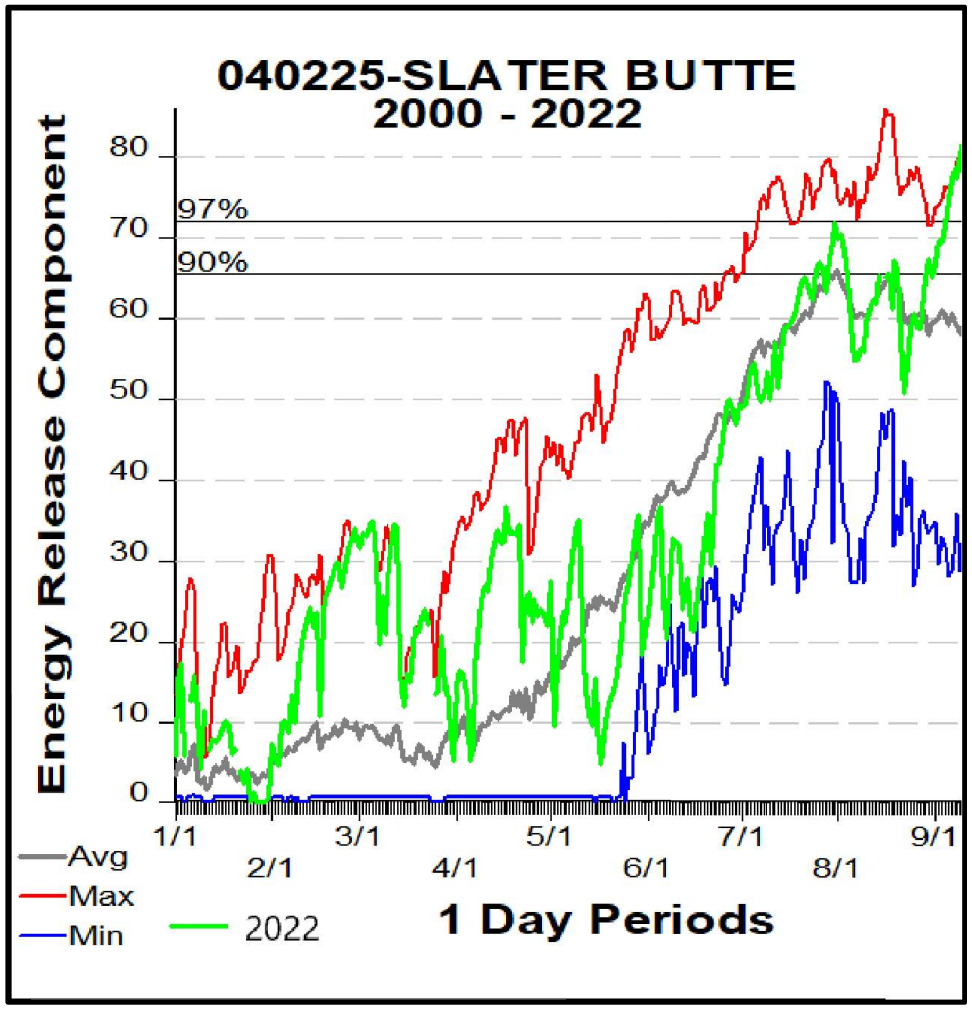


- Morning low temperatures will be 15-20 degrees warmer than average beginning Friday, leading to poor overnight RH recovery and the potential for active nighttime burning with any fires in the Yreka district.
- Afternoon temperatures will be 10-15 degrees above average.

PSPS Watch | PSPS Warning | PSPS Execution

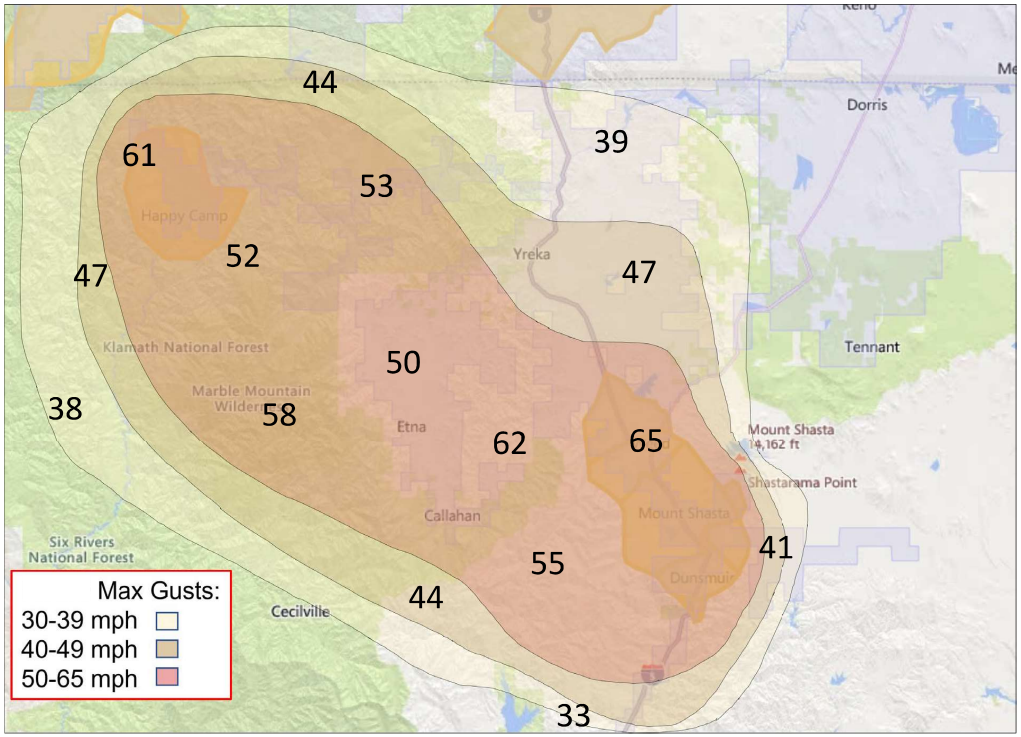
Fuels and Fire Weather Discussion

- Fuels in the Yreka District are critically dry. Fuels indices are beyond peak season values.
- Any new ignition will be difficult to control in these conditions. During windy weather fires will spread rapidly and exhibit extreme fire behavior.
- A Fuels and Fire Behavior Advisory is in effect for Siskiyou County.
- Computer models are showing a period of potentially strong dry gusty winds and low RH Friday-Saturday. This pattern is also being mentioned by the NWS and North Ops GACC.

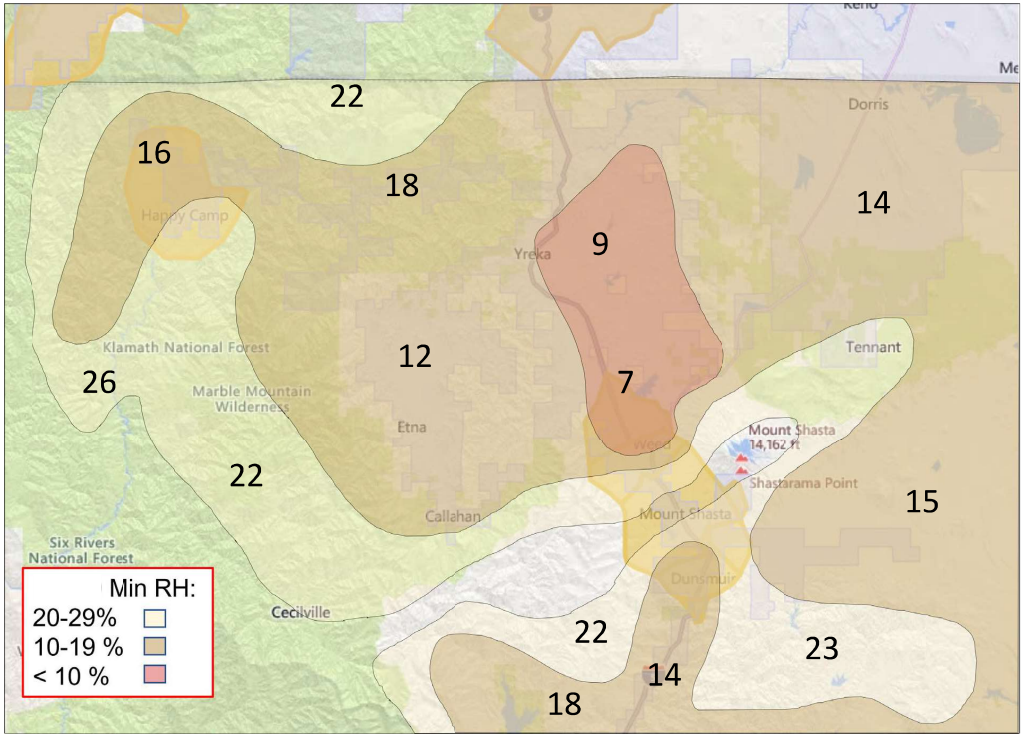


5-DAY FORECAST – *Siskiyou County, CA*

8 AM



FORECAST FOR 12:00-10:00 PM

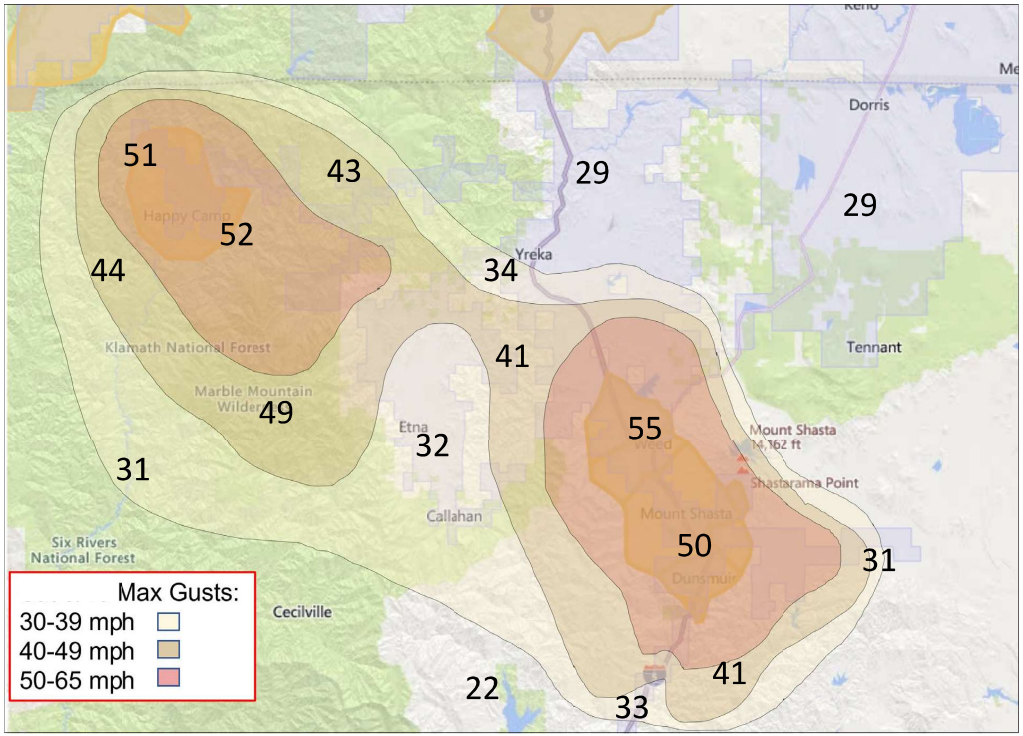


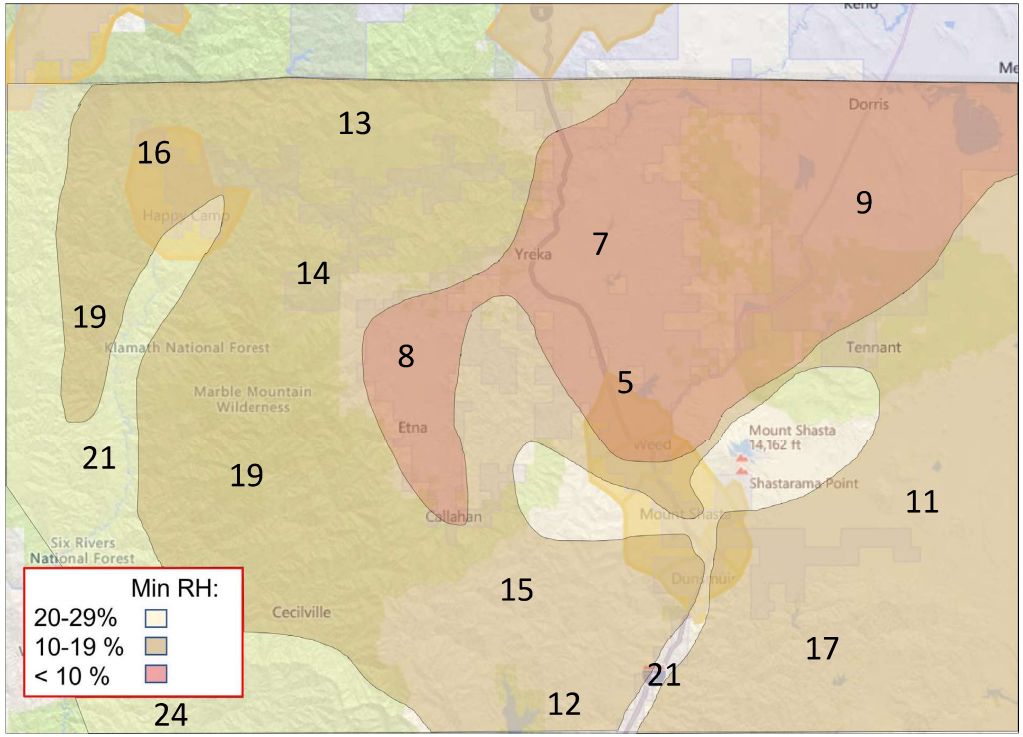
PSPS Watch | PSPS Warning | PSPS Execution

5-DAY FORECAST – *Siskiyou County, CA*

8 AM

FORECAST FOR 9:00 AM - 2:00 PM





PSPS Watch | PSPS Warning | PSPS Execution

72-Hour Forecast

PACIFIC POWER
SYSTEM IMPACTS FORECAST MATRIX

Weather-Related System Impacts (Wx) / Fire Risk Potential (F) / Operational Response

CALIFORNIA	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response
Alturas		F			F			F			F			F	
Crescent City															
Tulelake		F			F			F			F			F	
Yreka		F			F			F		W	W		W	W	

Weather-Related System Impacts (Wx)

Outage Potential
- Widespread Outages with Extended Restoration
- Scattered to Widespread Outages
- Isolated to Scattered Outages
- No System Impacts Expected

Hazards
- (W) Wind
- (L) Lightning / Thunderstorms
- (I) Freezing Rain or Ice
- (S) Snow
- (H) Extreme Heat
- (R) Heavy Rain or Flooding

Fire Risk Potential (F)

GACC Risk Level (Significant Fire Potential)
- HIGH RISK (Windy and Dry - *OR* - Extremely Dry Fuels)
- Moderate Risk - *OR* - High Risk for Non-Windy Weather
- Low Risk

Reason for High Risk
- (W) Wind
- (L) Lightning
- (F) Extremely Dry Fuels
- (H) Hot with Low Humidity

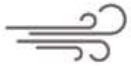
Operational Response
- SP System Patrol
- FS Fire Settings
- NR No Reclose Settings
- PW PSPS Watch
- PS PSPS Event

Fire Weather



- ERCs are at 97th percentile values, KBDI and Fosberg indices are also at critical levels.
- The GACC has issued a Fuels and Fire Behavior Advisory and grasses are fully cured.
- Increasing offshore winds and low RH are forecast for Friday-Saturday. Poor overnight RH recovery is also expected.

Wind



- Strong NE-SE winds may gust to 60+ mph Friday and Saturday across the Yreka District. System impacts are possible with these wind speeds.

Thunderstorm / Lightning



- Thunderstorms are not expected in the next 5 days.

Excessive Heat

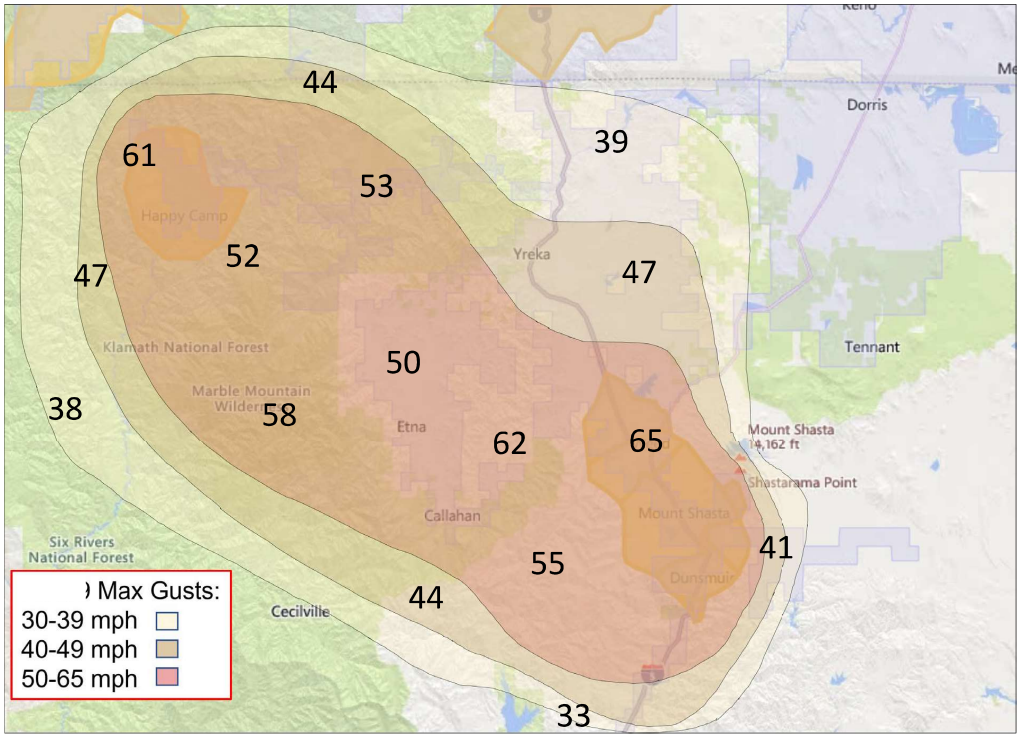


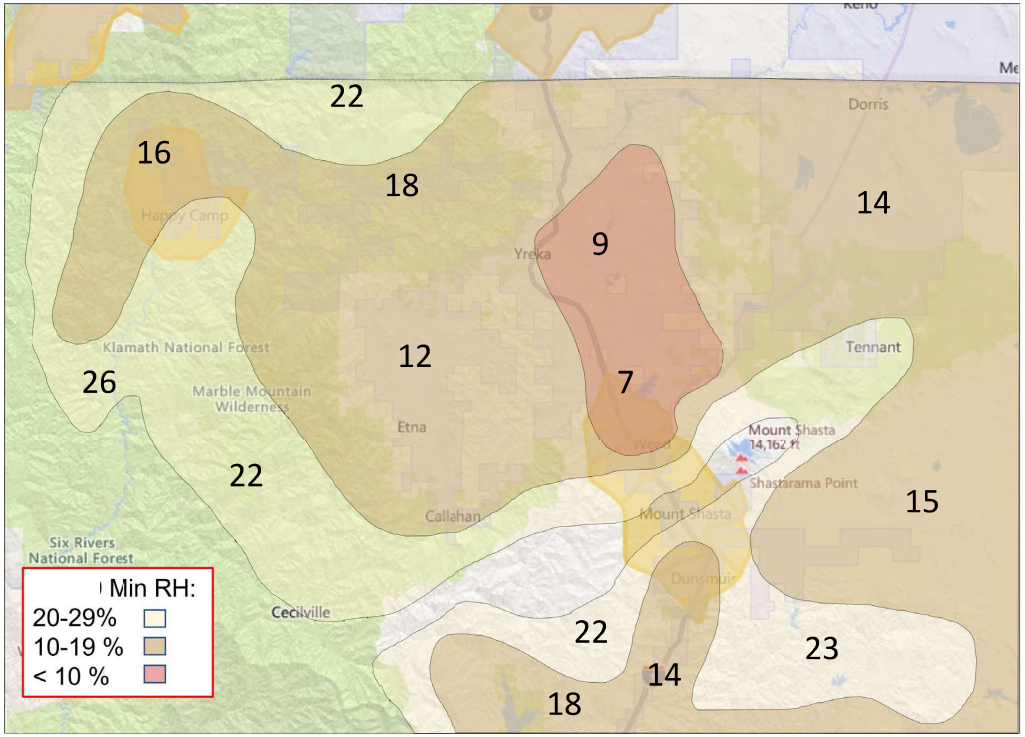
- Morning low temperatures will be 15-20 degrees warmer than average beginning Friday, leading to poor overnight RH recovery and the potential for active nighttime burning with any fires in the district.
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72-hr FORECAST – *Siskiyou County, CA*

8 AM

FORECAST FOR 12:00-10:00 PM



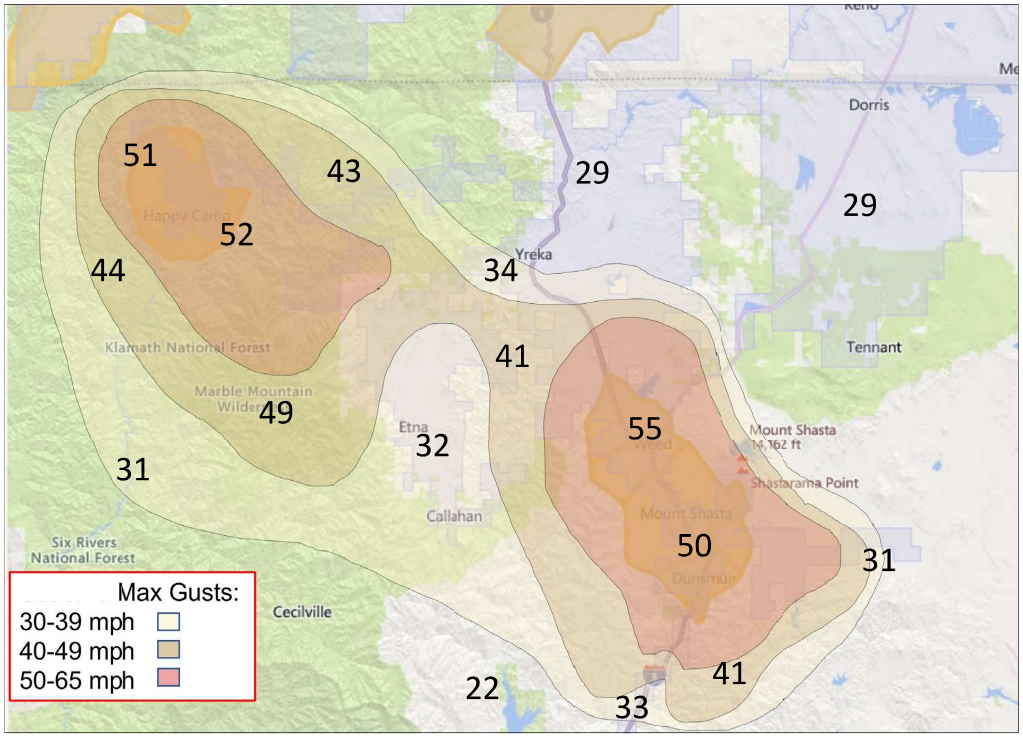


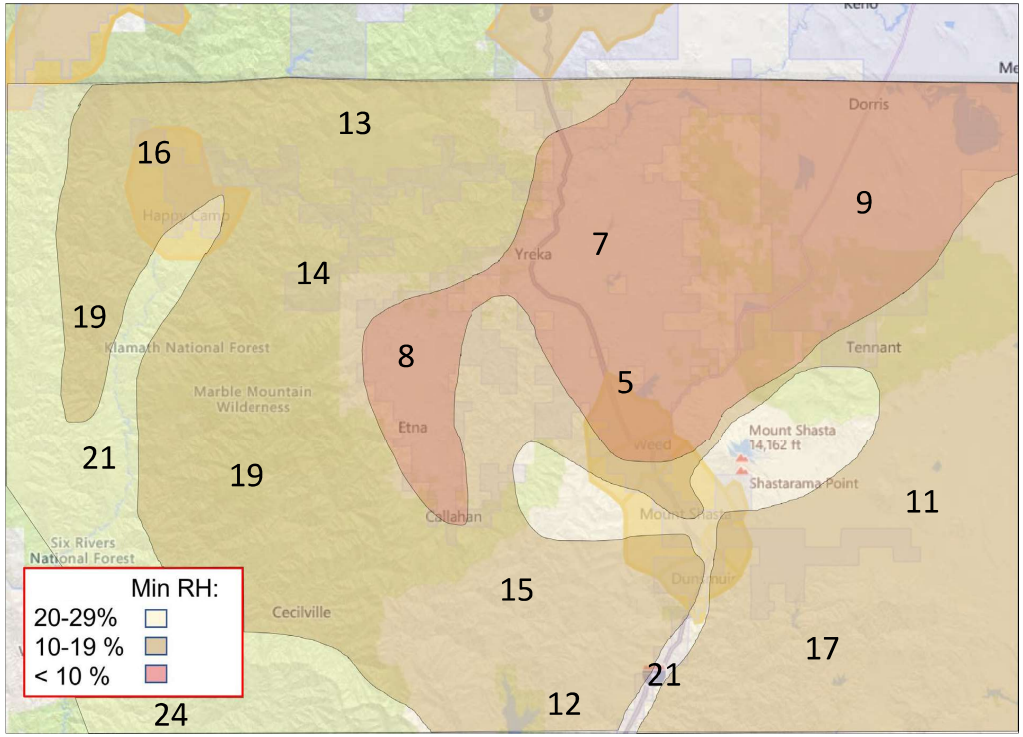
PSPS Watch | **PSPS Warning** | PSPS Execution

72-hr FORECAST – *Siskiyou County, CA*

8 AM

FORECAST FOR 9:00 AM - 2:00 PM





PSPS Watch | PSPS Warning | PSPS Execution

48-Hour Forecast

PACIFIC POWER
SYSTEM IMPACTS FORECAST MATRIX

Weather-Related System Impacts (Wx) / Fire Risk Potential (F) / Operational Response

CALIFORNIA	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response
Alturas		F			F			F			F			F	
Crescent City															
Tulelake		F			F			F			F			F	
Yreka		F			F		W	W		W	W			F	

Weather-Related System Impacts (Wx)

Outage Potential
- Widespread Outages with Extended Restoration
- Scattered to Widespread Outages
- Isolated to Scattered Outages
- No System Impacts Expected

Hazards
- (W) Wind
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Fire Risk Potential (F)

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- Low Risk

Reason for High Risk
- (W) Wind
- (L) Lightning
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- (H) Hot with Low Humidity

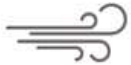
Operational Response
- SP System Patrol
- FS Fire Settings
- NR No Reclose Settings
- PW PSPS Watch
- PS PSPS Event

Fire Weather



- ERCs are at 97th percentile values, KBDI and Fosberg indices are also at critical levels.
- The GACC has issued a Fuels and Fire Behavior Advisory and grasses are fully cured.
- Increasing offshore winds and low RH are forecast for Friday-Saturday. Poor overnight RH recovery is also expected.

Wind



- Strong NE-SE winds may gust to 55-65 mph Friday and 45-55 mph Saturday across the Yreka District. System impacts are likely with these wind speeds.

Thunderstorm / Lightning



- Thunderstorms are not expected in the next 5 days.

Excessive Heat

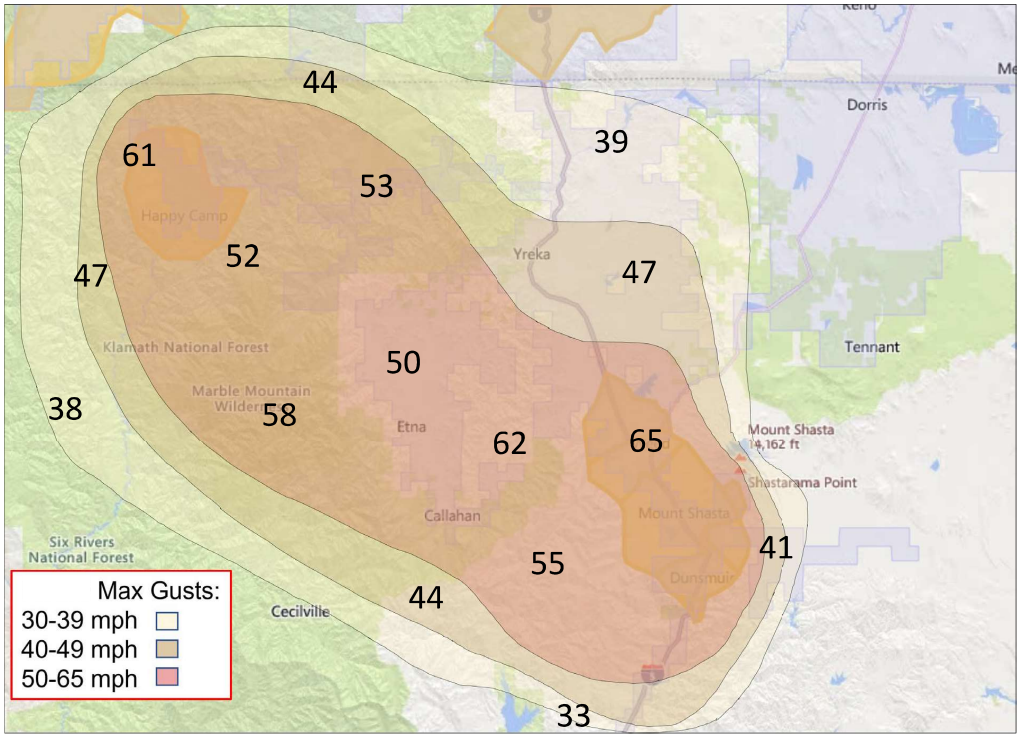


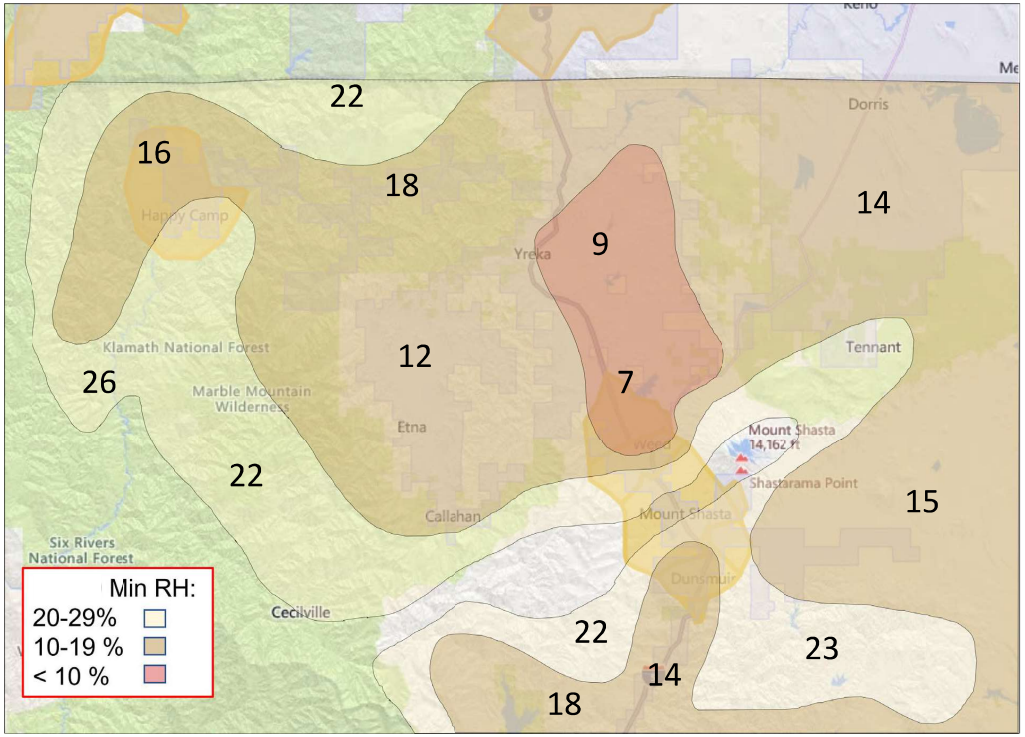
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48-hr FORECAST – *Siskiyou County, CA*

8 AM

FORECAST FOR 12:00-10:00 PM



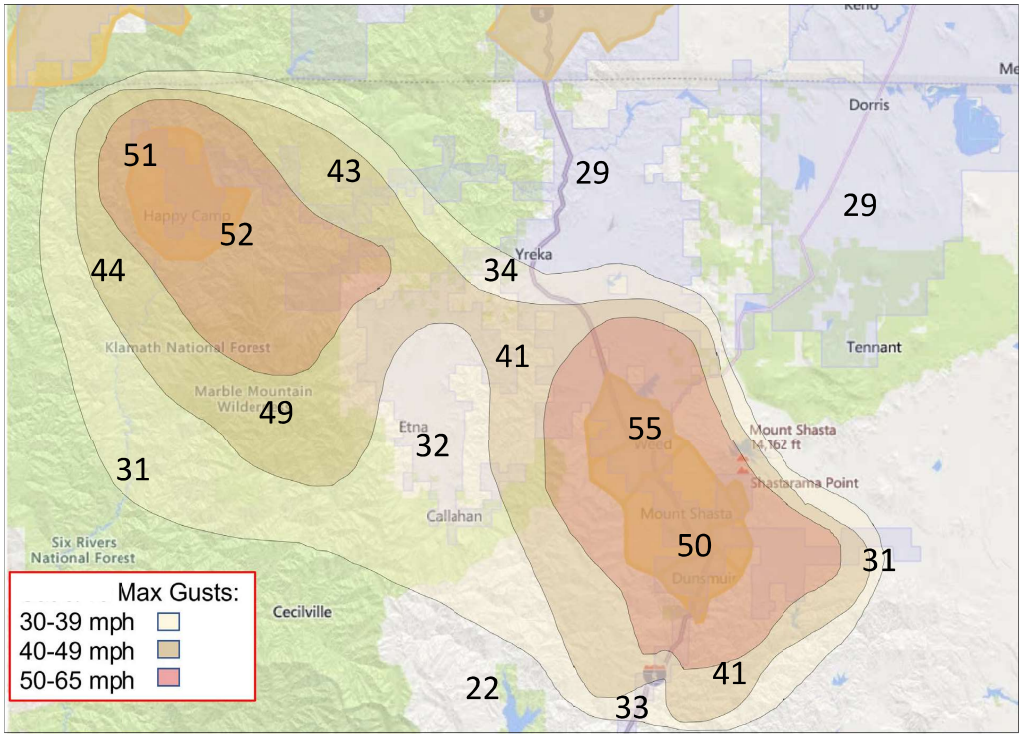


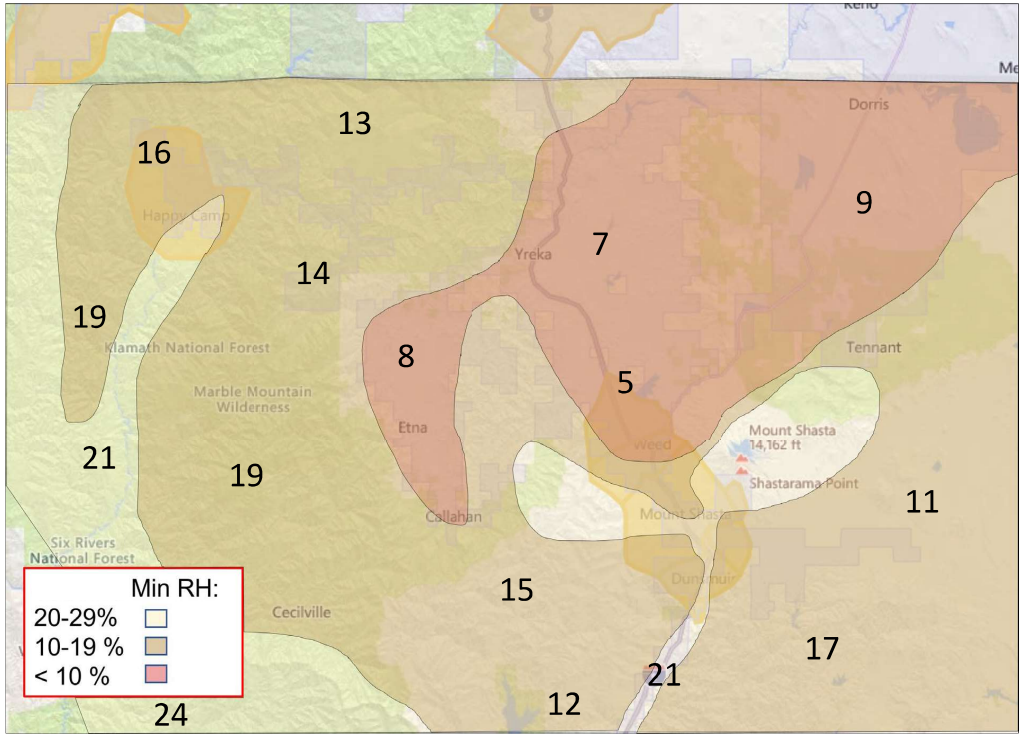
PSPS Watch | **PSPS Warning** | PSPS Execution

48-hr FORECAST – *Siskiyou County, CA*

8 AM

FORECAST FOR 9:00 AM - 2:00 PM





PSPS Watch | **PSPS Warning** | PSPS Execution

POWERING YOUR GREATNESS

24-Hour Forecast

PACIFIC POWER
SYSTEM IMPACTS FORECAST MATRIX

Weather-Related System Impacts (Wx) / Fire Risk Potential (F) / Operational Response

CALIFORNIA	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response
Alturas		F			F			F			F			F	
Crescent City															
Tulelake		F			F			F			F			F	
Yreka		F		W	W		W	W			F			F	

Weather-Related System Impacts (Wx)

Outage Potential
- Widespread Outages with Extended Restoration
- Scattered to Widespread Outages
- Isolated to Scattered Outages
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Hazards
- (W) Wind
- (L) Lightning / Thunderstorms
- (I) Freezing Rain or Ice
- (S) Snow
- (H) Extreme Heat
- (R) Heavy Rain or Flooding

Fire Risk Potential (F)

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- HIGH RISK (Windy and Dry - *OR* - Extremely Dry Fuels)
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- Low Risk

Reason for High Risk
- (W) Wind
- (L) Lightning
- (F) Extremely Dry Fuels
- (H) Hot with Low Humidity

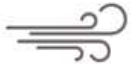
Operational Response
- SP System Patrol
- FS Fire Settings
- NR No Reclose Settings
- PW PSPS Watch
- PS PSPS Event

Fire Weather



- ERCs are at 97th percentile values, KBDI and Fosberg indices are also at critical levels.
- The GACC has issued a Fuels and Fire Behavior Advisory and grasses are fully cured.
- Strong offshore winds and low RH are forecast for Friday-Saturday. Poor overnight RH recovery is also expected.

Wind



- Strong NE-SE winds may gust to 55-65 mph Friday and 45-55 mph Saturday across the Yreka District. System impacts are likely with these wind speeds.

Thunderstorm / Lightning



- Thunderstorms are not expected in the next 5 days.

