



**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.

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Rulemaking 18-12-005 R1812005
(Filed December 13, 2018)

**PACIFICORP'S PLAN TO ADDRESS ACCESS AND FUNCTIONAL NEEDS DURING
DE-ENERGIZATION EVENTS – Q4 2025 QUARTERLY UPDATE**

Tim Clark
Assistant General Counsel
PacifiCorp d/b/a Pacific Power
1407 W. North Temple, Suite 320
Salt Lake City, Utah 84119
Telephone: 801-220-4565
Email: Tim.Clark@pacificorp.com

January 30, 2026

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PacifiCorp d/b/a Pacific Power (PacifiCorp or Company) submits its fourth quarter 2025 update to address access and functional needs (AFN) customers and communities during a de-energization event, attached as Attachment A, with three supporting appendices. This report is submitted as directed in Decision (D.) 20-05-051, Decision Adopting Phase 2 Updated and Additional Guidelines for De-Energization of Electrical Facilities to Mitigate Wildfire Risk (the Phase 2 Decision) and the Phase 3 PSPS Guidelines adopted by the Commission in Decision 21-06-034 on June 24, 2021.

Respectfully submitted,

/s/ Tim Clark

Tim Clark
Asst General Counsel
PacifiCorp d/b/a Pacific Power
1407 W. North Temple, Suite 320
Salt Lake City, Utah 84119
Telephone: 801-220-4565
Email: Tim.Clark@pacificorp.com

January 30, 2026

ATTACHMENT A

PacifiCorp Q4 2025 Access and Functional Needs Plan Update

PacifiCorp

Plan to Support Populations with Access
and Functional Needs During Public Safety
Power Shutoffs

2025 Quarter 4 Update- January 30, 2026



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- A. Key Objectives: Quarterly Updates
- B. Access and Functional Needs Advisory Groups
- C. Wildfire Messaging Awareness Report – November 2025

1. INTRODUCTION

On January 30, 2025, PacifiCorp submitted a 2025 Access and Functional Needs Plan (2025 AFN Plan) addressing the company's efforts to support customers with access and functional needs (AFN) before, during, and after a Public Safety Power Shutoff (PSPS). In accordance with California Public Utilities Commission (CPUC) Decision (D.) 20-05-051, this quarterly report describes PacifiCorp's progress on AFN activities between October 1, 2025, and December 31, 2025. For ease of reference, the format of the report mirrors the 2025 AFN Plan, with quarterly updates for each section as applicable.

The following significant milestones have been accomplished during the fourth quarter of 2025.

- PacifiCorp further promoted the backup power rebate program through an email campaign to all eligible customers.
- PacifiCorp matched all eligible medical customers with free batteries.
- PacifiCorp conducted the post-wildfire season Wildfire Advisory Board meeting.
- PacifiCorp posted links on the Joint IOUs' Prepare for Power Down website.¹
- PacifiCorp conducted post-wildfire season partner interviews and customer surveys; and followed up with information about customer programs to AFN survey respondents via direct mail and email.

A comprehensive list of accomplishments to date in 2025 toward meeting the Key Objectives identified in PacifiCorp's 2025 AFN Plan is provided in **Appendix A** of this report.

¹ <https://prepareforpowerdown.com/>

2. CONCEPT OF OPERATIONS - HOW

2.1 Preparedness/Readiness (Before Power Shutoff)

2.1.1 AFN Identification

Customer service representatives are trained to listen for key words during phone conversations which trigger them to ensure whether it is appropriate for the customer account to have an AFN designation. When a customer identifies having an AFN, the customer service representative will flag the customer account and will share information about programs for which the customer may be eligible.

As of 2021, PacifiCorp's application for the California Alternate Rates for Energy (CARE) includes a check box for customers to self-identify as having an AFN.

On June 27, 2025, PacifiCorp launched an AFN Self-Certification Form. Customers who successfully complete the form will receive additional PSPS notifications when possible. The form can be found on the company's [Accessibility Programs](#) webpage.²

Q4 2025 UPDATE

As of December 31, 2025, a total of 2,330 customers in California have been identified as having an AFN, of which 159 are medical customers, including customers with a medical certificate, on life support/critical care or in the Medical Baseline Allowance program. Over the past 12 months, the total number of AFN customers has increased by 101. **Table 1** displays the change in the number of AFN customers in the company's database throughout 2025.

Table 1. AFN customer counts each quarter in 2025

AFN Customer Counts			
Reporting period in 2025	Medical Customers (Including Medical Certificate, Medical Baseline, Life support/Critical care)	Non-Medical AFN Customers	Total
Q4	159	2171	2330
Q3	127	2104	2231
Q2	120	1989	2109
Q1	96	1821	1917

² <https://www.pacificpower.net/outages-safety/access-and-functional-needs.html>

2.1.2 Backup power programs³

Due to new safety warnings for portable power packs published by Underwriter Laboratories, UL 2743, PacifiCorp updated the company's terms and conditions, and 2025 qualifying products lists for both backup power programs.

PacifiCorp continues to highlight the medical certificate and backup power programs on the company's Accessibility Programs webpage, in the Accessibility Programs Toolkit, and in updated collateral.

Portable Battery and Backup Electric Power Generator Rebate Programs

PacifiCorp continues to offer backup electric power rebates for residential customers in its California service territory. All residential customers are eligible to claim a rebate of up to \$300 for the purchase of a backup power supply. Customers enrolled in either the Medical Baseline Allowance Program or the California Alternate Rates for Energy (CARE) program is eligible to claim a rebate of up to \$800. Items approved for the rebate program include portable batteries, power stations, and gasoline generator options. Tenants and property owners are eligible to claim a rebate.

Q4 2025 UPDATE

During Q4, PacifiCorp emailed all customers who were eligible for a backup power rebate, informing them of the program and encouraging them to apply. A total of 85 rebates were granted in 2025.

PacifiCorp's vendor contract with Resource Innovations to administer the rebate program concluded on December 31, 2025. The contract for 2026 will be reviewed during the first quarter of 2026.

Table 2. Backup power rebates received over time

	2022	2023	2024	2025	Total
Rebates Granted	7	534	165	85	791

³ See PacifiCorp back up electric power website for more information, <https://www.pacificpower.net/outages-safety/storm-emergency-preparedness/backup-generators.html>

Free Portable Battery Program

PacifiCorp offers free portable batteries to customers receiving both the California Alternate Rates for Energy (CARE) and the Medical Baseline Allowance. The program includes contracted services to provide comprehensive customer outreach, a backup power needs assessment, and delivery and setup of portable batteries. As part of delivery and setup, program participants receive individual education about proper use and maintenance of their device and ongoing remote technical support as needed.

In the third quarter, PacifiCorp approved a program cost change, to support increased demand in the free battery program and conducted outreach to these customers.

Q4 2025 UPDATE

In 2025, PacifiCorp identified 32 new eligible customers for the free battery program. Outreach was conducted to these customers, which resulted in 12 customers receiving batteries. Each customer was matched with four batteries to support their medical equipment. **Table 3** shows the number of batteries PacifiCorp has distributed to customers since the inception of the program in 2021.

Table 3. Free portable batteries delivered and received between 2021 and Q2 2025

	Number of Batteries Delivered	Number of Customers who Received Batteries
2025	48	12
2024	15	13
2023	6	5
2022	55	48
2021	34	28
Total	158	106

2.1.3 Resiliency Programs

PacifiCorp previously offered a grant program to communities seeking to enhance emergency preparedness with renewable generators and energy storage. Detailed information about the program is located in the program's final report on resiliency efforts, submitted via Advice Letter 690-E on August 11, 2022, and in the company's 2025 AFN Plan.

Q4 2025 UPDATE

PacifiCorp continues to work with the third and final applicant, the Yurok Tribe. An initial agreement had been approved by Tribal Council, but changing project timelines resulted in the need for an agreement amendment. That agreement has now been finalized. Upon completion of the project construction, a grant award will be provided to project managers.

2.1.4 Customer Assistance Programs

PacifiCorp offers a wide range of programs to support customers, from help with utility bills to energy assistance and programs for customers with medical conditions. For general information about PacifiCorp's customer assistance programs, see the Company's 2025 AFN Plan.

PacifiCorp continues to promote the Medical Baseline Allowance program, Medical Certificate program, California Alternate Rates for Energy (CARE) program and other assistance programs via the new Accessibility Programs webpage, updated collateral and the Accessibility Programs Toolkit.

Q4 2025 UPDATE

See **Table 5** for the full list of education and outreach efforts conducted in 2025.

2.1.5 Emergency Coordination Center

See PacifiCorp's Annual 2025 AFN Plan for a description of our Emergency Coordination Center. The ECC process was reviewed and submitted to the CPUC in the annual General Order 166 (GO 166) report filed on April 30, 2025.