Excessive Heat

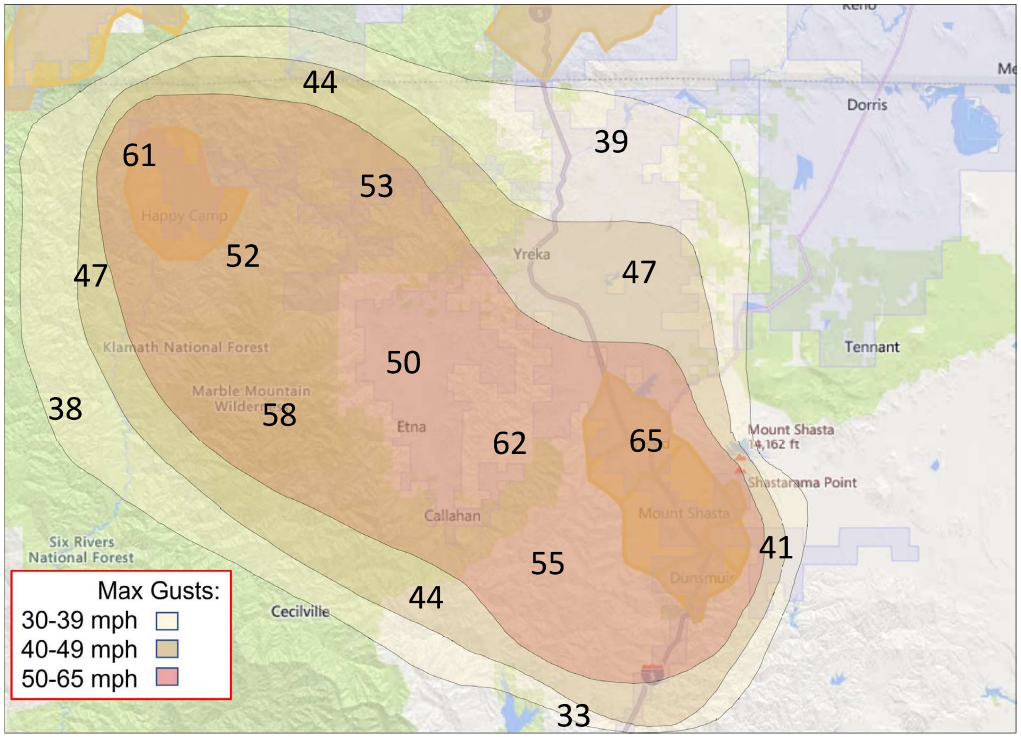


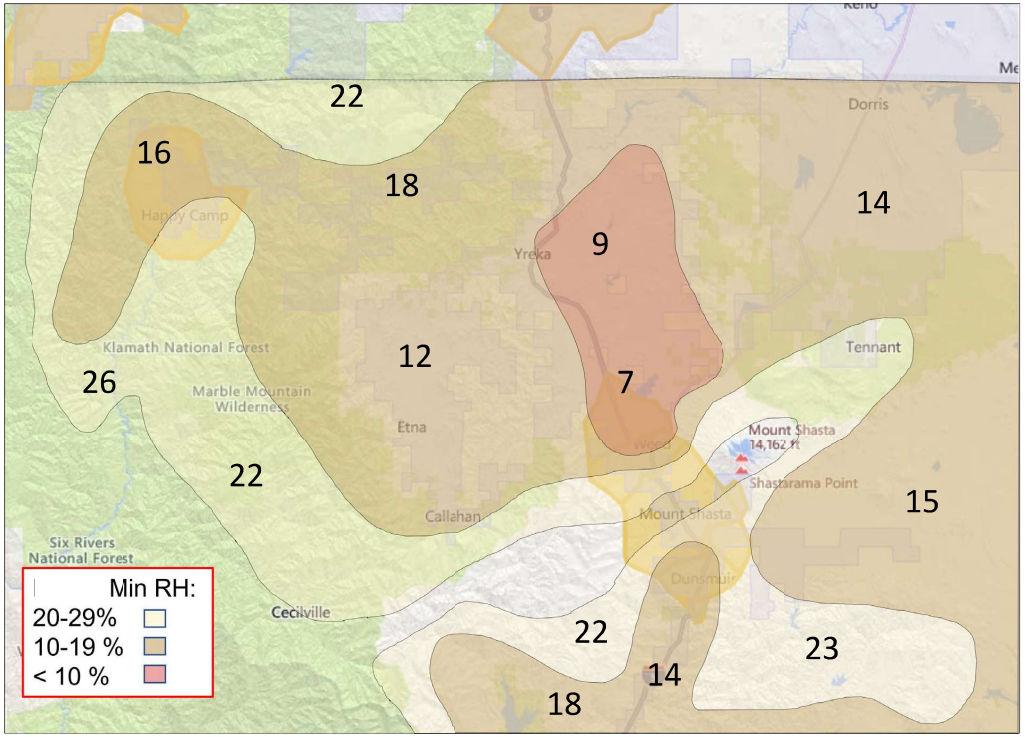
- Morning low temperatures will be 15-20 degrees warmer than average beginning Friday, leading to poor overnight RH recovery and the potential for active nighttime burning with any fires in the district.
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24-hr FORECAST – *Siskiyou County, CA*

8 AM

FORECAST FOR 12:00-10:00 PM



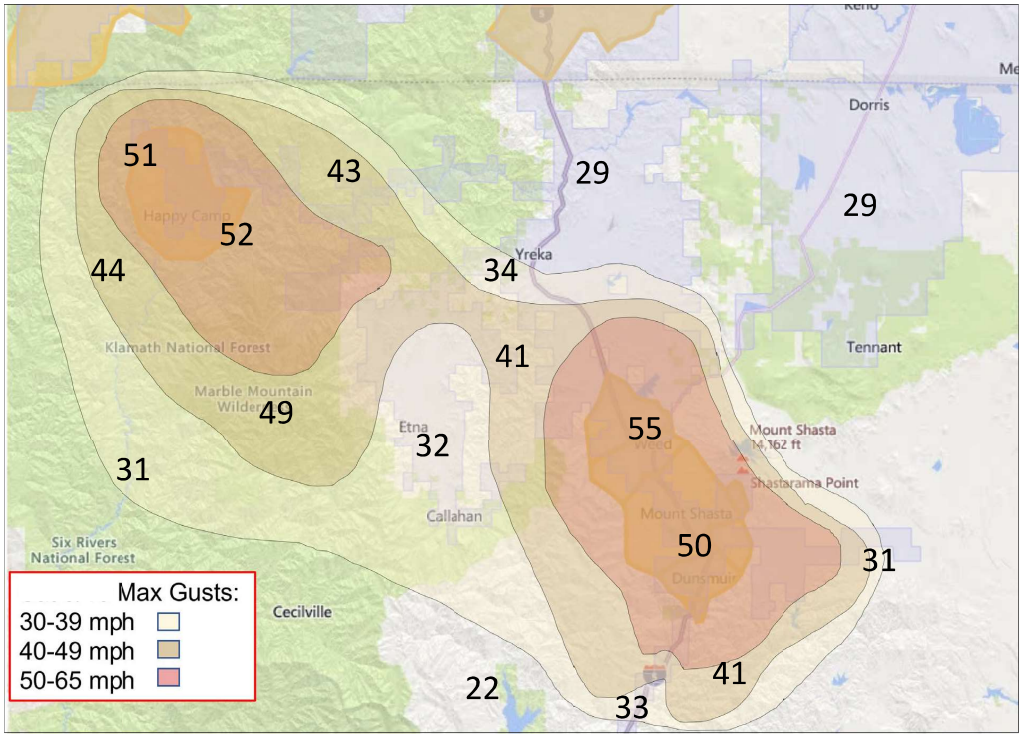


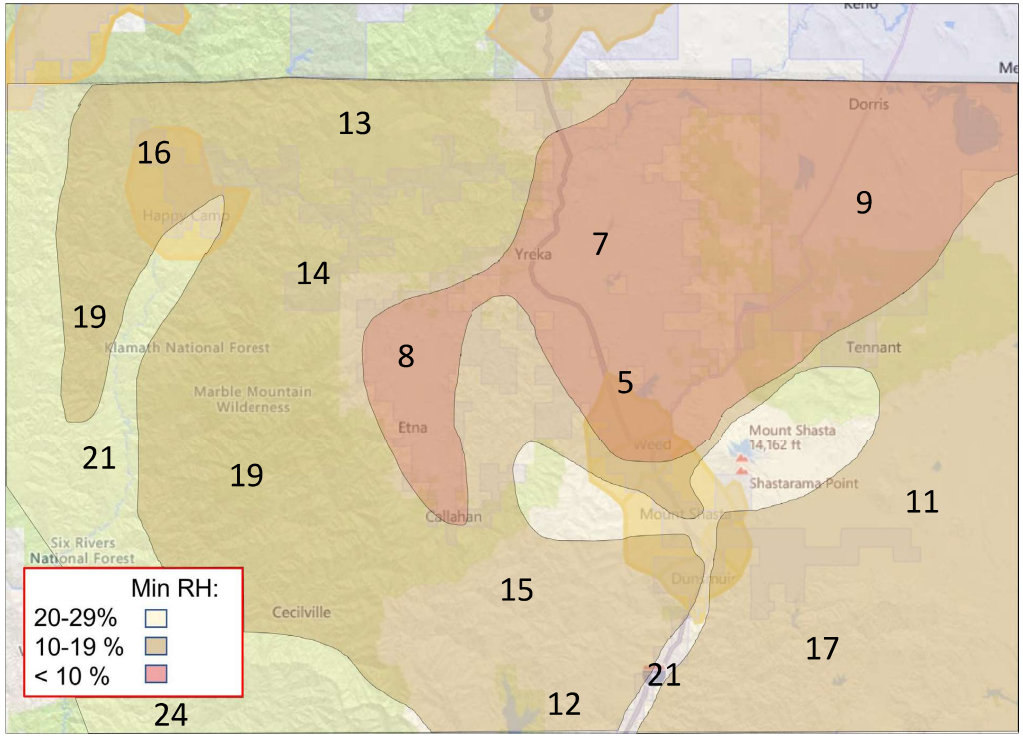
PSPS Watch | **PSPS Warning** | PSPS Execution

24-hr FORECAST – *Siskiyou County, CA*

8 AM

FORECAST FOR 9:00 AM - 2:00 PM





PSPS Watch | **PSPS Warning** | PSPS Execution

Day 1 of PSPS Event

PACIFIC POWER
SYSTEM IMPACTS FORECAST MATRIX

Weather-Related System Impacts (Wx) / Fire Risk Potential (F) / Operational Response

CALIFORNIA	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response
Alturas		F			F			F			F			F	
Crescent City															
Tulelake		F			F			F			F			F	
Yreka	W	W		W	W			F			F			F	

Weather-Related System Impacts (Wx)

Outage Potential
- Widespread Outages with Extended Restoration
- Scattered to Widespread Outages
- Isolated to Scattered Outages
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Hazards
- (W) Wind
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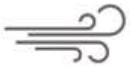
Operational Response
- SP System Patrol
- FS Fire Settings
- NR No Reclose Settings
- PW PSPS Watch
- PS PSPS Event

Fire Weather



- ERCs are at 97th percentile values, KBDI and Fosberg indices are also at critical levels.
- The GACC has issued a Fuels and Fire Behavior Advisory and grasses are fully cured.
- Low RH and strong offshore winds are expected today, with somewhat lighter winds tonight and Saturday. Poor overnight RH recovery is also expected. Fire weather conditions will remain critical Saturday, however.

Wind



- NE-SE gusts 55-65 mph expected today will likely lead to system impacts/damage in the Medford, Roseburg, and Grants Pass Districts.
- NE-SE gusts 35-45 mph tonight and Saturday could lead to isolated system impacts in vulnerable locations.

Thunderstorm / Lightning



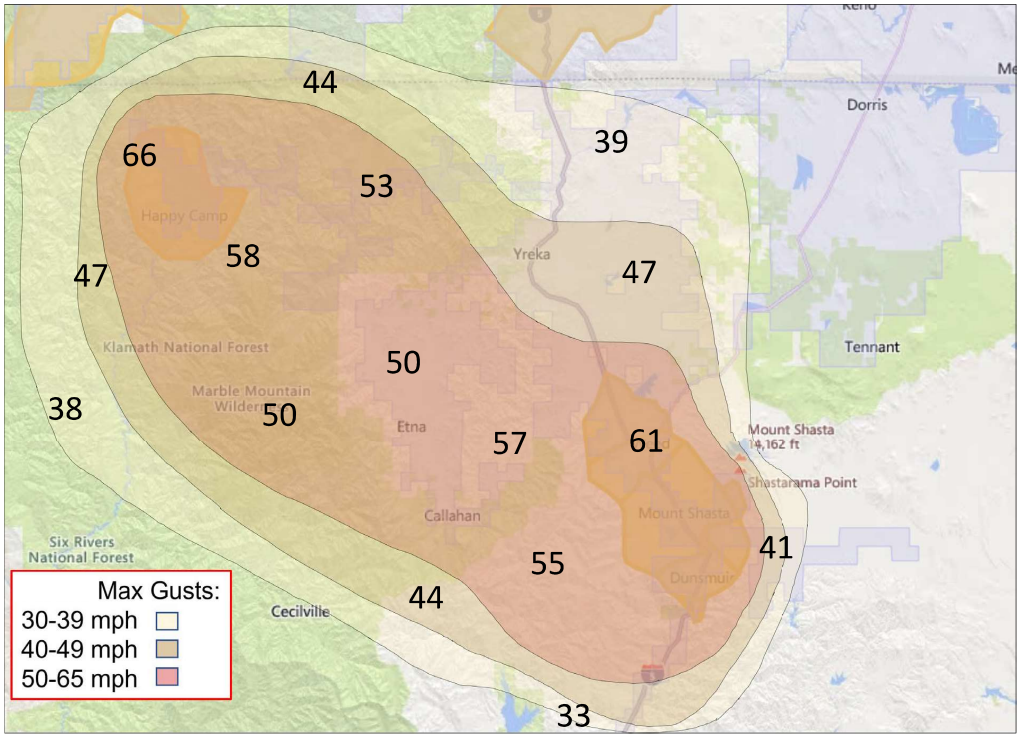
- Thunderstorms are not expected in the next 5 days.

Excessive Heat

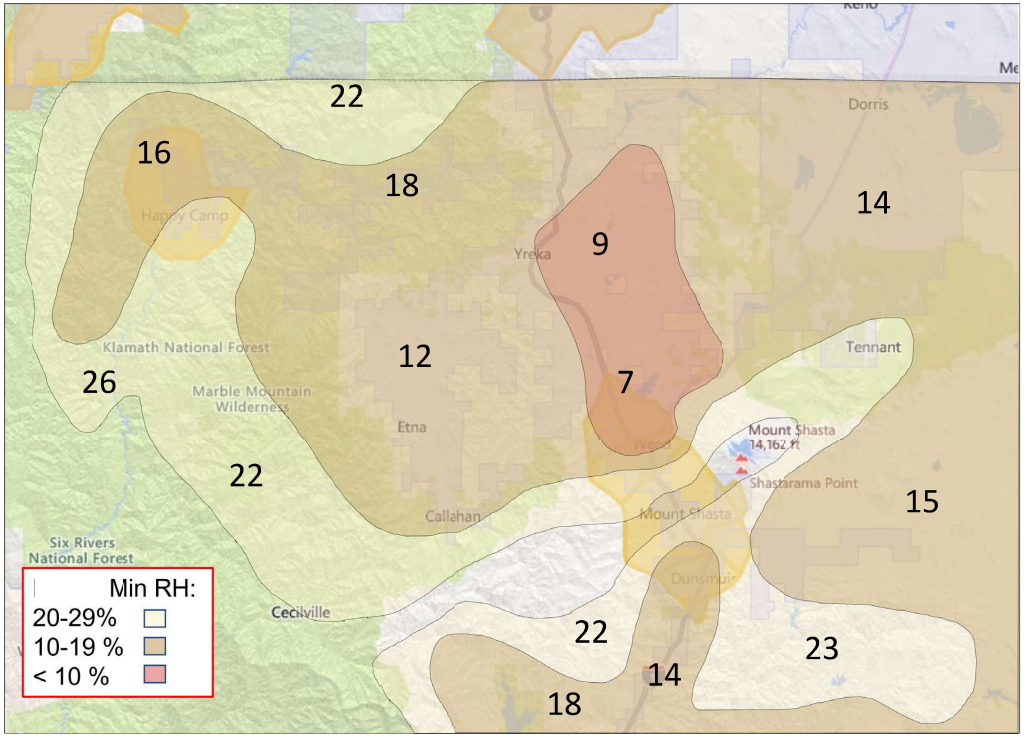
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Day 1 FORECAST – *Siskiyou County, CA*

8 AM



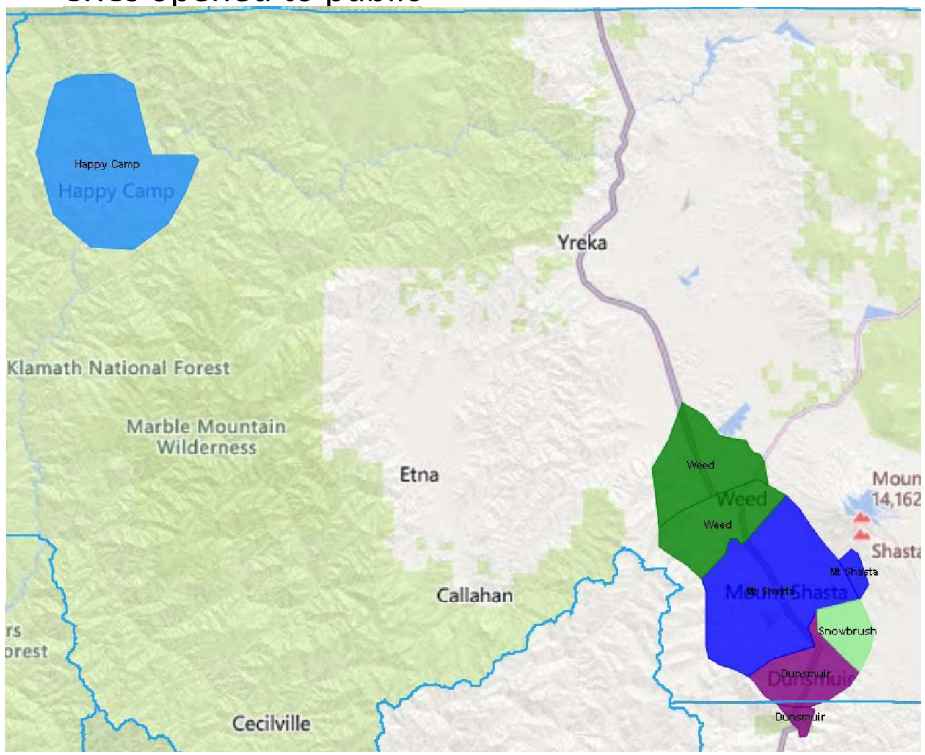
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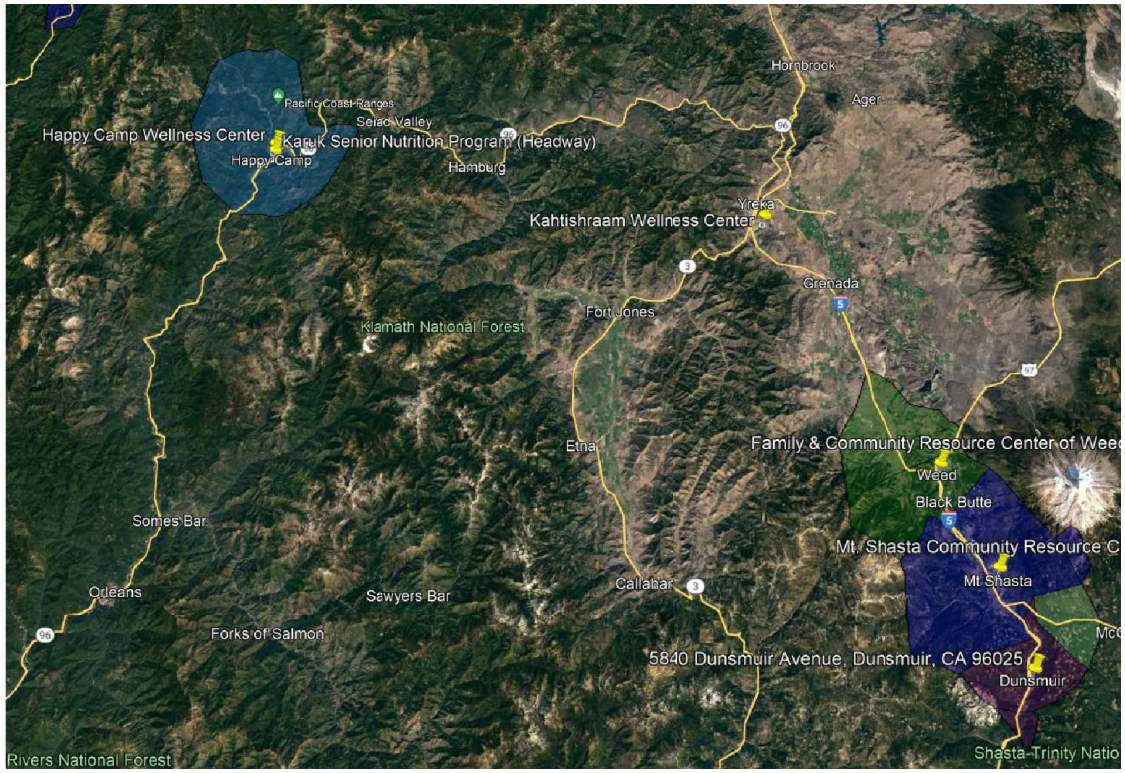


PSPS Execution

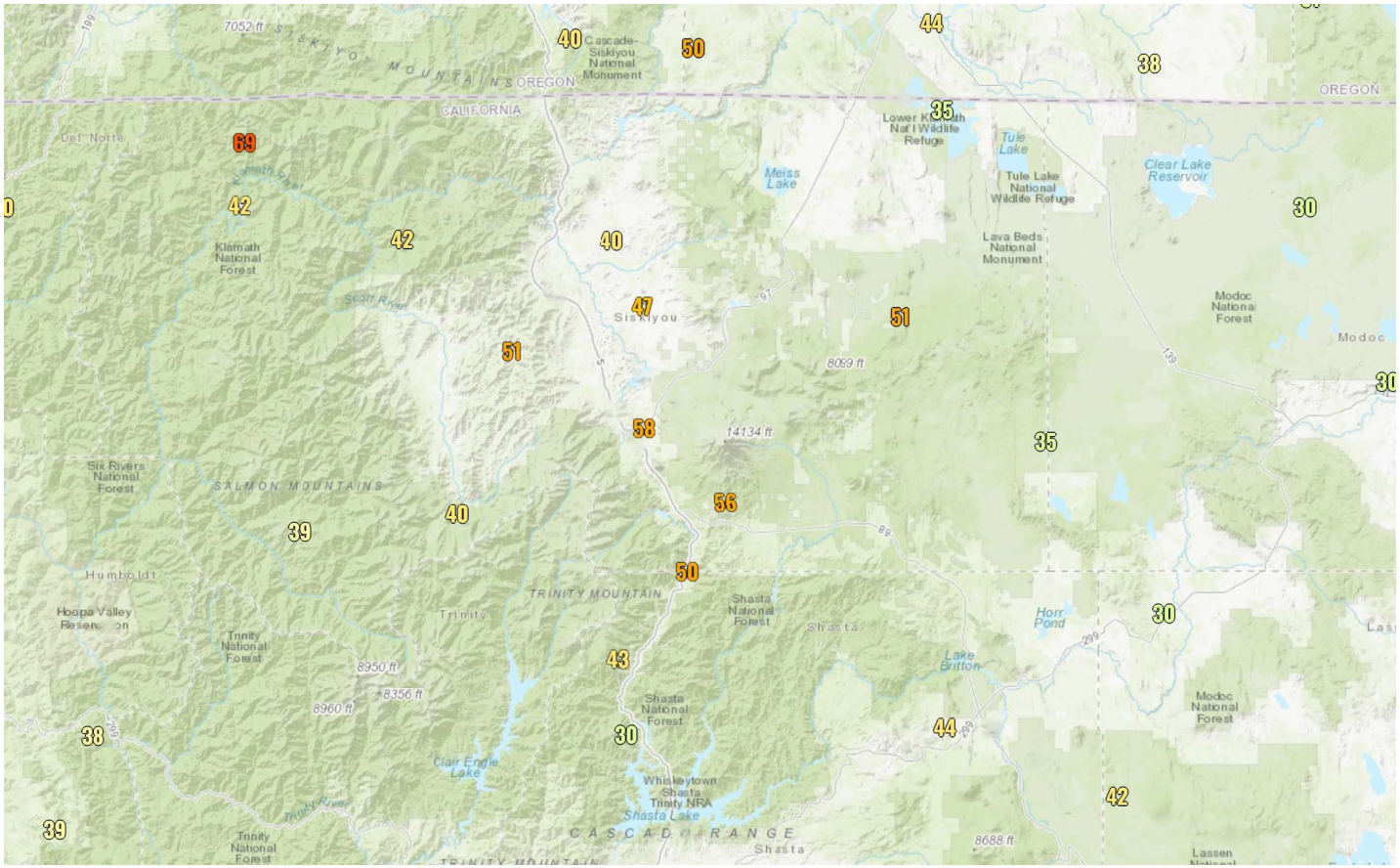
Pacific Power Response

- Approximately 10,351 customers de-energized
- CRCs opened to public





Peak Gusts Recorded Day of Event



PACIFIC POWER

POWERING YOUR GREATNESS

Evening Forecast

- Conditions
  - Time: 9:00pm
  - Winds have subsided to NE 10 gusting to 18
  - Red Flag Warning Issued for area expires at 11:00pm
  - Geographic Coordination Center: High Risk for Significant Fire Potential
  - Forecast shows potential PSPS conditions tomorrow starting at 2:00pm

Overnight Care

- CRC closes at 10
- Security on-site & signage posted relaying information on de-energization zone and EV charging

Day 2 of Wind Event

PACIFIC POWER
SYSTEM IMPACTS FORECAST MATRIX

Weather-Related System Impacts (Wx) / Fire Risk Potential (F) / Operational Response

CALIFORNIA	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response	Wx	F	Response
Alturas		F			F			F			F			F	
Crescent City															
Tulelake		F			F			F			F			F	
Yreka		F			F			F			F			F	

Weather-Related System Impacts (Wx)

Outage Potential
- Widespread Outages with Extended Restoration
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- Isolated to Scattered Outages
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Hazards
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Fire Risk Potential (F)

GACC Risk Level (Significant Fire Potential)
- HIGH RISK (Windy and Dry - *OR* - Extremely Dry Fuels)
- Moderate Risk - *OR* - High Risk for Non-Windy Weather
- Low Risk

Reason for High Risk
- (W) Wind
- (L) Lightning
- (F) Extremely Dry Fuels
- (H) Hot with Low Humidity

Operational Response
- SP System Patrol
- FS Fire Settings
- NR No Reclose Settings
- PW PSPS Watch
- PS PSPS Event

Fire Weather



- Fuels indices are critically dry. A Fuels and Fire Behavior Advisory is in effect for the Yreka District and grasses are fully cured.
- Latest forecasts show wind speeds remaining below PSPS criteria today. Red Flag Warnings have been cancelled.

Wind



- NE-SE winds may gust to 25-40 mph over higher exposed wind-prone areas today.
- Gusts at lower elevation populated areas will reach near 25-33 mph across the district. No system impacts are expected from these wind speeds.

Thunderstorm / Lightning



- Thunderstorms are not expected in the next 5 days.

Excessive Heat

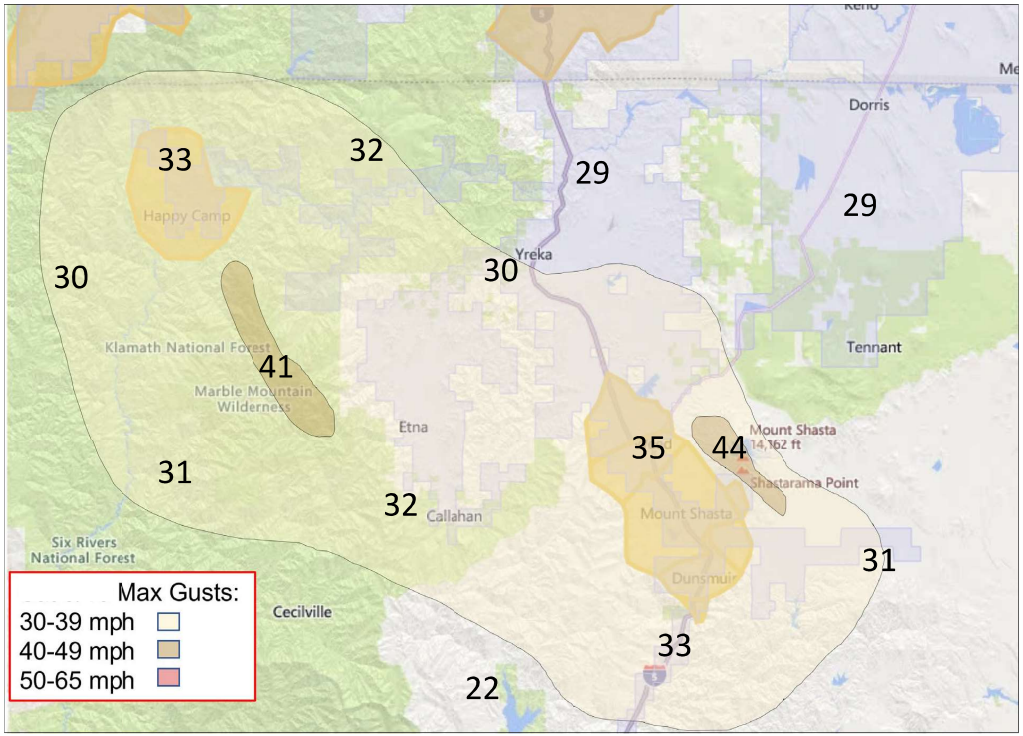


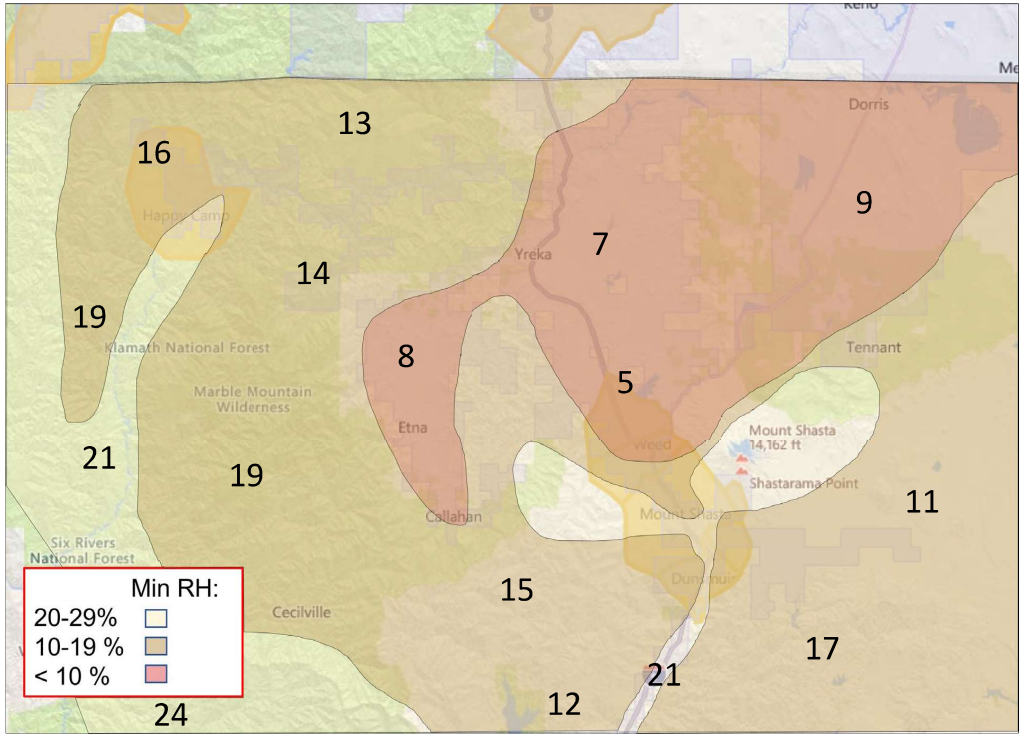
- Morning low temperatures are 15-20 degrees warmer than average this morning. RH will be critically low all day.
- Afternoon temperatures will be 10-15 degrees above average.
- Onshore flow will bring increasing RH and lower temperatures beginning this evening.

Day 2 FORECAST – *Siskiyou County, CA*

8 AM

FORECAST FOR 9:00 AM - 2:00 PM





PSPS Watch | PSPS Warning | PSPS Execution

Restoration

- Crews restored power
- Re-energize notifications sent

Hotwash

- What went well?
- What challenges do we have?
- What if this had affected generation assets?
- How can we help you prepare for outages in the future?
- Potential solutions?
- Who owes what?
- Surveys

Questions and Comments

For more information about our emergency management program please contact:

Jeff Bolton
Emergency Manager
Pacific Power
503-260-7782 (c)

Tyler Averyt
Emergency Manager
Pacific Power
503-319-6901 (c)

Emergency Management Duty Officer 503-331-4498

Report a power outage
1-877-508-5088

Customer service
1-888-221-7070

PACIFIC POWER
POWERING YOUR GREATNESS

SECTION V ATTACHMENTS

- California Wildfire Survey (7.29.21)-Web_PHONE (Spanish)
- California Wildfire Survey (7.29.21)-PHONE
- California Wildfire Survey (7.29.21) – WEB
- California Wildfire Survey (2.28.22)-Web_PHONE_(Spanish)
- California Wildfire Survey (2.28.22)-PHONE
- California Wildfire Survey (2.28.22) – WEB
- Outreach Survey Results Wildfire Messaging Awareness 2021 Wave 1 – Report (9.27.21)
- Outreach Survey Results Wildfire Messaging Awareness 2021 Wave 2 – Report
- Outreach Survey Results Wildfire Messaging Awareness March 2022 Summary Report.

Pacific Power

2021 Wildfire Outreach Phone Questionnaire - DRAFT

Date:	July 29, 2021
Universe:	General public, Pacific Power, Liberty and Bear Valley service areas in California
Sample size:	580 California residential and/or business customers (up to 500 web surveys, 50 random phone surveys, and 30 critical customer phone surveys
Screener:	Head of household or business, most likely to contact utility company
Objective:	Measure the public's awareness and affinity for wildfire mitigation awareness

INTRODUCTION

Hola, mi nombre es _____ y llamo de MDC Research en nombre de Pacific Power [Liberty, Bear Valley Electric Service] con respecto a sus servicios y alcance.

Esta encuesta normalmente demora unos minutos. Solo nos interesan sus opiniones. No estamos vendiendo nada.

Le agradecemos por adelantado por tomarse el tiempo para que podamos atenderlo mejor.

Q1 **[Screener 1]** ¿Es Pacific Power [Liberty, Bear Valley Electric Service] su proveedor de electricidad?

1 Sí
2 No → **THANK & TERMINATE**
3 Prefiere no decirlo → **THANK & TERMINATE**

Q2 ¿Ha visto o escuchado durante el año pasado alguna comunicación sobre la seguridad en incendios forestales?

1 Sí
2 No→ **SKIP TO Q6**
7 No sabe→ **SKIP TO Q6**

Q5 ¿De quién era la comunicación sobre preparación para incendios forestales?

_____

Q3 ¿De qué trataban los mensajes de las comunicaciones que vio o escuchó sobre la preparación para incendios forestales? **ORDEN ALEATORIO; NO LEA LA LISTA; PERMITA VARIAS MENCIONES**

11 Plan de mitigación de incendios forestales de Pacific Power [Liberty, Bear Valley Electric Service]
12 Corte de electricidad por seguridad pública: desactivación de la energía, mapas
13 Estaciones meteorológicas
14 Control de la vegetación
15 Fortalecimiento del sistema
16 Preparación personal: qué hacer en caso de corte de electricidad, cómo preparar kits de emergencia, espacio defendible, etc.
17 Servicios locales de emergencia: herramientas de soporte
18 Servicios locales de emergencia: recursos
19 Notificaciones y actualización de la información del cliente
20 Necesidades médicas: plan para cualquier necesidad médica (por ejemplo, medicamentos que requieren refrigeración, dispositivos que requieren electricidad)
21 Centros de recursos de la comunidad disponibles para información y soporte
22 Designación de la Comisión de Servicios Públicos de California de áreas con una alta amenaza de incendios forestales
99 Otro(a):_____

Q4 ¿Dónde vio o escuchó las comunicaciones sobre la preparación para incendios forestales? **ORDEN ALEATORIO; NO LEA LA LISTA; PERMITA VARIAS MENCIONES**

11 Valla publicitaria
12 Inserto en la cuenta
13 Reunión o evento de la comunidad
14 Correo directo
15 Familia, amigos, compañeros de trabajo
16 Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)
17 Revista
18 Diario
19 Radio
20 Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)
21 Noticias en televisión
22 Publicación de la industria
23 Sitio web (Pacific Power, [Liberty, Bear Valley Electric Service])
24 Sitio web (distinto de Pacific Power, [Liberty, Bear Valley Electric Service])
25 Correo electrónico
99 Otro(a):_____

Q4B ¿Cómo calificaría la claridad de la información sobre preparación para incendios forestales de cada una de estas fuentes? Use una escala de 1 a 5, donde "1" significa “ninguna claridad” y "5" significa “muy clara”.

	RECALL Q4 MENTIONS	Ninguna claridad 1	2	3	4	Muy clara 5
A	Valla publicitaria	1	2	3	4	5
B	Inserto en la cuenta	1	2	3	4	5
C	Reunión o evento de la comunidad	1	2	3	4	5
D	Correo directo	1	2	3	4	5
E	Familia, amigos, compañeros de trabajo	1	2	3	4	5
F	Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)	1	2	3	4	5
G	Revista	1	2	3	4	5
H	Diario	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)	1	2	3	4	5
K	Noticias en televisión	1	2	3	4	5
L	Publicación de la industria	1	2	3	4	5
M	Sitio web (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Sitio web (distinto de Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Correo electrónico	1	2	3	4	5
P	Otro(a) **(RECALL Q4=99)**	1	2	3	4	5

Q4A ¿Qué tan útil fue la información sobre la preparación para incendios forestales que recibió de cada una de estas fuentes? Use una escala de 1 a 5, donde "1" significa “ninguna utilidad” y "5" significa “muy útil”.

	RECALL Q4 MENTIONS	Ninguna utilidad 1	2	3	4	Muy útil 5
A	Valla publicitaria	1	2	3	4	5
B	Inserto en la cuenta	1	2	3	4	5
C	Reunión o evento de la comunidad	1	2	3	4	5
D	Correo directo	1	2	3	4	5

E	Familia, amigos, compañeros de trabajo	1	2	3	4	5
F	Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)	1	2	3	4	5
G	Revista	1	2	3	4	5
H	Diario	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)	1	2	3	4	5
K	Noticias en televisión	1	2	3	4	5
L	Publicación de la industria	1	2	3	4	5
M	Sitio web (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Sitio web (distinto de Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Correo electrónico	1	2	3	4	5
P	Otro(a) **(RECALL Q4=99)**	1	2	3	4	5

Q5A En los últimos seis meses, ¿con cuánta frecuencia recuerda haber visto, escuchado o buscado mensajes sobre la preparación para incendios forestales? Para cada fuente, indique el número de veces que recuerda haber visto, escuchado o buscado información sobre la preparación para incendios forestales. Basta con un cálculo aproximado.

	RECALL Q4 MENTIONS	**Registre el número de veces que recuerda SHOW DROPDOWN: 1 time, 2-5 times, 6-10 times, 10+ times**
A	Valla publicitaria	
B	Inserto en la cuenta	
C	Reunión o evento de la comunidad	
D	Correo directo	
E	Familia, amigos, compañeros de trabajo	
F	Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)	
G	Revista	
H	Diario	
I	Radio	
J	Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)	
K	Noticias en televisión	

L	Publicación de la industria	
M	Sitio web (Pacific Power, [Liberty, Bear Valley Electric Service])	
N	Sitio web (distinto de Pacific Power, [Liberty, Bear Valley Electric Service])	
O	Correo electrónico	
P	Otro(a) **(RECALL Q4=99)**	

Q6 Durante el año pasado, ¿tomó alguna medida para prevenir en su hogar o negocio un incendio forestal o prepararse en caso de uno?

1 Sí
2 No → **SKIP TO Q7**
3 Prefiero no decirlo →**SKIP TO Q7**

Q6A ¿Qué medidas ha tomado en su hogar o negocio para prevenir un incendio forestal o prepararse en caso de uno?

99 REGISTRE: _____

DO NOT DISPLAY; FOR CODING USE ONLY
11 Corté la vegetación alrededor de la casa o propiedad
12 Preparé un kit de emergencia
13 Elaboré un plan de preparación en caso de emergencia e información de contacto
14 Digitalice los documentos claves en la nube
15 Almacené los objetos valiosos en una caja fuerte o depósito de seguridad
16 Aprendí cómo desactivar el control eléctrico para abrir la puerta del garaje
17 Actualice la información de contacto o me inscribí para recibir notificaciones de Pacific Power
99 Otro(a):_____
97 No sabe

Q7 ¿Qué esfuerzos de Pacific Power [Liberty, Bear Valley Electric Service] conoce para reducir el riesgo de incendios forestales? **ORDEN ALEATORIO; LEA LA LISTA; PERMITA VARIAS MENCIONES**

11 Podar la vegetación alrededor de las líneas eléctricas en áreas de mayor riesgo
12 Mejorar el acceso y la distancia del corredor de servicios básicos
13 Realizar inspecciones aéreas y terrestres más frecuentes para garantizar que las instalaciones puedan operar según lo esperado
14 Invertir en conductores recubiertos, alternativas a los postes de madera y dispositivos de control adicionales
15 Instalar puntos locales de monitoreo del clima y compartir los datos recopilados por los equipos locales de clima e incendios
99 Otro(a):_____
97 No sabe
88 No conozco ningún esfuerzo

Q8 Durante el año pasado, ¿recuerda haber visto, escuchado o leído la frase "corte de electricidad por seguridad pública o PSPS"?

1 Sí
2 No → **SKIP TO Q11**

Q8A ¿Dónde recuerda haber visto o escuchado información sobre el corte de electricidad por seguridad pública en relación con las condiciones de los incendios forestales? **ORDEN ALEATORIO; NO LEA LA LISTA; PERMITA VARIAS MENCIONES**
Seleccione todas las opciones que correspondan.

11 Valla publicitaria
12 Inserto en la cuenta
13 Reunión o evento de la comunidad
14 Correo directo
15 Familia, amigos, compañeros de trabajo
16 Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)
17 Revista
18 Diario
19 Radio
20 Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)
21 Noticias en televisión
22 Publicación de la industria
23 Sitio web (Pacific Power)
24 Sitio web (distinto de Pacific Power)
25 Correo electrónico
99 Otro(a):_____

Q9 ¿A cuál de las siguientes opciones es más probable que recurra en primer lugar en busca de información sobre el corte de electricidad por seguridad pública? **ORDEN ALEATORIO; LEA LA LISTA; UNA SOLA MENCIÓN**

11 Sitio web (Pacific Power, Liberty, Bear Valley Electric Service)
12 Sitio web (distinto de Pacific Power, Liberty, Bear Valley Electric Service)
13 Redes sociales
14 Estación local de televisión o radio
15 Gobierno estatal
16 Gobierno federal
17 Cal Fire (Departamento Forestal y de Protección contra Incendios de California)
99 Otro(a):_____
97 No sabe

Q10 ¿Qué entiende por corte de electricidad por seguridad pública? Seleccione todas las afirmaciones que sean verdaderas con respecto a un corte de electricidad por seguridad pública? **RANDOMIZE; LEA LA LISTA; PERMITA VARIAS MENCIONES**

11 Para las áreas de mayor riesgo de rápida propagación de incendios forestales catastróficos, la empresa de servicios activará el corte de electricidad por seguridad pública durante clima extremo y peligroso.
12 Un corte de electricidad por seguridad pública es el último recurso que utiliza la empresa de servicios, en un esfuerzo por evitar un incendio forestal difícil de combatir y que avanza muy rápido con el objetivo de garantizar la seguridad del cliente y de la comunidad.
13 Antes de considerar un corte de electricidad por seguridad pública, la empresa de servicios evalúa varios factores: árboles secos y otros combustibles, vientos, humedad muy baja, condiciones climáticas, densidad de la población, observaciones en terreno en tiempo real y comentarios de las agencias locales de salud y seguridad pública.
14 La probabilidad de un corte de electricidad por seguridad pública se reduce cuando la empresa de servicios adopta las medidas para fortalecer la red eléctrica.
99 Otro(a):_____
97 No sabe

Q11. ¿Sabía que puede actualizar su información de contacto con Pacific Power [Liberty, Bear Valley Electric Service] para recibir notificaciones proactivas antes de un corte de electricidad por seguridad pública?

1 Sí
2 No → **SKIP TO Q12**
7 No sabe → **SKIP TO Q12**

Q11A ¿Ha actualizado su información de contacto con Pacific Power [Liberty, Bear Valley Electric Service] para recibir notificaciones proactivas antes de un corte de electricidad por seguridad pública?

1 Sí
2 No
7 No sabe

Q12 ¿Sabe si su dirección se encuentra en un área de corte de electricidad por seguridad pública?

1 Sí
2 No

Q13 ¿Sabía de la existencia de un mapa en el sitio web de Pacific Power [Liberty, Bear Valley Electric Service] donde puede encontrar las áreas de corte de electricidad por seguridad pública?

1 Sí
2 No
7 No sabe

Q14. ¿Alguien en su hogar o negocio depende de la electricidad por un equipo o necesidad médica?
1 Sí
2 No→ **SKIP TO QPS1**

Q14a. ¿Sabía que Pacific Power [Liberty, Bear Valley Electric Service] ofrece avisos adicionales antes de un corte de electricidad por seguridad pública a las casas que tienen equipos o necesidades médicas?
1 Sí
2 No

ASK PS1-PS1B IF PACIFIC POWER, ELSE SKIP TO OSAT1

QPS1. ¿Sufrió un corte de electricidad por seguridad pública (PSPS) este año?
1 Sí
2 No – **SKIP QSAT1**

QPS1a. ¿Recibió notificaciones e información suficientes para prepararse para el corte de electricidad por seguridad pública?

1 Sí –**SKIP TO QSAT1**
2 No

QPS1b. ¿Qué se pudo haber mejorado?

99 REGISTRE: _____

QSAT1 En una escala de 1 a 10, donde "1" significa "nada satisfecho" y "10" significa "muy satisfecho", indique su nivel general de satisfacción con el alcance y la interacción que recibió de Pacific Power [Liberty, Bear Valley Electric Service] con respecto a:

	[RANDOMIZE]	Nada satisfecho 1	2	3	4	5	6	7	8	9	Muy satisfecho 10
A	Dónde encontrar información para ayudarlo a que se mantenga seguro y prepararse antes de un incendio forestal	1	2	3	4	5	6	7	8	9	10
B	Qué hace la empresa de servicios para mitigar el riesgo de incendios forestales	1	2	3	4	5	6	7	8	9	10
C	Disponibilidad de recursos de información sobre la seguridad en incendios forestales en su comunidad	1	2	3	4	5	6	7	8	9	10

D	Qué esperar en caso de un corte de electricidad por seguridad pública	1	2	3	4	5	6	7	8	9	10
E	En preparación para que actúe en caso de un incendio forestal	1	2	3	4	5	6	7	8	9	10
F	Cantidad de información y alcance que recibió sobre la seguridad en incendios forestales	1	2	3	4	5	6	7	8	9	10

OSAT2. ¿Cuántas notificaciones de corte de energía de seguridad pública (PSPS) ha recibido en el último año?

RECORD # NOTIFICATIONS
97 No lo sé

ASK OSAT3 IF QPS1=1

OSAT3. ¿Cuántos cortes de energía de seguridad pública ha experimentado en el último año?
AUTOPUNCH 0 IF QPS1=2

RECORD # OUTAGES
97 No lo sé

OSAT4. ¿Cuál de las siguientes instrucciones describe mejor cómo se siente acerca de las notificaciones de corte de energía de seguridad pública (PSPS)?

1 Las notificaciones deben enviarse si hay alguna posibilidad de un PSPS
2 Las notificaciones solo deben enviarse si hay una alta probabilidad de un PSPS
3 Las notificaciones solo deben enviarse si es seguro que se producirá un PSPS

ASK OSAT5 = OSAT2>OSAT3 AND OSAT2 IS NOT 97 AND OSAT3 IS NOT 97

OSAT5. ¿De qué manera le afectaron personalmente las notificaciones de "falsa alarma" de corte de energía de seguridad pública (PSPS), donde recibió una notificación pero no tenía una PSPS?

Sea lo más específico posible.

_____

Q15. ¿Su idioma principal es un idioma distinto del inglés?

1 Sí
2 No

Q16. ¿Sería útil para usted o alguna otra persona en su hogar recibir comunicaciones en otro idioma?

1 Sí
2 No

Q16a. Si la respuesta es afirmativa, ¿qué idioma preferiría?

_____

Q16b. ¿Cuál es su idioma de preferencia para recibir las comunicaciones? **UNA SOLA MENCIÓN; NO LEA LA LISTA**

11 Inglés
12 Español
13 Chino tradicional
14 Chino simplificado
16 Tagalo
17 Vietnamita
18 Mixteco
19 Zapoteco
20 Hmong
21 Alemán
99 Otro (especifique)

Ya casi terminamos. Tenemos algunas preguntas adicionales que nos permitirán clasificar y conciliar sus respuestas para que podamos comunicarnos mejor en virtud de sus necesidades.

Q17 Indique su sexo

1 Masculino
2 Femenino
7 Prefiere no decirlo

Q18 ¿Cuál es su edad?

1 De 18 a 24
2 De 25 a 34
3 De 35 a 44
4 De 45 a 54
5 De 55 a 64
6 65 años o más
7 Prefiere no decirlo

Q19 ¿Es propietario de su casa o la alquila?

1 Arrendatario
2 Propietario/en proceso de compra
3 Otro(a)
7 Prefiere no decirlo

Q20 ¿Cuál de las siguientes opciones describe mejor el monto de los ingresos anuales en su hogar? **LEA LA LISTA**

11 Menos de $20,000
12 De $20,000 a $39,999
13 De $40,000 a $59,999
14 De $60,000 a $89,999
15 De $90,000 a $129,999
16 De $130,000 a $199,999
17 $200,000 o más
97 Prefiere no decirlo

EXIT

Muchas gracias por su ayuda con esta investigación importante. Le agradecemos que se haya tomado el tiempo para entregarnos su opinión.

Pacific Power

2021 Wildfire Outreach Web Questionnaire

Date:	July 29, 2021
Universe:	General public, Pacific Power, Liberty and Bear Valley service areas in California
Sample size:	580 California residential and/or business customers (up to 500 web surveys, 50 random phone surveys, and 30 critical customer phone surveys
Screener:	Head of household or business, most likely to contact utility company
Objective:	Measure the public's awareness and affinity for wildfire mitigation awareness

LANDING PAGE

MDC Research is conducting a survey on behalf of Pacific Power [Liberty, Bear Valley Electric Service] regarding their services and outreach.

This survey usually takes a few minutes. We are only interested in your opinions. We are not selling anything.

We thank you in advance for taking the time to help us serve you better.

To begin the survey, please click '>>>' below.

Q1 **[Screener 1]** Is Pacific Power [Liberty, Bear Valley Electric Service] your electricity provider?

1 Yes
2 No → **THANK & TERMINATE**
3 Prefer not to say → **THANK & TERMINATE**

Q2 Have you seen or heard any communications about wildfire safety in the past year?

1 Yes
2 No→ **SKIP TO Q6**
7 Don't know→ **SKIP TO Q6**

Q5 Who was the communication about wildfire preparedness from?

_____

Q3 What were the messages of the communications you saw or heard about wildfire preparedness? **RANDOMIZE**
Select all that apply.

11 Pacific Power's [Liberty's, Bear Valley Electric Service's] Wildfire Mitigation Plan
12 Public Safety Power Shutoff – De-Energization of Power, Maps
13 Weather Stations
14 Vegetation Management
15 System Hardening
16 Personal Preparedness – What to do when power is out, how to prepare emergency kits, defensible space, etc.
17 Local Emergency Services – Support Tools
18 Local Emergency Services – Resources
19 Notifications & Updating Customer Information
20 Medical Needs – Plan for any medical needs (e.g., meds needing to be refrigerated, devices requiring power)
21 Community Resource Centers available for information and support
22 California Public Utility Commission designation of high wildfire threat areas
99 Other:_____

Q4 Where did you see or hear the communications about wildfire preparedness? **RANDOMIZE**
Select all that apply.

11 Billboard
12 Bill insert
13 Community meeting or event
14 Direct mail
15 Family, friends, co-workers
16 Local organization or community center (senior citizen center, food bank, church, etc.)
17 Magazine
18 Newspaper
19 Radio
20 Social networking (e.g., blogs, Facebook, Twitter)
21 TV news
22 Trade publication
23 Website (Pacific Power, [Liberty, Bear Valley Electric Service])
24 Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])
25 Email
99 Other:_____

Q4B How would you rate the clarity of the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is "not at all clear" and 5 is "extremely clear."

	RECALL Q4 MENTIONS	Not at all clear 1	2	3	4	Extremely clear 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5
H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other **(RECALL Q4=99)**	1	2	3	4	5

Q4A How useful was the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is "not at all useful" and 5 is "extremely useful."

	RECALL Q4 MENTIONS	Not at all useful 1	2	3	4	Extremely useful 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5

H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other **(RECALL Q4=99)**	1	2	3	4	5

Q5 In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? For each source, please indicate the number of times you recall seeing, hearing, or seeking information about wildfire preparedness. Your best guess is fine.

	RECALL Q4 MENTIONS	**Record Number of Times Recalled SHOW DROPDOWN: 1 time, 2-5 times, 6-10 times, 10+ times**
A	Billboard	
B	Bill insert	
C	Community meeting or event	
D	Direct mail	
E	Family, friends, co-workers	
F	Local organization or community center (senior citizen center, food bank, church, etc.)	
G	Magazine	
H	Newspaper	
I	Radio	
J	Social networking (e.g., blogs, Facebook, Twitter)	
K	TV news	
L	Trade publication	
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	
O	Email	
P	Other **(RECALL Q4=99)**	

Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire?

1 Yes
2 No → **SKIP TO Q7**
3 Prefer not to say →**SKIP TO Q7**

Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire?

99 RECORD: _____

DO NOT DISPLAY; FOR CODING USE ONLY
11 Trimmed vegetation around home or property
12 Prepared an emergency kit
13 Prepared an emergency readiness plan and contact information
14 Scanned key documents to the Cloud
15 Stored valuables in a safe or safety deposit box
16 Learned how to override my electric garage door opener
17 Updated contact information and/or signed up for notifications from Pacific Power
99 Other:_____
97 Don't know

Q7 What efforts by Pacific Power [Liberty, Bear Valley Electric Service] are you aware of to reduce the risk of wildfire? **RANDOMIZE**
Select all that apply.

11 Pruning vegetation around power lines in higher-risk areas
12 Enhancing utility corridor access and clearance
13 Performing more frequent inspections by air and ground to ensure facilities are able to operate as expected
14 Investing in covered conductors, wood pole alternatives, and additional control devices
15 Installing local weather monitoring points and sharing data collected by local weather and fire teams
99 Other:_____
97 I don’t know
88 I am not aware of any efforts

Q8 In the past year, do you recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS?”

1 Yes
2 No → **SKIP TO Q11**

Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? **RANDOMIZE**
Select all that apply.

11 Billboard
12 Bill insert
13 Community meeting or event
14 Direct mail
15 Family, friends, co-workers
16 Local organization or community center (senior citizen center, food bank, church, etc.)
17 Magazine
18 Newspaper
19 Radio
20 Social networking (e.g., blogs, Facebook, Twitter)
21 TV News
22 Trade publication
23 Website (Pacific Power)
24 Website (other than Pacific Power)
25 Email
99 Other:_____

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? **RANDOMIZE; SINGLE MENTION**

11 Website (Pacific Power, Liberty, Bear Valley Electric Service)
12 Website (other than Pacific Power, Liberty, Bear Valley Electric Service)
13 Social Media
14 Local TV or radio station
15 State government
16 Federal government
17 Cal Fire
99 Other:_____
97 Don't know

Q10 What is your understanding of a Public Safety Power Shutoff? Please select all of the statements that are true about a Public Safety Power Shutoff.
Select all that apply.

11 For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.
12 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.
13 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.
14 The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.
99 Other:_____
97 I don't know

Q11. Are you aware you can update your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive proactive notification prior to a Public Safety Power Shutoff?

1 Yes
2 No → **SKIP TO Q12**
7 I don't know → **SKIP TO Q12**

Q11A Have you updated your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive notifications prior to a Public Safety Power Shutoff?

1 Yes
2 No
7 I don't know

Q12 Do you know whether your address is located in a Public Safety Power Shutoff area?

1 Yes
2 No

Q13 Are you aware of a map on Pacific Power's [Liberty's, Bear Valley Electric Service's] website where you can locate Public Safety Power Shutoff areas?

1 Yes
2 No
7 I don't know

Q14. Does anyone in your home or business rely on electricity for medical needs/equipment?

1 Yes
2 No→ **SKIP TO QPS1**

Q14a. Are you aware that Pacific Power [Liberty, Bear Valley Electric Service] provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment?

1 Yes
2 No

ASK PS1-PS1B IF PACIFIC POWER, ELSE SKIP TO OSAT1

QPS1. Did you experience a Public Safety Power Shutoff (PSPS) this year?

1 Yes
2 No – **SKIP OSAT1)**

QPS1a. Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff?

1 Yes –**SKIP TO OSAT1**
2 No

QPS1b. What could have been improved?

99 RECORD: _____

QSAT1 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you received from Pacific Power [Liberty, Bear Valley Electric Service] regarding:

		Not at all satisfied 1	2	3	4	5	6	7	8	9	Very satisfied 10
A	Where to find information to help you stay safe and prepare before a wildfire	1	2	3	4	5	6	7	8	9	10
B	What the utility does to mitigate wildfire risk	1	2	3	4	5	6	7	8	9	10
C	Availability of resources in your community for wildfire safety information	1	2	3	4	5	6	7	8	9	10
D	What to expect in the event of a Public Safety Power Shutoff	1	2	3	4	5	6	7	8	9	10
E	In preparing you to act in the event of a wildfire	1	2	3	4	5	6	7	8	9	10
F	Amount of information and outreach you received about wildfire safety	1	2	3	4	5	6	7	8	9	10

OSAT2 How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year?

RECORD # NOTIFICATIONS
97 Don't know

ASK OSAT3 IF QPS1=1

OSAT3 How many Public Safety Power Shutoffs have you experienced in the past year? **AUTOPUNCH 0 IF QPS1=2**

RECORD # OUTAGES
97 Don't know

OSAT4 Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications?

1 Notifications should be sent if there is any possibly of a PSPS
2 Notifications should only be sent if there is a high likelihood of a PSPS
3 Notifications should only be sent if a PSPS is certain to occur

ASK OSAT5 = OSAT2>OSAT3

OSAT5 In what ways did "false alarm" Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally?

Please be specific.

_____

Q15. Is your primary language a language other than English?
1 Yes
2 No

Q16. Would it be helpful for you or anyone else in your household to receive communications in another language?
1 Yes
2 No

Q16a. If yes, what would that preferred language be?

_____

Q16b. What is your preferred language to receive communications? **SINGLE MENTION**

11 English
12 Spanish
13 Traditional Chinese
14 Simplified Chinese
16 Tagalog
17 Vietnamese
18 Mixteco
19 Zapoteco
20 Hmong
21 German
99 Other (specify)

We are about done. We have some additional questions to help us categorize and reconcile your responses so we can better communicate to your needs.

Q17 What is your gender?

1 Male
2 Female
7 Prefer not to say

Q18 What is your age category?

1 18 to 24
2 25 to 34
3 35 to 44
4 45 to 54
5 55 to 64
6 65 or over
7 Prefer not to say

Q19 Do you own or rent your home?

1 Rent
2 Own/ buying
3 Other
7 Prefer not to say

Q20 Which of the following best describes your annual household income?

11	Less than $20,000
12	$20,000 to $39,999
13	$40,000 to $59,999
14	$60,000 to $89,999
15	$90,000 to $129,999
16	$130,000 to $199,999
17	$200,000 or more
97	Prefer not to say

EXIT

Thank you very much for your help with this important research! We appreciate you taking the time to provide us with your feedback.

For questions about the survey or data collection, please email pacificpower@mdcinvite.com.

To submit your survey responses, please click the >>> button below.

IP NOTE: DIRECT RESPONDENTS TO

Pacific Power: https://www.pacificpower.net/outages-safety/wildfire-safety.html

Liberty Utilities: https://california.libertyutilities.com/south-lake-tahoe/residential/safety/electrical/wildfire-mitigation.html

BVES: https://www.bvesinc.com/safety/wildfire-mitigation-plan/

Pacific Power

2021 Wildfire Outreach Phone Questionnaire - DRAFT

Date:	July 29, 2021
Universe:	General public, Pacific Power, Liberty and Bear Valley service areas in California
Sample size:	580 California residential and/or business customers (up to 500 web surveys, 50 random phone surveys, and 30 critical customer phone surveys
Screener:	Head of household or business, most likely to contact utility company
Objective:	Measure the public's awareness and affinity for wildfire mitigation awareness

INTRODUCTION

Hi, I'm _____ calling from MDC Research on behalf of Pacific Power [Liberty, Bear Valley Electric Service] regarding their services and outreach.

This survey usually takes a few minutes. We are only interested in your opinions. We are not selling anything.

We thank you in advance for taking the time to help us serve you better.

Q1 **[Screener 1]** Is Pacific Power [Liberty, Bear Valley Electric Service] your electricity provider?

1 Yes
2 No → **THANK & TERMINATE**
3 Prefer not to say → **THANK & TERMINATE**

Q2 Have you seen or heard any communications about wildfire safety in the past year?

1 Yes
2 No→ **SKIP TO Q6**
7 Don't know→ **SKIP TO Q6**

Q5 Who was the communication about wildfire preparedness from?

_____

Q3 What were the messages of the communications you saw or heard about wildfire preparedness? **RANDOMIZE; DO NOT READ LIST; ALLOW MULTIPLE MENTIONS**

11 Pacific Power's [Liberty's, Bear Valley Electric Service's] Wildfire Mitigation Plan
12 Public Safety Power Shutoff – De-Energization of Power, Maps
13 Weather Stations
14 Vegetation Management
15 System Hardening
16 Personal Preparedness – What to do when power is out, how to prepare emergency kits, defensible space, etc.
17 Local Emergency Services – Support Tools
18 Local Emergency Services – Resources
19 Notifications & Updating Customer Information
20 Medical Needs – Plan for any medical needs (e.g., meds needing to be refrigerated, devices requiring power)
21 Community Resource Centers available for information and support
22 California Public Utility Commission designation of high wildfire threat areas
99 Other:_____

Q4 Where did you see or hear the communications about wildfire preparedness? **RANDOMIZE; DO NOT READ LIST; ALLOW MULTIPLE MENTIONS**

11 Billboard
12 Bill insert
13 Community meeting or event
14 Direct mail
15 Family, friends, co-workers
16 Local organization or community center (senior citizen center, food bank, church, etc.)
17 Magazine
18 Newspaper
19 Radio
20 Social networking (e.g., blogs, Facebook, Twitter)
21 TV news
22 Trade publication
23 Website (Pacific Power, [Liberty, Bear Valley Electric Service])
24 Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])
25 Email
99 Other:_____

Q4B How would you rate the clarity of the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is "not at all clear" and 5 is "extremely clear."

	RECALL Q4 MENTIONS	Not at all clear 1	2	3	4	Extremely clear 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5
H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other **(RECALL Q4=99)**	1	2	3	4	5

Q4A How useful was the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is "not at all useful" and 5 is "extremely useful."

	RECALL Q4 MENTIONS	Not at all useful 1	2	3	4	Extremely useful 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5

H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other **(RECALL Q4=99)**	1	2	3	4	5

Q5 In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? For each source, please indicate the number of times you recall seeing, hearing, or seeking information about wildfire preparedness. Your best guess is fine.

	RECALL Q4 MENTIONS	**Record Number of Times Recalled SHOW DROPDOWN: 1 time, 2-5 times, 6-10 times, 10+ times**
A	Billboard	
B	Bill insert	
C	Community meeting or event	
D	Direct mail	
E	Family, friends, co-workers	
F	Local organization or community center (senior citizen center, food bank, church, etc.)	
G	Magazine	
H	Newspaper	
I	Radio	
J	Social networking (e.g., blogs, Facebook, Twitter)	
K	TV news	
L	Trade publication	
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	
O	Email	
P	Other **(RECALL Q4=99)**	

Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire?

1 Yes
2 No → **SKIP TO Q7**
3 Prefer not to say →**SKIP TO Q7**

Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire?

99 RECORD: _____

DO NOT DISPLAY; FOR CODING USE ONLY
11 Trimmed vegetation around home or property
12 Prepared an emergency kit
13 Prepared an emergency readiness plan and contact information
14 Scanned key documents to the Cloud
15 Stored valuables in a safe or safety deposit box
16 Learned how to override my electric garage door opener
17 Updated contact information and/or signed up for notifications from Pacific Power
99 Other:_____
97 Don't know

Q7 What efforts by Pacific Power [Liberty, Bear Valley Electric Service] are you aware of to reduce the risk of wildfire? **RANDOMIZE; READ LIST; ALLOW MULTIPLE MENTIONS**

11 Pruning vegetation around power lines in higher-risk areas
12 Enhancing utility corridor access and clearance
13 Performing more frequent inspections by air and ground to ensure facilities are able to operate as expected
14 Investing in covered conductors, wood pole alternatives, and additional control devices
15 Installing local weather monitoring points and sharing data collected by local weather and fire teams
99 Other:_____
97 I don’t know
88 I am not aware of any efforts

Q8 In the past year, do you recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS?”

1 Yes
2 No → **SKIP TO Q11**

Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? **RANDOMIZE; DO NOT READ LIST; ALLOW MULTIPLE MENTIONS**
Select all that apply.

11 Billboard
12 Bill insert
13 Community meeting or event
14 Direct mail
15 Family, friends, co-workers
16 Local organization or community center (senior citizen center, food bank, church, etc.)
17 Magazine
18 Newspaper
19 Radio
20 Social networking (e.g., blogs, Facebook, Twitter)
21 TV News
22 Trade publication
23 Website (Pacific Power)
24 Website (other than Pacific Power)
25 Email
99 Other:_____

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? **RANDOMIZE; READ LIST; SINGLE MENTION**

11 Website (Pacific Power, Liberty, Bear Valley Electric Service)
12 Website (other than Pacific Power, Liberty, Bear Valley Electric Service)
13 Social Media
14 Local TV or radio station
15 State government
16 Federal government
17 Cal Fire
99 Other:_____
97 Don't know

Q10 What is your understanding of a Public Safety Power Shutoff? Please select all of the statements that are true about a Public Safety Power Shutoff. **READ LIST; ALLOW MULTIPLE MENTIONS**

11 For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.
12 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.
13 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.
14 The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.
99 Other:_____
97 I don't know

Q11. Are you aware you can update your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive proactive notification prior to a Public Safety Power Shutoff?

1 Yes
2 No → **SKIP TO Q12**
7 I don't know → **SKIP TO Q12**

Q11A Have you updated your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive notifications prior to a Public Safety Power Shutoff?

1 Yes
2 No
7 I don't know

Q12 Do you know whether your address is located in a Public Safety Power Shutoff area?

1 Yes
2 No

Q13 Are you aware of a map on Pacific Power's [Liberty's, Bear Valley Electric Service's] website where you can locate Public Safety Power Shutoff areas?

1 Yes
2 No
7 I don't know

Q14. Does anyone in your home or business rely on electricity for medical needs/equipment?

1 Yes
2 No→ **SKIP TO QPS1**

Q14a. Are you aware that Pacific Power [Liberty, Bear Valley Electric Service] provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment?

1 Yes
2 No

ASK PS1-PS1B IF PACIFIC POWER, ELSE SKIP TO OSAT1[MB(1][MB(2]

QPS1. Did you experience a Public Safety Power Shutoff (PSPS) this year?

1 Yes
2 No – **SKIP OSAT1)**

QPS1a. Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff?

1 Yes –**SKIP TO OSAT1**
2 No

QPS1b. What could have been improved?

99 RECORD: _____

QSAT1 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you received from Pacific Power [Liberty, Bear Valley Electric Service] regarding:

		Not at all satisfied 1	2	3	4	5	6	7	8	9	Very satisfied 10
A	Where to find information to help you stay safe and prepare before a wildfire	1	2	3	4	5	6	7	8	9	10
B	What the utility does to mitigate wildfire risk	1	2	3	4	5	6	7	8	9	10
C	Availability of resources in your community for wildfire safety information	1	2	3	4	5	6	7	8	9	10
D	What to expect in the event of a Public Safety Power Shutoff	1	2	3	4	5	6	7	8	9	10
E	In preparing you to act in the event of a wildfire	1	2	3	4	5	6	7	8	9	10
F	Amount of information and outreach you received about wildfire safety	1	2	3	4	5	6	7	8	9	10

OSAT2 How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year?

RECORD # NOTIFICATIONS
97 Don't know

ASK OSAT3 IF QPS1=1

OSAT3 How many Public Safety Power Shutoffs have you experienced in the past year? **AUTOPUNCH 0 IF QPS1=2**

RECORD # OUTAGES
97 Don't know

OSAT4 Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? **READ LIST**

1 Notifications should be sent if there is any possibly of a PSPS
2 Notifications should only be sent if there is a high likelihood of a PSPS
3 Notifications should only be sent if a PSPS is certain to occur

ASK OSAT5 = OSAT2>OSAT3

OSAT5 In what ways did "false alarm" Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally?

Please be specific.

_____

Q15. Is your primary language a language other than English?
1 Yes
2 No

Q16. Would it be helpful for you or anyone else in your household to receive communications in another language?
1 Yes
2 No

Q16a. If yes, what would that preferred language be?

_____

Q16b. What is your preferred language to receive communications? **SINGLE MENTION; DO NOT READ LIST**

11 English
12 Spanish
13 Traditional Chinese
14 Simplified Chinese
16 Tagalog
17 Vietnamese
18 Mixteco
19 Zapoteco
20 Hmong
21 German
99 Other (specify)

We are about done. We have some additional questions to help us categorize and reconcile your responses so we can better communicate to your needs.

Q17 What is your gender?

1 Male
2 Female
7 Prefer not to say

Q18 What is your age category?

1 18 to 24
2 25 to 34
3 35 to 44
4 45 to 54
5 55 to 64
6 65 or over
7 Prefer not to say

Q19 Do you own or rent your home?

1 Rent
2 Own/ buying
3 Other
7 Prefer not to say

Q20 Which of the following best describes your annual household income? **READ LIST**

11 Less than $20,000
12 $20,000 to $39,999
13 $40,000 to $59,999
14 $60,000 to $89,999
15 $90,000 to $129,999
16 $130,000 to $199,999
17 $200,000 or more
97 Prefer not to say

EXIT

Thank you very much for your help with this important research! We appreciate you taking the time to provide us with your feedback.

Pacific Power

2022 Wildfire Outreach Phone Questionnaire - DRAFT

Date:	February 28, 2022
Universe:	General public, Pacific Power, Liberty and Bear Valley service areas in California
Sample size:	580 California residential and/or business customers (up to 500 web surveys, 50 random phone surveys, and 30 critical customer phone surveys
Screener:	Head of household or business, most likely to contact utility company
Objective:	Measure the public's awareness and affinity for wildfire mitigation awareness

INTRODUCTION

Hola, mi nombre es _____ y llamo de MDC Research en nombre de Pacific Power [Liberty, Bear Valley Electric Service] con respecto a sus servicios y alcance.

Esta encuesta normalmente demora unos minutos. Solo nos interesan sus opiniones. No estamos vendiendo nada.

Le agradecemos por adelantado por tomarse el tiempo para que podamos atenderlo mejor.

Q1 **[Screener 1]** ¿Es Pacific Power [Liberty, Bear Valley Electric Service] su proveedor de electricidad?

1 Sí
2 No → **THANK & TERMINATE**
3 Prefiere no decirlo → **THANK & TERMINATE**

Q2 ¿Ha visto o escuchado durante el año pasado alguna comunicación sobre la seguridad en incendios forestales?

1 Sí
2 No→ **SKIP TO Q6**
7 No sabe→ **SKIP TO Q6**

Q5 ¿De quién era la comunicación sobre preparación para incendios forestales?

_____

Q3 ¿De qué trataban los mensajes de las comunicaciones que vio o escuchó sobre la preparación para incendios forestales? **ORDEN ALEATORIO; NO LEA LA LISTA; PERMITA VARIAS MENCIONES**

11 Plan de mitigación de incendios forestales de Pacific Power [Liberty, Bear Valley Electric Service]
12 Corte de electricidad por seguridad pública: desactivación de la energía, mapas
13 Estaciones meteorológicas
14 Control de la vegetación
15 Fortalecimiento del sistema
16 Preparación personal: qué hacer en caso de corte de electricidad, cómo preparar kits de emergencia, espacio defendible, etc.
17 Servicios locales de emergencia: herramientas de soporte
18 Servicios locales de emergencia: recursos
19 Notificaciones y actualización de la información del cliente
20 Necesidades médicas: plan para cualquier necesidad médica (por ejemplo, medicamentos que requieren refrigeración, dispositivos que requieren electricidad)
21 Centros de recursos de la comunidad disponibles para información y soporte
22 Designación de la Comisión de Servicios Públicos de California de áreas con una alta amenaza de incendios forestales
24 Ofrecen un programa de reembolso para un generador.
99 Otro(a):_____

Q4 ¿Dónde vio o escuchó las comunicaciones sobre la preparación para incendios forestales? **ORDEN ALEATORIO; NO LEA LA LISTA; PERMITA VARIAS MENCIONES**

11 Valla publicitaria
12 Inserto en la cuenta
13 Reunión o evento de la comunidad
14 Correo directo
15 Familia, amigos, compañeros de trabajo
16 Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)
17 Revista
18 Diario
19 Radio
20 Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)
21 Noticias en televisión
22 Publicación de la industria
23 Sitio web (Pacific Power, [Liberty, Bear Valley Electric Service])
24 Sitio web (distinto de Pacific Power, [Liberty, Bear Valley Electric Service])
25 Correo electrónico
99 Otro(a):_____

Q4B ¿Cómo calificaría la claridad de la información sobre preparación para incendios forestales de cada una de estas fuentes? Use una escala de 1 a 5, donde "1" significa “ninguna claridad” y "5" significa “muy clara”.

	RECALL Q4 MENTIONS; RANDOMIZE AND SYNC ORDER WITH Q4	Ninguna claridad 1	2	3	4	Muy clara 5
A	Valla publicitaria	1	2	3	4	5
B	Inserto en la cuenta	1	2	3	4	5
C	Reunión o evento de la comunidad	1	2	3	4	5
D	Correo directo	1	2	3	4	5
E	Familia, amigos, compañeros de trabajo	1	2	3	4	5
F	Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)	1	2	3	4	5
G	Revista	1	2	3	4	5
H	Diario	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)	1	2	3	4	5
K	Noticias en televisión	1	2	3	4	5
L	Publicación de la industria	1	2	3	4	5
M	Sitio web (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Sitio web (distinto de Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Correo electrónico	1	2	3	4	5
P	Otro(a) **(RECALL Q4=99)**	1	2	3	4	5

Q4A ¿Qué tan útil fue la información sobre la preparación para incendios forestales que recibió de cada una de estas fuentes? Use una escala de 1 a 5, donde "1" significa “ninguna utilidad” y "5" significa “muy útil”.

	RECALL Q4 MENTIONS; RANDOMIZE AND SYNC ORDER WITH Q4	Ninguna utilidad 1	2	3	4	Muy útil 5
A	Valla publicitaria	1	2	3	4	5
B	Inserto en la cuenta	1	2	3	4	5
C	Reunión o evento de la comunidad	1	2	3	4	5
D	Correo directo	1	2	3	4	5

E	Familia, amigos, compañeros de trabajo	1	2	3	4	5
F	Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)	1	2	3	4	5
G	Revista	1	2	3	4	5
H	Diario	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)	1	2	3	4	5
K	Noticias en televisión	1	2	3	4	5
L	Publicación de la industria	1	2	3	4	5
M	Sitio web (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Sitio web (distinto de Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Correo electrónico	1	2	3	4	5
P	Otro(a) **(RECALL Q4=99)**	1	2	3	4	5

Q5A En los últimos seis meses, ¿con cuánta frecuencia recuerda haber visto, escuchado o buscado mensajes sobre la preparación para incendios forestales? Para cada fuente, indique el número de veces que recuerda haber visto, escuchado o buscado información sobre la preparación para incendios forestales. Basta con un cálculo aproximado.

	RECALL Q4 MENTIONS; RANDOMIZE AND SYNC ORDER WITH Q4	**Registre el número de veces que recuerda SHOW DROPDOWN: 1 time, 2-5 times, 6-10 times, 10+ times**
A	Valla publicitaria	
B	Inserto en la cuenta	
C	Reunión o evento de la comunidad	
D	Correo directo	
E	Familia, amigos, compañeros de trabajo	
F	Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)	
G	Revista	
H	Diario	
I	Radio	
J	Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)	
K	Noticias en televisión	

L	Publicación de la industria	
M	Sitio web (Pacific Power, [Liberty, Bear Valley Electric Service])	
N	Sitio web (distinto de Pacific Power, [Liberty, Bear Valley Electric Service])	
O	Correo electrónico	
P	Otro(a) **(RECALL Q4=99)**	

Q6 Durante el año pasado, ¿tomó alguna medida para prevenir en su hogar o negocio un incendio forestal o prepararse en caso de uno?

1 Sí
2 No → **SKIP TO Q7**
3 Prefiero no decirlo →**SKIP TO Q7**

Q6A ¿Qué medidas ha tomado en su hogar o negocio para prevenir un incendio forestal o prepararse en caso de uno?

99 REGISTRE: _____

DO NOT DISPLAY; FOR CODING USE ONLY
11 Corté la vegetación alrededor de la casa o propiedad
12 Preparé un kit de emergencia
13 Elaboré un plan de preparación en caso de emergencia e información de contacto
14 Digitalice los documentos claves en la nube
15 Almacené los objetos valiosos en una caja fuerte o depósito de seguridad
16 Aprendí cómo desactivar el control eléctrico para abrir la puerta del garaje
17 Actualice la información de contacto o me inscribí para recibir notificaciones de Pacific Power
25 Participe en un programa de reembolso para generador.
99 Otro(a):_____
97 No sabe

Q7 Que esfuerzos de Pacific Power [Liberty, Bear Valley Electric Service] esta usted conciente para reducir los riesgos o impactos de incendio forestales. **ORDEN ALEATORIO; LEA LA LISTA; PERMITA VARIAS MENCIONES**

11 Podar la vegetación alrededor de las líneas eléctricas en áreas de mayor riesgo
12 Mejorar el acceso y la distancia del corredor de servicios básicos
13 Realizar inspecciones aéreas y terrestres más frecuentes para garantizar que las instalaciones puedan operar según lo esperado
14 Invertir en conductores recubiertos, alternativas a los postes de madera y dispositivos de control adicionales
15 Instalar puntos locales de monitoreo del clima y compartir los datos recopilados por los equipos locales de clima e incendios
18 Ofrecen un programa de reembolso para generador.

99 Otro(a):_____
97 No sabe
88 No conozco ningún esfuerzo

Q8 Durante el año pasado, ¿recuerda haber visto, escuchado o leído la frase "corte de electricidad por seguridad pública o PSPS"?

1 Sí
2 No → **SKIP TO Q11**

Q8A ¿Dónde recuerda haber visto o escuchado información sobre el corte de electricidad por seguridad pública en relación con las condiciones de los incendios forestales? **ORDEN ALEATORIO; NO LEA LA LISTA; PERMITA VARIAS MENCIONES**
Seleccione todas las opciones que correspondan.

11 Valla publicitaria
12 Inserto en la cuenta
13 Reunión o evento de la comunidad
14 Correo directo
15 Familia, amigos, compañeros de trabajo
16 Organización local o centro de la comunidad (centro para ciudadanos de la tercera edad, banco de alimentos, iglesia, etc.)
17 Revista
18 Diario
19 Radio
20 Redes sociales (por ejemplo, blogs, Facebook, Twitter, etc.)
21 Noticias en televisión
22 Publicación de la industria
23 Sitio web (Pacific Power)
24 Sitio web (distinto de Pacific Power)
25 Correo electrónico
99 Otro(a):_____

Q9 ¿A cuál de las siguientes opciones es más probable que recurra en primer lugar en busca de información sobre el corte de electricidad por seguridad pública? **ORDEN ALEATORIO; LEA LA LISTA; UNA SOLA MENCIÓN**

11 Sitio web (Pacific Power, Liberty, Bear Valley Electric Service)
12 Sitio web (distinto de Pacific Power, Liberty, Bear Valley Electric Service)
13 Redes sociales
14 Estación local de televisión o radio
15 Gobierno estatal
16 Gobierno federal
17 Cal Fire (Departamento Forestal y de Protección contra Incendios de California)
99 Otro(a):_____
97 No sabe

Q10 ¿Qué entiende por corte de electricidad por seguridad pública? Seleccione todas las afirmaciones que sean verdaderas con respecto a un corte de electricidad por seguridad pública? **RANDOMIZE; LEA LA LISTA; PERMITA VARIAS MENCIONES**

11 Para las áreas de mayor riesgo de rápida propagación de incendios forestales catastróficos, la empresa de servicios activará el corte de electricidad por seguridad pública durante clima extremo y peligroso.
12 Un corte de electricidad por seguridad pública es el último recurso que utiliza la empresa de servicios, en un esfuerzo por evitar un incendio forestal difícil de combatir y que avanza muy rápido con el objetivo de garantizar la seguridad del cliente y de la comunidad.
13 Antes de considerar un corte de electricidad por seguridad pública, la empresa de servicios evalúa varios factores: árboles secos y otros combustibles, vientos, humedad muy baja, condiciones climáticas, densidad de la población, observaciones en terreno en tiempo real y comentarios de las agencias locales de salud y seguridad pública.
14 La probabilidad de un corte de electricidad por seguridad pública se reduce cuando la empresa de servicios adopta las medidas para fortalecer la red eléctrica.
99 Otro(a):_____
97 No sabe

Q11. ¿Sabía que puede actualizar su información de contacto con Pacific Power [Liberty, Bear Valley Electric Service] para recibir notificaciones proactivas antes de un corte de electricidad por seguridad pública?

1 Sí
2 No → **SKIP TO Q12**
7 No sabe → **SKIP TO Q12**

Q11A ¿Ha actualizado su información de contacto con Pacific Power [Liberty, Bear Valley Electric Service] para recibir notificaciones proactivas antes de un corte de electricidad por seguridad pública?