Q4 2025 UPDATE

PacifiCorp's emergency coordination center (ECC) was not activated for a public safety power shut off in 2025.

2.1.6 Training and Exercise

The 2025 AFN Plan provides an overview of PacifiCorp's training and exercise program.

During Q1, updates to the PSPS Playbook were workshopped with local partners during the Wildfire Advisory Board. Also, in Q1, PacifiCorp conducted an internal tabletop exercise to test wildfire communications and coordination among the company's ECC Joint Information Team, including the internal process to support escalated AFN needs.

During Q2, PacifiCorp conducted two exercises with external partners in preparation for the 2025 wildfire season. The exercises evaluated elements of PacifiCorp's 1) notification and communications procedures and tools, 2) public safety portal, and 3) community resource centers. Two areas of improvement related to AFN were identified during the exercises and will be addressed during the 2025-2026 winter season: 1) research data restrictions related to sharing customer information with partners, and 2) work with public safety partners to identify more community resource center (CRC) locations and amenities.

In Q2 and Q3, PacifiCorp trained ECC AFN Coordinator alternates to support bench strength during activations.

Q4 2025 UPDATE

No additional updates.

2.1.7 PSPS Preparedness Outreach and Community Engagement

PacifiCorp Wildfire Advisory Board

PacifiCorp established a Wildfire Advisory Board (Board) in 2021 to provide feedback on the company's wildfire mitigation program and other related programs. The Board meets twice per year, once prior to wildfire season to discuss wildfire preparation and once following wildfire season to review the season's events and lessons learned.

In 2025, eight new individuals representing six organizations and two Tribes joined the Board. See **Appendix B** for a list of Board members.

Q4 2025 UPDATE

On November 6, 2025, PacifiCorp convened the board for a post wildfire season meeting. Discussion topics included a review of the 2025 wildfire season and areas of focus for the company in 2026. Next steps following the Board meeting are listed in Table 4.

Table 4. Next steps following the November 2025 Wildfire Advisory Board meeting

Next step	Responsible person(s)	Target date	Status
PacifiCorp and Siskiyou County will meet to discuss opportunities to coordinate on the multiple AFN registries available to the community, with a goal of reducing confusion for community members	PacifiCorp <ul style="list-style-type: none">• Holly Powers, Emergency Manager• Lisa Corbly, AFN Program Manager Siskiyou County <ul style="list-style-type: none">• Bryan Schenone, Office of Emergency Services• Jennea Grant-Frost, Public Health• Henry Schnedler, Public Health• Sara Chaffe, City of Yreka• Jeff Perkins, community member	2025 Q4	Met on 12/22/2025 Identified coordination opportunities to be implemented in 2026
PacifiCorp and Siskiyou County will meet to discuss coordination and communication regarding helicopters flying in area to patrol lines	PacifiCorp <ul style="list-style-type: none">• Holly Powers, Emergency Manager Siskiyou County <ul style="list-style-type: none">• Nancy Ogren, Board of Supervisors• Bryan Schenone, Office of Emergency Services	2026 Q1	Not started yet

PacifiCorp will distribute the updated Accessibility Programs Toolkit for Partners to community resource centers and senior centers	<p>PacifiCorp</p> <ul style="list-style-type: none"> • Lisa Corbly, AFN Program Manager 	<p>Toolkit update: 2026 Q1</p> <p>Toolkit distribution: 2026 Q2</p>	Not started yet
PacifiCorp will explore opportunities to further simplify online navigation of customer programs, including through customer accounts	<p>PacifiCorp</p> <ul style="list-style-type: none"> • Lisa Corbly, AFN Program Manager 	2026	Not started yet

AFN Program Manager

Starting in 2024, PacifiCorp's new AFN program manager position was created and began developing an integrated access and functional needs program.

Throughout 2025, the AFN program manager supported the AFN efforts described in the Plan and quarterly reports.

Q4 2025 UPDATE

During Q4, the AFN program manager continued to support the coordination and implementation of an enhanced AFN outreach campaign as shown in **Table 5**.

The AFN program manager participated in the following external coordination and learning efforts during the fourth quarter:

- October 9, 2025, PSPS Coordination exploration meeting with 211 California
- October 21, 2025, Monthly AFN coordination meeting with small multi-jurisdictional utilities (SMJUs) in California: Pacific Power, Liberty, and Bear Valley Electric
- November 6, 2025, Post wildfire season Wildfire Advisory Board meeting
- December 9, 2025, Q4 Joint IOU AFN Collaborative Council meeting
- December 16, 2025, Monthly AFN coordination meeting with SMJUs
- December 18, 2025, Q4 Statewide AFN/Joint IOU meeting
- December 22, 2025, AFN coordination call with Siskiyou County partners

AFN Public Education and Outreach

PacifiCorp continues to provide information about the PSPS notification process, how to prepare for outages, the Company's backup power programs, and benefits of AFN self-identification. In 2025, PacifiCorp's AFN outreach efforts focus on amplifying messaging about customer programs, removing barriers to accessing those programs, and increasing the number of customers who self-identify as being electricity dependent.

Q4 2025 UPDATE

The year's accomplishments toward achieving PacifiCorp's 2025 PSPS AFN outreach plan are shown in **Table 5** below.

Table 5. AFN PSPS Outreach Initiatives Accomplished in 2025

Outreach Effort	2025 Initiatives Accomplished
Wildfire Advisory Board	<p>PacifiCorp conducted the pre wildfire season Board meeting in March.</p> <p>PacifiCorp recruited new Board members to ensure representation across the service area and AFN communities.</p> <p>New in Q4: PacifiCorp conducted a post wildfire season Board meeting.</p>
Accessibility Programs Toolkit	<p>PacifiCorp continued to present and distribute the Toolkit to public safety partners, the Wildfire Advisory Board, CBOs and other AFN service providers. Toolkit resources are in English and Spanish.</p>
Website	<p>PacifiCorp continued to maintain the Company's PSPS websites.</p> <p>PacifiCorp updated and simplified webpages on AFN resources, to enhance accessibility and ease of use.</p> <p>PacifiCorp developed a one-stop-shop Accessibility Programs webpage in English and Spanish.</p> <p>PacifiCorp posted the Accessibility Toolkit for Partners, the Customer Programs flyer, and Tenant Preparedness flyer on the Accessibility Programs webpage.</p> <p>PacifiCorp published an AFN Self Certification webform in English and Spanish.</p> <p>New in Q4: PacifiCorp website links were added to the Joint IOU Prepare for Power Down website.</p>
Social media	<p>PacifiCorp updated content for social media that will be provided during PSPS events in English and Spanish.</p>
Tribal Engagement	<p>PacifiCorp continued coordination with Tribal Nations on collaboration and engagement opportunities.</p>
Collateral	<p>PacifiCorp updated PSPS informational brochures in English and Spanish.</p>
Customer emails	<p>PacifiCorp conducted a pre-wildfire season email campaign that highlighted customer programs.</p> <p>PacifiCorp emailed master meter customers/property managers/landlords information about PSPS and tenant preparedness in English and Spanish.</p>
Bill messages	<p>PacifiCorp conducted ongoing bill messages about wildfire safety and customer programs.</p>
Webinar	<p>PacifiCorp conducted a webinar about the California Wildfire Mitigation Plan that included information on programs for customers with AFN.</p>
Customer survey follow up	<p>PacifiCorp direct mailed and emailed information about customer programs to pre-wildfire season survey respondents with AFN who requested information.</p> <p>New in Q4: PacifiCorp sent follow up information about customer programs to post wildfire season AFN survey respondents via email and direct mail channels.</p>

Accessible Communications

PacifiCorp's customer service agents are trained on issues related to wildfire safety, preparedness, and PSPS-related communications. This team routinely facilitates conversation between the customer and translation service to ensure customers can receive wildfire safety and preparedness and PSPS-related information they need. Information about customer AFN programs is available through customer service in over 300 languages including Chinese traditional, Chinese simplified, Tagalog, Vietnamese, Mixteco, Zapoteco, Hmong, German, and Spanish.

Pre-fire season, PacifiCorp enhanced the company's online customer communications through updated webpages and social media content. PacifiCorp's website provides 1:1 English to Spanish translation of the Accessibility Programs webpage, AFN Self-Certification Form, wildfire content, digital brochures and handouts on backup power programs, wildfire preparedness, and the medical certificate program - including a simplified flyer directing customers to all of PacifiCorp's AFN programs. This flyer is also available in Hmong for California customers.

PacifiCorp began exploring additional best practices and guidance to enhance the accessibility of its communication.

Q4 2025 UPDATE

No additional updates.