1 Sí
2 No
7 No sabe

Q12 ¿Sabe si su dirección se encuentra en un área de corte de electricidad por seguridad pública?

1 Sí
2 No

Q13 ¿Sabía de la existencia de un mapa en el sitio web de Pacific Power [Liberty, Bear Valley Electric Service] donde puede encontrar las áreas de corte de electricidad por seguridad pública?

1 Sí
2 No
7 No sabe

Q14. ¿Alguien en su hogar o negocio depende de la electricidad por un equipo o necesidad médica?
1 Sí
2 No→ **SKIP TO QPS1**

Q14a. ¿Sabía que Pacific Power [Liberty, Bear Valley Electric Service] ofrece avisos adicionales antes de un corte de electricidad por seguridad pública a las casas que tienen equipos o necesidades médicas?
1 Sí
2 No

ASK PS1-PS1B IF PACIFIC POWER, ELSE SKIP TO OSAT1

QPS1. ¿Sufrió un corte de electricidad por seguridad pública (PSPS) este año?
1 Sí
2 No – **SKIP QSAT1**

QPS1a. ¿Recibió notificaciones e información suficientes para prepararse para el corte de electricidad por seguridad pública?

1 Sí
2 No

QPS1c. Conoce usted los Centros de Recursos Comunitarios establecidos durante el corte de electricidad por seguridad pública

1 Si
2 No – **SKIP TO QPS1b**

QPS1d. Visito usted el Centros de Recursos Comunitarios

1 Si
2 No – **SKIP TO QPS1b)**

QPS1e. El Centro de Recursos Comunitarios satisfacio sus necesidades con suficiente capacidad y otros requisitos funcionales?
1 Si
2 No

QPS1b. Que de la informacion de Corte de Electricidad por Seguridad Pública podria haberse mejorado?

99 REGISTRE: _____

QSAT1 En una escala de 1 a 10, donde "1" significa "nada satisfecho" y "10" significa "muy satisfecho", indique su nivel general de satisfacción con el alcance y la interacción que recibió de Pacific Power [Liberty, Bear Valley Electric Service] con respecto a:

	[RANDOMIZE]	Nada satisfecho 1	2	3	4	5	6	7	8	9	Muy satisfecho 10
A	Dónde encontrar información para ayudarlo a que se mantenga seguro y prepararse antes de un incendio forestal	1	2	3	4	5	6	7	8	9	10
B	Qué hace la empresa de servicios para mitigar el riesgo de incendios forestales	1	2	3	4	5	6	7	8	9	10
C	Disponibilidad de recursos de información sobre la seguridad en incendios forestales en su comunidad	1	2	3	4	5	6	7	8	9	10
D	Qué esperar en caso de un corte de electricidad por seguridad pública	1	2	3	4	5	6	7	8	9	10
E	En preparación para que actúe en caso de un incendio forestal	1	2	3	4	5	6	7	8	9	10
F	Cantidad de información y alcance que recibió sobre la seguridad en incendios forestales	1	2	3	4	5	6	7	8	9	10

OSAT2. ¿Cuántas notificaciones de corte de energía de seguridad pública (PSPS) ha recibido en el último año?

RECORD # NOTIFICATIONS

97 No lo sé

ASK OSAT3 IF QPS1=1

OSAT3. ¿Cuántos cortes de energía de seguridad pública ha experimentado en el último año?

AUTOPUNCH 0 IF QPS1=2

RECORD # OUTAGES

97 No lo sé

OSAT4. ¿Cuál de las siguientes instrucciones describe mejor cómo se siente acerca de las notificaciones de corte de energía de seguridad pública (PSPS)?

1 Las notificaciones deben enviarse si hay alguna posibilidad de un PSPS
2 Las notificaciones solo deben enviarse si hay una alta probabilidad de un PSPS
3 Las notificaciones solo deben enviarse si es seguro que se producirá un PSPS

ASK OSAT5 = OSAT2>OSAT3 AND OSAT2 IS NOT 97 AND OSAT3 IS NOT 97

OSAT5. ¿De qué manera le afectaron personalmente las notificaciones de "falsa alarma" de corte de energía de seguridad pública (PSPS), donde recibió una notificación pero no tenía una PSPS?

Sea lo más específico posible.

_____

Q15. ¿Su idioma principal es un idioma distinto del inglés?

1 Sí
2 No

Q16. ¿Sería útil para usted o alguna otra persona en su hogar recibir comunicaciones en otro idioma?

1 Sí
2 No

Q16a. Si la respuesta es afirmativa, ¿qué idioma preferiría?

_____

Q16b. ¿Cuál es su idioma de preferencia para recibir las comunicaciones? **UNA SOLA MENCIÓN; NO LEA LA LISTA**

11 Inglés
12 Español
13 Chino tradicional
14 Chino simplificado
16 Tagalo
17 Vietnamita
18 Mixteco
19 Zapoteco
20 Hmong
21 Alemán
99 Otro (especifique)

Ya casi terminamos. Tenemos algunas preguntas adicionales que nos permitirán clasificar y conciliar sus respuestas para que podamos comunicarnos mejor en virtud de sus necesidades.

Q17 Indique su sexo

1 Masculino
2 Femenino
7 Prefiere no decirlo

Q18 ¿Cuál es su edad?

1 De 18 a 24
2 De 25 a 34
3 De 35 a 44
4 De 45 a 54
5 De 55 a 64
6 65 años o más
7 Prefiere no decirlo

Q19 ¿Es propietario de su casa o la alquila?

1 Arrendatario
2 Propietario/en proceso de compra
3 Otro(a)
7 Prefiere no decirlo

Q20 ¿Cuál de las siguientes opciones describe mejor el monto de los ingresos anuales en su hogar? **LEA LA LISTA**

11 Menos de $20,000
12 De $20,000 a $39,999
13 De $40,000 a $59,999
14 De $60,000 a $89,999
15 De $90,000 a $129,999
16 De $130,000 a $199,999
17 $200,000 o más
97 Prefiere no decirlo

EXIT (IF Q14=2)

Muchas gracias por su ayuda con esta investigación importante. Le agradecemos que se haya tomado el tiempo para entregarnos su opinión.

EXIT2 (IF Q14=1)

Muchas gracias por su ayuda en este estudio importante. Agradecemos aberse tomado su tiempo en darnos su opinion.

Durante la encuesta, usted mencionó que tiene un dispositivo médico. Para obtener más información sobre el programa de referencia médica de Pacific Power y para solicitar tarifas reducidas y otros programas, llame a Pacific Power al 1-888-221-7070.

EXIT PAGE FOR WEB

EXIT2 (IF Q14=1)

Durante la encuesta, usted mencionó que tiene un dispositivo médico. Para obtener más información sobre el programa de referencia médica de Pacific Power y para solicitar tarifas reducidas y otros programas, llame a Pacific Power al 1-888-221-7070.

Para preguntas sobre la encuesta o la recopilacion de datos, envie un correo electronico a pacificpower@mdcinvite.com.

Para submeter sus respuestas de la encuesta, porfavor haga clic >>>> el boton de abajo

Pacific Power

2022 Wildfire Outreach Web Questionnaire - DRAFT

Date:	February 28, 2022
Universe:	General public, Pacific Power, Liberty and Bear Valley service areas in California
Sample size:	580 California residential and/or business customers (up to 500 web surveys, 50 random phone surveys, and 30 critical customer phone surveys
Screener:	Head of household or business, most likely to contact utility company
Objective:	Measure the public's awareness and affinity for wildfire mitigation awareness

LANDING PAGE

MDC Research is conducting a survey on behalf of Pacific Power [Liberty, Bear Valley Electric Service] regarding their services and outreach.

This survey usually takes a few minutes. We are only interested in your opinions. We are not selling anything.

We thank you in advance for taking the time to help us serve you better.

To begin the survey, please click '>>>' below.

Q1 **[Screener 1]** Is Pacific Power [Liberty, Bear Valley Electric Service] your electricity provider?

1 Yes
2 No → **THANK & TERMINATE**
3 Prefer not to say → **THANK & TERMINATE**

Q2 Have you seen or heard any communications about wildfire safety in the past year?

1 Yes
2 No→ **SKIP TO Q6**
7 Don't know→ **SKIP TO Q6**

Q5 Who was the communication about wildfire preparedness from?

_____

Q3 What were the messages of the communications you saw or heard about wildfire preparedness? **RANDOMIZE**
Select all that apply.

11 Pacific Power's [Liberty's, Bear Valley Electric Service's] Wildfire Mitigation Plan
12 Public Safety Power Shutoff – De-Energization of Power, Maps
13 Weather Stations
14 Vegetation Management
15 System Hardening
16 Personal Preparedness – What to do when power is out, how to prepare emergency kits, defensible space, etc.
17 Local Emergency Services – Support Tools
18 Local Emergency Services – Resources
19 Notifications & Updating Customer Information
20 Medical Needs – Plan for any medical needs (e.g., meds needing to be refrigerated, devices requiring power)
21 Community Resource Centers available for information and support
22 California Public Utility Commission designation of high wildfire threat areas
24 Offering a Generator Rebate Program
99 Other:_____

Q4 Where did you see or hear the communications about wildfire preparedness? **RANDOMIZE**
Select all that apply.

11 Billboard
12 Bill insert
13 Community meeting or event
14 Direct mail
15 Family, friends, co-workers
16 Local organization or community center (senior citizen center, food bank, church, etc.)
17 Magazine
18 Newspaper
19 Radio
20 Social networking (e.g., blogs, Facebook, Twitter)
21 TV news
22 Trade publication
23 Website (Pacific Power, [Liberty, Bear Valley Electric Service])
24 Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])
25 Email
99 Other:_____

Q4B How would you rate the clarity of the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is "not at all clear" and 5 is "extremely clear."

	RECALL Q4 MENTIONS	Not at all clear 1	2	3	4	Extremely clear 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5
H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other **(RECALL Q4=99)**	1	2	3	4	5

Q4A How useful was the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is "not at all useful" and 5 is "extremely useful."

	RECALL Q4 MENTIONS	Not at all useful 1	2	3	4	Extremely useful 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5

H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other **(RECALL Q4=99)**	1	2	3	4	5

Q5 In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? For each source, please indicate the number of times you recall seeing, hearing, or seeking information about wildfire preparedness. Your best guess is fine.

	RECALL Q4 MENTIONS	**Record Number of Times Recalled SHOW DROPDOWN: 1 time, 2-5 times, 6-10 times, 10+ times**
A	Billboard	
B	Bill insert	
C	Community meeting or event	
D	Direct mail	
E	Family, friends, co-workers	
F	Local organization or community center (senior citizen center, food bank, church, etc.)	
G	Magazine	
H	Newspaper	
I	Radio	
J	Social networking (e.g., blogs, Facebook, Twitter)	
K	TV news	
L	Trade publication	
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	
O	Email	
P	Other **(RECALL Q4=99)**	

Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire?

1 Yes
2 No → **SKIP TO Q7**
3 Prefer not to say →**SKIP TO Q7**

Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire?

99 RECORD: _____

DO NOT DISPLAY; FOR CODING USE ONLY
11 Trimmed vegetation around home or property
12 Prepared an emergency kit
13 Prepared an emergency readiness plan and contact information
14 Scanned key documents to the Cloud
15 Stored valuables in a safe or safety deposit box
16 Learned how to override my electric garage door opener
17 Updated contact information and/or signed up for notifications from Pacific Power
25 Participated in generator rebate program
99 Other:_____
97 Don't know

Q7 What efforts by Pacific Power [Liberty, Bear Valley Electric Service] are you aware of to reduce the risk or impact of wildfire? **RANDOMIZE**
Select all that apply.

11 Pruning vegetation around power lines in higher-risk areas
12 Enhancing utility corridor access and clearance
13 Performing more frequent inspections by air and ground to ensure facilities are able to operate as expected
14 Investing in covered conductors, wood pole alternatives, and additional control devices
15 Installing local weather monitoring points and sharing data collected by local weather and fire teams
18 Offering Generator Rebate Program
99 Other:_____
97 I don’t know
88 I am not aware of any efforts

Q8 In the past year, do you recall seeing, hearing or reading the phrase “Public Safety Power Shutoff or PSPS?”

1 Yes
2 No → **SKIP TO Q11**

Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? **RANDOMIZE**
Select all that apply.

11 Billboard
12 Bill insert
13 Community meeting or event
14 Direct mail
15 Family, friends, co-workers
16 Local organization or community center (senior citizen center, food bank, church, etc.)
17 Magazine
18 Newspaper
19 Radio
20 Social networking (e.g., blogs, Facebook, Twitter)
21 TV News
22 Trade publication
23 Website (Pacific Power)
24 Website (other than Pacific Power)
25 Email
99 Other:_____

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? **RANDOMIZE; SINGLE MENTION**

11 Website (Pacific Power, Liberty, Bear Valley Electric Service)
12 Website (other than Pacific Power, Liberty, Bear Valley Electric Service)
13 Social Media
14 Local TV or radio station
15 State government
16 Federal government
17 Cal Fire
99 Other:_____
97 Don't know

Q10 What is your understanding of a Public Safety Power Shutoff? Please select all of the statements that are true about a Public Safety Power Shutoff.
Select all that apply.

11 For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.
12 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.
13 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.
14 The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.
99 Other:_____
97 I don't know

Q11. Are you aware you can update your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive proactive notification prior to a Public Safety Power Shutoff?

1 Yes
2 No → **SKIP TO Q12**
7 I don't know → **SKIP TO Q12**

Q11A Have you updated your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive notifications prior to a Public Safety Power Shutoff?

1 Yes
2 No
7 I don't know

Q12 Do you know whether your address is located in a Public Safety Power Shutoff area?

1 Yes
2 No

Q13 Are you aware of a map on Pacific Power's [Liberty's, Bear Valley Electric Service's] website where you can locate Public Safety Power Shutoff areas?

1 Yes
2 No
7 I don't know

Q14. Does anyone in your home or business rely on electricity for medical needs/equipment?

1 Yes
2 No→ **SKIP TO QPS1**

Q14a. Are you aware that Pacific Power [Liberty, Bear Valley Electric Service] provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment?

1 Yes
2 No

ASK PS1-PS1B IF PACIFIC POWER, ELSE SKIP TO OSAT1

QPS1. Did you experience a Public Safety Power Shutoff (PSPS) this year?

1 Yes
2 No – **SKIP OSAT1**

QPS1a. Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff?

1 Yes
2 No

QPS1c. Are you aware of Community Resource Centers set up during the Public Safety Power Shutoff?

1 Yes
2 No – SKIP TO QPS1b

QPS1d. Did you visit a Community Resource Center?

1 Yes
2 No – **SKIP TO** QPS1b**)**

QPS1e. Did the Community Resource Center meet your needs with sufficient capacity and other functional requirements?

1 Yes
2 No

QPS1b. What about the Public Safety Power Shutoff (PSPS) notification and information could have been improved?

99 RECORD: _____

QSAT1 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you received from Pacific Power [Liberty, Bear Valley Electric Service] regarding:

		Not at all satisfied 1	2	3	4	5	6	7	8	9	Very satisfied 10
A	Where to find information to help you stay safe and prepare before a wildfire	1	2	3	4	5	6	7	8	9	10
B	What the utility does to mitigate wildfire risk	1	2	3	4	5	6	7	8	9	10
C	Availability of resources in your community for wildfire safety information	1	2	3	4	5	6	7	8	9	10
D	What to expect in the event of a Public Safety Power Shutoff	1	2	3	4	5	6	7	8	9	10
E	In preparing you to act in the event of a wildfire	1	2	3	4	5	6	7	8	9	10
F	Amount of information and outreach you received about wildfire safety	1	2	3	4	5	6	7	8	9	10

OSAT2 How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year?

RECORD # NOTIFICATIONS
97 Don’t know

ASK OSAT3 IF QPS1=1

OSAT3 How many Public Safety Power Shutoffs have you experienced in the past year? **AUTOPUNCH 0 IF QPS1=2**

RECORD # OUTAGES
97 Don’t know

OSAT4 Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications?

1 Notifications should be sent if there is any possibly of a PSPS
2 Notifications should only be sent if there is a high likelihood of a PSPS
3 Notifications should only be sent if a PSPS is certain to occur

ASK OSAT5 = OSAT2>OSAT3

OSAT5 In what ways did "false alarm" Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally?

Please be specific.

_____

Q15. Is your primary language a language other than English?

1 Yes
2 No

Q16. Would it be helpful for you or anyone else in your household to receive communications in another language?

1 Yes
2 No

Q16a. If yes, what would that preferred language be?

_____

Q16b. What is your preferred language to receive communications? **SINGLE MENTION**

11 English
12 Spanish
13 Traditional Chinese
14 Simplified Chinese
16 Tagalog
17 Vietnamese
18 Mixteco
19 Zapoteco
20 Hmong
21 German
99 Other (specify)

We are about done. We have some additional questions to help us categorize and reconcile your responses so we can better communicate to your needs.

Q17 What is your gender?

1 Male
2 Female
7 Prefer not to say

Q18 What is your age category?

1 18 to 24
2 25 to 34
3 35 to 44
4 45 to 54
5 55 to 64
6 65 or over
7 Prefer not to say

Q19 Do you own or rent your home?

1 Rent
2 Own/ buying
3 Other
7 Prefer not to say

Q20 Which of the following best describes your annual household income?

11 Less than $20,000
12 $20,000 to $39,999
13 $40,000 to $59,999
14 $60,000 to $89,999
15 $90,000 to $129,999
16 $130,000 to $199,999
17 $200,000 or more
97 Prefer not to say

EXIT (IF Q14=2)

Thank you very much for your help with this important research! We appreciate you taking the time to provide us with your feedback.

For questions about the survey or data collection, please email pacificpower@mdcinvite.com.

To submit your survey responses, please click the >>> button below.

EXIT2 (IF Q14=1)

Thank you very much for your help with this important research! We appreciate you taking the time to provide us with your feedback.

During the survey, you mentioned that you have a medical device. To learn more about Pacific Power's medical baseline program and to apply for reduced rates and other programs, please call Pacific Power at 1-888-221-7070.

For questions about the survey or data collection, please email pacificpower@mdcinvite.com.

To submit your survey responses, please click the >>> button below.

IP NOTE: DIRECT RESPONDENTS TO

Pacific Power: https://www.pacificpower.net/outages-safety/wildfire-safety.html

Liberty Utilities: https://california.libertyutilities.com/south-lake-tahoe/residential/safety/electrical/wildfire-mitigation.html

BVES: https://www.bvesinc.com/safety/wildfire-mitigation-plan/

Pacific Power

2022 Wildfire Outreach Phone Questionnaire - DRAFT

Date:	February 28, 2022
Universe:	General public, Pacific Power, Liberty and Bear Valley service areas in California
Sample size:	580 California residential and/or business customers (up to 500 web surveys, 50 random phone surveys, and 30 critical customer phone surveys
Screener:	Head of household or business, most likely to contact utility company
Objective:	Measure the public's awareness and affinity for wildfire mitigation awareness

INTRODUCTION

Hi, I'm _____ calling from MDC Research on behalf of Pacific Power [Liberty, Bear Valley Electric Service] regarding their services and outreach.

This survey usually takes a few minutes. We are only interested in your opinions. We are not selling anything.

We thank you in advance for taking the time to help us serve you better.

Q1 **[Screener 1]** Is Pacific Power [Liberty, Bear Valley Electric Service] your electricity provider?

1 Yes
2 No → **THANK & TERMINATE**
3 Prefer not to say → **THANK & TERMINATE**

Q2 Have you seen or heard any communications about wildfire safety in the past year?

1 Yes
2 No→ **SKIP TO Q6**
7 Don't know→ **SKIP TO Q6**

Q5 Who was the communication about wildfire preparedness from?

_____

Q3 What were the messages of the communications you saw or heard about wildfire preparedness? **RANDOMIZE; DO NOT READ LIST; ALLOW MULTIPLE MENTIONS**

11 Pacific Power's [Liberty's, Bear Valley Electric Service's] Wildfire Mitigation Plan
12 Public Safety Power Shutoff – De-Energization of Power, Maps
13 Weather Stations
14 Vegetation Management
15 System Hardening
16 Personal Preparedness – What to do when power is out, how to prepare emergency kits, defensible space, etc.
17 Local Emergency Services – Support Tools
18 Local Emergency Services – Resources
~~Generator Rebate Program~~
19 Notifications & Updating Customer Information
20 Medical Needs – Plan for any medical needs (e.g., meds needing to be refrigerated, devices requiring power)
21 Community Resource Centers available for information and support
22 California Public Utility Commission designation of high wildfire threat areas
2~~3~~4 Offering a Generator Rebate Program

99 Other:_____

Q4 Where did you see or hear the communications about wildfire preparedness? **RANDOMIZE; DO NOT READ LIST; ALLOW MULTIPLE MENTIONS**

11 Billboard
12 Bill insert
13 Community meeting or event
14 Direct mail
15 Family, friends, co-workers
16 Local organization or community center (senior citizen center, food bank, church, etc.)
17 Magazine
18 Newspaper
19 Radio
20 Social networking (e.g., blogs, Facebook, Twitter)
21 TV news
22 Trade publication
23 Website (Pacific Power, [Liberty, Bear Valley Electric Service])
24 Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])
25 Email
99 Other:_____

Q4B How would you rate the clarity of the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is "not at all clear" and 5 is "extremely clear."

	RECALL Q4 MENTIONS	Not at all clear 1	2	3	4	Extremely clear 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5
H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other **(RECALL Q4=99)**	1	2	3	4	5

Q4A How useful was the information about wildfire preparedness from are each of these sources? Please use a scale of 1-5, where 1 is "not at all useful" and 5 is "extremely useful."

	RECALL Q4 MENTIONS	Not at all useful 1	2	3	4	Extremely useful 5
A	Billboard	1	2	3	4	5
B	Bill insert	1	2	3	4	5
C	Community meeting or event	1	2	3	4	5
D	Direct mail	1	2	3	4	5
E	Family, friends, co-workers	1	2	3	4	5
F	Local organization or community center (senior citizen center, food bank, church, etc.)	1	2	3	4	5
G	Magazine	1	2	3	4	5

H	Newspaper	1	2	3	4	5
I	Radio	1	2	3	4	5
J	Social networking (e.g., blogs, Facebook, Twitter)	1	2	3	4	5
K	TV news	1	2	3	4	5
L	Trade publication	1	2	3	4	5
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	1	2	3	4	5
O	Email	1	2	3	4	5
P	Other **(RECALL Q4=99)**	1	2	3	4	5

Q5 In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? For each source, please indicate the number of times you recall seeing, hearing, or seeking information about wildfire preparedness. Your best guess is fine.

	RECALL Q4 MENTIONS	**Record Number of Times Recalled SHOW DROPDOWN: 1 time, 2-5 times, 6-10 times, 10+ times**
A	Billboard	
B	Bill insert	
C	Community meeting or event	
D	Direct mail	
E	Family, friends, co-workers	
F	Local organization or community center (senior citizen center, food bank, church, etc.)	
G	Magazine	
H	Newspaper	
I	Radio	
J	Social networking (e.g., blogs, Facebook, Twitter)	
K	TV news	
L	Trade publication	
M	Website (Pacific Power, [Liberty, Bear Valley Electric Service])	
N	Website (other than Pacific Power, [Liberty, Bear Valley Electric Service])	
O	Email	
P	Other **(RECALL Q4=99)**	

Q6 In the past year, have you taken any actions to prevent or prepare your home or business in the event of a wildfire?

1 Yes
2 No → **SKIP TO Q7**
3 Prefer not to say →**SKIP TO Q7**

Q6A What actions have you taken in your home or business to prevent or prepare in the event of a wildfire?

99 RECORD: _____

DO NOT DISPLAY; FOR CODING USE ONLY
11 Trimmed vegetation around home or property
12 Prepared an emergency kit
13 Prepared an emergency readiness plan and contact information
14 Scanned key documents to the Cloud
15 Stored valuables in a safe or safety deposit box
16 Learned how to override my electric garage door opener
17 Updated contact information and/or signed up for notifications from Pacific Power
~~18~~25 Participated in generator rebate program
99 Other:_____
97 Don't know

Q7 What efforts by Pacific Power [Liberty, Bear Valley Electric Service] are you aware of to reduce the risk or impact of wildfire? **RANDOMIZE; READ LIST; ALLOW MULTIPLE MENTIONS**

11 Pruning vegetation around power lines in higher-risk areas
12 Enhancing utility corridor access and clearance
13 Performing more frequent inspections by air and ground to ensure facilities are able to operate as expected
14 Investing in covered conductors, wood pole alternatives, and additional control devices
15 Installing local weather monitoring points and sharing data collected by local weather and fire teams
1~~6~~8 Offering Generator Rebate Program
99 Other:_____
97 I don't know
88 I am not aware of any efforts

Q8 In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?"

1 Yes
2 No → **SKIP TO Q11**

Q8A Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? **RANDOMIZE; DO NOT READ LIST; ALLOW MULTIPLE MENTIONS**
Select all that apply.

11 Billboard
12 Bill insert
13 Community meeting or event
14 Direct mail
15 Family, friends, co-workers
16 Local organization or community center (senior citizen center, food bank, church, etc.)
17 Magazine
18 Newspaper
19 Radio
20 Social networking (e.g., blogs, Facebook, Twitter)
21 TV News
22 Trade publication
23 Website (Pacific Power)
24 Website (other than Pacific Power)
25 Email
99 Other:_____

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? **RANDOMIZE; READ LIST; SINGLE MENTION**

11 Website (Pacific Power, Liberty, Bear Valley Electric Service)
12 Website (other than Pacific Power, Liberty, Bear Valley Electric Service)
13 Social Media
14 Local TV or radio station
15 State government
16 Federal government
17 Cal Fire
99 Other:_____
97 Don't know

Q10 What is your understanding of a Public Safety Power Shutoff? Please select all of the statements that are true about a Public Safety Power Shutoff. **READ LIST; ALLOW MULTIPLE MENTIONS**

11 For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.
12 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.
13 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.
14 The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.
99 Other:_____
97 I don't know

Q11. Are you aware you can update your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive proactive notification prior to a Public Safety Power Shutoff?

1 Yes
2 No → **SKIP TO Q12**
7 I don't know → **SKIP TO Q12**

Q11A Have you updated your contact information with Pacific Power [Liberty, Bear Valley Electric Service] to receive notifications prior to a Public Safety Power Shutoff?

1 Yes
2 No
7 I don't know

Q12 Do you know whether your address is located in a Public Safety Power Shutoff area?

1 Yes
2 No

Q13 Are you aware of a map on Pacific Power's [Liberty's, Bear Valley Electric Service's] website where you can locate Public Safety Power Shutoff areas?

1 Yes
2 No
7 I don't know

Q14. Does anyone in your home or business rely on electricity for medical needs/equipment?

1 Yes
2 No→ **SKIP TO QPS1**

Q14a. Are you aware that Pacific Power [Liberty, Bear Valley Electric Service] provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment?

1 Yes
2 No

ASK PS1-PS1B IF PACIFIC POWER, ELSE SKIP TO OSAT1[MB(1]

QPS1. Did you experience a Public Safety Power Shutoff (PSPS) this year?

1 Yes
2 No – **SKIP OSAT1)**

QPS1a. Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff?

1 Yes ~~**– SKIP TO OSAT1**~~
2 No

QPS1~~b~~c. Are you aware of Community Resource Centers set up during the Public Safety Power Shutoff?

1 Yes
2 No – SKIP TO QPS1b~~OSAT1~~

QPS1d. Did you visit a Community Resource Center?

1 Yes
2 No – **SKIP ~~OSAT1~~TO** QPS1b**)**

QPS1e. ~~-~~Did the Community Resource Center meet your needs with sufficient capacity and other functional requirements?

1 Yes
2 No

QPS1b. What about the Public Safety Power Shutoff (PSPS) notification and information could have been improved?

99 RECORD: _____

QSAT1 On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you received from Pacific Power [Liberty, Bear Valley Electric Service] regarding:

		Not at all satisfied 1	2	3	4	5	6	7	8	9	Very satisfied 10
A	Where to find information to help you stay safe and prepare before a wildfire	1	2	3	4	5	6	7	8	9	10
B	What the utility does to mitigate wildfire risk	1	2	3	4	5	6	7	8	9	10
C	Availability of resources in your community for wildfire safety information	1	2	3	4	5	6	7	8	9	10
D	What to expect in the event of a Public Safety Power Shutoff	1	2	3	4	5	6	7	8	9	10
E	In preparing you to act in the event of a wildfire	1	2	3	4	5	6	7	8	9	10
F	Amount of information and outreach you received about wildfire safety	1	2	3	4	5	6	7	8	9	10

OSAT2 How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year?

RECORD # NOTIFICATIONS
97 Don’t know

ASK OSAT3 IF QPS1=1

OSAT3 How many Public Safety Power Shutoffs have you experienced in the past year? **AUTOPUNCH 0 IF QPS1=2**

RECORD # OUTAGES
97 Don’t know

OSAT4 Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? **READ LIST**

1 Notifications should be sent if there is any possibly of a PSPS
2 Notifications should only be sent if there is a high likelihood of a PSPS
3 Notifications should only be sent if a PSPS is certain to occur

ASK OSAT5 = OSAT2>OSAT3

OSAT5 In what ways did "false alarm" Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally?

Please be specific.

_____

Q15. Is your primary language a language other than English?

1 Yes
2 No

Q16. Would it be helpful for you or anyone else in your household to receive communications in another language?

1 Yes
2 No

Q16a. If yes, what would that preferred language be?

_____

Q16b. What is your preferred language to receive communications? **SINGLE MENTION; DO NOT READ LIST**

11 English
12 Spanish
13 Traditional Chinese
14 Simplified Chinese
16 Tagalog
17 Vietnamese
18 Mixteco
19 Zapoteco
20 Hmong
21 German
99 Other (specify)

We are about done. We have some additional questions to help us categorize and reconcile your responses so we can better communicate to your needs.

Q17 What is your gender?

1 Male
2 Female
7 Prefer not to say

Q18 What is your age category?

1 18 to 24
2 25 to 34
3 35 to 44
4 45 to 54
5 55 to 64
6 65 or over
7 Prefer not to say

Q19 Do you own or rent your home?

1 Rent
2 Own/ buying
3 Other
7 Prefer not to say

Q20 Which of the following best describes your annual household income? **READ LIST**

11 Less than $20,000
12 $20,000 to $39,999
13 $40,000 to $59,999
14 $60,000 to $89,999
15 $90,000 to $129,999
16 $130,000 to $199,999
17 $200,000 or more
97 Prefer not to say

EXIT (IF Q14=2)

Thank you very much for your help with this important research! We appreciate you taking the time to provide us with your feedback.

EXIT2 (IF Q14=1)

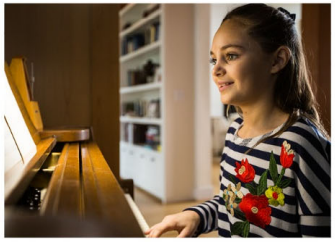
Thank you very much for your help with this important research! We appreciate you taking the time to provide us with your feedback.

During the survey, you mentioned that you have a medical device. To learn more about Pacific Power's medical baseline program and to apply for reduced rates and other programs, please call Pacific Power at 1-888-221-7070.

Wildfire Messaging Awareness

September 2021





Prepared by

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MDC Research

PACIFICORP

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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 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
- Evaluate PSPS experience
- 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 589 surveys, including 30 from critical customers, were completed between August 16 and September 5, 2021
  - Phone: 80 completed surveys
  - Web: 509 completed surveys

Key Findings

62% are aware of wildfire safety communications, significantly fewer than in November 2020, and back to levels seen in May 2020. **Pacific Power** remains the primary sources for wildfire preparedness information, and **personal preparedness** and **vegetation management** remain the most common messages recalled. Communication Recallers are more likely to be age 65 and older and to report higher incomes than Non-Recallers.

TV News is the most commonly recalled channel for wildfire preparedness communications, followed by **emails**. Three in five say they saw messages about wildfire preparedness on social networks, TV news, or from family and friends at least five times during the last six months.

Though the Pacific Power website remains rated as the most useful, bill inserts are rated as the clearest source of wildfire information.

73% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire, consistent with previous waves of the study. **Trimming vegetation around properties** remains the most common actions taken. Recallers remain more likely than Non-Recallers to say they have taken actions (81% vs 60%).

56% are aware of Pacific Power's efforts to prune vegetation around power lines in higher-risk areas, significantly fewer than in November 2020 (62%). Recallers remain more likely than Non-Recallers to be aware of Pacific Power's efforts to reduce the risk of wildfire.

60% recall seeing, hearing or reading the phrase **"Public Safety Power Shutoff or PSPS,"** which is down significantly from November 2020 (71%). **TV News** remains the main source of PSPS communication; compared to the previous wave, email is mentioned significantly more, while fewer mentioned radio. **44%** would first turn to the **Pacific Power website** for information, consistent with November 2020.

81% 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."

19% experienced PSPS event this year, significantly more than in November 2020, though fewer of those with PSPS experience say they received **adequate notification and information to prepare for an event** (**66%** vs 80%).

Satisfaction with outreach and engagement remains mostly consistent with previous results, though fewer say they are satisfied with outreach preparing them to act in the event of a wildfire.

On average, customers have received **0.6 PSPS notifications** and experienced **0.3 PSPS events**, two thirds say that "false alarms" didn't affect them in any way. **The majority** agree that **notifications should be sent if there is any possibility of a PSPS.**

51% are aware they can **update their contact information with Pacific Power**, significantly fewer than in November 2020; though the same percentage (64%) say they have done so.

Over one quarter know **whether their address is in PSPS area**, consistent with November 2020 (29%), though significantly **fewer are aware** of a **PSPS map** on Pacific Power's website (16% vs 26%).

Among those reporting that they **rely on electricity for medical needs just over one in five are aware of additional notices from Pacific Power**, down significantly from November 2020.

All but fourteen customers for whom English is not their primary language prefer to receive communications in English. For 97% it would not be helpful to receive communication in another language.

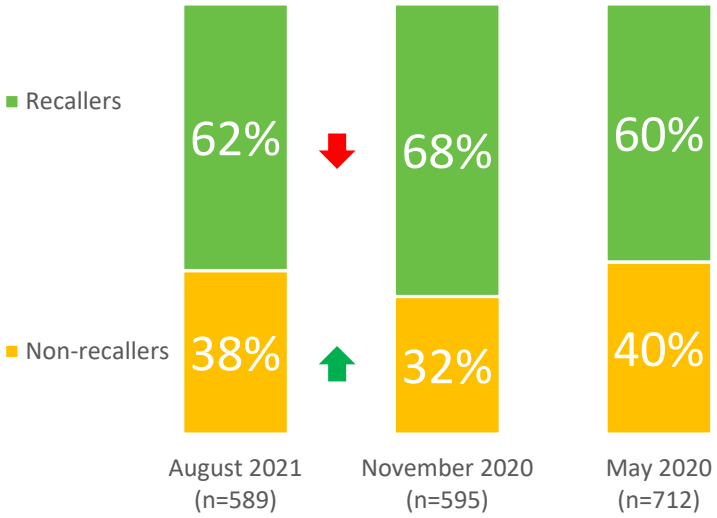
Recommendations

- Continue educating customers about Pacific Power's efforts to reduce the risk of wildfire. The decrease in awareness from November 2020 may be due to seasonal factors (pre-fire season vs. post), but it is important to continue communications to maximize awareness in the event of a PSPS or fire.
- Carefully evaluate the strategy used to reach critical customers, as their awareness about wildfire communication is significantly lower than among general audience.
- Continue utilizing TV news, email, and social networks as the channels for communications about wildfire preparedness and safety. Evaluate accessibility of information available on Pacific Power website.
    - While most rate the website as a useful and clear source of information, significantly fewer customers than in November mentioned it as a channel for wildfire preparedness communication, and the percentage is significantly lower among those whose primary language is not English.
    - Consider offering more information in Spanish to reach more customers or making information in Spanish more prominent.
- Continue providing messaging around actions to prevent or prepare for a wildfire, especially regarding the importance of having an emergency kit and preparing a readiness plan, as customers remain considerably less likely to have taken these actions.
- Continue leveraging TV news and social networks to educate consumers about PSPS events.
    - Continue providing timely and accurate notifications prior to a PSPS event, as well as increasing awareness among those relying on electricity for medical needs about Pacific Power additional communications.
    - Most customers would prefer to be notified if there is <u>any possibility</u> of a PSPS event. There appears to be little concern with "crying wolf" and customers do not feel they are receiving too many notifications. Receiving notifications through multiple communication channels, e.g., text alerts, emails, mail, would be appreciated.
- Evaluate strategy used to inform customers of a PSPS map on the Pacific Power website and how they can update their contact information with Pacific Power to receive notifications. The drop in awareness may prove to be seasonal, but it is important to help customers prepare, especially if they are not aware of the current risk at their location.

Wildfire Safety Communications Awareness

- Just over three in five say they have seen or heard communications about wildfire safety in the past year, significantly less than in November of last year (62% vs 68%)
- Communication **Recallers** are more likely than Non-Recallers to be age **65 and older** and report **higher income**
- Compared to general audience, awareness is significantly lower among critical customers (30% vs 63%)

Communication Awareness



	Recallers (n=364)	Non-Recallers (n=225)
Gender	Male – 43% Female – 53%	Male – 37% Female – 56%
Age	18-54 – 19% 55-64 – 23% **65+ – 55%**	**18-54 – 26%** 55-64 – 21% 65+ – 46%
Median Income	**$52K**	$46K
Home Ownership	Rent – 16% Own – 79%	Rent – 22% Own – 72%
Primary Language is not English	34%	30%
Responded they Rely on Electricity for Medical Needs	24%	24%

Q2 *Have you seen or heard any communications about wildfire safety in the past year? (n=589; 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)

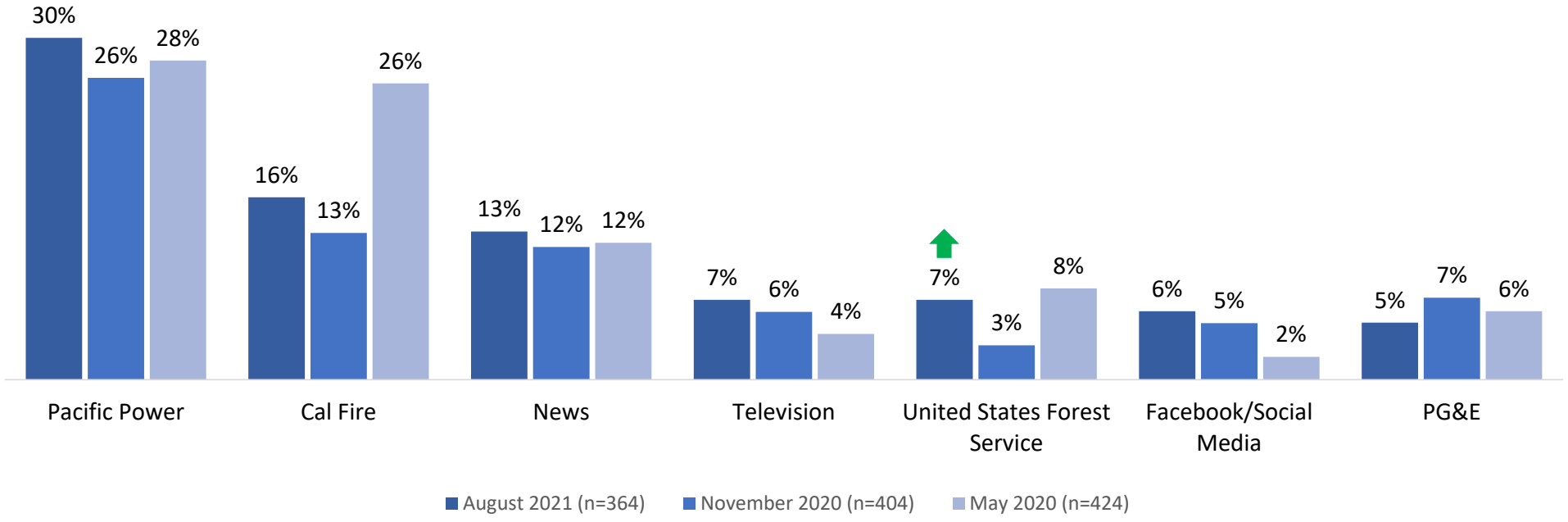


Sources of Wildfire Preparedness Communications

- Pacific Power remains the most mentioned source of wildfire preparedness communication (30%), in-line with results from November 2020 (26%)
- Compared to the previous wave, significantly more customers mentioned United States Forest Service (7% vs 3%)

Wildfire Preparedness Communications Sources

(among those who recall communication)



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

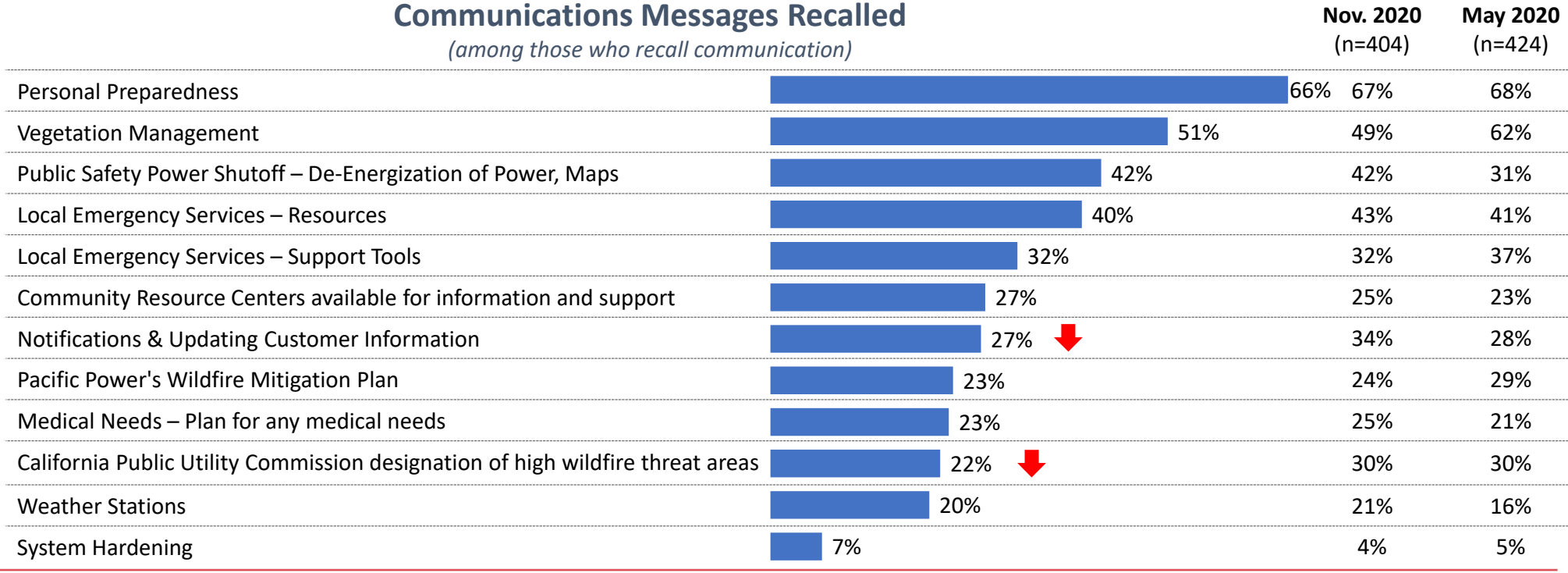
Q5 *Who was the communication about wildfire preparedness from? (n=364; Aware of Communication)*

Wildfire Preparedness Communications Messages

- Of those who recall communications, two thirds recall messages about personal preparedness (66%), consistent with results from November 2020 (67%)
- Significantly fewer customers recall messages about notifications and updating customer information (27% vs 34%) and California Public Utility Commission designation of high wildfire threat areas (22% vs 30%)
- One in five (20%) critical customers are unsure what messages they saw or heard (compared to 1% of random customers)

Communications Messages Recalled

(among those who recall communication)



		Nov. 2020 (n=404)	May 2020 (n=424)
Personal Preparedness	66%	67%	68%
Vegetation Management	51%	49%	62%
Public Safety Power Shutoff – De-Energization of Power, Maps	42%	42%	31%
Local Emergency Services – Resources	40%	43%	41%
Local Emergency Services – Support Tools	32%	32%	37%
Community Resource Centers available for information and support	27%	25%	23%
Notifications & Updating Customer Information	27% ↓	34%	28%
Pacific Power's Wildfire Mitigation Plan	23%	24%	29%
Medical Needs – Plan for any medical needs	23%	25%	21%
California Public Utility Commission designation of high wildfire threat areas	22% ↓	30%	30%
Weather Stations	20%	21%	16%
System Hardening	7%	4%	5%

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

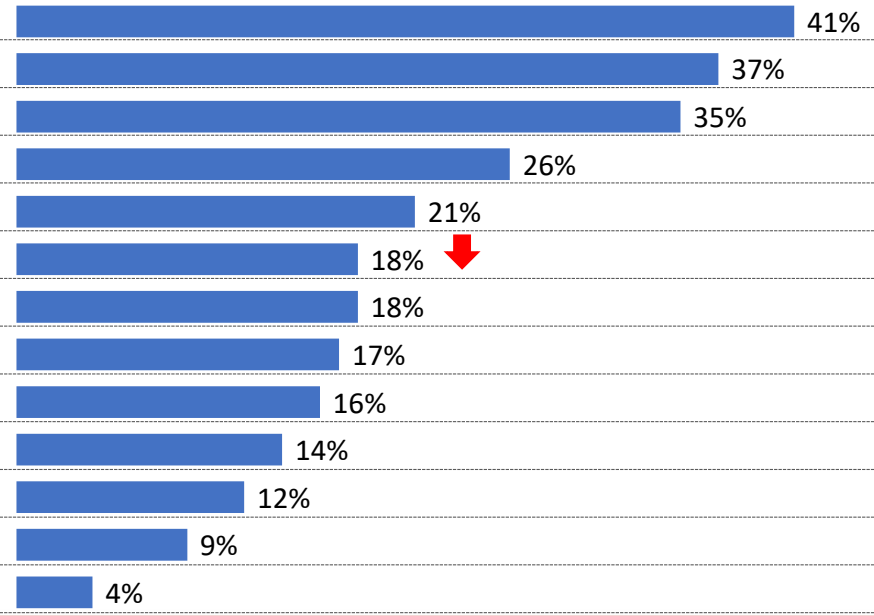
Q3 *What were the messages of the communications you saw or heard about wildfire preparedness? (n=364; Aware of Communication)*

Information Channels for Wildfire Communications

- TV news is the leading source of communication, followed by email and social networking; compared to last wave, significantly fewer customers mentioned the Pacific Power website (18% vs 26%)
- Customers whose primary language is other than English are less likely than those with English as a primary language to mention the Pacific Power website (11% vs 22%) and other utilities' website (14% vs 33%)

Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



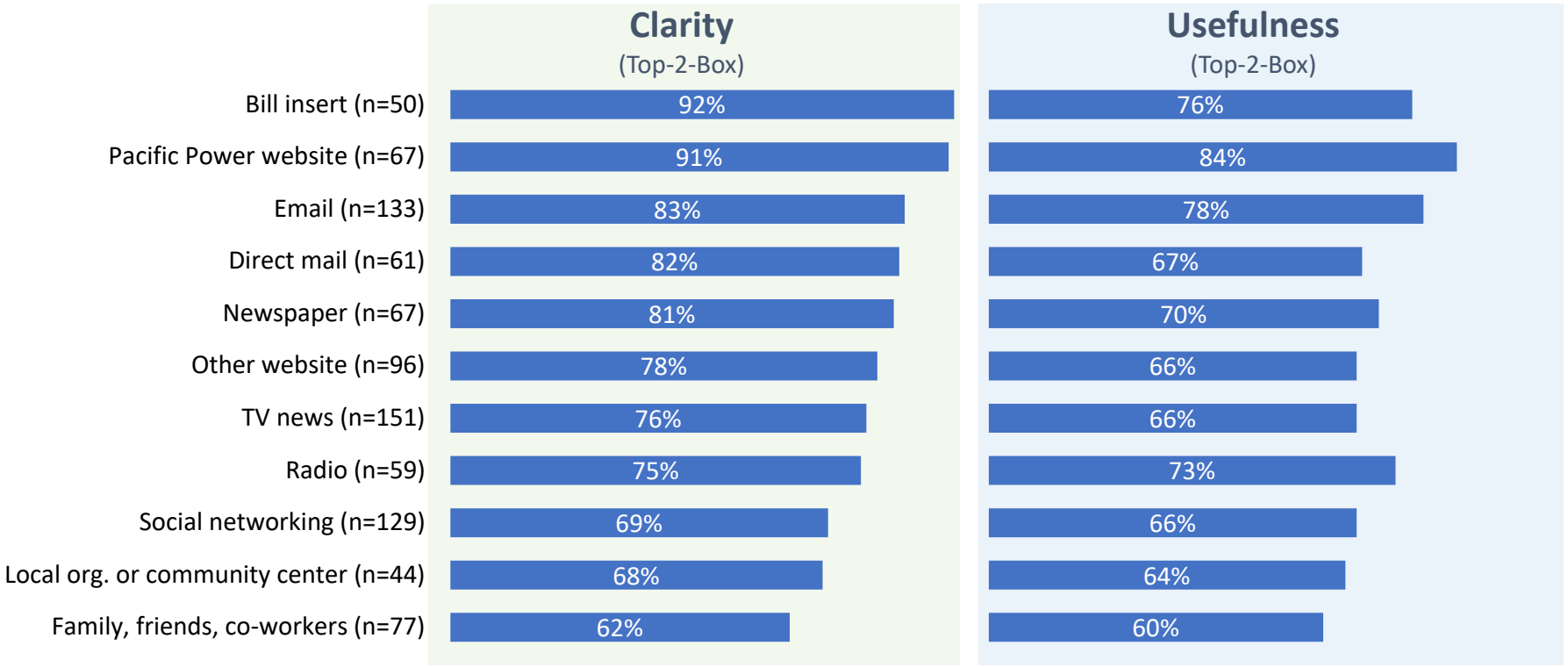
	Nov. 2020 (n=404)	May 2020 (n=424)
TV news 41%	39%	43%
Email 37%	36%	30%
Social networking 35%	40%	33%
Other website 26%	25%	24%
Family, friends, co-workers 21%	25%	27%
Pacific Power website 18% ↓	26%	27%
Newspaper 18%	24%	32%
Direct mail 17%	17%	25%
Radio 16%	21%	20%
Bill insert 14%	17%	19%
Local organization or community center 12%	13%	16%
Community meeting or event 9%	7%	12%
Billboard 4%	4%	5%

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

Q4 *Where did you see or hear the communications about wildfire preparedness? (n=364; Aware of Communication)*

Information Usefulness and Clarity

- Bill insert is rated the highest in terms of clarity (92%), followed by Pacific Power website (91%); the latter is rated as the most useful (84%)

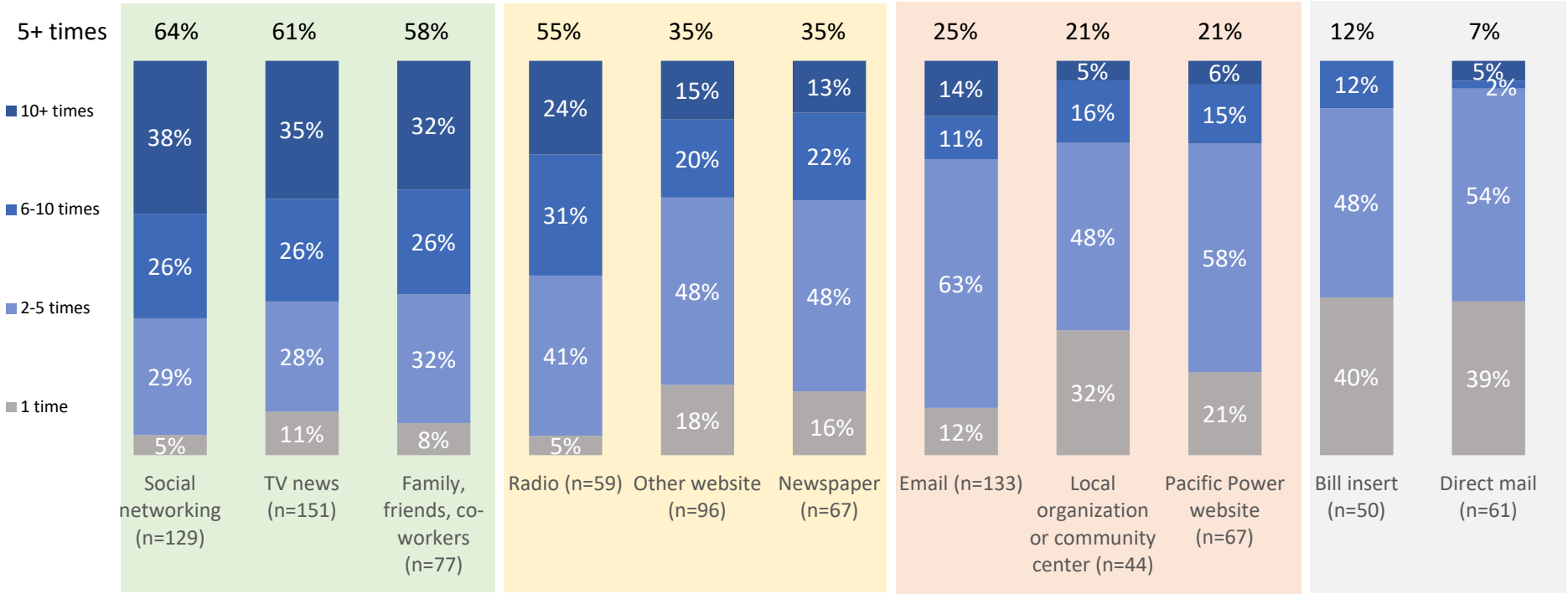


Q4A How useful was the information about wildfire preparedness from each of these sources? (n=364; Aware of Communication)
Q4B. How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=364; Aware of Communication)

Communication Frequency

- Respondents say they most frequently see messages about wildfire preparedness on social networks, TV news, and from friends and family; radio, other websites, and newspapers make up the next tier of communication frequency

Communication Frequency



Q5A *In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=364; Aware of Communication)*


Wildfire Preparedness Actions Taken

Wildfire Preparedness

- Just under three quarters say they have taken actions to prevent or prepare their home or business in the event of a wildfire; **Recallers** are more likely than Non-Recallers to say they have taken actions (**81%** vs 60%)
- Trimming vegetation around their home or property remains the most common activity to prepare in the event of a wildfire, though significantly fewer customers mentioned it compared to November 2020 (75% vs 82%), while preparing an emergency readiness plan and contact information is mentioned by significantly more respondents (15% vs 6%); **Recallers** are more likely than Non-Recallers to say they have prepared an emergency readiness plan (**18%** vs 10%) or an emergency kit (**16%** vs 9%)

Took Actions to Prevent or Prepare for a wildfire



August 2021 (n=589)

November 2020 (n=595) 75%

May 2020 (n=712) 71%

Actions Taken

(among those taking action)

	Total		
	Aug. 2021 (n=431)	Nov. 2020 (n=444)	May 2020 (n=505)
Trimmed vegetation around home or property	75% ↓	82%	88%
Created defensible space	17%	--	--
Prepared an emergency readiness plan and contact information	15% ↑	6%	5%
Prepared an emergency kit	14%	16%	10%
Watering/installed watering systems	11%	8%	7%

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=589; Total)*
Q6A *What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=431; Took actions)*

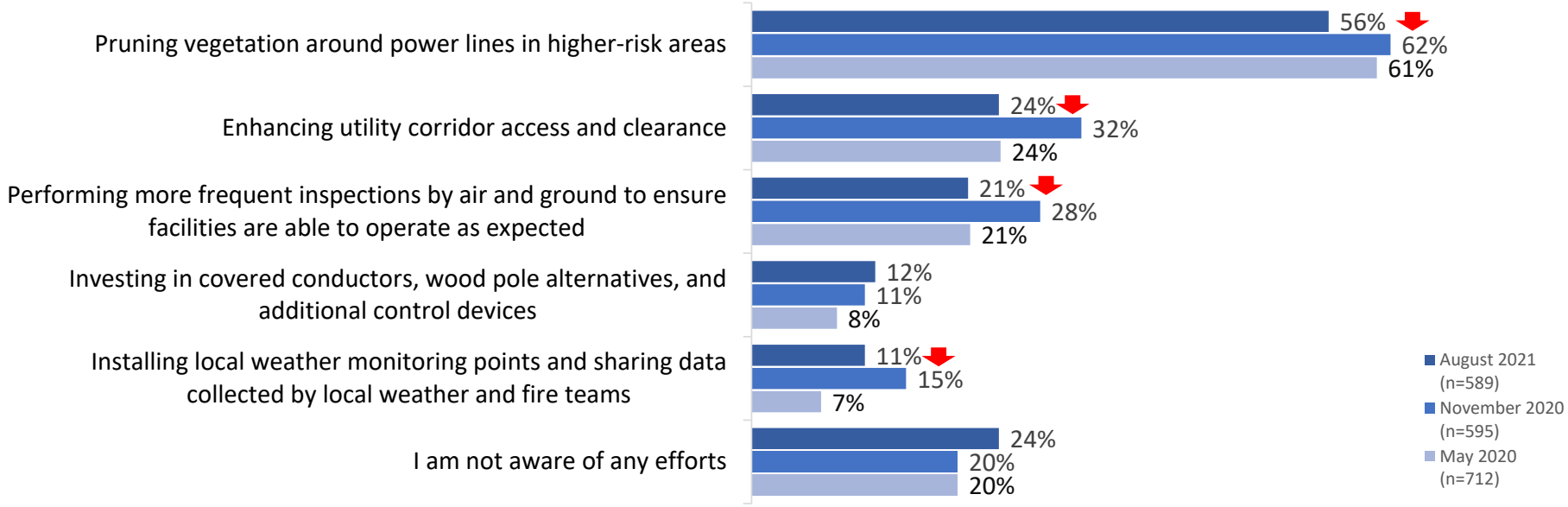
↑↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between Recallers and Non-Recallers

Awareness of Pacific Power's Efforts

- Pacific Power pruning vegetation around power lines in higher-risk areas remains the most recalled effort (56%), though compared to November 2020 significantly fewer customers say they are aware of it (56% vs 62%)
- Awareness has also decreased for Pacific Power efforts such as enhancing utility corridor access and clearance (24% vs 32%), performing more frequent inspections by air and ground (21% vs 28%), and installing local weather monitoring points and sharing data collected by local weather and fire teams (11% vs 15%), and now in-line with results from May 2020
- **Recallers** remain significantly more likely than Non-Recallers to be aware of all Pacific Power's efforts to reduce the risk of wildfire

Awareness of Pacific Power's Efforts to Reduce Wildfire Risk



Q7 *What efforts by Pacific Power are you aware of to reduce the risk of wildfire? (n=589; 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

- Three in five recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," significantly fewer than in November 2020 (60% vs 71%); **Recallers** are more likely than Non-Recallers to be aware of PSPS (**73%** vs 38%)
- TV News remain the main source of PSPS communication; compared to November 2020, significantly more customers mentioned email (30% vs 20%) while fewer mentioned radio (18% vs 25%)
- **Recallers** are more likely than non-Recallers to mention email (**34%** vs 16%) and Pacific Power website (**20%** vs 11%)
- Customers whose primary language is not English are less likely than those with English as a primary language to mention Pacific Power website (11% vs 21%)

PSPS Recall



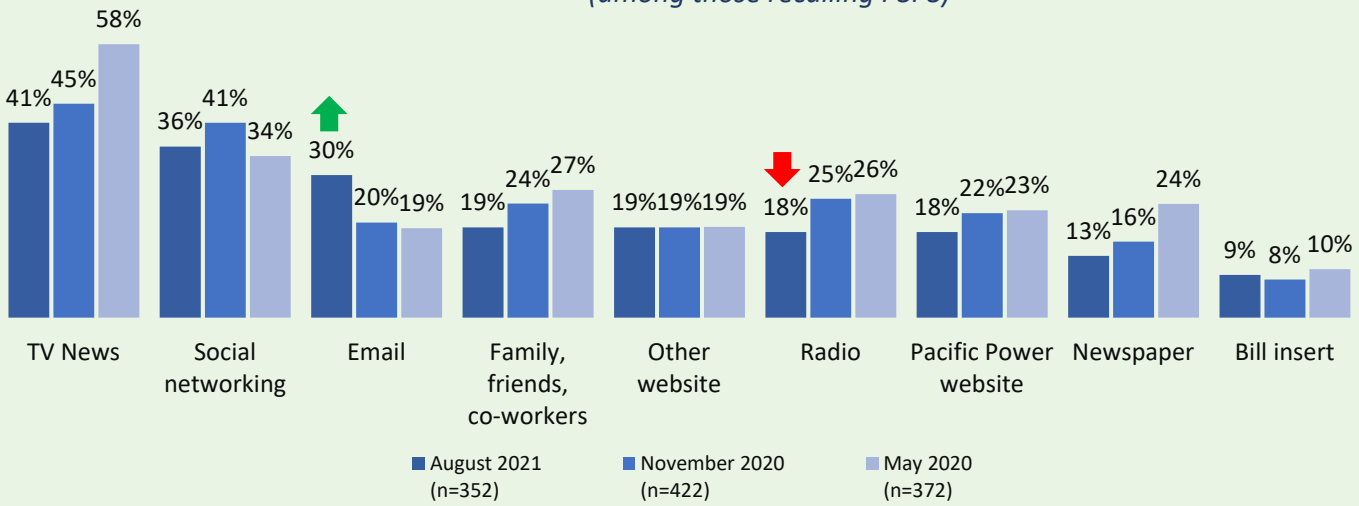
August 2021 (n=589)

November 2020 (n=595) 71%

May 2020 (n=712) 52%

Sources of PSPS Communication

(among those recalling PSPS)



Q8 *In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?" (n=589; Total)*

Q8A. *Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=352; Recall PSPS communication)*

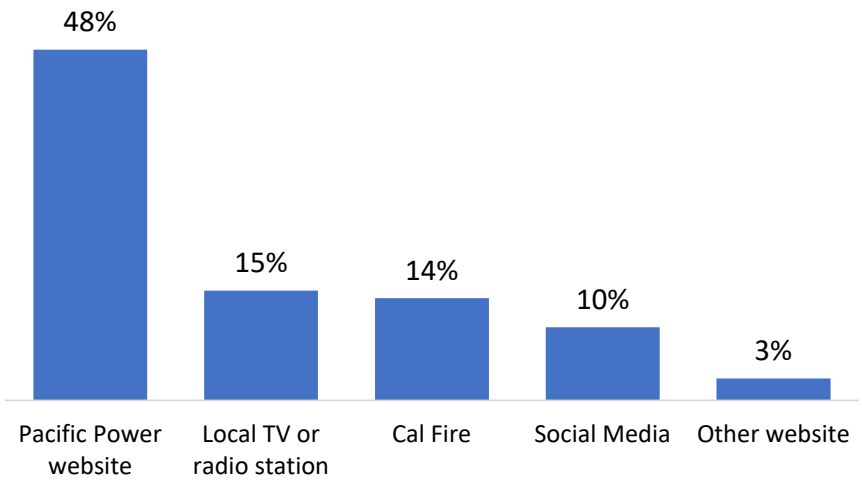
Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between Recallers and Non-Recallers

PSPS Awareness & Understanding

- Pacific Power website remains the main source customers turn for PSPS information to; customers age 18 to 45 years old mention social media significantly more than those 45+ (28% vs 7%)
- Consistent with previous waves, of those aware, four in five 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" (81%); Recallers are more likely than non-Recallers to select the following statements: "Before considering a Public Safety Power Shutoff the utility assesses several factors" and "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

	Aug. 2021 (n=352)	Nov. 2020 (n=422)	May 2020 (n=372)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	81%	86%	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.	66%	61%	60%
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% ↑	43%	44%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	41% ↑	32%	32%

Q9 *Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=352; Recall PSPS)*
Q10. *What is your understanding of a Public Safety Power Shutoff? (n=352; Recall PSPS)*

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

Bold denotes statistically significant difference between Recallers and Non-Recallers

Contact Information for PSPS

- Just over half are aware they can update their contact information with Pacific Power, significantly less than in November 2020 (51% vs 63%); awareness among **Recallers** remains higher than among Non-Recallers (**59%** vs 38%)
- Just under two thirds (64%) of those aware they can update their information have done so, consistent with previous findings

Awareness of Ability to Update Contact Information for PSPS



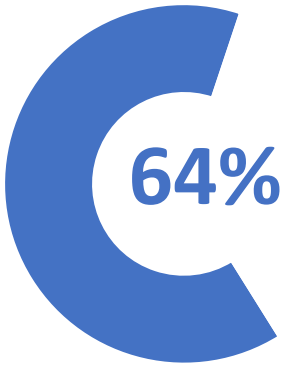
August 2021 (n=589)

November 2020 (n=595) 63%

May 2020 (n=712) 51%

Have Updated Contact Information

(among those aware they can update contact info)



August 2021 (n=301)

November 2020 (n=374) 60%

May 2020 (n=360) 64%

Q11 *Are you aware you can update your contact information with Pacific Power to receive proactive notification prior to a Public Safety Power Shutoff? (n=589; Total)*
Q11A *Have you updated your contact information with Pacific Power to receive notifications prior to a Public Safety Power Shutoff? (n=301; Aware of Information Update)*

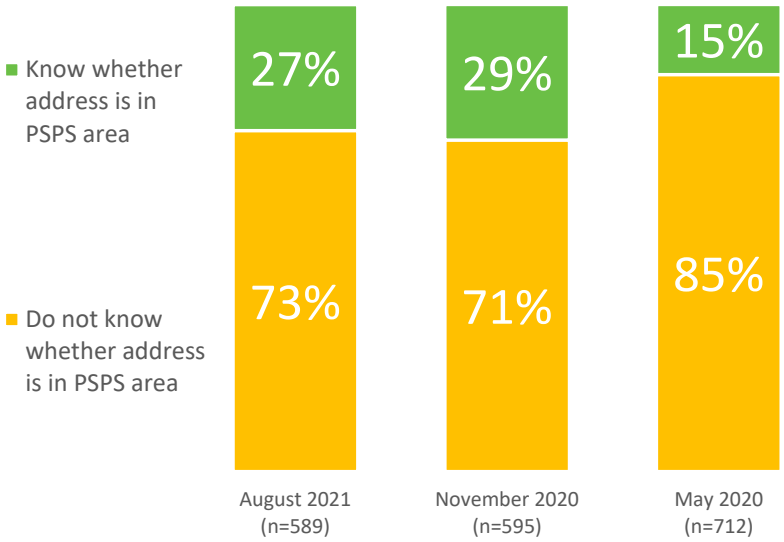
Arrows signify statistical difference at the 95% confidence level compared to the previous wave

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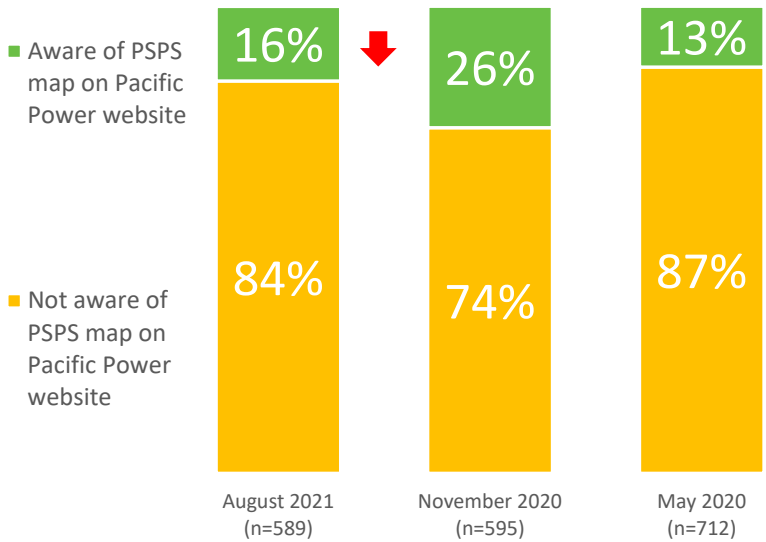
Awareness of PSPS Location Status

- Over quarter know whether their address is in a PSPS area (27%) in-line with November 2020 findings; awareness remains higher among **Recallers** than Non-Recallers (**34%** vs 14%); critical customers are also significantly less likely than the general audience to be aware (13% vs 27%)
- One in six are aware of a map on Pacific Power's website, significantly fewer than in November 2020 (16% vs 26%), and back to May 2020 levels; awareness remains higher among **Recallers** than Non-Recallers (**22%** vs 6%)

Awareness of Address in PSPS Area



Awareness of PSPS Map on Pacific Power website



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

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Q12 *Do you know whether your address is located in a Public Safety Power Shutoff area? (n=589; Total)*
Q13 *Are you aware of a map on Pacific Power's website where you can check whether your address is located in a Public Safety Power Shutoff area and the status? (n=589; Total)*

Bold denotes statistically significant difference between Recallers and Non-Recallers

Medical Needs and Language Preferences

Nearly one quarter (24%) responded that they rely on electricity for medical needs, consistent with the previous wave; proportion of Recallers and Non-Recallers who rely on electricity for medical needs remains statistically consistent (24% vs 24%)

Compared to the previous wave, significantly fewer of those relying on electricity for medical needs are aware Pacific Power provides additional notices prior to a PSPS event (**21%** vs 35%), though still higher than in May 2020 (21% vs 15%)

English is not a primary language for a third of customers (32%), but is still preferred for communications for the majority (98%)

- 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, and Spanish would be preferred by 13 of them, including 11 critical customers
- Besides English, Spanish is mentioned as the preferred language to receive communication by 2% of respondents; one customer mentioned Hindi

Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=589; Total)
Q14A Are you aware that Pacific Power provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=141; Rely on electricity for medical needs)
Q15 Is your primary language other than English? (n=589; Total)
Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=589; Total)
Q16A If yes, what would that preferred language be? (n=16; would be helpful to receive communication in another language)
Q16B What is your preferred language to receive communications? (n=589; Total)

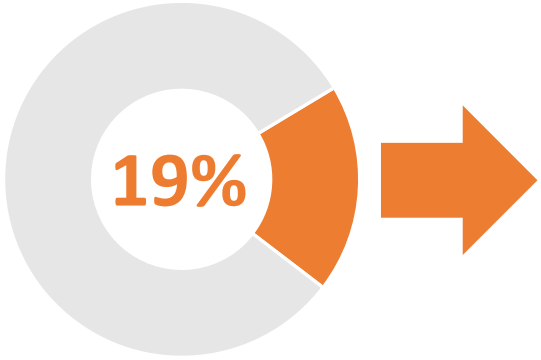
Post-PSPS



PSPS Experience

- Just under one in five (19%) experienced a PSPS event this year, significantly more than in November 2020 (19% vs 13%)
- Among those who experienced PSPS, two thirds say they received adequate notification and information to prepare for an event, significantly fewer than in November 2020 (66% vs 80%); better, more timely, and accurate communication are the main suggestions for improvement, followed by more channels of communication

Experienced PSPS

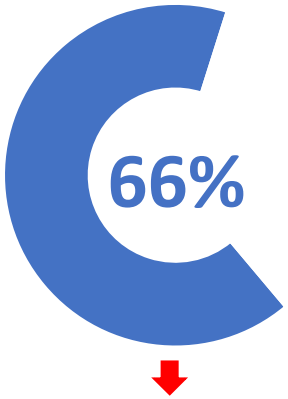


August 2021 (n=589): 19%

November 2020 (n=595): 13%

Received Adequate Information

(among those experienced PSPS)



August 2021 (n=111): 66%

November 2020 (n=76): 80%

Recommendations for Improvement (n=38; Received inadequate notification and information)	
Better communication	37%
Timing/more time to prepare	26%
More channels of communication (text alerts, emails, mail)	18%

> *"… Pacific Power phone messaging providing incorrect "turn on" times throughout the evening. Received text message day after power shutoff stating power would be shut off the previous day. Basically, incorrect, incomplete and untimely information."*

> *"Notice by phone or email would have been good as I use oxygen 24/7 and could have switched to my portable machine before the power went out and I was left without oxygen and no idea when the power would be restored."*

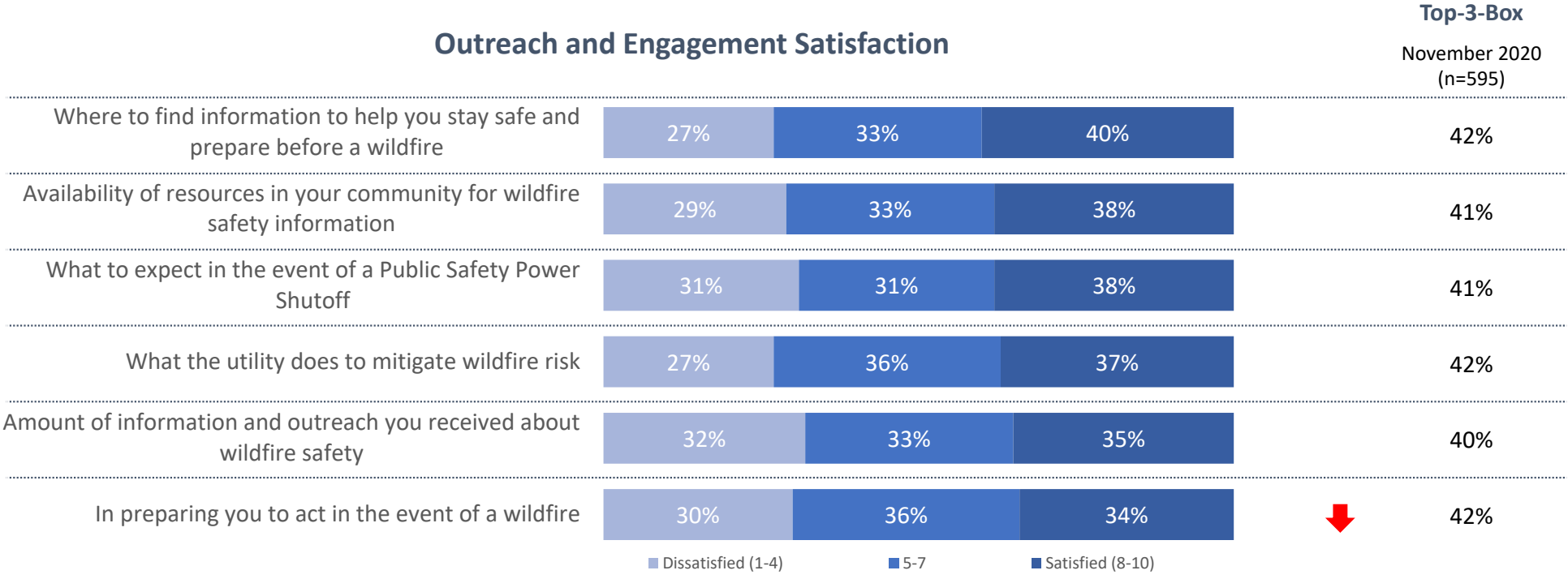
Arrows signify statistical difference at the 95% confidence level compared to the previous wave

QPS1. *Did you experience a Public Safety Power Shutoff (PSPS) this year? (n=589; Total)*
QPS1A. *Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff? (n=111; Experienced PSPS)*
QPS1B. *What could have been improved? (n=38; Receive inadequate notification and information)*

Outreach and Engagement Satisfaction

- Over one third are satisfied with outreach and engagement they receive giving 8, 9, 10 ratings; **Recallers** remain significantly more likely than Non-Recallers to be **satisfied**
- Compared to November 2020, significantly fewer customers say they are satisfied with outreach preparing them to act in the event of a wildfire (34% vs 42%)

Outreach and Engagement Satisfaction



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

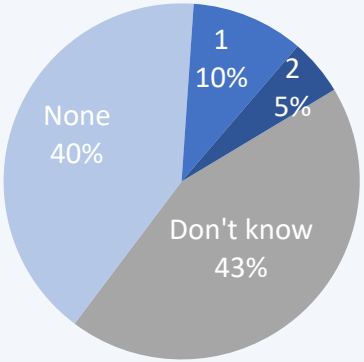
Bold denotes statistically significant difference between Recallers and Non-Recallers

QSAT1. On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you receive? (n=589; Total)

PSPS Experience and Notifications

- On average, customers have received 0.6 PSPS notifications and experienced 0.3 power shutoffs
- Over half (53%) say that notifications should be sent if there is any possibility of a PSPS; one third of critical customers (33%), significantly more than general audience (13%), feel that notifications should only be sent if a PSPS is certain to occur
- Two thirds of those who have received more notifications than PSPS events said that "false alarms" didn't affect them, several mentioned being more prepared and appreciating notifications

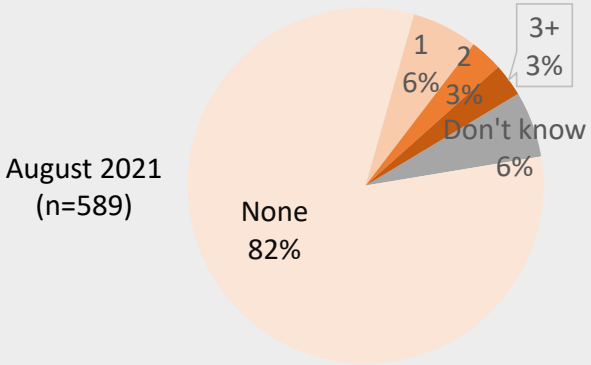
PSPS Notifications



Average Number of Notifications

November 2020 (n=595)	0.6

Public Safety Power Shutoffs



Average Number of Power Shutoffs

November 2020 (n=595)	0.3

PSPS Notifications Perception

	Aug. 2021 (n=589)
Notifications should be sent if there is any possibility of a PSPS	53%
Notifications should only be sent if there is a high likelihood of a PSPS	33%
Notifications should only be sent if a PSPS is certain to occur	14%

"False Alarms" Impact

"It's not a problem. If power stays on, it's all good. Being prepared is most important."

"I appreciate the notifications and I am thankful when the PSPS does not have to occur."