Tribal Engagement

A significant portion of the Karuk Tribe's offices and lands are in a high fire consequence area of Siskiyou County. Representatives from the Tribe are standing members in the PacifiCorp Wildfire Advisory Board. PacifiCorp's regional business manager conducts regular calls with the Tribe's leadership to quickly address any issues that arise and to discuss PacifiCorp's operations in the area including wildfire mitigation and PSPS.

The company's Tribal Liaison Representative provides internal guidance and support to staff who work with Tribes or are seeking partnership with Tribes in PacifiCorp's service area. The Tribal Liaison also supports understanding of cultural needs and protocols for Indigenous communities we serve and, along with their Regional Business Manager, serves as a resource for Tribes or members interested in accessing company programs or project information. Following the Board meeting in March, PacifiCorp coordinated individually with the Yurok and Karuk Tribes on questions pertaining to pre-wildfire season coordination and vegetation management that arose during the meeting.

Additional coordination with Tribal partners on AFN in 2025 included:

- The Karuk Tribe, Yurok Tribe, and Tolowa Dee-Ni' Nation were invited to PacifiCorp's PSPS tabletop and functional exercises and public safety portal training sessions.
- Distribution of the Accessibility Programs Toolkit to California Tribes in PacifiCorp's service area.
- PacifiCorp and the Quartz Valley Indian Reservation (QVIR) coordinated on issues pertaining to their Tribe and ways the company can best provide support, including programs for cultural resource protection, programs for customers with medical and other access and functional needs, and wildfire hardening.
- New Tribal representation on PacifiCorp's Wildfire Advisory Board.

Q4 2025 UPDATE

No additional updates.

CBO Outreach

PacifiCorp's regional business managers and emergency managers routinely coordinate with community partners, including community-based organizations, healthcare organizations, and other AFN service providers, acting as the conduit for sharing information to and from these local partners. Maintaining relationships with these community partners creates opportunities for PacifiCorp to connect with the broader community through local events, which helps to raise awareness of PacificCorp's programs and resources.

PacifiCorp also partners with Great Northern Services in Weed, the Karuk Tribe Community Center in Happy Camp, the Redwood Coast Regional Center, and Far Northern Regional Center in addition to coordinating with Wildfire Advisory Board members on outreach opportunities.

Throughout 2025, PacifiCorp met with CBOs and other AFN service providers to share information about the company's customer programs; learn the perspective from about a wide range of AFN communities; identify engagement tactics specific to AFN communities; and invite organizations to serve on the Wildfire Advisory Board.

Q4 2025 UPDATE

No additional updates. See other subsections under **2.1.7 PSPS Preparedness Outreach and Community Engagement** for details on PacifiCorp's coordination with CBOs and other AFN service providers to learn about and share information with customers with AFN.

Customer Surveys

Twice annually, PacifiCorp's vendor, MDC Research, conducts customer surveys and partner interviews to assess the company's wildfire communication and education strategy.

PacifiCorp refined the company's 2025 pre-wildfire season survey questions to minimize jargon, simplify language, clarify customer understanding of the company's wildfire mitigation measures and awareness of customer AFN programs and needs. The first round of surveys and interviews were completed by a total of 584 customers during the first quarter. Survey respondents who indicated having an AFN and requested additional information about PacifiCorp's AFN customer programs were sent an email (89 respondents) or mailed a letter (75 respondents) with program information, based on customer preference.

Q4 2025 UPDATE

During the fourth quarter, following the 2025 wildfire season, PacifiCorp conducted the second round of customer surveys and partner interviews. A total of 636 customers completed the survey. In 2025, modifications to the wording of survey questions resulted in a notable reduction in the number of respondents identifying as having Access and Functional Needs - from 75% in both 2024 surveys, down to 31% in both surveys administered in 2025. This suggests that the higher AFN self-identification rates previously reported were likely inflated due to the way the questions were previously worded.

To boost awareness of customer programs, AFN survey respondents who requested additional information about PacifiCorp's AFN customer programs during the post-season survey were sent an email (105 respondents) or mailed a letter (86 respondents) with program information based on customer preference.

Surveys were conducted in November and December. The report, located in Appendix C, was published in late December. PacifiCorp will analyze these findings and report on areas for improvement in the 2026 AFN Quarter One Report.

CBO and Partner Interviews

Three in-depth interviews were also conducted by MDC Research during the first quarter. The interviews lasted 30 minutes and were conducted virtually. Interviewees included representatives from CalFire Siskiyou, Fire Safe Council of Siskiyou County, as well as Klamath River Volunteer Fire Company. Pre-wildfire season interview findings were published in quarter two.

Q4 2025 UPDATE

Three additional interviews were conducted by MDC Research post wildfire season in quarter four. This second annual wave of interviews was in the same format as the first wave. Interviewees included representatives from Planning Service Area 2 Agency on Aging, Del Norte County Office of Emergency Services and Siskiyou County Office of Emergency Services.

Interviews were conducted in November and December. The report, located in **Appendix C**, was published in late December. PacifiCorp will analyze these findings and report on areas for improvement in the 2026 AFN Quarter One Report.

2.2 PSPS Activation (During – Emergency Coordination Center activation)

The company began our annual PSPS Playbook update during the first quarter and focused on internal checklists. The PSPS Playbook was discussed with the Board during the pre-wildfire season meeting in March.

Elements of the PSPS Playbook were tested during two exercises that took place May 27, 2025 and June 5, 2025. See Section **2.1.6 Training and Exercise** for information about those exercises. The updated PSPS Playbook was submitted to the CPUC as part of the company's General Order 166 filing on April 30, 2025.

Q4 2025 UPDATE

PacifiCorp had zero PSPS activations in California during 2025.

2.2.1 PSPS Communications

All Customers

PacifiCorp continues to utilize two primary systems for PSPS communications and notifications. First, direct communications, through pre-identified channels, are used to provide detailed notices to key stakeholders, namely public safety partners and critical facilities and critical infrastructure. Second, a series of automated notices (e-mail, text, and direct phone calls) to customers, together with published information on the Company's website, social media channels, and proactive media outreach, are employed to provide notice to the public at the primary stages of the PSPS process, including at a minimum for pre-activation, activation and re-energization. In 2025, PacifiCorp added to standard PSPS notification scripts, a reminder for master meter/property manager/landlord customers to share PSPS information with tenants.

Two exercises were conducted in 2025 that included a discussion about PSPS customer communication and notification procedures and tools. No additional changes to customer communications or notifications were identified during the exercises.

Q4 2025 UPDATE

No additional updates.

AFN Customers

During a PSPS, PacifiCorp will attempt to personally reach AFN customers via phone. Contact occurs before, during and after the PSPS, when possible. PacifiCorp may initiate in person PSPS welfare checks for uncontacted AFN customers.

If a customer with an AFN requires additional assistance, the AFN Coordinator coordinates with customer service, the ECC Joint Information Team, and the ECC Liaison to quickly relay the information to local public safety partners.

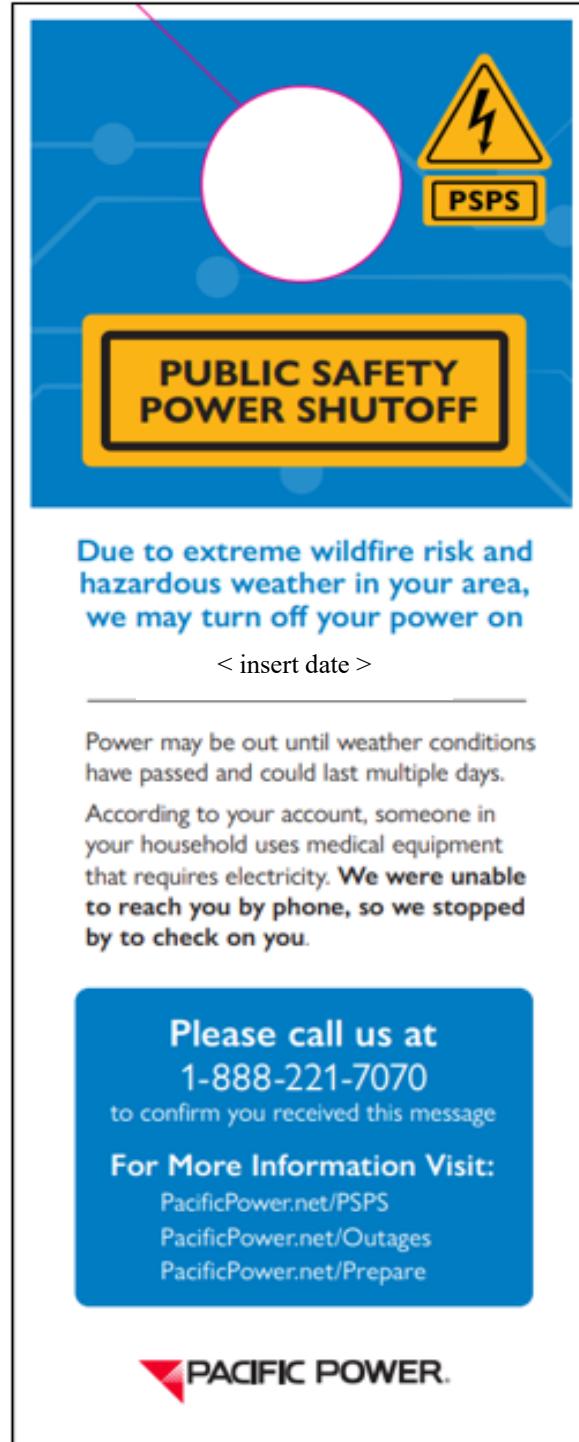
In preparation for the 2025 wildfire season, PacifiCorp refined the PSPS notification templates, including reminders for master meter/property managers/landlords to share information with tenants.