QOSAT2. *How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year? (n=589; Total)*
QOSAT3. *How many Public Safety Power Shutoffs have you experienced in the past year? (n=589; Total)*
QOSAT4. *Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=589; Total)*
QOSAT5 *In what ways did "false alarm" Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally? (n=54; Received more notifications than events)*

Bold denotes statistically significant difference between Recallers and Non-Recallers

Critical Customers Summary



Key Metrics

	Random Customers (n=559)	Critical Customers (n=30)
Aware of Wildfire Safety Communications	**63%**	33%
Aware of Communications from Pacific Power (among those aware)	30%	30%
Took Action to Prevent or Prepare for a Wildfire	74%	57%
Recall PSPS	61%	43%
Would Turn to Pacific Power Website for PSPS Info	49%	31%
Aware of Ability to Update Contact Info for PSPS	52%	33%
Know if Address is in PSPS Area	**27%**	13%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	37%	50%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	19%	33%

Bold denotes statistically significant difference between Random and Critical customers

Demographic Profiles

	Random Customers (n=559)	Critical Customers (n=30)
Gender	Male – 41% Female – 54%	Male – 40% Female – 53%
Age	18-54 – 20% 55-64 – 23% **65+ – 52%**	18-54 – 47% 55-64 – 13% 65+ – 33%
Median Income	**$51K**	$20K
Home Ownership	Rent – 16% **Own – 78%**	**Rent – 53%** Own – 47%
Primary Language is not English	32%	33%
Responded they Rely on Electricity for Medical Needs	23%	**50%**

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

- As seen last year, most CBOs are generally not receiving specific communications or information from Pacific Power; one of the three did recall receiving a box of flyers about wildfire safety
- CBOs often do receive communications and resources from Pacific Power related to CARE and providing low-income residents with support for paying their electric bills
- Most communications and resources received about wildfires (from any organization, including government or fire agencies) were focused on evacuation preparedness (e.g., where to go), personal preparedness (e.g., brush clearing), but less about how to prepare for an outage due to PSPS
- While there are limited resources available for outreach, CBOs are willing/eager to do what they can to help keep communities safe and prepared
- The most common methods CBOs currently use to communicate with the community are social media, in-person visits or meetings, and through handing out flyers when clients visit the office or when employees visit people in the community

Spreading the Word

- CBOs are willing to help spread the word about wildfire preparedness, safety, and PSPS events, if provided the necessary resources
  - They are willing and ready to help by distributing materials (in the course of their day-to-day operations), posting to social media, or making outreach to those most vulnerable; social media postings by Pacific Power that they can link to are particularly helpful
  - CBOs generally do not have resources available for outreach/canvassing, or to produce/print content for distribution; shipping pre-printed content would greatly help their ability to provide information to the community
  - Most serve communities particularly vulnerable to PSPS events (such as elderly or those with medical conditions), and they are willing to help share information and resources during typical interactions with the community
- English and Spanish are the primary languages required
  - English is most common, but there are Spanish-speaking members of each community (although less so with the Karuk Tribe)
  - Other languages (such as Hmong and Lao) are in the community, but in very small numbers, and are not regularly served by CBOs

CBO Interviews

Useful Information/Resources

- The most effective ways Pacific Power can support CBOs in preparing the community include:
  - Sharing/creating content that can be shared on social media, either by linking to Pacific Power or for CBOs to post (multiple CBOs report robust local communities on Facebook)
  - Providing pre-printed materials that can be easily handed out when interacting with members of the community (such as during food delivery)
  - Sharing accurate information about PSPS events, and providing timely updates as circumstances change (delayed or inaccurate information is a perceived pain point)
  - Providing information for those with medical needs to ensure they are able to adequately prepare for a PSPS event or evacuation
  - Providing educational resources about how to prepare for a fire/outage, including evacuation plans (how to evacuate and where to go), and prepping a "go" bag
  - Providing helpful items, such as water, food, flashlights, blankets, medical/sanitary supplies, phone chargers, etc. that CBOs can help distribute in the event of an evacuation
- CBOs indicate they can proactively reach out to the community using social media or in limited cases their email list, but it will be necessary to provide resources, including funding or staffing for mailings or in-person outreach (beyond their typical interactions)

PSPS Events

- One of the primary pain points around PSPS events is the constantly changing nature of the situation
  - CBOs perceive inconsistent or inaccurate information about PSPS events, as there are warnings but no events, etc.
  - Provide early notice if possible—CBOs report learning about an event at the same time as customer notifications go out, leaving them limited time/ability to help spread the word
  - CBOs state that they would prefer to receive as much communication as possible during the fire season, and if there is any possibility of an event; during the off-season, communication frequency should be monthly or quarterly
- Specific information about how to prepare for an outage/PSPS event is most useful/relevant to receive from Pacific Power
  - General fire safety information is least impactful, as other agencies are already providing information about brush clearing and steps required to mitigate fire risk
  - Information most useful in advance of a PSPS event includes evacuation plans and the content required for a "go" bag
  - Special attention should be paid to those with medical needs and limited transportation options; they are most at risk during a PSPS event
- In the event of an evacuation, CBOs stress the need for food, water, blankets, and chargers that can be distributed at a shelter


Demographic Profiles

Respondent Profiles

Gender	Total (n=589)	Recallers (n=364)	Non-Recallers (n=225)
Male	41%	43%	37%
Female	54%	53%	56%
Age			
18 to 24	1%	<1%	1%
25 to 34	4%	4%	5%
35 to 44	7%	5%	**11%**
45 to 54	10%	9%	10%
55 to 64	22%	23%	21%
65 or over	51%	**55%**	46%
Prefer not to say	5%	4%	7%

Renter/Homeowner	Total (n=589)	Recallers (n=364)	Non-Recallers (n=225)
Own	77%	79%	72%
Rent	18%	16%	22%
Other	1%	2%	<1%
Prefer not to say	4%	3%	5%
Household Income			
Less than $20,000	14%	13%	17%
$20,000 to $39,999	17%	18%	15%
$40,000 to $59,999	14%	12%	16%
$60,000 to $89,999	13%	13%	13%
$90,000 to $129,999	11%	13%	9%
$130,000 to $199,999	4%	4%	3%
$200,000 or more	2%	**3%**	1%
Prefer not to say	24%	24%	26%

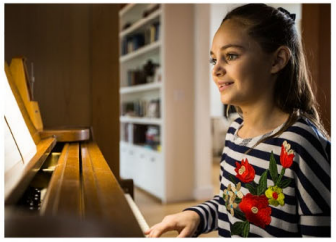
Q17 What is your gender? (n=589; Total)
Q18 What is your age category? (n=589; Total)
Q19 Do you own or rent your home? (n=589; Total)
Q20 Which of the following best describes your annual household income? (n=589; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers

Wildfire Messaging Awareness

December 2021





Prepared by

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MDC Research

PACIFICORP

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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 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
- Evaluate PSPS experience
- 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 579 surveys, including 24 from critical customers, were completed between November 15 and December 5, 2021
  - Phone: 74 completed surveys
  - Web: 505 completed surveys

Key Findings

61% are aware of wildfire safety communications, which is in line with the prior wave. **Pacific Power** remains the primary sources for wildfire preparedness information, and **personal preparedness** and **vegetation management** remain the most common messages recalled. Communication Recallers are more likely to be age 65 and older than Non-Recallers.

TV News, social networking, and **email** are the most commonly recalled channels for wildfire preparedness communications.

The Pacific Power website remains rated as the most useful and has now been cited as the clearest source of wildfire information.

73% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire, consistent with previous waves of the study. **Trimming vegetation around properties** remains the most common actions taken. Recallers remain more likely than Non-Recallers to say they have taken actions (78% vs 64%).

61% are aware of Pacific Power's efforts to prune vegetation around power lines in higher-risk areas, slightly up from August 2021 (56%). Recallers remain more likely than Non-Recallers to be aware of Pacific Power's efforts to reduce the risk of wildfire.

64% recall seeing, hearing or reading the phrase **"Public Safety Power Shutoff or PSPS,"** which is up slightly from August 2021 (60%). **TV News** remains the main source of PSPS communication. **Recallers** are significantly more likely than Non-Recallers to mention TV News (**45%** vs 33%), Pacific Power Website (**23%** vs 12%) and Other Website (**21%** vs 12%).

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."

16% experienced PSPS event this year. On average, customers have received **0.7 PSPS notifications** and experienced **0.2 PSPS events**. **The majority** agree that **notifications should be sent if there is any possibility of a PSPS.**

Among those who experienced PSPS, over three quarters (81%) say they received adequate notification and information to prepare for an event; timely and better communication are the main suggestions for improvement, followed by more channels of communication.

Satisfaction with outreach and engagement remains mostly consistent with previous results, with all outreach and engagement methods demonstrating slight increases in customer satisfaction.

Among those who experienced PSPS, over three quarters (81%) say they received adequate notification and information to prepare for an event; timely and better communication are the main suggestions for improvement, followed by more channels of communication

One quarter know **whether their address is in PSPS area**, consistent with August 2021. Nearly one in five are aware of a map on Pacific Power's website; awareness remains higher among Recallers than Non-Recallers (24% vs 11%).

Of those relying on electricity for medical needs nearly one quarter (26%) are aware Pacific Power provides additional notices; Non-Recallers are significantly less likely to be aware of this (16% vs 29%).

Out of all respondents, 7 (1%) say it would be helpful for them or anybody else in their household to receive communication in another language, and Spanish would be preferred by 4 of them.

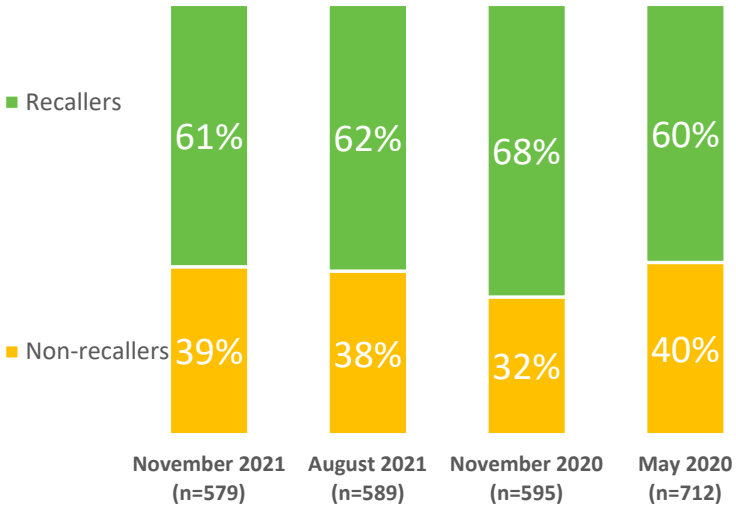
Recommendations

- Continue educating customers about Pacific Power's efforts to reduce the risk of wildfire. The increase in awareness compared to August 2021 suggests that messaging has been effective or more frequent during the peak of the fire season.
- Carefully evaluate the strategy used to reach critical customers, as their awareness about wildfire communication remains significantly lower than among general audience.
- Continue utilizing TV news, social networking, and email to communicate with customers about wildfire preparedness and safety.
- Continue providing messaging around actions to prevent or prepare for a wildfire, especially regarding the importance of having an emergency kit and preparing a readiness plan, as customers remain considerably less likely to have taken these actions.
- Continue leveraging TV news and social networks to educate consumers about PSPS events.
    - Continue providing timely and accurate notifications prior to a PSPS event, as well as increasing awareness among those relying on electricity for medical needs about Pacific Power additional communications.
    - Most customers would prefer to be notified if there is any possibility of a PSPS event. There appears to be little concern with "crying wolf" and customers do not feel they are receiving too many notifications. Receiving notifications through multiple communication channels, e.g., text alerts, emails, mail, would be appreciated.
- Evaluate strategy used to inform customers of a PSPS map on the Pacific Power website and how they can update their contact information with Pacific Power to receive notifications. Currently three quarters are unaware whether their address is in a PSPS area and eight in ten are unaware there is a PSPS map on the Pacific Power website.

Wildfire Safety Communications Awareness

- Just over three in five say they have seen or heard communications about wildfire safety in the past year, in line with August 2021 (61% vs 62%)
- Communication **Recallers** are significantly more likely than non-recallers to be age **65 and older while non-recallers are significantly more likely to be 18-54 years of age**

Communication Awareness



	Recallers (n=352)	Non-Recallers (n=227)
Gender	**Male – 43%** Female – 53%	Male – 35% Female – 57%
Age	18-54 – 16% 55-64 – 22% **65+ – 58%**	**18-54 – 29%** 55-64 – 22% 65+ – 43%
Median Income	$55K	$51K
Home Ownership	Rent – 20% Own – 75%	Rent – 20% Own – 73%
Primary Language is not English	31%	31%
Responded they Rely on Electricity for Medical Needs	26%	28%

Q2 *Have you seen or heard any communications about wildfire safety in the past year? (n=579; Total)*

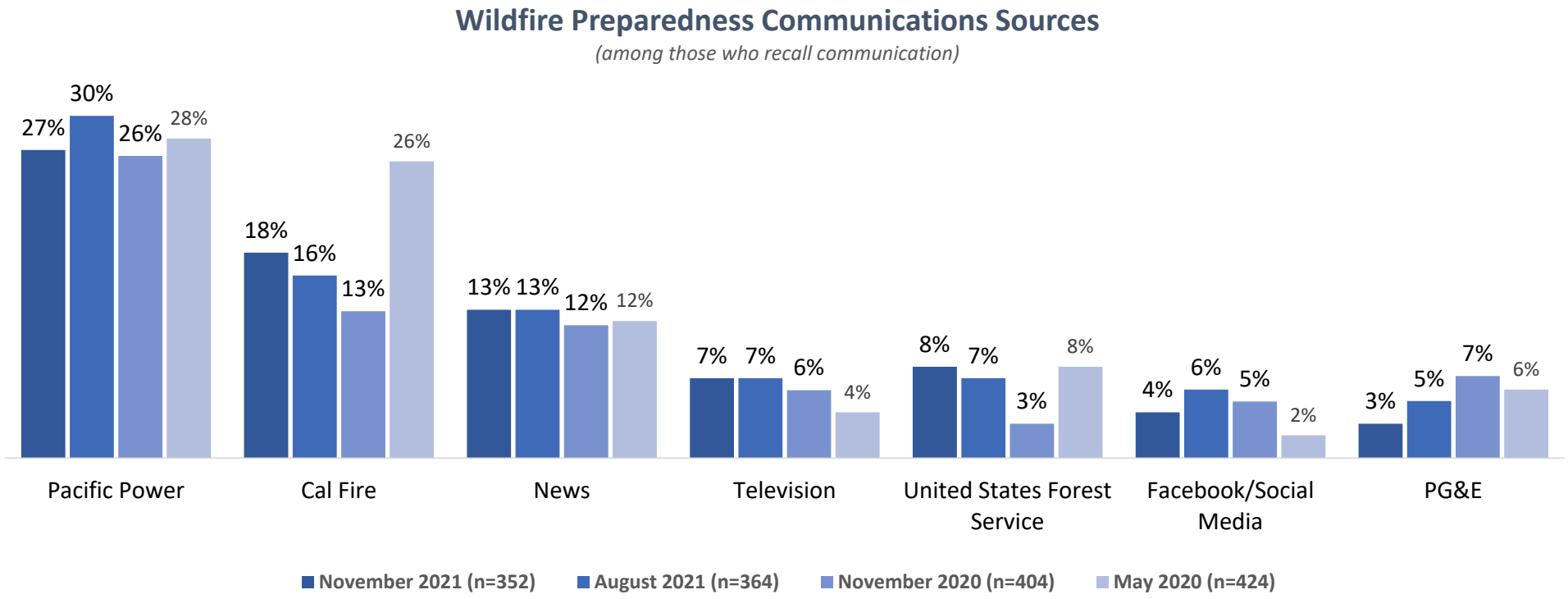
Bold denotes statistically significant difference between Recallers and Non-Recallers

Communication Recall
(among those aware of communications)



Sources of Wildfire Preparedness Communications

- Pacific Power remains the most mentioned source of wildfire preparedness communication (27%), statistically consistent with August 2021 (30%)



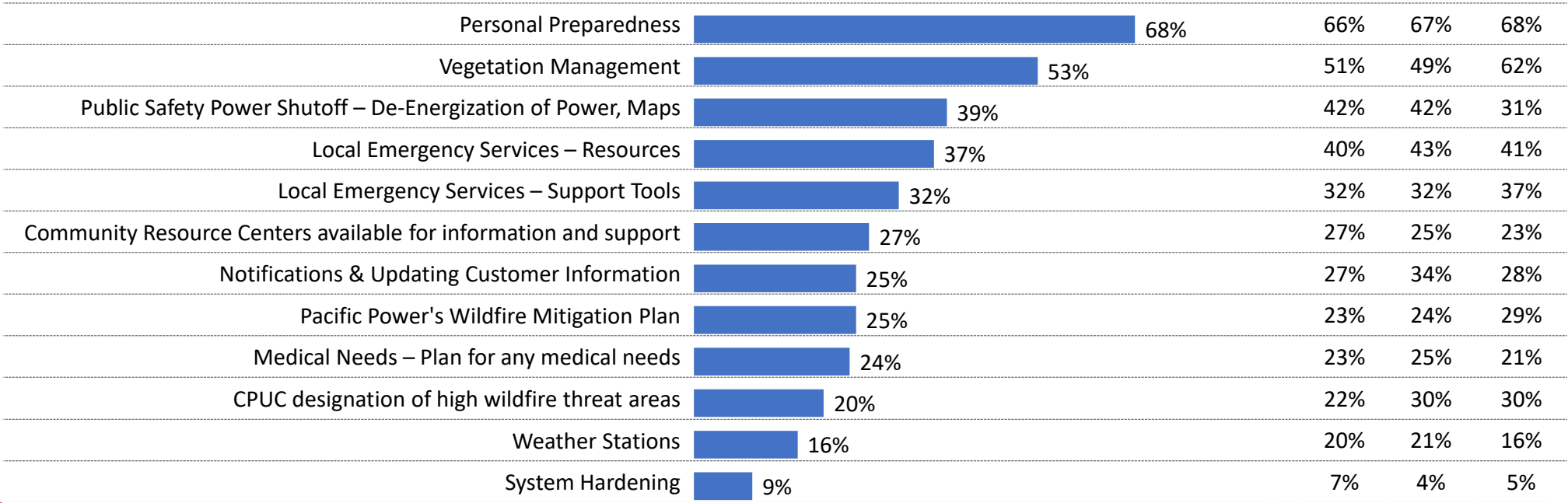
Q5 Who was the communication about wildfire preparedness from? (n=352 Aware of Communication)

Wildfire Preparedness Communications Messages

- Of those who recall communications, over two thirds recall messages about personal preparedness (68%), consistent with results from August 2021 (66%)
- Vegetation management remains second most commonly recalled, mentioned by just over half of customers

Communications Messages Recalled

(among those who recall communication)



		Aug 2021 (n=364)	Nov 2020 (n=404)	May 2020 (n=424)
Personal Preparedness	68%	66%	67%	68%
Vegetation Management	53%	51%	49%	62%
Public Safety Power Shutoff – De-Energization of Power, Maps	39%	42%	42%	31%
Local Emergency Services – Resources	37%	40%	43%	41%
Local Emergency Services – Support Tools	32%	32%	32%	37%
Community Resource Centers available for information and support	27%	27%	25%	23%
Notifications & Updating Customer Information	25%	27%	34%	28%
Pacific Power's Wildfire Mitigation Plan	25%	23%	24%	29%
Medical Needs – Plan for any medical needs	24%	23%	25%	21%
CPUC designation of high wildfire threat areas	20%	22%	30%	30%
Weather Stations	16%	20%	21%	16%
System Hardening	9%	7%	4%	5%

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

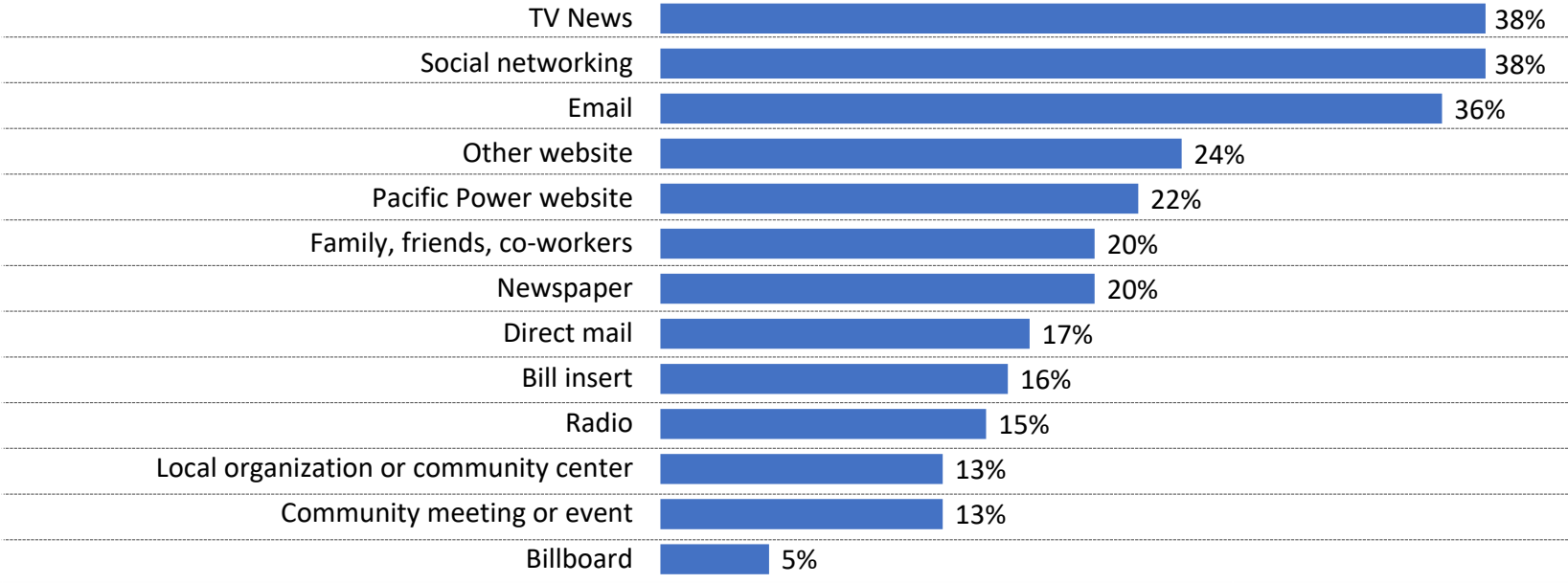
Q3 *What were the messages of the communications you saw or heard about wildfire preparedness? (n=352; Aware of Communication)*

Information Channels for Wildfire Communications

- TV news and Social Networking are tied for the leading sources of communication (38%), followed by email (36%) and a website other than Pacific Power (24%)
- Customers whose primary language is other than English are more likely than those with English as a primary language to mention Radio (21% vs 12%)
- Those 65 years of age or older are more likely to mention newspaper than those 45-64 years of age and customers 18-45 years of age (26% vs 12% & 26% vs 7%, respectively)

Information Channels for Wildfire Preparedness Communications

(among those who recall communication)

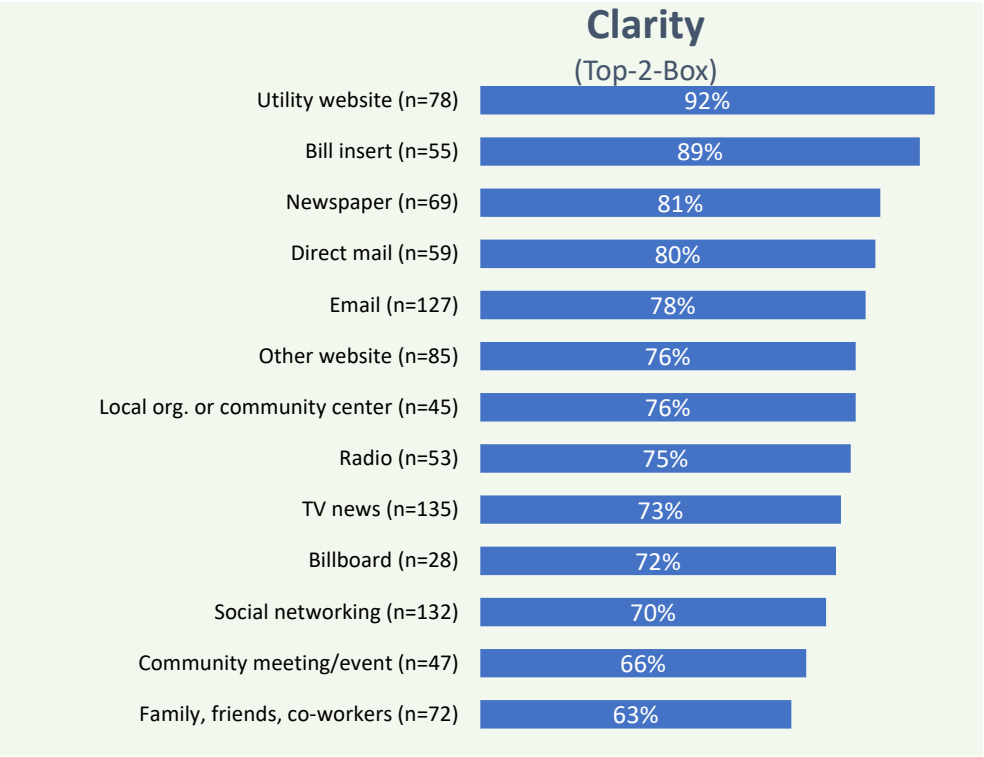


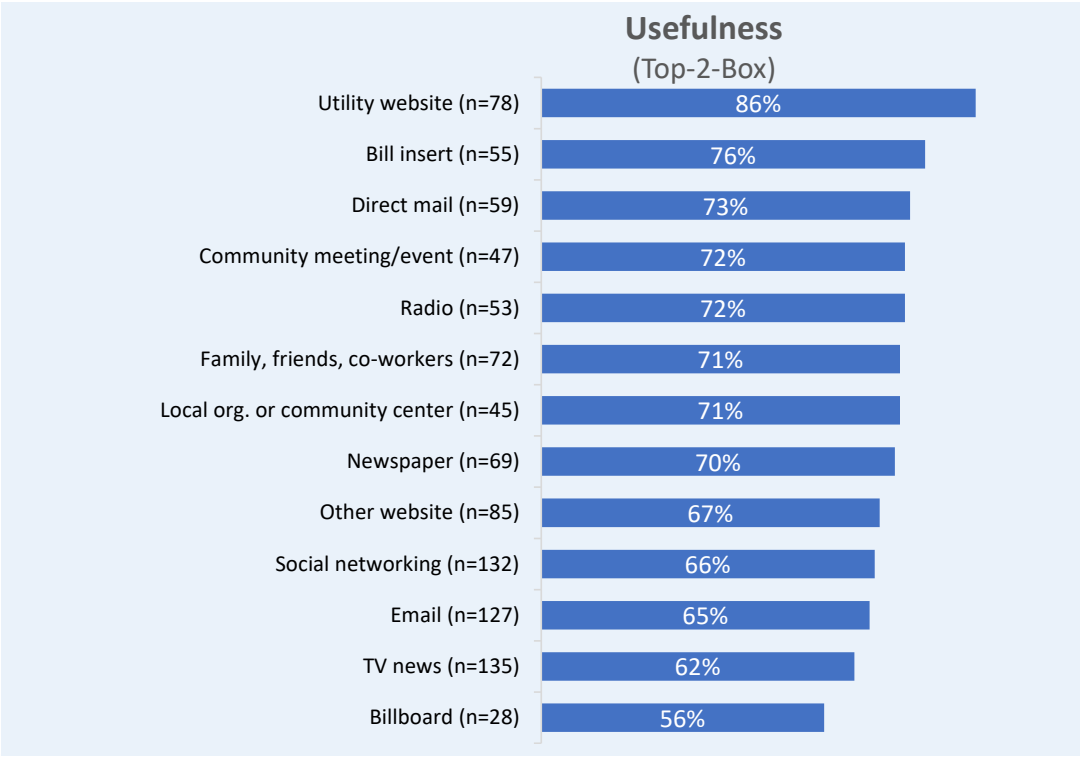
	Aug 2020 (n=364)	Nov 2020 (n=404)	May 2020 (n=424)
TV News	41%	39%	43%
Social networking	37%	36%	30%
Email	35%	40%	33%
Other website	26%	25%	24%
Pacific Power website	21%	25%	27%
Family, friends, co-workers	18%	26%	27%
Newspaper	18%	24%	32%
Direct mail	17%	17%	25%
Bill insert	16%	21%	20%
Radio	14%	17%	19%
Local organization or community center	12%	13%	16%
Community meeting or event	9%	7%	12%
Billboard	4%	4%	5%

Q4 *Where did you see or hear the communications about wildfire preparedness? (n=352; Aware of Communication)*

Information Usefulness and Clarity

- The Pacific Power website was rated the highest in terms of clarity (92%), followed by bill insert (89%) and newspaper (81%)
- With respect to usefulness, customers rated the Pacific Power website the highest (86%) followed by Bill Insert (76%) and direct mail (73%)

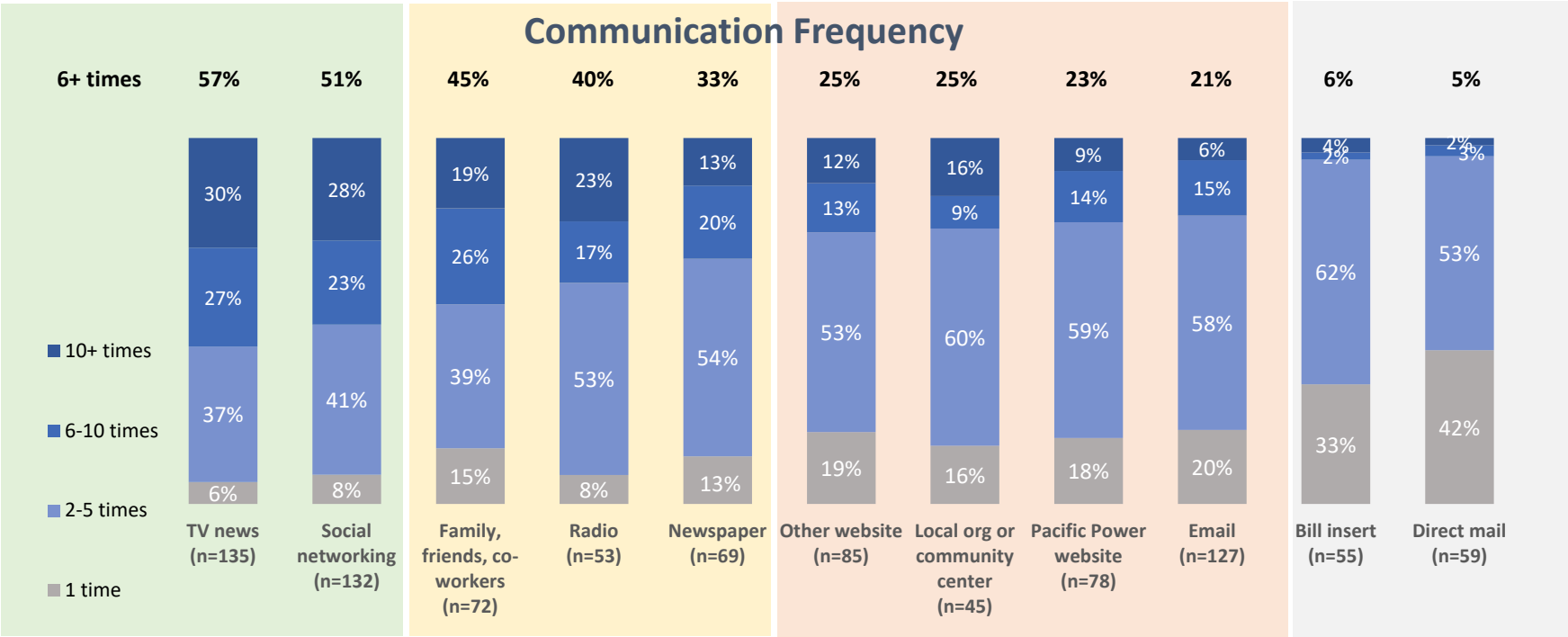




Q4A How useful was the information about wildfire preparedness from each of these sources? (n=352; Aware of Communication)
Q4B. How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=352; Aware of Communication)

Communication Frequency

- Respondents say they most frequently see messages about wildfire preparedness on TV news and social networks; friends and family radio, and newspapers make up the next tier of communication frequency



Q5A *In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=364; Aware of Communication)*


Wildfire Preparedness Actions Taken

Wildfire Preparedness

- Just under three quarters say they have taken actions to prevent or prepare their home or business in the event of a wildfire; **Recallers** are significantly more likely than Non-Recallers to say they have taken actions (**78%** vs 64%)
- Customers were significantly less likely to cite preparation of an emergency readiness plan and contact information in comparison with August 2021 (**7%** vs 15%)
- **Recallers** are significantly more likely than Non-Recallers to say they have prepared emergency kit (**18%** vs 5%)

Took Actions to Prevent or Prepare for a wildfire

November 2021 (n=579)



August 2021 (n=589)	73%
November 2020 (n=595)	75%
May 2020 (n=712)	71%

Actions Taken

(among those taking action)

	Total			
	Nov 2021 (n=420)	**Aug 2021 (n=431)**	**Nov 2020 (n=444)**	**May 2020 (n=505)**
Trimmed vegetation around home or property	75%	75%	82%	88%
Created defensible space	18%	17%	--	--
Prepared an emergency readiness plan and contact information	7% ↓	15%	6%	5%
Prepared an emergency kit	13%	14%	16%	10%
Watering/installed watering systems	8%	11%	8%	7%

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=579; Total)*
Q6A *What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=420; Took actions)*

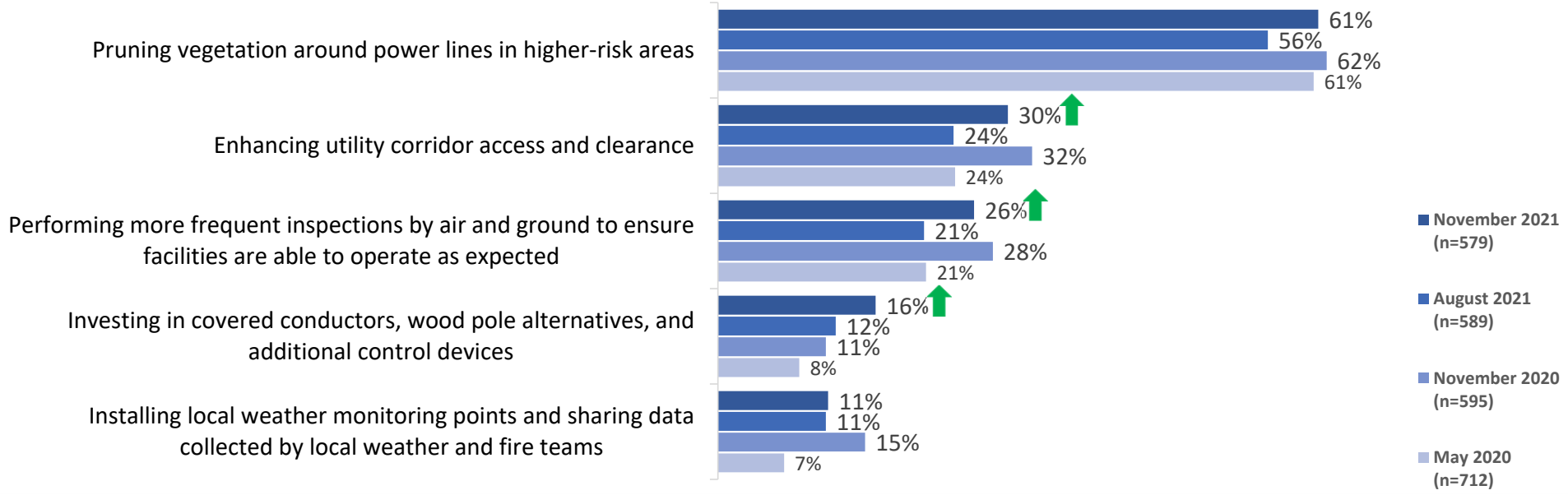
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between Recallers and Non-Recallers

Awareness of Pacific Power's Efforts

- Pacific Power pruning vegetation around power lines in higher-risk areas remains the most recalled effort (61%), bringing this back in line with 2020 observations.
- Awareness has increased significantly for Pacific Power's efforts such as enhancing utility corridor access and clearance (30% vs 24%), performing more frequent inspections by air and ground (26% vs 21%), and Investing in covered conductors, wood pole alternatives, and additional control devices (16% vs 12%)
- **Recallers** remain significantly more likely than Non-Recallers to be aware of all of Pacific Power's efforts to reduce the risk of wildfire

Awareness of Pacific Power's Efforts to Reduce Wildfire Risk



Q7 *What efforts by Pacific Power are you aware of to reduce the risk of wildfire? (n=579; Total)*

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

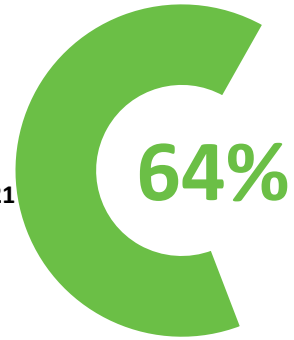
Bold denotes statistically significant difference between Recallers and Non-Recallers


Awareness of Public Safety Power Shutoff

PSPS Awareness

- Two thirds recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," which is slightly increased from August 2021 (64% vs 60%); **Recallers** are significantly more likely than Non-Recallers to be aware of PSPS (**75%** vs 47%)
- TV News remains the main source of PSPS communication; **Recallers** are significantly more likely than Non-Recallers to mention TV News (**45%** vs 33%), Pacific Power website (**23%** vs 12%) and other websites (**21%** vs 12%)

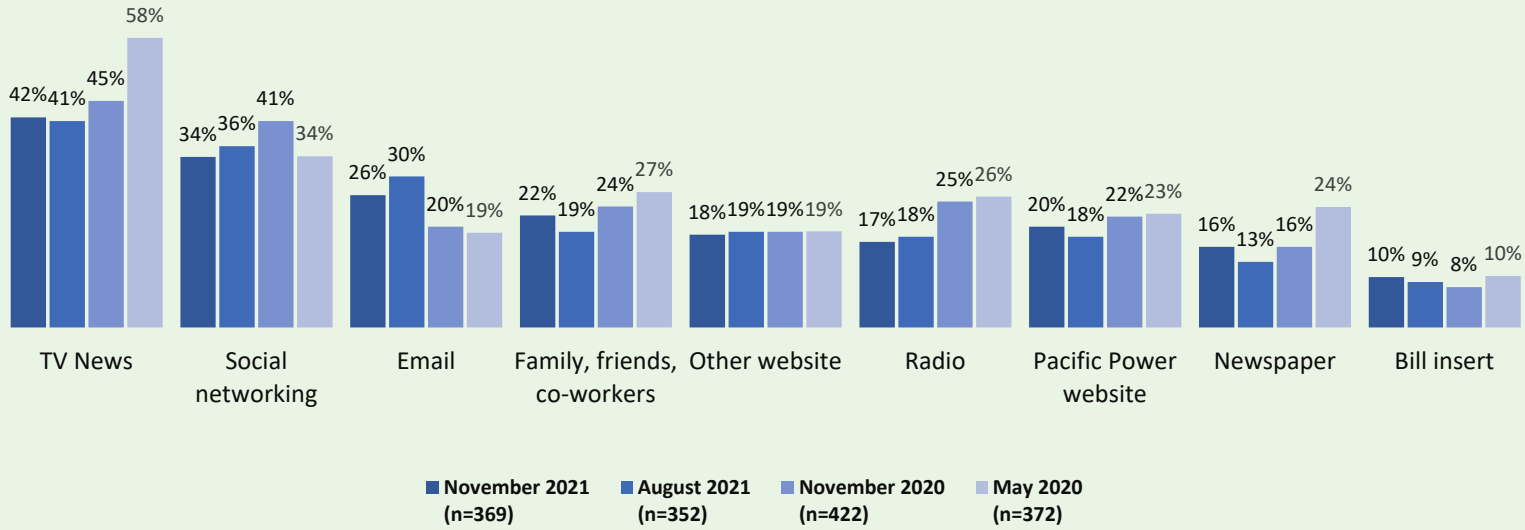
PSPS Recall



November 2021 (n=579)	64%
August 2021 (n=589)	60%
November 2020 (n=595)	71%
May 2020 (n=712)	52%

Sources of PSPS Communication

(among those recalling PSPS)



Q8 *In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?" (n=579; Total)*
Q8A. *Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=369; Recall PSPS communication)*

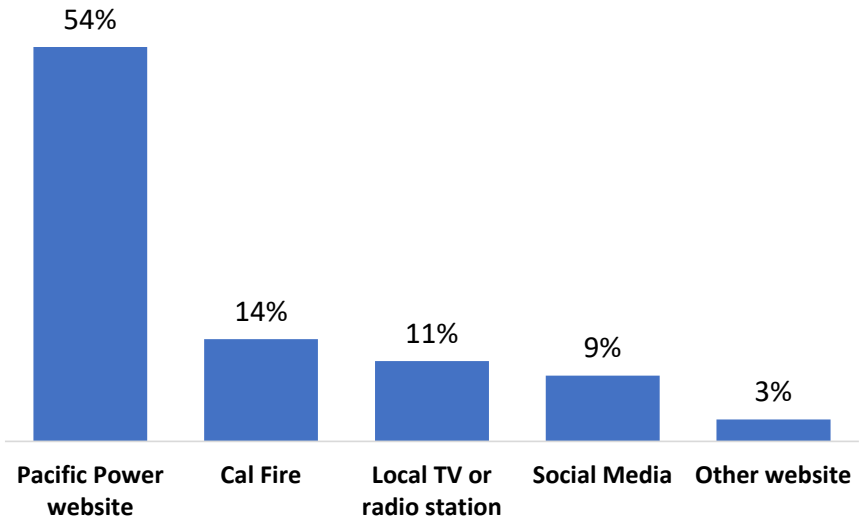
Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between Recallers and Non-Recallers

PSPS Awareness & Understanding

- The Pacific Power website remains the main source customers turn to for PSPS information (54%)
- Consistent with previous waves, of those aware, nearly four in five 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” (78%); Recallers are significantly more likely than Non-Recallers to select the following statement: “Before considering a Public Safety Power Shutoff the utility assesses several factors”(67% vs 49%)

Top 5 Sources of PSPS Information



PSPS Understanding

	Nov 2021 (n=369)	Aug 2021 (n=352)	Nov 2020 (n=422)	May 2020 (n=372)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	78%	81%	86%	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.	62%	66%	61%	60%
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.	48%	51%	43%	44%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	35%	41%	32%	32%

Q9 Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=369; Recall PSPS)
Q10. What is your understanding of a Public Safety Power Shutoff? (n=369; Recall PSPS)

Bold denotes statistically significant difference between Recallers and Non-Recallers

Contact Information for PSPS

- Nearly three out of five customers are aware they can update their contact information with Pacific Power, significantly more than in August 2021 (59% vs 51%); awareness among **Recallers** remains significantly higher than among Non-Recallers (**64%** vs 50%)
- Just under two thirds (65%) of those aware they can update their information have done so, consistent with previous findings

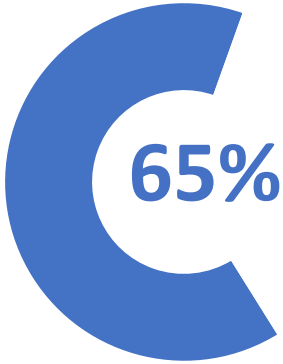
Awareness of Ability to Update Contact Information for PSPS



November 2021 (n=579)	59%
August 2021 (n=589)	51%
November 2020 (n=595)	63%
May 2020 (n=712)	51%

Have Updated Contact Information

(among those aware they can update contact info)



November 2021 (n=340)	65%
August 2021 (n=301)	64%
November 2020 (n=374)	60%
May 2020 (n=360)	64%

Q11 *Are you aware you can update your contact information with Pacific Power to receive proactive notification prior to a Public Safety Power Shutoff? (n=579; Total)*
Q11A *Have you updated your contact information with Pacific Power to receive notifications prior to a Public Safety Power Shutoff? (n=340); Aware of Information Update)*

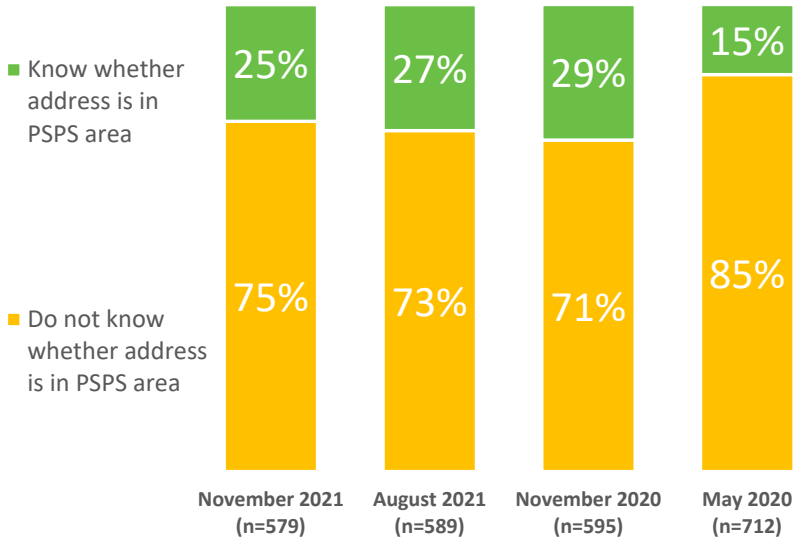
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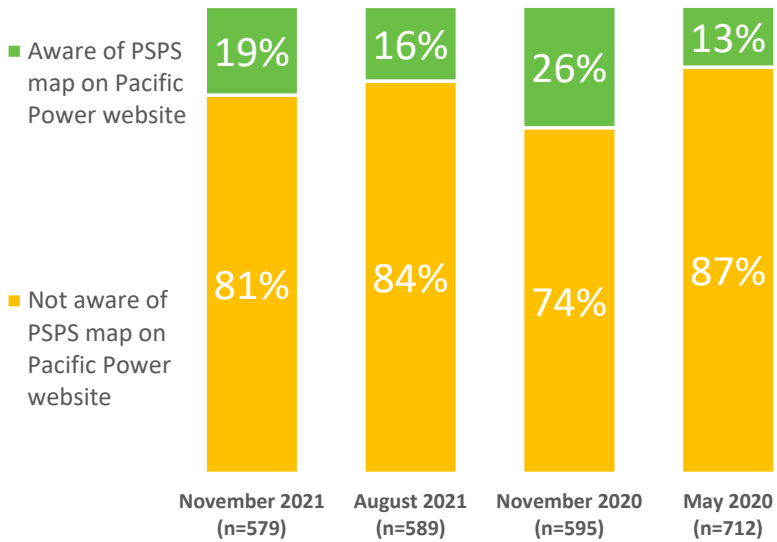
Awareness of PSPS Location Status

- One quarter know whether their address is in a PSPS area (25%), in line with August 2021 findings; awareness remains significantly higher among **Recallers** than Non-Recallers (**33%** vs 13)
- Nearly one in five are aware of a map on Pacific Power's website; awareness remains higher among **Recallers** than Non-Recallers (**24%** vs 11%)

Awareness of Address in PSPS Area



Awareness of PSPS Map on Pacific Power website



Q12 *Do you know whether your address is located in a Public Safety Power Shutoff area? (n=579; Total)*
Q13 *Are you aware of a map on Pacific Power's website where you can check whether your address is located in a Public Safety Power Shutoff area and the status? (n=579 Total)*

Bold denotes statistically significant difference between Recallers and Non-Recallers

Medical Needs and Language Preferences

Over one quarter (27%) 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 (57% vs 24%)

Of those relying on electricity for medical needs nearly one quarter (26%) are aware Pacific Power provides additional notices; Non-Recallers are significantly less likely to be aware of this (16% vs 29%)

English is not a primary language for nearly a third of customers (31%), but is still preferred for communications for the vast majority (99%)

- Out of all respondents, 7 (1%) say it would be helpful for them or anybody else in their household to receive communication in another language, and Spanish would be preferred by 4 of them, including 1 Critical customer
- Besides English, Spanish is mentioned as the preferred language to receive communication by 1% of all respondents.

Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=579; Total)
Q14A Are you aware that Pacific Power provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=157; Rely on electricity for medical needs)
Q15 Is your primary language other than English? (n=579; Total)
Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=579; Total)
Q16A If yes, what would that preferred language be? (n=7; would be helpful to receive communication in another language)
Q16B What is your preferred language to receive communications? (n=579; Total)

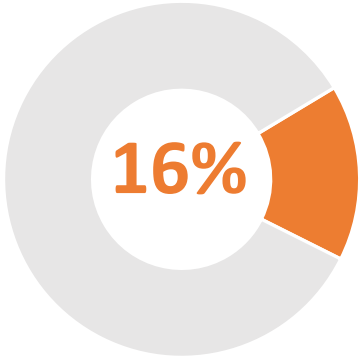
Post-PSPS



PSPS Experience

- A PSPS event was experienced by 16% of all respondents, in line with August 2021 (13%)
- Among those who experienced PSPS, over three quarters (81%) say they received adequate notification and information to prepare for an event; timely and better communication are the main suggestions for improvement, followed by more channels of communication

Experienced PSPS

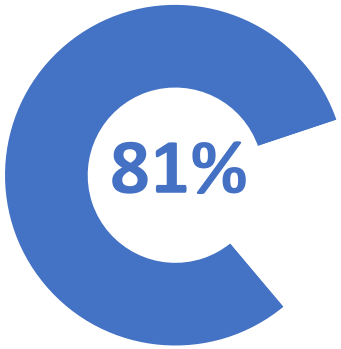


November 2021 (n=579)

August 2021 (n=589) **13%**

Received Adequate Information

(among those experienced PSPS)



November 2021 (n=94)

August 2021 (n=111) **80%**

Recommendations for Improvement (n=20; Received inadequate notification and information)	
Timing/more time to prepare	35%
Better communication	25%
More channels of communication (text alerts, emails, mail)	20%

> *"I heard about the temporary power outage from my neighbor. I am signed up with Pacific Power to receive emails and mobile phone notifications and, for the most part, that works well for unexpected power outages. I did not receive notification that there would be a planned outage."*

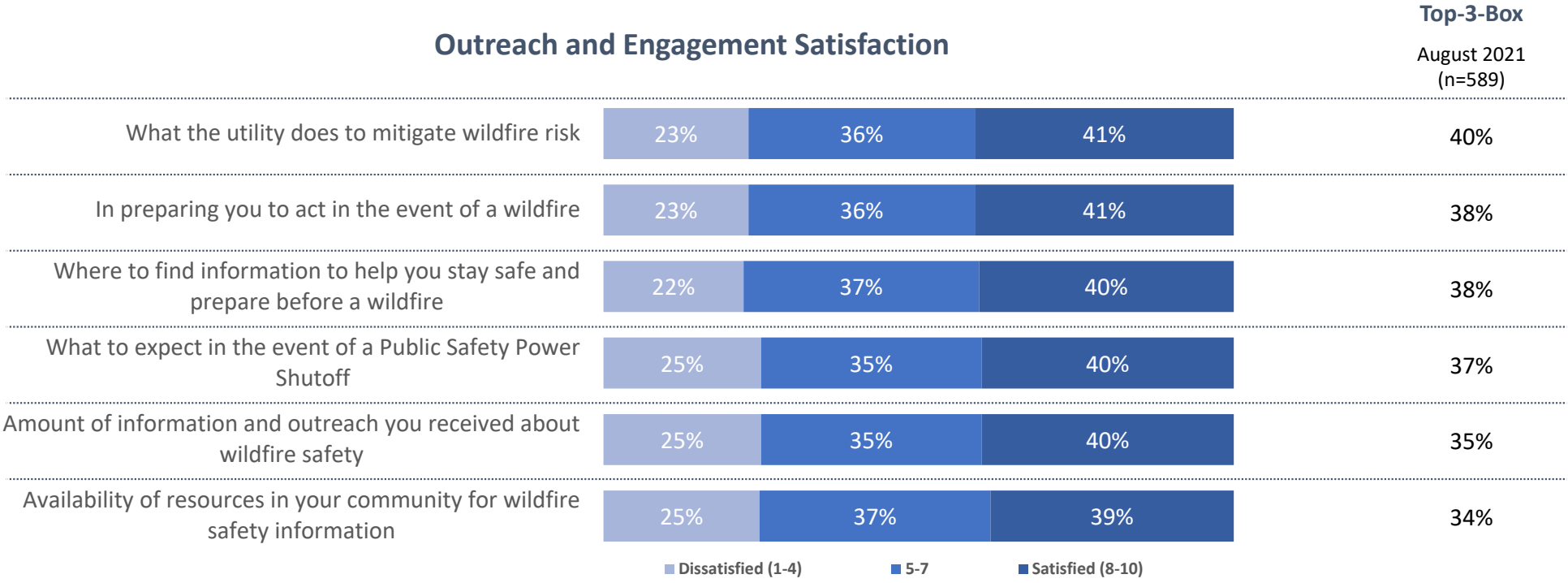
> *"Warning came by email so you have to have your phone on you, I'm working on the ranch all day and don't carry my phone on me because I've broken them while working. I do have my phone in the truck and check it a couple times a day."*

QPS1. Did you experience a Public Safety Power Shutoff (PSPS) this year? (n=579; Total)
QPS1A. Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff? (n=94; Experienced PSPS)
QPS1B. What could have been improved? (n=20; Receive inadequate notification and information)

Outreach and Engagement Satisfaction

- Over one third are satisfied with outreach and engagement they receive giving 8, 9, 10 ratings; **Recallers** remain significantly more likely than Non-Recallers to be **satisfied** across all items
- Critical customers demonstrated significantly greater satisfaction vs random customers with "what the utility does to mitigate wildfire risk" (54% vs 38%) and "availability of resources in your community for wildfire safety information" (54% vs 38%)

Outreach and Engagement Satisfaction



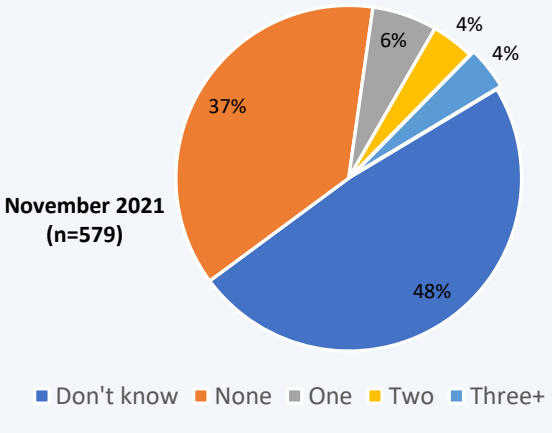
QSAT1. *On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you receive? (n=579; Total)*

Bold denotes statistically significant difference between Recallers and Non-Recallers

PSPS Experience and Notifications

- On average, customers have received 0.7 PSPS notifications and experienced 0.2 power shutoffs
- Over half (54%) say that notifications should be sent if there is any possibility of a PSPS
- 41% of those who have received more notifications than PSPS events said that "false alarms" didn't affect them

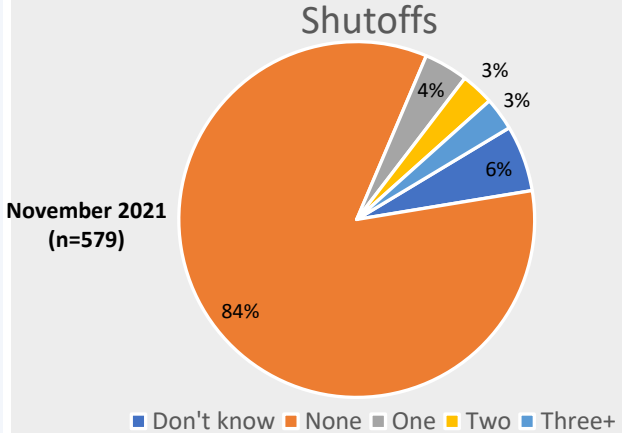
PSPS Notifications



Average Number of Notifications

November 2021 (n=579)	0.7
August 2021 (n=589)	0.6

Public Safety Power Shutoffs



Average Number of Power Shutoffs

November 2021 (n=579)	0.2
August 2021 (n=589)	0.3

PSPS Notifications Perception

	Nov 2021 (n=579)
Notifications should be sent if there is any possibility of a PSPS	54%
Notifications should only be sent if there is a high likelihood of a PSPS	31%
Notifications should only be sent if a PSPS is certain to occur	15%

"False Alarms" Impact

"Let me know dangerous conditions were likely"

"Not much, just a little anxiety"

QOSAT2. How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year? (n=579; Total)
QOSAT3. How many Public Safety Power Shutoffs have you experienced in the past year? (n=579; Total)
QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=579; Total)
QOSAT5 In what ways did "false alarm" Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally? (n=49; Received more notifications than events)

Bold denotes statistically significant difference between Recallers and Non-Recallers

Critical Customers Summary



Key Metrics

	Random Customers (n=1,114)	Critical Customers (n=54)
Aware of Wildfire Safety Communications	62%	37%
Aware of Communications from Pacific Power (among those aware)	28%	50%
Took Action to Prevent or Prepare for a Wildfire	73%	69%
Recall PSPS	62%	48%
Would Turn to Pacific Power Website for PSPS Info	51%	42%
Aware of Ability to Update Contact Info for PSPS	55%	56%
Know if Address is in PSPS Area	26%	26%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	38%	54%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	20%	39%

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

Bold denotes statistically significant difference between Random and Critical customers

Demographic Profiles

	Random Customers (n=1,114)	Critical Customers (n=54)
Gender	Male – 40% Female – 54%	Male – 39% Female – 57%
Age	18-54 – 20% 55-64 – 22% 65+ – 52%	18-54 – 39% 55-64 – 19% 65+ – 39%
Median Income	$53K	$27K
Home Ownership	Rent – 18% Own – 77%	Rent – 46% Own – 54%
Primary Language is not English	**32%**	22%
Responded they Rely on Electricity for Medical Needs	24%	57%

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

Bold denotes statistically significant difference between Random and Critical customers


CBO Interviews

CBO Interviews

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

- Most CBOs are generally not receiving specific communications or information from Pacific Power; fire safe councils tend to be more engaged with Pacific Power than more broadly focused community organizations when it comes to communications about wildfire safety and PSPS
- Broad-based CBOs often do receive communications and resources from Pacific Power related to CARE and providing low-income residents with support for paying their electric bills
- Most communications and resources received about wildfires (from any organization, including government or fire agencies) were focused on evacuation preparedness (e.g., where to go), personal preparedness (e.g., brush clearing), but less about how to prepare for an outage due to PSPS
- Fire safe councils report better levels of communication and preparation for power outages than broad CBOs, although it was recommended to improve communication about educational events to increase community participation
- The most common methods CBOs currently use to communicate with the community are social media, in-person visits or meetings, and through handing out flyers when clients visit the office or when employees visit people in the community

Spreading the Word

- CBOs are willing to help spread the word about wildfire preparedness, safety, and PSPS events, if provided the necessary resources
  - Direct communications by Pacific Power are commonly recommended, including mailings, emails, or social media engagement; during outage or fire events, automated phone messages or text messages are advised
  - Partnering with local school districts is another opportunity for Pacific Power to increase the reach of communications in the community
  - CBOs are willing and ready to help by distributing materials (in the course of their day-to-day operations), posting to social media, or making outreach to those most vulnerable; social media postings by Pacific Power that they can link to are particularly helpful
  - CBOs generally do not have resources available for outreach/canvassing, or to produce/print content for distribution; shipping pre-printed content would greatly help their ability to provide information to the community
  - Most serve communities particularly vulnerable to PSPS events (such as elderly or those with medical conditions), and they are willing to help share information and resources during typical interactions with the community
- English and Spanish are the primary languages required
  - English is most common, but there are Spanish-speaking members of each community (although less so with Tribal communities)
  - Other languages (such as Hmong, Lao, and Chinese) are in the community, but in very small numbers, and are not regularly served by CBOs

CBO Interviews

Useful Information/Resources

- The most effective ways Pacific Power can support CBOs in preparing the community include:
  - Sharing/creating content that can be shared on social media, either by linking to Pacific Power or for CBOs to post (multiple CBOs report robust local communities on Facebook)
  - Providing pre-printed materials that can be easily handed out when interacting with members of the community (such as during food delivery)
  - Sharing accurate information about PSPS events, and providing timely updates as circumstances change (delayed or inaccurate information is a perceived pain point)
  - Providing information for those with medical needs to ensure they are able to adequately prepare for a PSPS event or evacuation
  - Providing educational resources about how to prepare for a fire/outage, including evacuation plans (how to evacuate and where to go), and prepping a "go" bag
  - Providing helpful items, such as water, food, flashlights, blankets, medical/sanitary supplies, phone chargers, etc. that CBOs can help distribute in the event of an evacuation
- CBOs indicate they can proactively reach out to the community using social media or in limited cases their email list, but it will be necessary to provide resources, including funding or staffing for mailings or in-person outreach (beyond their typical interactions)

PSPS Events

- One of the primary pain points around PSPS events is the constantly changing nature of the situation
  - CBOs perceive inconsistent or inaccurate information about PSPS events, as there are warnings but no events, etc.
  - Provide early notice if possible—CBOs report learning about an event at the same time as customer notifications go out, leaving them limited time/ability to help spread the word
  - CBOs state that they would prefer to receive as much communication as possible during the fire season, and if there is any possibility of an event; during the off-season, communication frequency should be monthly or quarterly
  - Fire safe councils tend to be more understanding of the dynamic nature of PSPS events, but emphasize proactive communications when the risk exists
- Specific information about how to prepare for an outage/PSPS event is most useful/relevant to receive from Pacific Power
  - General fire safety information is least impactful, as other agencies are already providing information about brush clearing and steps to mitigate fire risk
  - Information most useful in advance of a PSPS event includes evacuation plans and the content required for a "go" bag
  - Special attention should be paid to those with medical needs and limited transportation options; they are most at risk during a PSPS event
- In the event of an evacuation, CBOs stress the need for food, water, blankets, and chargers that can be distributed at a shelter


Demographic Profiles

Respondent Profiles

Gender	Total (n=579)	Recallers (n=352)	Non-Recallers (n=227)
Male	40%	53%	35%
Female	54%	43%	57%
Age			
18 to 24	<1%	<1%	<1%
25 to 34	4%	2%	**6%**
35 to 44	7%	5%	9%
45 to 54	10%	8%	**13%**
55 to 64	22%	22%	22%
65 or over	52%	**58%**	43%
Prefer not to say	5%	5%	6%

Renter/Homeowner	Total (n=579)	Recallers (n=352)	Non-Recallers (n=227)
Own	74%	75%	73%
Rent	20%	20%	20%
Other	1%	1%	<1%
Prefer not to say	5%	4%	6%
Household Income			
Less than $20,000	13%	11%	16%
$20,000 to $39,999	16%	17%	15%
$40,000 to $59,999	13%	13%	14%
$60,000 to $89,999	13%	14%	13%
$90,000 to $129,999	13%	13%	11%
$130,000 to $199,999	4%	5%	3%
$200,000 or more	3%	3%	4%
Prefer not to say	24%	24%	24%

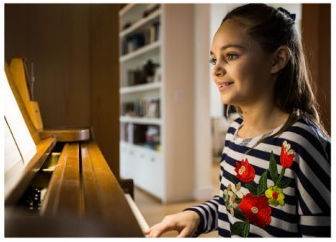
Q17 What is your gender? (n=579; Total)
Q18 What is your age category? (n=579; Total)
Q19 Do you own or rent your home? (n=579; Total)
Q20 Which of the following best describes your annual household income? (n=579; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers

Wildfire Messaging Awareness

March 2022





Prepared by

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MDC Research

PACIFICORP

POWERING YOUR GREATNESS

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
- Evaluate PSPS experience
- 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 581 surveys, including 30 from critical customers, were completed between March 7 and March 21, 2022
  - Phone: 80 completed surveys
  - Web: 501 completed surveys

Key Findings

58% are aware of wildfire safety communications, which is in line with the prior wave. **Pacific Power** remains the primary sources for wildfire preparedness information, and **vegetation management** and **personal preparedness** and remain the most common messages recalled, with mention of vegetation management increasing significantly.

TV News and **social networking** are the most channels for wildfire preparedness communications.

Bill inserts and the **Pacific Power website** are considered the most useful and most clear sources for information about wildfire preparedness.

73% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire, consistent with previous waves of the study. **Trimming vegetation around properties** remains the most common actions taken and mention of **creating defensible space** has increased since last wave. Recallers remain more likely than Non-Recallers to say they have taken actions (80% vs 65%).

56% are aware of Pacific Power's efforts to prune vegetation around power lines in higher-risk areas, down slightly from November 2021 (61%). Recallers remain more likely than Non-Recallers to be aware of Pacific Power's efforts to reduce the risk of wildfire.

52% recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," which is down significantly from November 2021 (64%). **TV News** remains the main source of PSPS communication. **Recallers** are significantly more likely than Non-Recallers to mention email (**26%** vs 11%), Pacific Power Website (**27%** vs 9%) and newspaper (**18%** vs 7%).

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

19% experienced PSPS event in the past year. On average, customers have received **0.6 PSPS notifications** and experienced **0.3 PSPS events**. **Half** agree that **notifications should be sent if there is any possibility of a PSPS**, and another 33% say **notifications should be sent if there is a high likelihood.**

Among those who experienced PSPS, **two thirds (62%) say they received adequate notification** and information to prepare for an event, down from 81% in November 2021. Better and more timely communications are the main suggestions for improvement.

Of those who experienced a PSPS, **27% are aware of community resource centers**; 10% of those aware report visiting a CRC.

Satisfaction with outreach and engagement is down for availability of resources in your community, among of information and outreach received, preparing you to act, and what to expect in the event of a PSPS.

Half are aware of the **ability to update their contact information for PSPS**, down from 59% in November 2021. Of those, two thirds have updated their contact information.

One fifth know **whether their address is in PSPS area**, consistent with November 2021. Nearly one in five are aware of a map on Pacific Power's website; awareness remains higher among Recallers than Non-Recallers (22% vs 11%).

Of those relying on electricity for medical needs nearly one quarter (26%) are aware Pacific Power provides additional notices.

Out of all respondents, 12 (2%) say it would be helpful for them or anybody else in their household to receive communication in another language, and Spanish is most commonly mentioned.

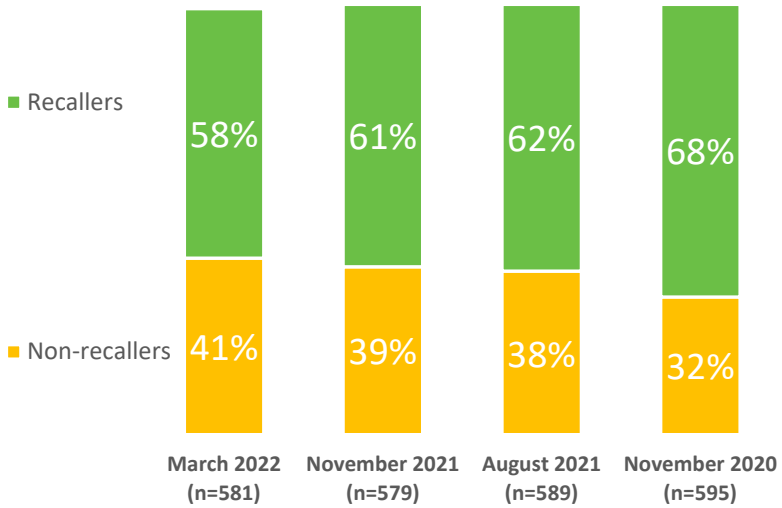
Recommendations

- Continue utilizing TV news and social media to reach customers; evaluate email cadence, as email is no longer among the top information channels.
- The Pacific Power website and bill inserts are considered highly clear and useful; focus media and social media communications on driving customers to the website, as well as leveraging bill inserts to communicate quick highly important information, and to refer customers to the website for more detail.
- Focus communications on PSPS, how to be prepared and respond to an outage (including an emergency kit and readiness plan), and the steps Pacific Power is taking.
  - The percentage aware of and taking action to create defensible space and manage vegetation are high and increasing, but awareness and action for other steps lags behind.
  - Evaluate previous messaging around defensible space to determine if the same approach can be used for PSPS or emergency preparation, as recall and action for defensible space have both increased since November.
- Evaluate the current off-season messaging plan.
  - Awareness of PSPS is down in March 2022 and mirrors May 2020, which awareness is much higher in previous August and November waves.
  - Consider off-season messaging around steps Pacific Power is taking to mitigate risk and help customers prepare. Satisfaction with outreach and engagement has declined since November 2021 and may be related to a gap in communication.
- Promote the Generator Rebate Program and educate customers about the details. CBO interviews suggest generators are an important part of preparation, particularly for those with medical needs, but awareness among customers and organizations is nearly zero.

Wildfire Safety Communications Awareness

- Just under three in five (58%) say they have seen or heard communications about wildfire safety in the past year, in line with November 2021 (61%)
- Communication Recallers are significantly more likely than Non-Recallers to rely on electricity for their medical needs (32% vs 19%)
- Recallers are also comprised of a significantly higher proportion of customers 65 years of age or older (62% vs 47%) while Non-Recallers were comprised of a significantly greater proportion of 18–54-year-old customers (31% vs 15%)

Communication Awareness



	Recallers (n=293)	Non-Recallers (n=288)
Gender	Male – 40% Female – 57%	Male – 36% Female – 55%
Age	18-54 – 15% 55-64 – 19% **65+ – 62%**	**18-54 – 31%** 55-64 – 17% 65+ – 47%
Median Income	$52K	$48K
Home Ownership	Rent – 18% Own – 78%	Rent – 20% Own – 73%
Primary Language is not English	33%	30%
Responded they Rely on Electricity for Medical Needs	32%	19%

Q2 *Have you seen or heard any communications about wildfire safety in the past year? (n=581; Total)*

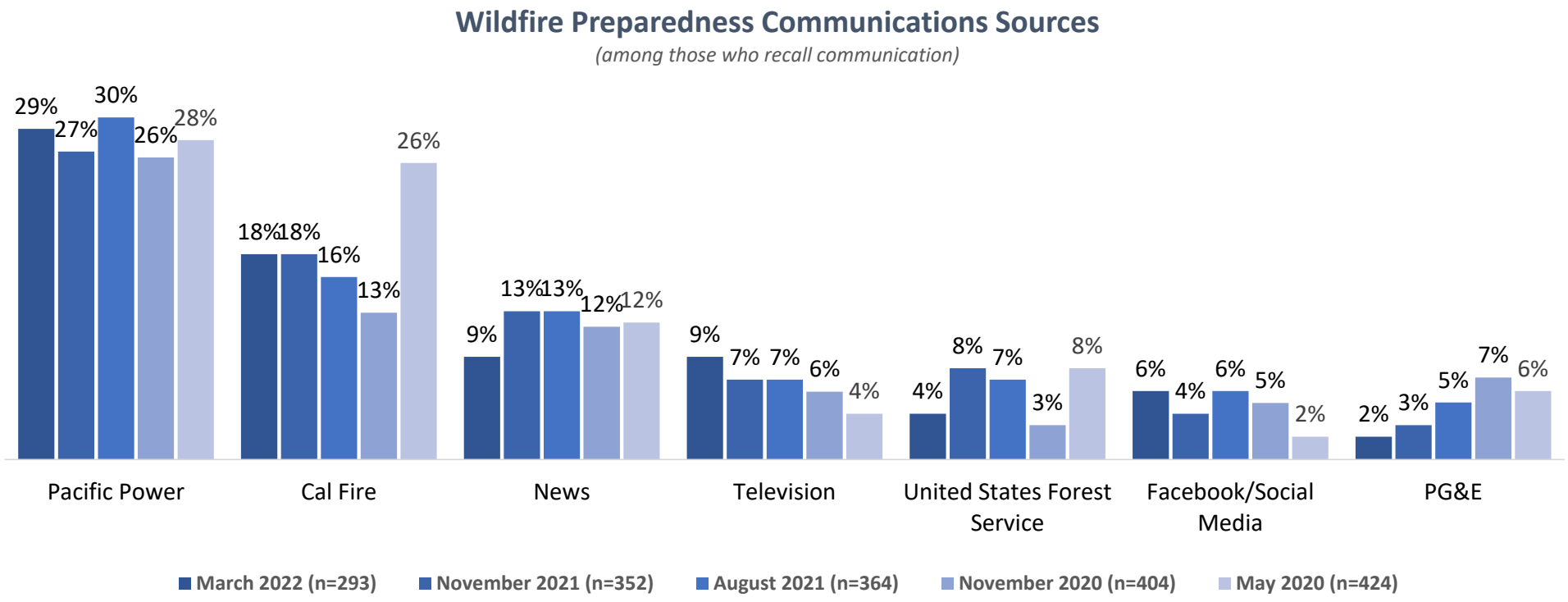
Bold denotes statistically significant difference between Recallers and Non-Recallers

Communication Recall
(among those aware of communications)



Sources of Wildfire Preparedness Communications

- Pacific Power remains the most mentioned source of wildfire preparedness communication (29%), statistically consistent with November 2021 (27%)



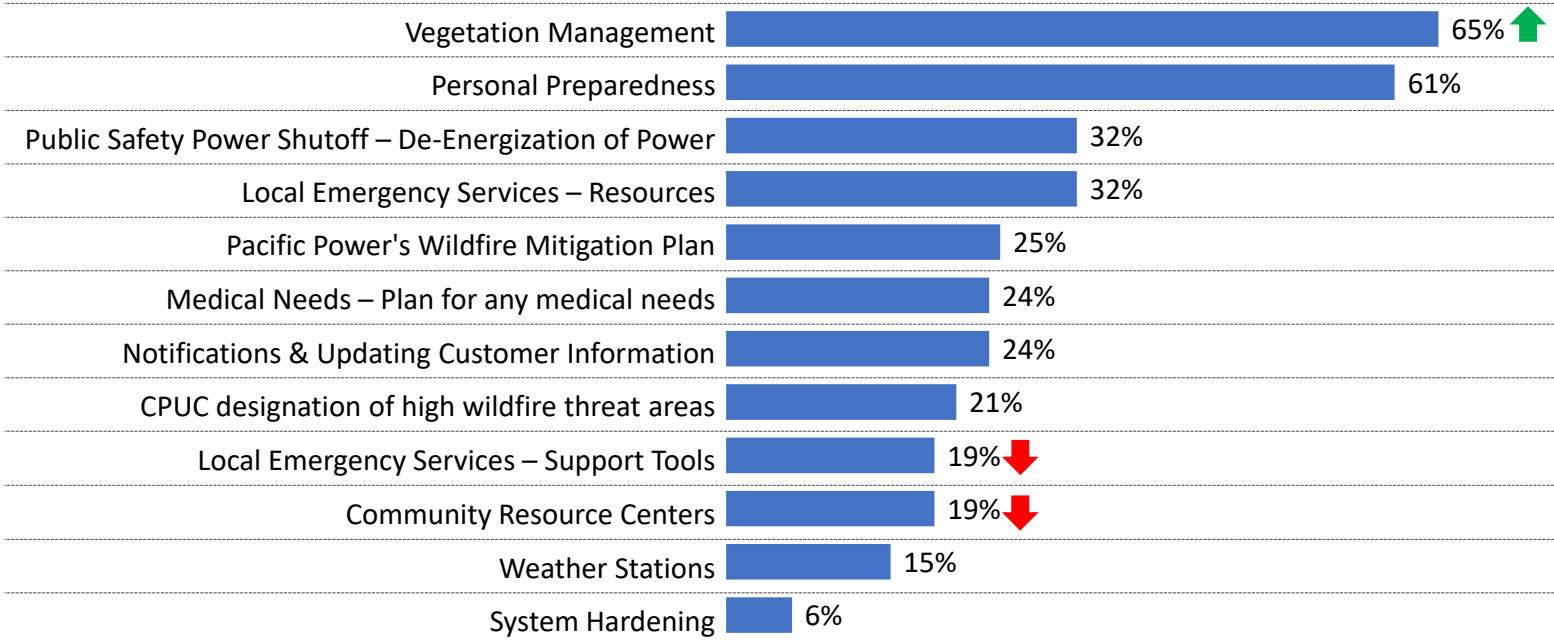
Q5 *Who was the communication about wildfire preparedness from? (n=293 Aware of Communication)*

Wildfire Preparedness Communications Messages

- Of those who recall communications (Recallers), nearly two thirds recall messages about vegetation management (65%) which is a significant increase compared with November 2021 (53%)
- Recall of messaging about local emergency services and community resource centers decreased significantly, from 32% in November 2021 to 19% in March of 2022, and from 27% to 19%, respectively

Communications Messages Recalled

(among those who recall communication)



	Nov 2021 (n=352)	Aug 2021 (n=364)	Nov 2020 (n=404)	May 2020 (n=424)
Vegetation Management	53%	51%	49%	62%
Personal Preparedness	68%	66%	67%	68%
Public Safety Power Shutoff – De-Energization of Power	39%	42%	42%	31%
Local Emergency Services – Resources	37%	40%	43%	41%
Pacific Power's Wildfire Mitigation Plan	25%	23%	24%	29%
Medical Needs – Plan for any medical needs	20%	22%	30%	30%
Notifications & Updating Customer Information	25%	27%	34%	28%
CPUC designation of high wildfire threat areas	24%	23%	25%	21%
Local Emergency Services – Support Tools	32%	32%	32%	37%
Community Resource Centers	27%	27%	25%	23%
Weather Stations	16%	20%	21%	16%
System Hardening	9%	7%	4%	5%

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

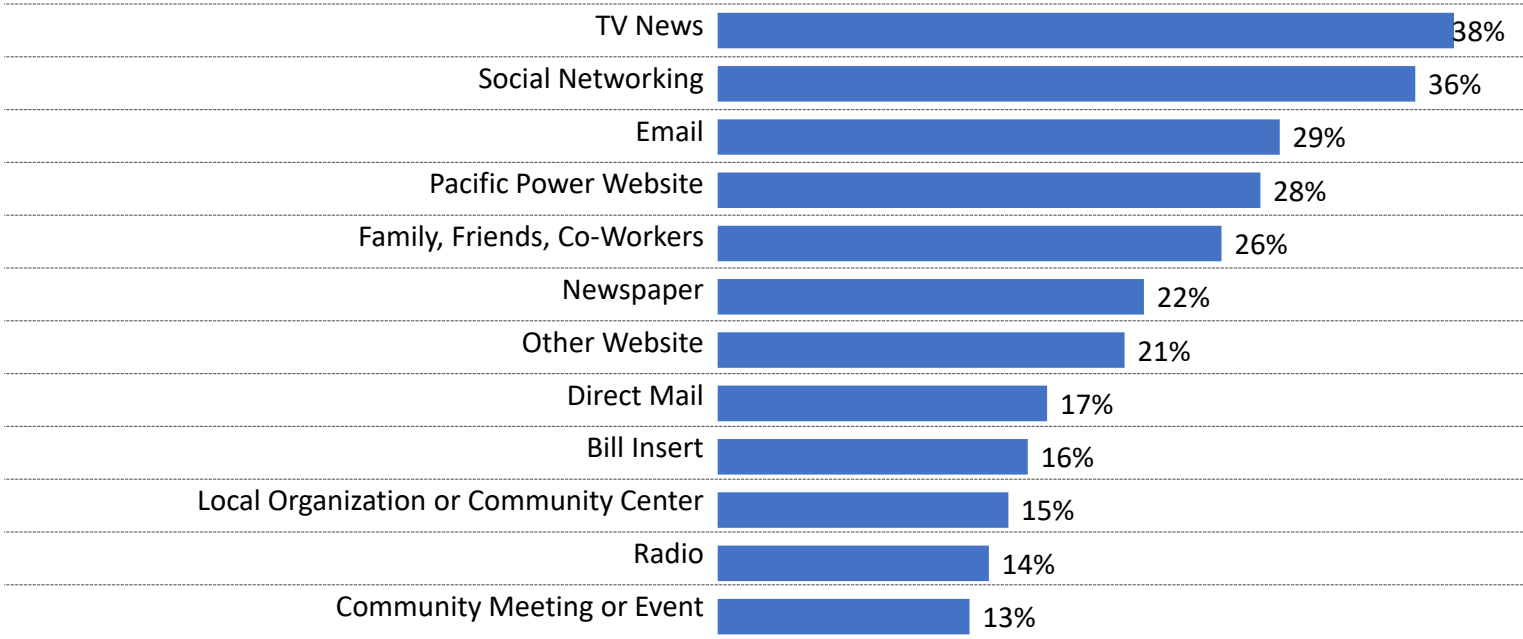
Q3 *What were the messages of the communications you saw or heard about wildfire preparedness? (n=293 Aware of Communication)*

Information Channels for Wildfire Communications

- Over one third of participants mention TV news (38%) and social networking (36%), followed by email (29%) and the Pacific Power website (28%)
- Those 65 years of age or older are more likely to mention newspaper and family, friends or coworkers than those 45-64 years of age (27% vs 10% & 28% vs 16%), respectively

Information Channels for Wildfire Preparedness Communications

(among those who recall communication)

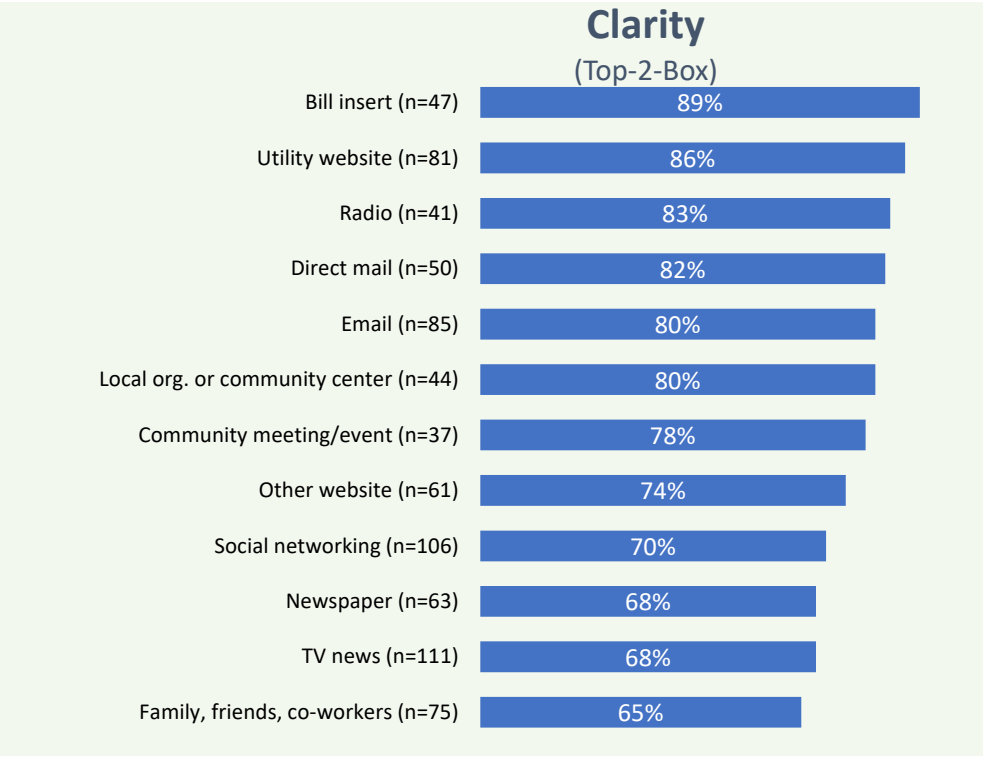


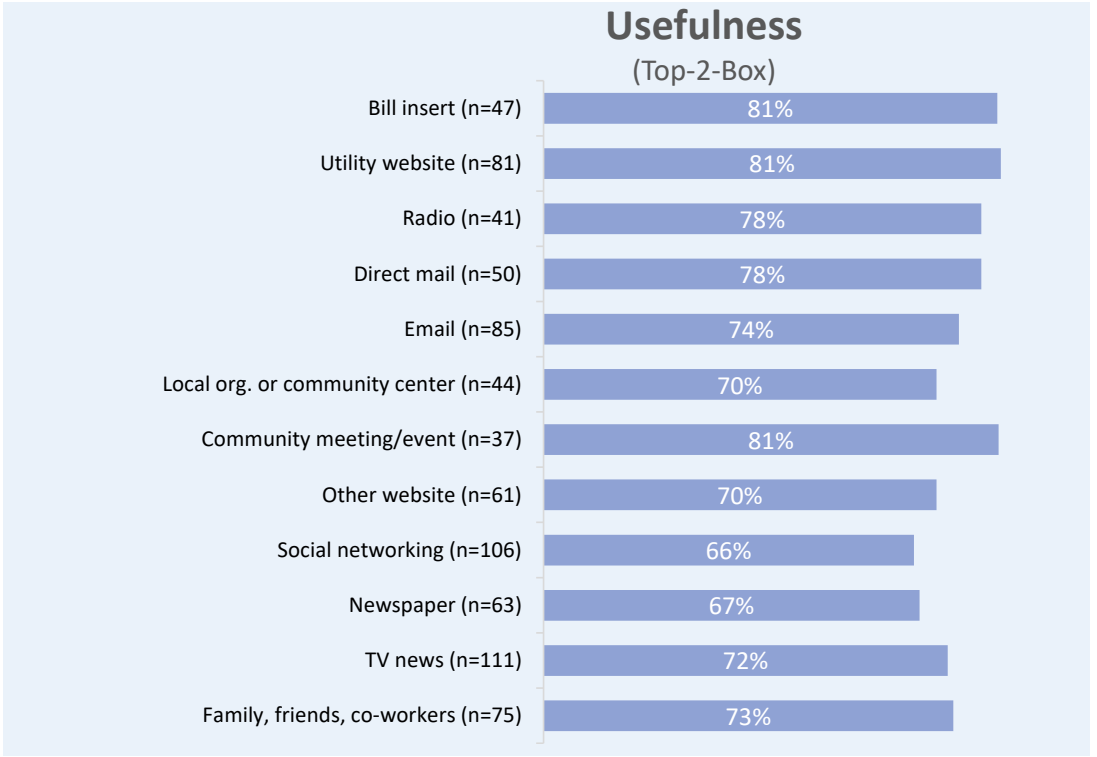
	Nov 2021 (n=352)	Aug 2021 (n=364)	Nov 2020 (n=404)	May 2020 (n=424)
TV News	38%	41%	39%	43%
Social Networking	38%	37%	36%	30%
Email	36%	35%	40%	33%
Pacific Power Website	22%	21%	25%	27%
Family, Friends, Co-Workers	20%	18%	26%	27%
Newspaper	20%	18%	24%	32%
Other Website	24%	26%	25%	24%
Direct Mail	17%	17%	17%	25%
Bill Insert	16%	16%	21%	20%
Local Organization or Community Center	13%	12%	13%	16%
Radio	15%	14%	17%	19%
Community Meeting or Event	13%	9%	7%	12%