The two exercises conducted in 2025 included testing PSPS notifications for customers with AFN. No additional changes to AFN customer communications or notifications were identified during the exercises.

During Q3, PacifiCorp developed door hangers that can be left for unreachable AFN customers as a result of PSPS welfare checks. The door hangers include the date the PSPS may be initiated, information about the PSPS and where to find additional information. Text is in large font. One side of the door hanger is in the English, and the other side is in Spanish.

Q4 2025 UPDATE

No additional updates.



2.2.2 Website

To ensure that the public can access timely and detailed information about both potential and actual PSPS events relevant to a particular location, PacifiCorp maintains its main PSPS webpage, www.pacificpower.net/psps.

A weather awareness mapping tool is also available for members of the public to see the “Public safety power shutoff forecasting” for that area over the following week.

See the 2025 AFN Plan for more information about these web-based resources and enhancements to these tools.

In 2025, PacifiCorp established a PSPS-specific webpage that can be activated during a PSPS to provide additional information about the event.

Q4 2025 UPDATE

During the fourth quarter, PacifiCorp added links and the company logo to the Joint IOU Prepare for Power Down website,

2.2.3 Public Safety Partner Portal

PacifiCorp has developed a Public Safety Partner Portal, a secure web-based application that hosts information about customers identified as critical facilities or infrastructure. The portal is accessible to approved partners during PSPS events to increase transparency, consistent information sharing, and overall awareness of potentially affected facilities.

In 2025, PacifiCorp emergency management held four partner training sessions for the public safety portal. The portal was also used live during the functional PSPS exercise to communicate with partners as the exercise progressed through the PSPS phases. Partners expressed appreciation for the information provided in the portal. No feedback on improvements to the portal was provided.

In Q3, PacifiCorp worked with the company’s third-party vendor to incorporate live data from the Foundry application into the Public Safety Portal via an application programming interface. This will allow for live information updates regarding critical facilities and the total number of customers impacted during an event.

Q4 2025 UPDATE

In the fourth quarter, PacifiCorp improved the portal user experience by making circuits and device views easier to navigate. The company also added event-specific subfolders to the interface, providing users enhanced situational awareness for each event.

2.2.4 PSPS Customer Notifications

PacifiCorp maintains multiple communication channels for customer notifications, including outbound calls, texts, and emails; personal phone calls to AFN customers; the company's website and social media; and press releases.

PacifiCorp's PSPS notification plan for customers with AFN remains the same as reported in the 2025 AFN Plan, as shown in **Table 6**.⁴

Table 6. PacifiCorp's PSPS AFN Notification Plan

AFN Population Type	PSPS Notification Plan
Medical certificate	Standard PSPS notification via all available channels; plus, additional PSPS notifications via personal phone calls; and in person welfare check, as appropriate, if unable to reach via phone
Medical certificate with life support	Standard PSPS notification via all available channels; plus, additional PSPS notifications via personal phone calls; and in person welfare check as appropriate, if unable to reach via phone
Medical baseline	Standard PSPS notification via all available channels; plus, additional PSPS notifications via personal phone calls; and in person welfare check as appropriate, if unable to reach via phone
Access and functional needs, self-identified	Standard PSPS notification via all available channels; plus, additional PSPS notifications via personal phone calls; and in person welfare check as appropriate, if unable to reach via phone
Limited English Proficiency	Standard PSPS notification via all available channels
Tribes	Standard PSPS notification via all available channels; and media releases, social media, website; and Pacific Power's tribal liaison, emergency management personnel, public safety partners, ESF12, and/or regional business managers
People in remote areas	Standard PSPS notification via all available channels; and media releases, social media, website
Priority essential service organizations, including CBOs and critical facilities that serve AFN populations	Notifications via emergency management personnel, public safety partners, ESF12, and/or regional business managers; and via the public safety partner portal

Q4 2025 UPDATE

No changes.

⁴ As found in the updated Table 13 – AFN Population Subset Notification Plan, location in R.18.12.005 PacifiCorp's 2025 PSPS Pre-Season Report available at https://www.pacificpower.net/content/dam/pcorp/documents/en/pacificpower/outages-safety/wildfire-safety/california-reports/R.18-12-005_PacifiCorp_2025_PSPS_Pre-Season_Report_PUBLIC_7-1-2025.pdf

2.2.5 Community Resource Centers

Community resource centers (CRCs) are an integral part of ensuring community members affected by PSPS events have access to basic resources and up-to-date information. PacifiCorp emergency management meets regularly with local and regional organizations that provide services to the AFN community, local emergency managers, and other support groups to ensure AFN and medical baseline needs are identified at CRCs, and that CRC resources are equitably distributed and accessible.

The CRC Playbook was discussed with the Wildfire Advisory Board in March. Elements of the CRC Playbook were evaluated during the two exercises conducted in 2025. Based on exercise feedback, PacifiCorp will work on the following CRC efforts during the 2025-2026 winter season:

- Continue the outreach and education around CRC amenities with partners as some were not aware of the extent of amenities available; and
- Identify additional CRC locations with local public safety partners.

The updated Playbook was submitted to the CPUC with the company's General Order 166 filing on April 30, 2025.

Q4 2025 UPDATE

Due to PacifiCorp having zero PSPS activations in 2025, zero CRCs were activated this year.

2.3 Recovery (After – Power has been restored)

2.3.1 AFN Support

AFN customers are contacted by customer service after the power is restored, as a continuation of the ongoing contact prior to and throughout a PSPS event. The check-in ensures no additional support is needed for the customer after the power is restored. Unmet AFN needs identified during post-re-energization wellness checks are escalated to the ECC. The AFN Coordinator or ECC Liaison would then coordinate with the local EOC to identify local resources to support the customer.

Q4 2025 UPDATE

PacifiCorp had zero PSPS activations in 2025.

2.3.2 After Action Reviews and Reports

PacifiCorp's after-action review and report process is described in the 2025 AFN Plan.

Q4 2025 UPDATE

Due to not having a PSPS in 2025, no after-action reviews or reporting took place this year.

2.3.3 Lessons Learned and Feedback

PacifiCorp uses all events and incidents to gain feedback and identify future opportunities for improvement. In addition, bi-annual customer surveys, CBO and partner interviews and ongoing reporting provide routine feedback and measurements of PacifiCorp's performance before, during, and after an event.

The Wildfire Advisory Board provides feedback and guidance on local needs and priorities that can highlight areas for plans and programmatic improvements. No additional areas for improvement were identified during the pre-wildfire season Board meeting in March.

Findings from the surveys and interviews provide insight into areas for improvement around wildfire communications, outreach, and customer programs. Section **2.1.7** describes PacifiCorp's efforts to improve AFN customer outreach and support during PSPS, as highlighted in the survey and interview results.

The two exercises conducted during the second quarter highlighted areas for improvement that are described in section **2.1.6**.

Q4 2025 UPDATE

No additional updates.

3. INFORMATION COLLECTION, ANALYSIS AND DISSEMINATION

PacifiCorp continues to maintain contracts with three CBOs in California to share customer information. The information transfer is protected and is used to assist with CARE program Post Enrollment Verification (PEV), weatherization program, and receipt of energy assistance benefits. Additionally, the Company has an agreement with the State of California Department of Community Services and Development (CSD) for the Low-Income Home Energy Assistance Program. The agreement entitles agencies to customer information in PacifiCorp's Energy Assistance Portal to allow them to carry out provisions of LIHEAP (Low Income Home Energy Assistance Program).

Q4 2025 UPDATE

These agreements remain status quo in 2025 and no additional agreements for customer information sharing were formed with local agencies, government agencies, or health providers.

4. CONCLUSION

This report concludes PacifiCorp's quarterly updates to the California Public Utilities Commission (CPUC) on the accomplishments and progress toward meeting the Company's 2025 AFN Plan. Concurrent to the submission of this final report for 2025, PacifiCorp is also submitting the company's 2026 AFN Plan to the CPUC. Quarterly AFN reporting in 2026 will follow the same cadence as 2025.

Appendix A

Key Objectives

Appendix A. Key Objectives: Quarterly Updates

The following is a summary of progress made between January 1, 2025, and December 31, 2025, towards accomplishing key objectives and associated recommendations identified in PacifiCorp's 2025 AFN Plan.

2025 KEY OBJECTIVES

Objective 1: Increase awareness of IOU programs and services available before, during and after a PSPS

Recommendations to meet objectives

- Increase awareness among PacifiCorp's Wildfire Advisory Board (Board) members via presentations/materials
- Engage with the Board, CBOs, health care coalitions and other local AFN service providers to identify opportunities to amplify AFN program messaging
- Explore making appropriate updates to PSPS materials to reflect the needs of individuals with AFN

Progress in 2025

- ✓ Discussed pre-wildfire season preparations with the Board in March
- ✓ Promoted AFN programs with the Siskiyou Health Care Coalition
- ✓ Enhanced our PSPS outreach strategy to highlight customer AFN programs
- ✓ Developed a new Accessibility Programs webpage and updated other customer program webpages for ease of use
- ✓ Translated additional wildfire webpages and collateral into Spanish and Hmong
- ✓ Hosted a webinar about our California Wildfire Mitigation Plan and shared information about customer AFN programs in March
- ✓ Conducted outreach to master meter customers, property managers and landlords and tenants about PSPS preparedness and customer programs, in English and Spanish
- ✓ Developed a PSPS welfare check door hanger, in large print and in English and Spanish
- ✓ **Q4 2025 Update**
 - Convened the Wildfire Advisory Board for the 2025 post-wildfire season meeting

Objective 2: Continue to identify individuals who are Electricity Dependent

Recommendations to meet objectives

- Enhance existing marketing and outreach campaigns based on data and feedback received through surveys and interviews
- Continue to work with CBOs, regional centers and healthcare organizations to ensure their clients are informed about available PSPS resources
- Partner with Wildfire Advisory Board members and other AFN service providers to better understand the needs of AFN customers and gaps in PacifiCorp's current offerings

Progress in 2025

- ✓ Direct mailed and emailed information about customer AFN programs to AFN survey respondents
- ✓ Emailed all customers about customer AFN programs
- ✓ Added messages on bills to all customers about customer AFN programs
- ✓ Distributed the new Accessibility Programs Toolkit for Partners among the Board, other AFN service providers and public safety partners to share with communities. Partner feedback and findings from the pre-wildfire season surveys and interviews informed the content and format of the toolkit materials
- ✓ Published a new AFN Self-Certification webform
- ✓ Began addressing areas for improvement identified in customer surveys and partner interviews
- ✓ Met with multiple CBOs, other organizations and Tribal partners to 1) share information about PacifiCorp's programs and emergency coordination and to 2) learn about the specific community groups
- ✓ **Q4 2025 Updates**
 - Direct mailed and emailed information about customer AFN programs to AFN survey respondents

Objective 3: Identify enhancements to programs and resources needed to mitigate the impacts of PSPS

Recommendation to meet objectives:

- Continue to review customer feedback from PSPS survey results, including CRC survey results, to benchmark and evaluate if programmatic changes are needed to enhance existing resources and support

Progress in 2025

- ✓ Developed a new Accessibility Programs webpage based on customer and partner feedback
- ✓ Simplified AFN program information into one Accessibility Program overview flyer based on Board and partner feedback
- ✓ Translated into Spanish the new Accessibility Programs webpage and simplified AFN program collateral based on survey findings, the Board and other partner feedback
- ✓ Added messages to PSPS notification templates for property managers and landlords to share information with tenants
- ✓ Conducted two exercises with local partners that highlighted areas of improvement including customer data sharing and community resource center locations and amenities
- ✓ Trained alternates for the emergency coordination center access and functional needs coordinator position to support bench strength during PSPS activations
- ✓ Approved a program cost change to support increased demand in the free battery program
- ✓ Explored additional accessible communication best practices and guidance
- ✓ **Q4 2025 Updates**
 - Matched all eligible customers with free batteries

Objective 4: Coordinate and integrate resources with state, community and utility to minimize duplication

Recommendation to meet objectives:

- Identify opportunities and efficiencies to ease Medical Baseline (MBL) program enrollment in accordance with CPUC and legislative framework

Progress in 2025

- ✓ Ongoing coordination with local public partners to identify areas for improvement
- ✓ Ongoing coordination with Tribal partners on wildfire mitigation efforts and to identify areas for improvement
- ✓ Conducted a pre- wildfire season Board meeting to share improvements and preparation efforts and to identify additional areas for improvement and coordination
- ✓ Ongoing monthly coordination meetings with Liberty and Bear Valley Electric
- ✓ Participated in an AFN coordination meeting with Joint IOUs, Liberty and Bear Valley Electric
- ✓ Ongoing participation in the quarterly Statewide AFN/Joint IOU and Collaborative Council meetings
- ✓ Began exploration of possible PSPS coordination opportunities with 2-1-1 organizations
- ✓ **Q4 2025 Updates**
 - Added company links and logo to the Joint IOU's Prepare for Power Down website
 - Participated in monthly AFN coordination meeting with Joint IOUs, Liberty and Bear Valley Electric in October and December
 - Participated in the Q4 Statewide AFN/Joint IOU and Collaborative Council meetings

Appendix B

Access and Functional Needs

Advisory Groups

APPENDIX B – ACCESS AND FUNCTIONAL NEEDS ADVISORY GROUPS

2025 JOINT IOU STATEWIDE COUNCIL

Name	Title	Organization
Aaron Christian	Assistant Deputy Director of Office of Community Operations	California Department of Developmental Services (DDS)
Adam Willoughby	Asst. Director of Legislation and Public Affairs	California Department of Aging (CDA)
Alana Hitchcock	Executive Director	California 211
Alejandro Garibay	Marketing Project Manager/Advisor	Southern California Edison (SCE)
Alexandria (Giobbi) Moffat	Director of Clean Transportation	San Diego Gas & Electric (SDG&E)
Alicia Menchaca	Rate Analyst	Bear Valley Electric Services (BVES)
Alyson Feldmeir	Disability Disaster Access and Resource Manager	California Foundation for Independent Living Centers (CFILC)
Amanda Kirchner	Legislative Director	County Welfare Directors Association of California (CWDA)
Annabel Vera	Program Analyst	California Department of Social Services (DSS)
April Johnson	Customer Programs Supervisor	San Diego Gas & Electric (SDG&E)
Beatrice Lavrov	Staff Service Manager	California Department of Developmental Services (DDS)
Beena Morar	PSPS Readiness Senior Project Manager	Southern California Edison (SCE)
Carolyn Nava	Executive Assistant	Disability Action Center (DAC)
Carrie Bowers	Fire Science Meteorologist	San Diego Gas & Electric (SDG&E)
Chris Bober	Director, Customer Care	Pacific Gas & Electric Company (PG&E)
Chris Garbarini	Senior Emergency Services Coordinator	California Department of Developmental Services (DDS)
Chris Zenner	Vice President, Residential Services & Digital Channels	Pacific Gas & Electric Company (PG&E)
Christina Mills	Executive Director	California Association of Area Agencies on Aging (C4A)
Christina Rathbun	Access and Functional Needs Project Manager	San Diego Gas & Electric (SDG&E)
Dan Heller	President	Deaf Link
Dan Okenfuss	Public Policy Manager	California Foundation for Independent Living Centers (CFILC)
Dana Golan	Vice President of Customer Services	San Diego Gas & Electric (SDG&E)
Danielle De Clercq	Access and Functional Needs Customer Strategy Manager	San Diego Gas & Electric (SDG&E)
Danielle Kyd	Manager, Customer Success	San Diego Gas & Electric (SDG&E)
Dara Mikesell	CFO	San Gabriel Pomona Regional Center