Q4 *Where did you see or hear the communications about wildfire preparedness? (n=293; Aware of Communication)*

Information Usefulness and Clarity

- Bill insert is rated highest in terms of clarity (89%), followed by the Pacific Power website (86%) and radio (83%)
- With respect to usefulness, bill insert (81%), and the Pacific Power website (81%) were also rated at the top

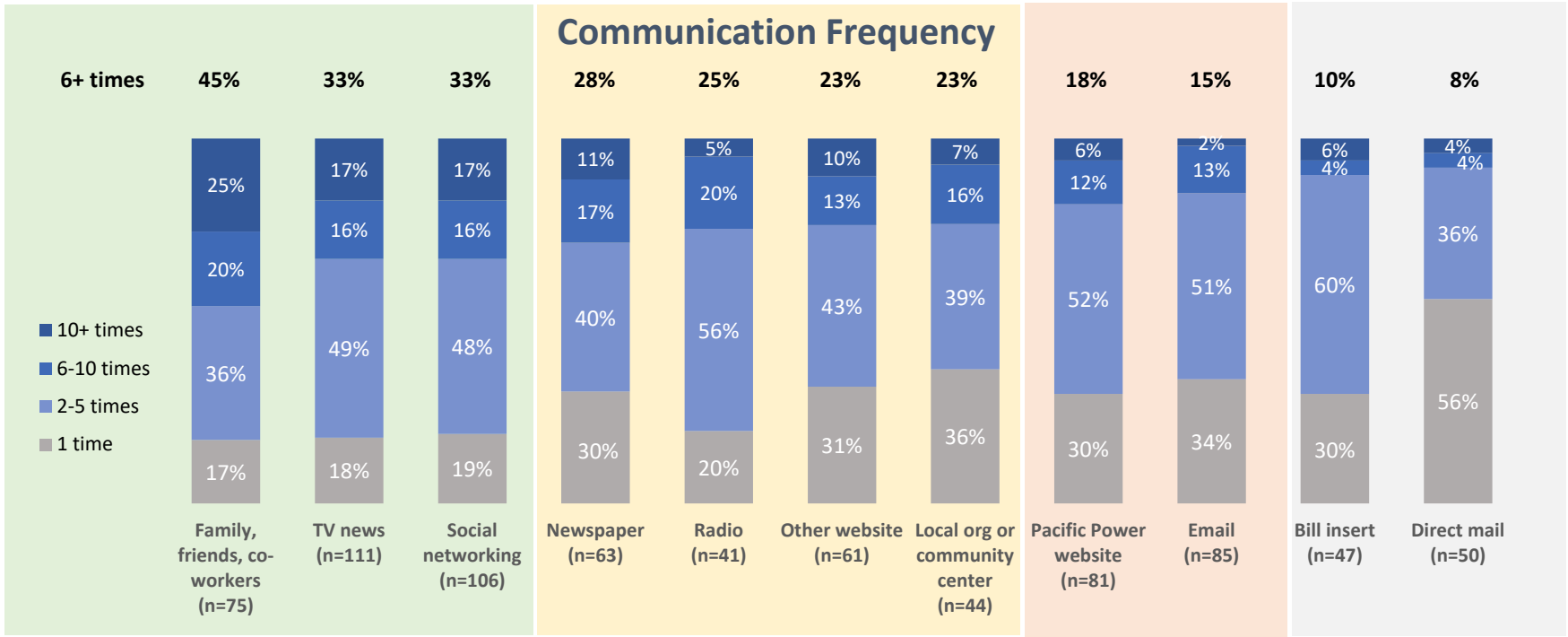




Q4A *How useful was the information about wildfire preparedness from each of these sources? (n=293; Aware of Communication)*
Q4B *How would you rate the clarity of the information about wildfire preparedness from each of these sources? (n=293; Aware of Communication)*

Communication Frequency

- Respondents say they most frequently see or hear messages about wildfire preparedness from family, friends, coworkers, on TV news, or social networks



Q5A *In the past 6 months, how often do you recall seeing, hearing or seeking messages about wildfire preparedness? (n=364; Aware of Communication)*


Wildfire Preparedness Actions Taken

Wildfire Preparedness

- Just under three quarters say they have taken actions to prevent or prepare their home or business in the event of a wildfire; Recallers are significantly more likely than Non-Recallers to say they have taken actions (80% vs 65%)
- Customers are significantly more likely to indicate they created a defensible space in comparison with November 2021 (34% vs 18%)
- Recallers are significantly more likely than Non-Recallers to say they have prepared an emergency kit (15% vs 7%)

Took Actions to Prevent or Prepare for a wildfire

March 2022 (n=581)



November 2021 (n=579)	**73%**
August 2021 (n=589)	**73%**
November 2020 (n=595)	**75%**
May 2020 (n=712)	**71%**

Actions Taken

(among those taking action)

	Total				
	March 2022 (n=581)	**Nov 2021 (n=420)**	**Aug 2021 (n=431)**	**Nov 2020 (n=444)**	**May 2020 (n=505)**
Trimmed vegetation around home or property	71%	75%	75%	82%	88%
Created defensible space	34% ↑	18%	17%	--	--
Prepared an emergency readiness plan and contact information	10%	7%	15%	6%	5%
Prepared an emergency kit	12%	13%	14%	16%	10%
Watering/installed watering systems	10%	8%	11%	8%	7%

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=581; Total)*
Q6A *What actions have you taken in your home or business to prevent or prepare in the event of a wildfire? (n=423; Took actions)*

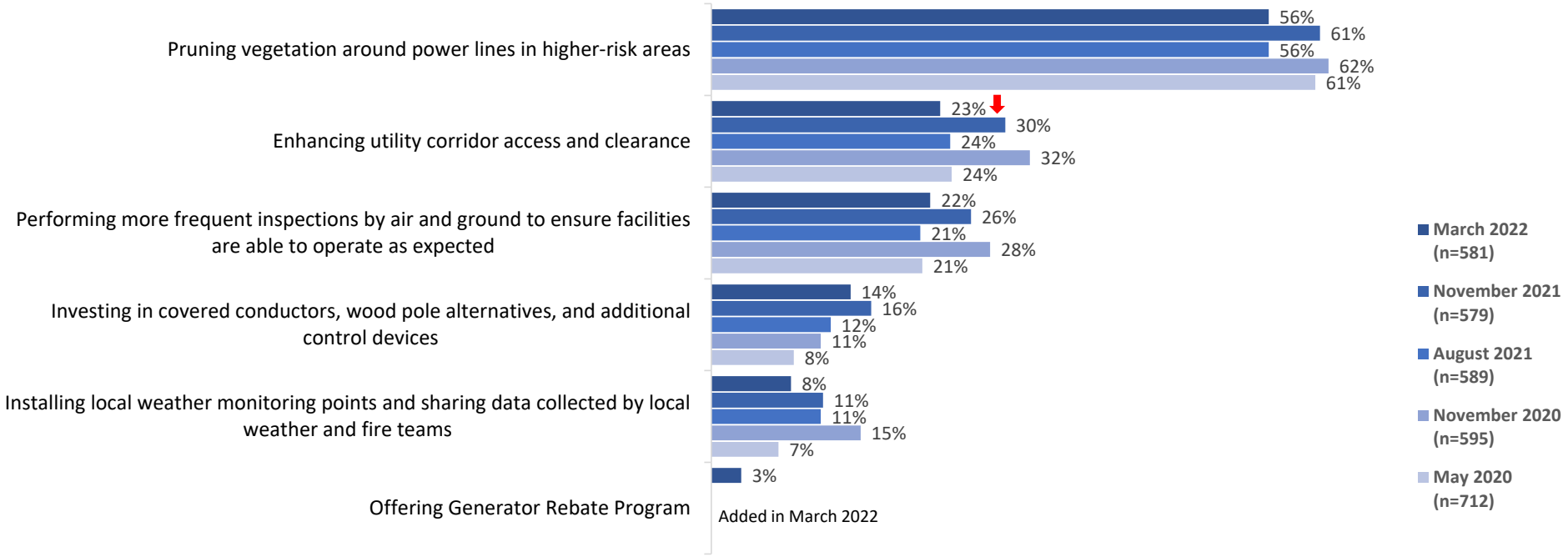
↑ ↓ Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between Recallers and Non-Recallers

Awareness of Pacific Power's Efforts

- Pacific Power pruning vegetation around power lines in higher-risk areas remains the most recalled effort (56%)
- Awareness of Pacific Power's efforts in enhancing utility corridor access and clearance has decreased significantly since November 2021 (23% vs 30%), while awareness of other efforts has remained statistically stable
- Recallers remain significantly more likely than Non-Recallers to be aware of all of Pacific Power's efforts to reduce the risk of wildfire

Awareness of Pacific Power's Efforts to Reduce Wildfire Risk



Q7 *What efforts by Pacific Power are you aware of to reduce the risk of wildfire? (n=581; Total)*

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


Awareness of Public Safety Power Shutoff

PSPS Awareness

- Just over half indicate seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS," which is significantly less than what was observed in November 2021 (52% vs 64%); Recallers are significantly more likely than Non-Recallers to be aware of PSPS (66% vs 38%)
- TV News remains the main source of PSPS communication; Recallers are significantly more likely than Non-Recallers to mention email (26% vs 11%), Pacific Power website (27% vs 9%), and newspaper (18% vs 7%)

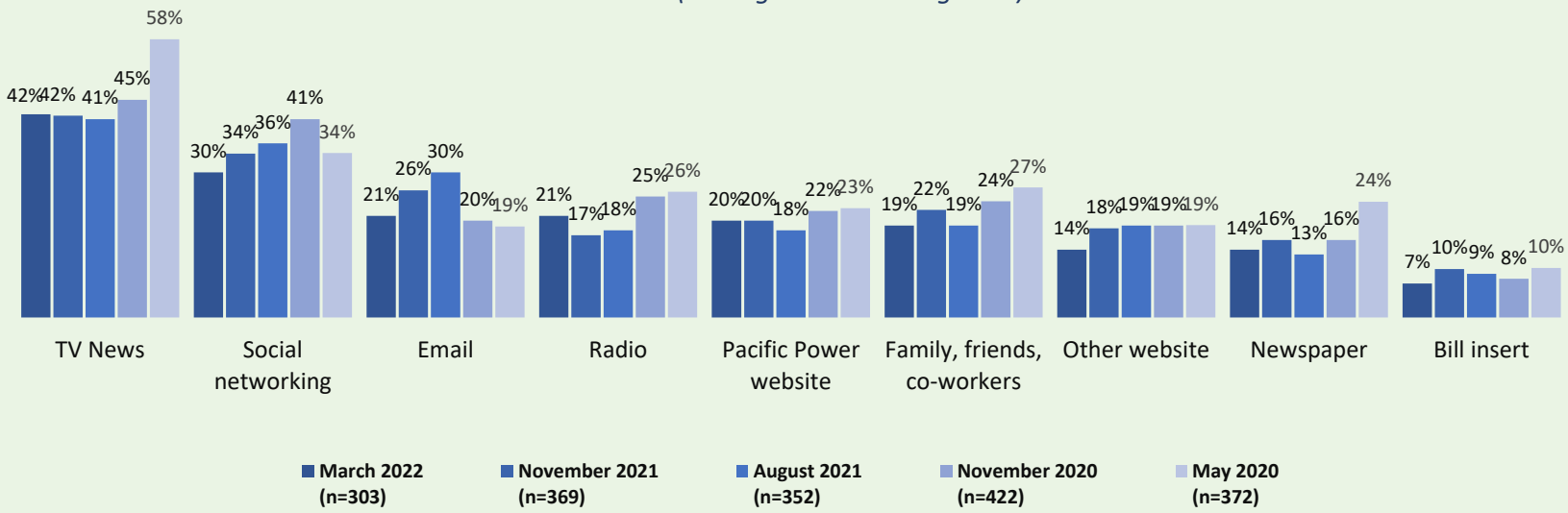
PSPS Recall



March 2022 (n=581)	
November 2021 (n=579)	64%
August 2021 (n=589)	60%
November 2020 (n=595)	71%
May 2020 (n=712)	52%

Sources of PSPS Communication

(among those recalling PSPS)



Q8 *In the past year, do you recall seeing, hearing or reading the phrase "Public Safety Power Shutoff or PSPS?" (n=579; Total)*

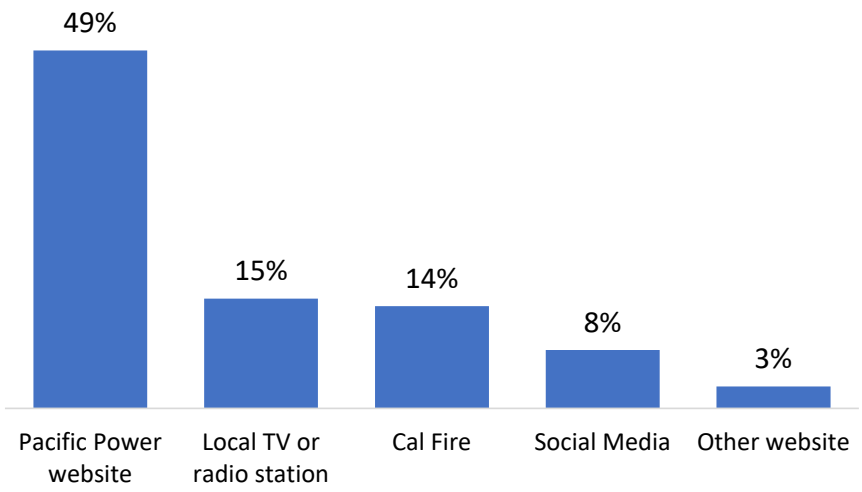
Q8A. *Where do you recall seeing or hearing about Public Safety Power Shutoff information related to wildfire conditions? (n=369; Recall PSPS communication)*

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 turn to for PSPS information (49%)
- Consistent with previous waves, of those aware, four in five understand that a PSPS means "for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather" (80%); customers over the age of 65 are significantly more likely to select the following statement: "A Public Safety Power Shutoff is a last resort by the utility in an effort to prevent a fast-moving, hard to fight wildfire" (60% vs 40% & 41% in comparison to customers age 18-44 & age 45-64, respectively)

Top 5 Sources of PSPS Information



PSPS Understanding

	Mar 2022 (n=303)	Nov 2021 (n=369)	Aug 2021 (n=352)	Nov 2020 (n=422)	May 2020 (n=372)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	80%	78%	81%	86%	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.	64%	62%	66%	61%	60%
A Public Safety Power Shutoff is a last resort by the utility in an effort to prevent a fast-moving, hard to fight wildfire to help ensure customer and community safety.	52%	48%	51%	43%	44%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	38%	35%	41%	32%	32%

Q9 *Which one of the following would you most likely turn to first for information about Public Safety Power Shutoff? (n=303; Recall PSPS)*
Q10. *What is your understanding of a Public Safety Power Shutoff? (n=303; Recall PSPS)*

Bold denotes statistically significant difference between Recallers and Non-Recallers

Contact Information for PSPS

- Half of customers are aware they can update their contact information with Pacific Power, down from November 2021 (59%); awareness among Recallers remains significantly higher than Non-Recallers (61% vs 40%)
- Critical customers also demonstrate significantly higher awareness compared with Non-Critical customers (70% vs 49%)
- Just under two thirds (64%) of those aware they can update their information have done so, consistent with previous findings

Awareness of Ability to Update Contact Information for PSPS

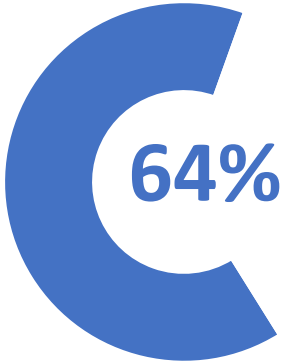


March 2022 (n=581)

November 2021 (n=579)	59%
August 2021 (n=589)	51%
November 2020 (n=595)	63%
May 2020 (n=712)	51%

Have Updated Contact Information

(among those aware they can update contact info)



March 2022 (n=293)

November 2021 (n=340)	65%
August 2021 (n=301)	64%
November 2020 (n=374)	60%
May 2020 (n=360)	64%

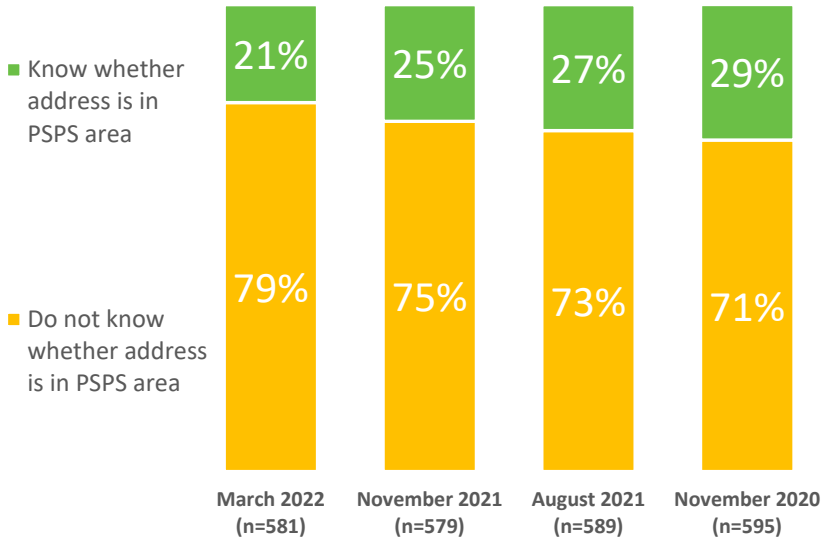
Q11 *Are you aware you can update your contact information with Pacific Power to receive proactive notification prior to a Public Safety Power Shutoff? (n=581; Total)*
Q11A *Have you updated your contact information with Pacific Power to receive notifications prior to a Public Safety Power Shutoff? (n=293; Aware of Information Update)*

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

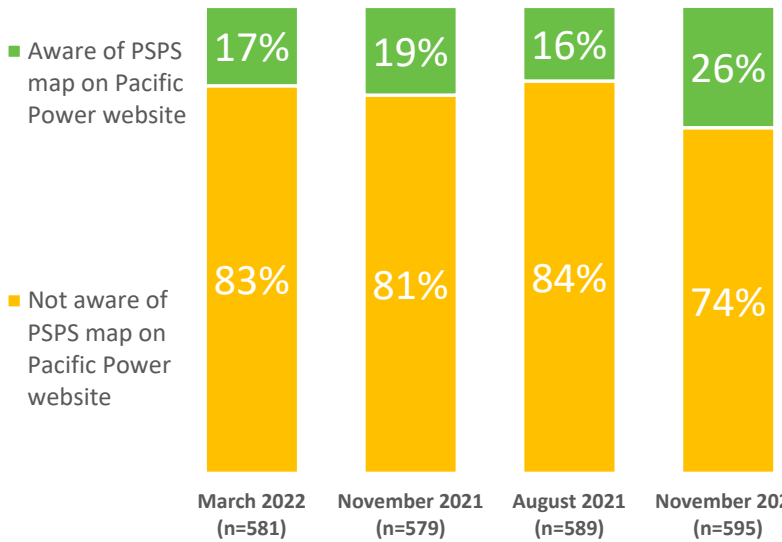
Awareness of PSPS Location Status

- One in five know whether their address is in a PSPS area (21%), in line with November 2021 findings; awareness remains significantly higher among Recallers than Non-Recallers (29% vs 13%)
- Nearly one in five are aware of a map on Pacific Power's website; awareness of the PSPS map remains higher among Recallers than Non-Recallers (22% vs 11%)

Awareness of Address in PSPS Area



Awareness of PSPS Map on Pacific Power website



Q12 Do you know whether your address is located in a Public Safety Power Shutoff area? (n=581; Total)
Q13 Are you aware of a map on Pacific Power's website where you can check whether your address is located in a Public Safety Power Shutoff area and the status? (n=581 Total)

Medical Needs and Language Preferences

One quarter (26%) responded that they rely on electricity for medical needs, consistent with the previous wave; Critical customers are significantly more likely to rely on electricity for medical needs (67% vs 24%)

Of those relying on electricity for medical needs, 30% are aware Pacific Power provides additional notices; Recallers are significantly more likely to be aware of this (37% vs 20%) as well as Critical customers (65% vs 25%)

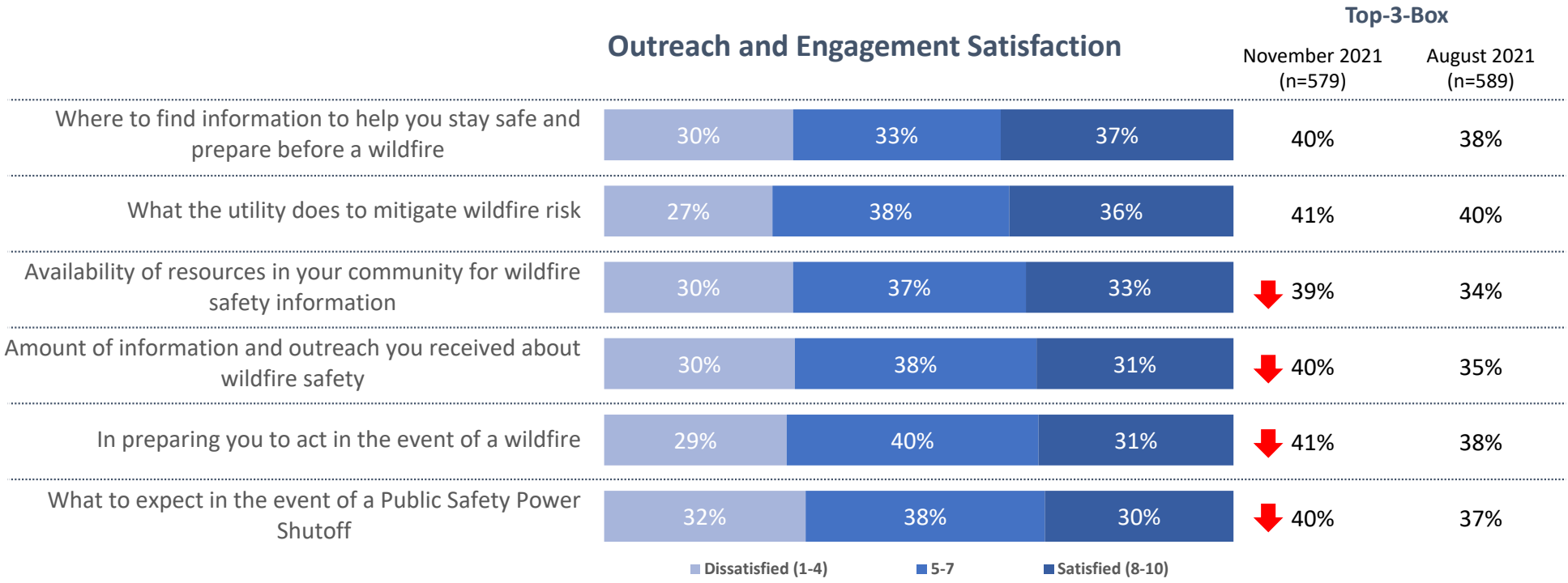
English is not a primary language for nearly a third of customers (31%), but is still preferred for communications for the vast majority (99%)

- Out of all respondents, 12 (2%) say it would be helpful for them or anybody else in their household to receive communication in another language
- When asked what their preferred language would be to receive communications from Pacific Power, Spanish (<1% of all respondents), Simplified Chinese (<1%), and Korean (<1%) are the only non-English languages mentioned

Q14 Does anyone in your home or business rely on electricity for medical needs/equipment? (n=581; Total)
Q14A Are you aware that Pacific Power provides additional notices prior to a Public Safety Power Shutoff to households that have medical needs/equipment? (n=151; Rely on electricity for medical needs)
Q15 Is your primary language other than English? (n=581; Total)
Q16 Would it be helpful for you or anyone else in your household to receive communications in another language? (n=581; Total)
Q16A If yes, what would that preferred language be? (n=12; would be helpful to receive communication in another language)
Q16B What is your preferred language to receive communications? (n=581; Total)

Outreach and Engagement Satisfaction

- 30% to 37% of customers report being satisfied with all statements about outreach and engagement
- Significant drops in satisfaction since November of 2021 were observed for the following ; “Availability of resources in your community for wildfire safety information” (33% vs 39%), “Amount of information and outreach you received about wildfire safety” (31% vs 40%), “In preparing you to act in the event of a wildfire (31% vs 41%) and “What to expect in the event of a Public Safety Power Shutoff” (30% vs 40%)



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

QSAT1. On a scale of 1 to 10, with 1 being not at all satisfied and 10 being very satisfied, how satisfied are you with the outreach and engagement you receive? (n=581; Total)

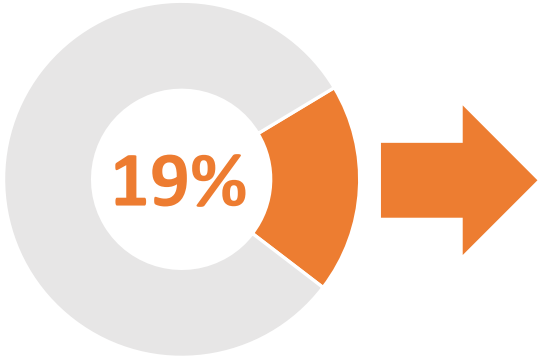
Post-PSPS



PSPS Experience

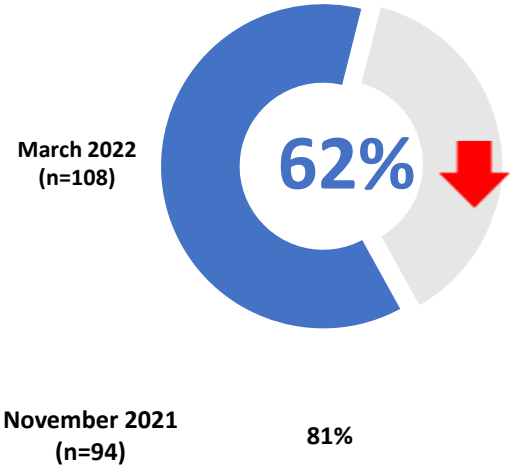
- A PSPS event was reported by 19% of all respondents, in line with August 2021 (16%)
- Among those who experienced PSPS, 62% indicated that they received adequate notification and information to prepare for the event, a significant decrease from November 2021 (81%); better communication followed by more time to prepare are the main suggestions for improvement

Experienced PSPS



Received Adequate Information

(among those experienced PSPS)



Recommendations for Improvement (n=41; Received inadequate notification and information)	
Better communication	18%
Timing/more time to prepare	15%
Email notifications	6%

> *"I should be emailed about the time and duration of a shut-off, especially since I work from home and need my internet. I would like to be able to contact clients and warn them that I won't be able to have sessions with them."*

> *"This should be information provided to new customers such as me in a welcome email."*

QPS1. Did you experience a Public Safety Power Shutoff (PSPS) this year? (n=581; Total)
QPS1A. Did you receive adequate notification and information to prepare for the Public Safety Power Shutoff? (n=108; Experienced PSPS)
QPS1B. What could have been improved? (n=41; Receive inadequate notification and information)

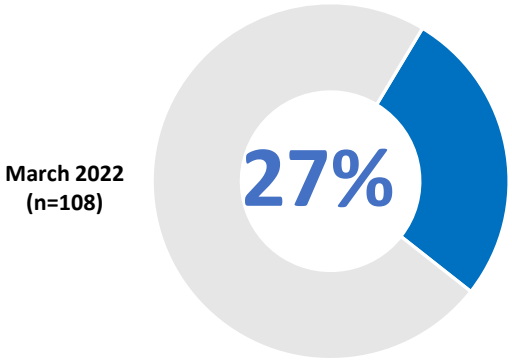
Arrows signify statistical difference at the 95% confidence level compared to the previous wave

PSPS Community Resource Centers

- Of those who reported experiencing a PSPS event, over one in four (27%) are aware of Community Resource Centers
- Of those who are aware of Community Resource Centers, only 10% report having visiting one
- All who visited Community Resource Centers report the CRC met their needs

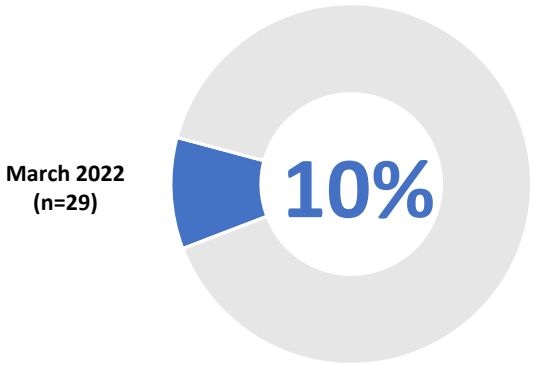
Aware of Community Resource Center

(Among those experiencing a PSPS)



Visited Community Resource Center

(Among those aware of Community Resource Centers)



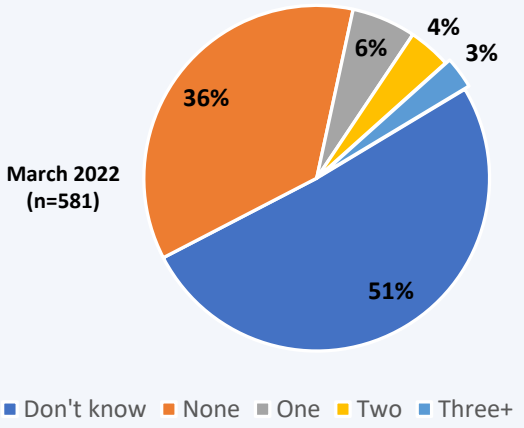
QPS1C. Are you aware of Community Resource Centers set up during the Public Safety Power Shutoff? (n=108; experienced PSPS)
QPS1D. Did you visit a Community Resource Center? (n=29; aware of Community Resource Center)
QPS1E. Did the Community Resource Center meet your needs with sufficient capacity and other functional requirements (n=3; visited Community Resource Center)

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

PSPS Experience and Notifications

- On average, customers have received 0.6 PSPS notifications and experienced 0.3 power shutoffs
- Half (50%) say that notifications should be sent if there is any possibility of a PSPS
- 79% of those who report more notifications than PSPS events indicate the "false alarms" did not adversely affect them, cite positive impacts of the notification, or were not aware of a "false alarm"

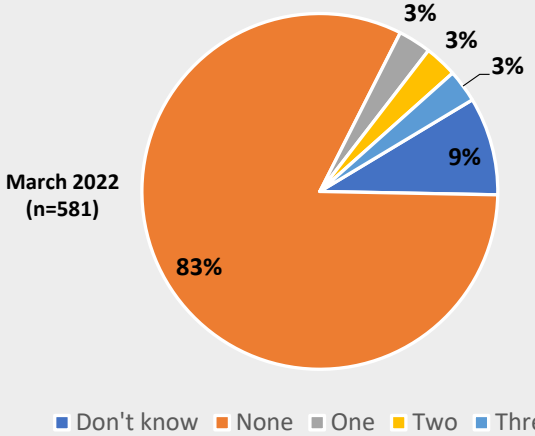
PSPS Notifications



Average Number of Notifications

March 2022 (n=581)	0.6
November 2021 (n=579)	0.7

Public Safety Power Shutoffs



Average Number of Power Shutoffs

March 2022 (n=581)	0.3
November 2021 (n=579)	0.2

PSPS Notifications Perception

	March 2022 (n=581)	Nov 2021 (n=579)
Notifications should be sent if there is any possibility of a PSPS	50%	54%
Notifications should only be sent if there is a high likelihood of a PSPS	33%	31%
Notifications should only be sent if a PSPS is certain to occur	17%	15%

"False Alarms" Impact

> *"I was not home and worried I would lose food in the freezer and refrigerator"*

> *"No adverse effects"*

QOSAT2. How many Public Safety Power Shutoff (PSPS) notifications have you received in the past year? (n=581; Total)
QOSAT3. How many Public Safety Power Shutoffs have you experienced in the past year? (n=581; Total)
QOSAT4. Which of the following statements best describes how you feel about Public Safety Power Shutoff (PSPS) notifications? (n=581; Total)
QOSAT5 In what ways did "false alarm" Public Safety Power Shutoff (PSPS) notifications, where you received a notification but did not have a PSPS, affect you, personally? (n=42; Received more notifications than events)

Critical Customers Summary



Key Metrics

	Random Customers (n=551)	Critical Customers (n=30)
Aware of Wildfire Safety Communications	51%	47%
Aware of Communications from Pacific Power (among those aware)	29%	51%
Took Action to Prevent or Prepare for a Wildfire	73%	77%
Recall PSPS	52%	50%
Would Turn to Pacific Power Website for PSPS Info	49%	47%
Aware of Ability to Update Contact Info for PSPS	49%	**70%**
Know if Address is in PSPS Area	21%	20%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	32%	37%
Aware of Additional PSPS Notices for Those with Medical Need (among those with medical need)	25%	**65%**

Bold denotes statistically significant difference between Random and Critical customers

Demographic Profiles

	Random Customers (n=551)	Critical Customers (n=30)
Gender	Male – 37% Female – 56%	Male –43% Female – 57%
Age	18-54 – 23% 55-64 – 18% 65+ – 54%	18-54 – 20% 55-64 – 23% 65+ – 53%
Median Income	$53K	$23K
Home Ownership	Rent – 19% Own – 76%	Rent – 30% Own – 67%
Primary Language is not English	**33%**	3%
Responded they Rely on Electricity for Medical Needs	24%	**67%**

Bold denotes statistically significant difference between Random and Critical customers


CBO Interviews

CBO Interviews

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

- Fire departments and emergency services organizations are highly engaged with Pacific Power when it comes to wildfire response and preparation, as well as preparation for PSPS events; they report personal contact with Pacific Power representatives
- Broad-based CBOs often do receive communications and resources from Pacific Power related to CARE and providing low-income residents with support for paying their electric bills, but typically not related to wildfire preparation or PSPS
- Most communications and resources received about wildfires (from any organization, including government or fire agencies) are focused on evacuation preparedness (e.g., where to go), personal preparedness (e.g., brush clearing), and less about how to prepare for an outage due to PSPS
- Organizations are not aware of Pacific Power's Generator Rebate Program, although providing access to generators did emerge as an important priority
- Social media, and Facebook in particular, are commonly used for communications, along with in-person meetings, print flyers, and door to door interactions to alert those with medical needs (in the event of a fire); traditional CBOs also interact with clients when they visit the office (when not restricted due to the pandemic)

Spreading the Word

- Traditional CBOs are willing to help spread the word about wildfire preparedness, safety, and PSPS events
  - Direct communications by Pacific Power are commonly recommended, including mailings, emails, or social media engagement; YouTube was specifically mentioned as an opportunity to broaden the reach of social media
  - CBOs are willing to help by distributing materials (in the course of their day-to-day operations), or re-posting social media postings by Pacific Power
- Fire and public safety agencies use automated phone or text messages, as well as door to door canvassing in the event of emergencies
  - It is often challenging in rural communities to reach everyone, and in these areas of Northern California there are populations that "want to be left alone"
  - Agencies maintain (or have access to) lists of people with medical needs, and they will go to them to ensure they are warned and prepared to evacuate if/when the possibility arises
  - Agencies do use social media, and also rely on flyers/mailings, community meetings, and in-person communications for preparation
- English and Spanish are the primary languages required
  - English is most common, but there are Spanish-speaking members of each community
  - Other languages (such as Hmong, Chinese, and Eastern European languages) are in the community, but in very small numbers, and are not typically included in communications

CBO Interviews

Useful Information/Resources

- The most effective ways Pacific Power can support CBOs and emergency agencies in preparing the community include:
  - Sharing/creating content that can be shared on social media, either by linking to Pacific Power or for CBOs to post
  - Providing pre-printed materials that can be easily handed out when interacting with members of the community
  - Sharing accurate information about PSPS events, and providing timely updates as circumstances change (delayed or inaccurate information is a perceived pain point)
  - Providing information for those with medical needs to ensure they are able to adequately prepare for a PSPS event or evacuation
  - Providing educational resources about how to prepare for a fire/outage, including evacuation plans (how to evacuate and where to go), and prepping a "go" bag
  - Educating the community and CBO emergency response agencies about the Generator Rebate program
- For emergency response agencies, the most important thing is maintaining close contact to keep them informed during ever-changing fire situations
  - This is generally perceived as a current strength of Pacific Power (and PG&E and CalFire), and they encourage the company to keep up the close contact
  - There is an opportunity for Pacific Power to be involved in "wildfire preparedness week" in May, as well as other community outreach events

PSPS Events

- One of the primary pain points around PSPS events is the constantly changing nature of the situation
  - Emergency response agencies understand that situations frequently change and the need for flexibility around PSPS events; constant communication is key to handling fluid circumstances
  - Early and frequent communication is helpful, if possible
  - CBOs and emergency response agencies would prefer as much communication as possible during the fire season, and if there is any possibility of an event; during the off-season, communication frequency should be monthly or quarterly
  - Public-facing communications should be frequent during fire season, and at least quarterly during the off-season; the expansion of fire season is widely acknowledged, and there is now a risk for most of the year
- Specific information about how to prepare for an outage/PSPS event most useful/relevant to receive from Pacific Power
  - General fire safety information is least impactful, as other agencies are already providing information about brush clearing and steps to mitigate fire risk
  - Information most useful from Pacific Power in advance of a PSPS event includes how to prepare and respond to a power outage (including information about the Generator Rebate Program)
  - Special attention should be paid to those with medical needs and limited transportation options; they are most at risk during a PSPS event


Demographic Profiles

Respondent Profiles

Gender	Total (n=581)	Recallers (n=293)	Non-Recallers (n=288)
Male	38%	40%	36%
Female	56%	57%	55%
Age			
18 to 24	1%	<1%	1%
25 to 34	3%	2%	**5%**
35 to 44	8%	5%	**11%**
45 to 54	10%	8%	**13%**
55 to 64	18%	19%	17%
65 or over	54%	**62%**	47%
Prefer not to say	5%	3%	6%

Renter/Homeowner	Total (n=581)	Recallers (n=293)	Non-Recallers (n=288)
Own	76%	78%	73%
Rent	19%	18%	20%
Other	2%	1%	2%
Prefer not to say	3%	2%	5%
Household Income			
Less than $20,000	14%	12%	17%
$20,000 to $39,999	17%	18%	15%
$40,000 to $59,999	16%	16%	16%
$60,000 to $89,999	14%	13%	15%
$90,000 to $129,999	10%	11%	9%
$130,000 to $199,999	5%	7%	3%
$200,000 or more	2%	3%	2%
Prefer not to say	21%	19%	23%

Q17 What is your gender? (n=581; Total)
Q18 What is your age category? (n=581; Total)
Q19 Do you own or rent your home? (n=581; Total)
Q20 Which of the following best describes your annual household income? (n=581; Total)

Bold denotes statistically significant difference between Recallers and Non-Recallers