		(SGPRC)
David Siuta	Meteorology Senior Advisor	Southern California Edison (SCE)
Eleonore Yotsov	Director, Emergency Management, PacifiCorp	PacifiCorp
Evan Duffey	Manager, Forecasting and Operations	Pacific Gas & Electric Company (PG&E)
Gabby Eshrati	Consumer Services Director	North Los Angeles County Regional Center
Gina Esparza	Emergency Management Coordinator	Eastern Los Angeles Regional Center (ELARC)
Greg Oliva	Assistant Deputy Director, Central Operations, Community Care Licensing Division	California Department of Social Services (DSS)
James Cho	Program Manager	California Public Utilities Commission (CPUC)
James Collins	Community Educator	California Council of the Blind (CCB)
James Dui	Safety Policy Division	California Public Utilities Commission (CPUC)
Jeana Arnold	ADA Specialist, Expert	Pacific Gas & Electric Company (PG&E)
Jennifer Guenther	Senior Regional Manager - West	Liberty
Jennifer Nerida	Senior ADA Specialist	Pacific Gas & Electric Company (PG&E)
Jennifer Ocampo	Senior Advisor, Corporate Giving	Southern California Edison (SCE)
Joe Xavier	Director	Department of Rehabilitation (DOR)
Jordan Davis	Attorney	Disability Rights California (DRC)
Jordan Parrillo	Manager of Regulatory Affairs	Liberty
Joseph Grounds	Emergency Services Officer	Kern Regional Center (KERNRC)
Josh Gleason	Unknown	California Department of Social Services (DSS)
JR Antablian	Chief, Disaster Services Branch	California Department of Social Services (DSS)
June Isaacson Kailes	Disability Policy Consultant	Disability Policy Consultant
Karey Morris	HR Manager	Kern Regional Center (KERNRC)
Kari Gardner	Sr. Manager of Consumer Affairs	Southern California Edison (SCE)
Kate Marrone	Customer Care Manager	Liberty
Kay Chiodo	CEO	Deaf Link
Kelly Brown	Community Information Officer	Interface Children & Family Services
Kendall Skillicorn	Bureau Chief, Department Operations Bureau	California Department of Social Services (DSS)
Kevin Sharp	Customer Insights Strategies	Pacific Gas & Electric Company (PG&E)
Kristopher Bourbois	Financial Planning - Senior Business Analyst II	San Diego Gas & Electric (SDG&E)
Larry Grable	Executive Director	Service Center for Independent Living (SCIL)
Lauren Burnett	Senior Manager, Customer Insights	Southern California Edison (SCE)
Lauren Giardina	Executive Director Managing	Disability Rights California (DRC)

	Attorney	
Leora Filosena	Deputy Director, Adult Programs Division	California Department of Social Services (DSS)
Lisa Corbly	AFN Program Manager	Pacific Power
Lizz Stout	AFN Program Manager	Pacific Gas & Electric Company (PG&E)
Malorie Lanthier	IT Director	North Los Angeles County Regional Center
Maria Aliferis-Gierde	Executive Officer, California Committee on Employment of People with Disabilities	Department of Rehabilitation (DOR)
Maria Jaya	Researcher	California Public Utilities Commission (CPUC)
Matt Fehse	Access and Functional Needs Regulatory and Compliance Advisor	San Diego Gas & Electric (SDG&E)
Matthew McVee	Vice President, Regulatory Policy	PacifiCorp
Megan Geraci	Manager, Customer Resiliency (Generation & Storage Team)	Pacific Gas & Electric Company (PG&E)
Melissa Kasnitz	Director, Legal	The Center for Accessible Technology (C4AT)
Michael Butier	Functional Assessment Service Team Coordinator	California Department of Social Services (DSS)
Miguel Larios	Director, Community Services	San Diego Regional Center (SDRC)
Molly Giguiere	Equal Justice Works Disaster Resilience Fellow	Disability Rights California (DRC)
Moustafa Abou-taleb	Safety Policy Division	California Public Utilities Commission (CPUC)
Muhammad Al-Ahmar	Principal Manager, Customer GridEdge	Southern California Edison (SCE)
Myisha Aban	Unknown	San Gabriel Pomona Regional Center (SGPRC)
Nguyen Quan	Regulatory Affairs	Bear Valley Electric Services (BVES)
Nhu Tran	Supplier Diversity Project Manager	San Diego Gas & Electric (SDG&E)
Nicole Pachaeco	Operations Manager	California Council of the Blind (CCB)
Paul Marconi	President, Treasurer, & Secretary	Bear Valley Electric Services (BVES)
Paula Villescaz	Associate Director of Legislative Advocacy	County Welfare Directors Association of California (CWDA)
Pooja Kishore	Renewable Compliance Officer	PacifiCorp
Rachel Sweetnam	Legal Fellow	The Center for Accessible Technology (C4AT)
Rapone Anderson	Northern Region Manager, Career Executive Assignment (CEA)	California Department of Developmental Services (DDS)
Rick Yrigoyen	Staff Services Manager	California Department of Social Services (DSS)
Robb Henderson	Communications Advisor	San Diego Gas & Electric (SDG&E)
Robert Carbajal	Senior Manager, Customer PSPS Compliance and Strategy	Southern California Edison (SCE)

Ron Lee	Emergency Management Coordinator	Redwood Coast Regional Center
Ronald Moore	Regulatory Affairs	Bear Valley Electric Services (BVES)
Rose Samaniego	Community Program Specialist III-FHA Supervisor	California Department of Developmental Services (DDS)
Ryan Bullard	Senior Manager, PSPS Support and Accessibility	Southern California Edison (SCE)
Samuel Jain	Senior Attorney	Disability Rights California (DRC)
Scott O'Connell	Regional Disaster Officer	Red Cross
Sean Matlock	Energy Resource Manager / Assistant Corporate Secretary	Bear Valley Electric Services (BVES)
Seneca St. James	Community Program Specialist III	California Department of Developmental Services (DDS)
Serra Rea	DDAR Manager	California Foundation for Independent Living Centers (CFILC)
Sheri Farinha	Chief Executive Officer	NorCal Services for Deaf and Hard of Hearing
Staphany Lu	Emergency Management Coordinator	San Diego Regional Center (SDRC)
Stephanie Tews Sheldrick	Director, Customer Experience & Insights	Pacific Gas & Electric Company (PG&E)
Sydney Schellinger	Senior Emergency Services Coordinator	California Department of Aging (CDA)
T. Abraham	Regional Vice President	Hospital Council
Tamara Rodriguez	Officer, Emergency Preparedness & Response	California Department of Developmental Services (DDS)
Tammy Tran	Senior Manager, Government Relations	Southern California Edison (SCE)
Tawny Re	Customer Program Specialist	Bear Valley Electric Services (BVES)
Tiffany Swan	Community Services Home and Community Based Services Specialist	San Diego Regional Center (SDRC)
Tom Smith	Sr. Manager, LCE Planning & Operations	Pacific Gas & Electric Company (PG&E)
Unknown	Unknown	California Association of Area Agencies on Aging (C4A)
Valarie Hernandez	Principal Manager, Customer Program Services	Southern California Edison (SCE)
Zeus Ferrao	Customer Insights Project Manager, Advisor	Southern California Edison (SCE)

2025 JOINT IOU COLLABORATIVE COUNCIL PARTICIPANTS

Name	Title	Organization
Aaron Carruthers	Executive Director	State Council on Developmental Disabilities
Alana Hitchcock	Executive Director	California 211
Andy Imparato	Executive Director	Disability Rights California (DRC)
April Johnson	Customer Programs Supervisor	San Diego Gas & Electric (SDG&E)
Audrey Williams	Project and Program Supervisor	California Public Utilities Commission (CPUC)
Beena Morar	Senior Project Manager	Southern California Edison (SCE)
Brett Eisenberg	Executive Director	California Foundation for Independent Living Centers (CFILC)
Britney Gaines		
Chris Alario	President, California	Liberty
Chris Zenner	Vice President, Residential Services & Digital Channels	Pacific Gas & Electric Company (PG&E)
Christina Rathbun	Access and Functional Needs Project Manager	San Diego Gas & Electric (SDG&E)
Dana Golan	Vice President of Customer Services	San Diego Gas & Electric (SDG&E)
Danielle De Clercq	Access and Functional Needs Customer Strategy Manager	San Diego Gas & Electric (SDG&E)
Danielle Kyd	Manager of Customer Success	San Diego Gas & Electric (SDG&E)
Edward Jackson	President	Liberty
Hollie Bierman	Director, Customer Programs	San Diego Gas & Electric (SDG&E)
James Cho	Program Manager	California Public Utilities Commission (CPUC)
James Dui	Safety Policy Division	California Public Utilities Commission (CPUC)
Jennifer Guenther	Senior Regional Manager - West	Liberty
Jennifer Ocampo	Access and Functional Needs Senior Advisor	Southern California Edison (SCE)
John Hagoski	Customer Programs Advisor	San Diego Gas & Electric (SDG&E)
Jordan Davis	Attorney	Disability Rights California (DRC)
Junaid Rahman	Senior Regulatory Analyst	California Public Utilities Commission (CPUC)
Karen Mercado	Senior Administrative Assistant - Executive Unit	Disability Rights California (DRC)
Kate Marrone	Customer Care Manager	Liberty
Kayla Price		BVES
Larry Chung	Vice President	Southern California Edison (SCE)
Lizz Stout	Program Manager, Principal	Pacific Gas & Electric Company (PG&E)

Maria Jaya	Researcher	California Public Utilities Commission (CPUC)
Matthew Fehse	Access and Functional Needs Regulatory and Compliance Advisor	San Diego Gas & Electric (SDG&E)
Matthew McVee	Vice President, Regulatory Policy and Operations	PacifiCorp
Moustafa Abou-taleb	Safety Policy Division	California Public Utilities Commission (CPUC)
Nicholas Raft	Regulatory Analyst	Liberty
Nicole Bohn	Executive Director	Disability Rights Education & Defense Fund (DREDF)
Paul Marconi	President, Treasurer, & Secretary, Board Director	Bear Valley Electric Services (BVES)
Pooja Kishore	Renewable Compliance Officer	PacifiCorp
Robb Henderson	Communications Advisor	San Diego Gas & Electric (SDG&E)
Robert Carbajal	Senior Manager, Customer PSPS Compliance and Strategy	Southern California Edison (SCE)
Robert Hand	Interim Executive Director	California Foundation for Independent Living Centers (CFILC)
Ryan Bullard	Senior Manager, PSPS Support and Accessibility	Southern California Edison (SCE)
Sarah Lee	Senior Advisor, Public Safety	Southern California Edison (SCE)
Sean Matlock	Energy Resource Manager / Assistant Corporate Secretary	Bear Valley Electric Services (BVES)
Tawny Re	Customer Program Specialist	Bear Valley Electric Services (BVES)
Tom Smith	Sr. Manager, LCE Planning & Operations	Pacific Gas & Electric Company (PG&E)
Valarie Hernandez	Principal Manager, Customer Program Services	Southern California Edison (SCE)
Vance Taylor	Chief, Office of Access and Functional Needs	California Governor's Office of Emergency Services (Cal OES)

2025 PACIFICORP CALIFORNIA WILDFIRE ADVISORY BOARD- Q3

Community partners

Name	Title	Organization
Bryan Schenone	Director	Siskiyou County Office of Emergency Services
Veronica A. Rivera	Director of Facilities	College of the Siskiyous
Renae Sweet	Deputy Director	Modoc County Sheriff's Office, Office of Emergency Services
Giselle Nova	Coordinator	Fire Safe Council of Siskiyou County
Hector Corral	Local Government & Community Liaison	California Public Utilities Commission
Jason Ledbetter	City Manager	City of Yreka
Sara Chaffee	Resilience Officer	City of Yreka
Nancy Ogren	Supervisor	Siskiyou County
Matthew Bryan	Mayor	Dunsmuir, California
Ed Valenzuela	Supervisor	Mt. Shasta District
Jeff Lee	Plant Manager	Roseburg Forest Products
* Jack Lantz	Director	Karuk Tribe, Public Works
* Crystal Jacobs	Public Works	Karuk Tribe
Jay Perkins	Retired USFS	AFN coordinator
Chester Robertson	County Administrator	Modoc County
Adam Heilman	Support Services Analyst	Siskiyou County Office of Emergency Services
Deborah Otenburg	Manager	Siskiyou County Office of Emergency Services
Neal Lopez	Director; County Administrator	Del Norte County Office of Emergency Services
Amos Pole	Emergency Manager	Yurok Tribe
Travis McIvor	Emergency Management Coordinator	Far Northern Regional Center
Ron Lee	Emergency Management Coordinator	Redwood Coast Regional Center
Joseph Rye	Executive Director	Redwood Coast Transit Authority
Lohanna Almanza	Community Information Director	Interface Children and Family Services, Interface 211
Kelly Brown	Community Information Officer	Interface Children and Family Services, Interface 211
* Darrell Frost	Emergency Manager	Karuk Tribe
* Tara Grosword	Emergency Preparedness Coordinator	Tri-County Independent Living
** Sunny Baker	Program Manager	Del Norte County Public Health
** Kary Carbone	Director of Community Impact	United Way of Northern California, 211NorCal
*** Jerry Kirouac	Program Manager	Planning Service Area 2 Agency on Aging
*** Cheryl Rushton	Program Coordinator	Planning Service Area 2 Area Agency on Aging
*** Mary Benedict	Administrator	Quartz Valley Tribe
**** Linda Wingert	Senior Director of Operations	211 California

* New board member in 2025, recruited in Q1

** New board member in 2025, recruited in Q2

*** New board member in 2025, recruited in Q3

**** New Board member in 2025, recruited in Q4

Appendix C

Wildfire Messaging Awareness

Report – November 2025

Wildfire Messaging Awareness

November 2025



Prepared by

Jakob Lahmers - Jakob.Lahmers@mdcresearch.com

MDC Research

Objectives & Methodology

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

- Measure awareness of Pacific Power messages related to wildfire preparedness
- Determine if survey refinements improve data actionability
- Identify recall of specific message topics
- Identify recall of message channels
- Measure recall and understanding of Public Safety Power Shutoff or PSPS
- Evaluate sources customers are most likely to turn to for information about PSPS
- Explore actions taken by customers to prepare for wildfire season
- Measure awareness of Pacific Power's efforts to reduce the risk of wildfires
- Evaluate PSPS notifications perception
- Educate customers on wildfire programs and resources via survey participation

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 636 surveys, including 30 from critical customers, were completed between Nov. 17 and Dec. 7, 2025
 - Phone: 80 completed surveys from 9,682 records
 - Web: 556 completed surveys from 28,448 records

2025 Survey Modifications

- Revision of AFN self-identification to mitigate false positives
- Incorporation of ESS and emergency de-energization outages into the questionnaire
- Refinement of communication sources, topics, and resources to align with current offerings
- Offered option for customers to request resources and information from Pacific Power

Key Findings

79% are aware of wildfire safety communications, up significantly from March 2025 (67%) and consistent with November 2024 (74%). Pacific Power remains the primary sources for wildfire preparedness information (53%), up significantly from March 2025 (45%). **Personal preparedness** (51%) and **PSPS** (51%), followed by **vegetation management** (47%) are the most common messages recalled. Mentions of PSPS increased significantly from March 2025 (42%)

Email, the Pacific Power website, and social media are the most common channels for wildfire communications, with mentions of **email** seeing a significant increase when compared with March 2025 (53% vs 45%). Mentions of TV news saw a significant decrease from March 2025 (20% vs 26%).

The **Pacific Power website** and **bill message or insert** are considered the clearest sources for information about wildfire preparedness. They are also seen as the two most useful sources.

68% are aware of their ability to contact Pacific Power for wildfire safety information, up significantly from March 2025 (58%), though only **6% of those aware have done so**. Of those who have contacted, vegetation management (37%) and personal preparedness (30%) are the most common topics discussed. Just under nine in ten (85%) received the information needed.

77% have taken action to prevent wildfires or to prepare their home or business for the event of a wildfire, consistent with March 2025 (75%). **Trimming vegetation around properties** remains the most common action taken (76%), remaining consistent with March 2025 findings (75%). Creating defensible space is the second most common action taken (18%).

68% are aware of Pacific Power's efforts to prune vegetation around power lines in higher-risk areas, up significantly from March 2025 (56%) and remaining the most common effort recalled. Recallers remain more likely than Non-Recallers to be aware of most of Pacific Power's efforts to reduce the risk of wildfire. Those unaware of any efforts by Pacific Power saw a significant decrease (10% vs 21%)

91% are aware that Pacific Power may de-energize lines during wildfire season, up significantly since March 2025 (82%). Nearly six in ten (56%) are aware of PSPS, 45% are aware of emergency de-energization, and 27% are aware of enhanced safety settings.

Email remains the main source of PSPS communication (45%), up significantly from March 2025 (36%). **Recallers** are significantly more likely than Non-Recallers to mention email (48% vs 31%), the Pacific Power website (31% vs 17%), and TV news (25% vs 14%).

74% understand the following statement about PSPS: "for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather", up significantly from March 2025 (64%)

Food replacement (60%) and heating and cooling (57%) remain the most common concerns during an extended power outage, though food replacement saw a significant decrease compared with March 2025 (67%).

Just over half (54%) 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**, remaining consistent with previous findings.

Just over half (51% to 56%) remain satisfied with all outreach and engagement, with all 6 metrics seeing significant increases compared with March 2025.

Three in ten (30%) are **aware of Pacific Power's Generator Rebate Program**, consistent with March 2025 (30%) and November 2024 (31%). Of the customers aware of Pacific Power's Generator Rebate program, **33% heard of the program through the Pacific Power website** but only one in eight (13%) have used the program. Just over three quarters (68%) of those who have used the generator rebate program are satisfied.

Over eight in ten (85%) are aware of the ability to update their contact information with Pacific Power to receive notifications prior to PSPS events, up significantly from March 2025 (80%). 55% of those aware report updating their information, consistent with March 2025 (53%). Similarly, 83% are aware of the ability to update their notification preferences with 55% having done so.

Seven in ten (70%) are aware of Pacific Power's website where information on PSPS events may be found, up significantly from March 2025 (63%).

Of the one in five (22%) customers relying on electricity for medical needs, 26% are aware Pacific Power provides additional notices and 63% were able to use electricity dependent medical equipment during a de-energization event, up significantly from March 2025 (37%).

Just 2% say it would be helpful for them or someone else in their household to receive communication in another language, with Spanish being the most mentioned (1%).

Recommendations

Continue direct wildfire communication efforts to customers via email and bill messages or inserts throughout the year, encouraging customers to visit the Pacific Power website for information.

- Over the past two years, a clear pattern of communication awareness highlights significantly greater awareness of wildfire safety communications in November, after the typical fire season during summer months, than in March.
- While small percentages (3% to 14%) of customers identify communication sources other than Pacific Power, such as Cal Fire, city government, local news, US Forest Service, local fire departments, etc., roughly half of customers recalling communications say they learned of it directly from Pacific Power.
- When asked to identify the means of communication, just over half identify email as the primary information channel, followed by the Pacific Power website, social media, TV news, and bill messages or inserts. While notifications via text are considered the most effective means of communication, email is viewed as the second most effective.
- When asking those aware of wildfire communications how frequently they recall seeing or hearing messaging around wildfire preparedness, the Pacific Power website is ranked modestly near the middle at 21% for 6 or more messages seen, where 17% said bill messages or inserts, and 11% said email 6+ times. There is plenty of opportunity to increase the frequency of bill messages or inserts and email, pushing traffic to the website.
- Customers identified the Pacific Power website and bill messages or inserts as the two clearest and most useful forms of information.

Consider additional promotion of backup power resources, particularly for AFN customers.

- While half of customers recalling information identified the topics of personal preparedness and PSPS information, far fewer recall information about the Generator Rebate Program or Free Portable Battery Program.
- Among AFN customers, only 6% have used the Free Portable Battery Program and 4% report using the Generator Rebate Program.

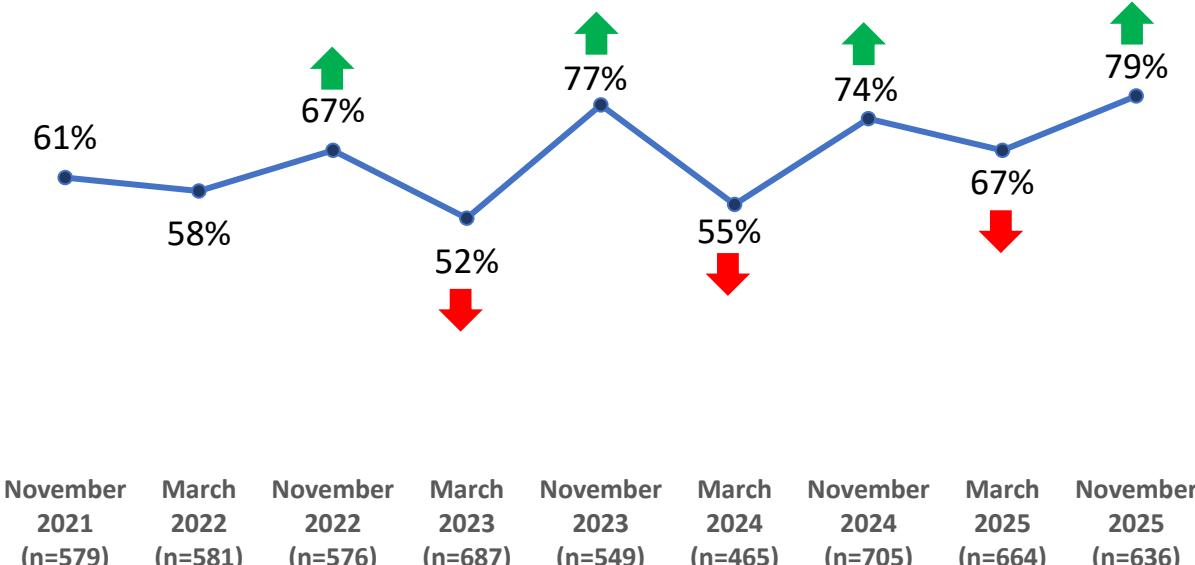
Increase efforts to raise awareness around some of Pacific Power's lesser-known resources.

- Awareness of resources like special payment arrangements, Medical Baseline Allowance, LIHEAP, electrical and wildfire safety information, and medical certificate is fairly low, with only 11% to 28% of customers aware and even fewer who have actually used the resources, despite high satisfaction among those using them.

Wildfire Safety Communications Awareness

- Just under eight in ten (79%) say they have seen or heard communications about wildfire safety in the past year, significantly higher than what was reported in March 2025 (67%) and in line with previous post-season waves
- Recallers are significantly more likely than Non-Recallers to be age 65+ (66% vs 50%)
- Non-Recallers are significantly more likely than Recallers be age 18-54 (23% vs 15%) and have a primary language other than English (22% vs 14%)

Communication Awareness



	Recallers (n=501)	Non-Recallers (n=135)
Gender	Male – 39% Female – 57%	Male – 39% Female – 55%
Age	18-54 – 15% 55-64 – 16% 65+ – 66%	18-54 – 23% 55-64 – 21% 65+ – 50%
Median Income	\$50K	\$39K
Home Ownership	Own – 79% Rent – 15%	Own – 73% Rent – 19%
Primary Language is not English	14%	22%
Responded they Rely on Electricity for Medical Needs	21%	28%

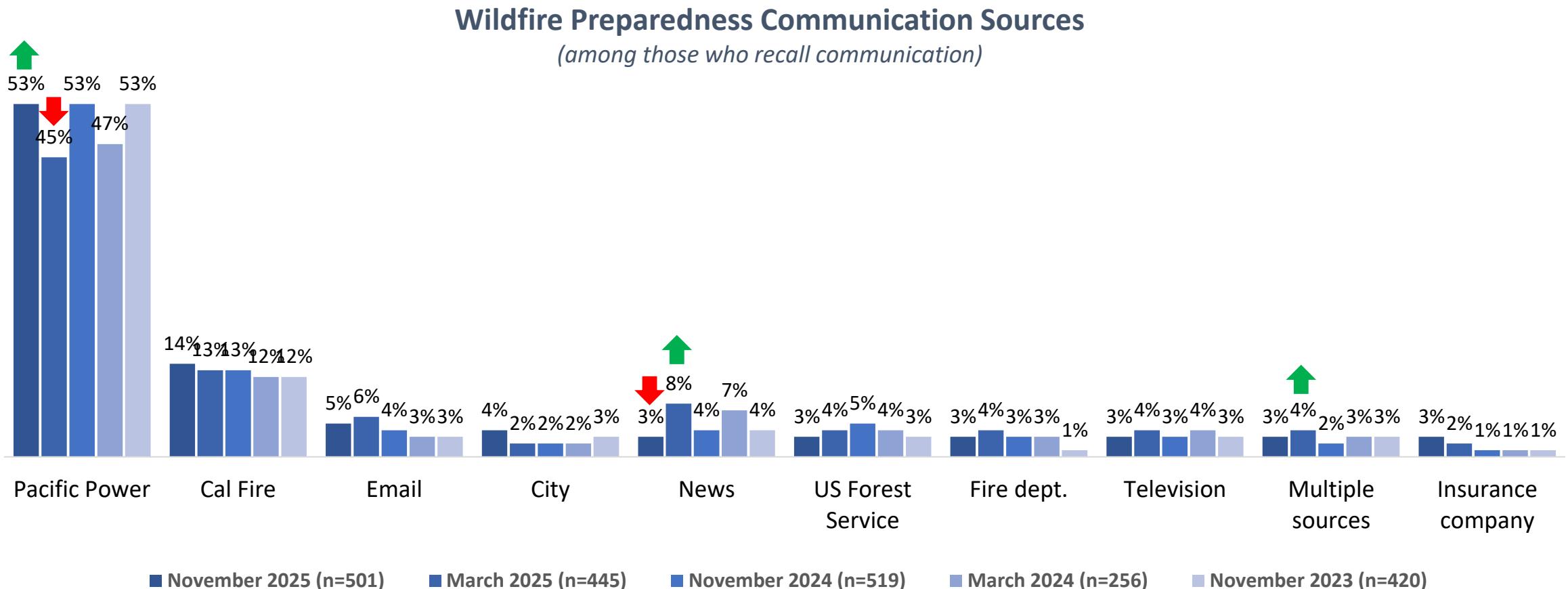
Communication Recall

(among those aware of communications)



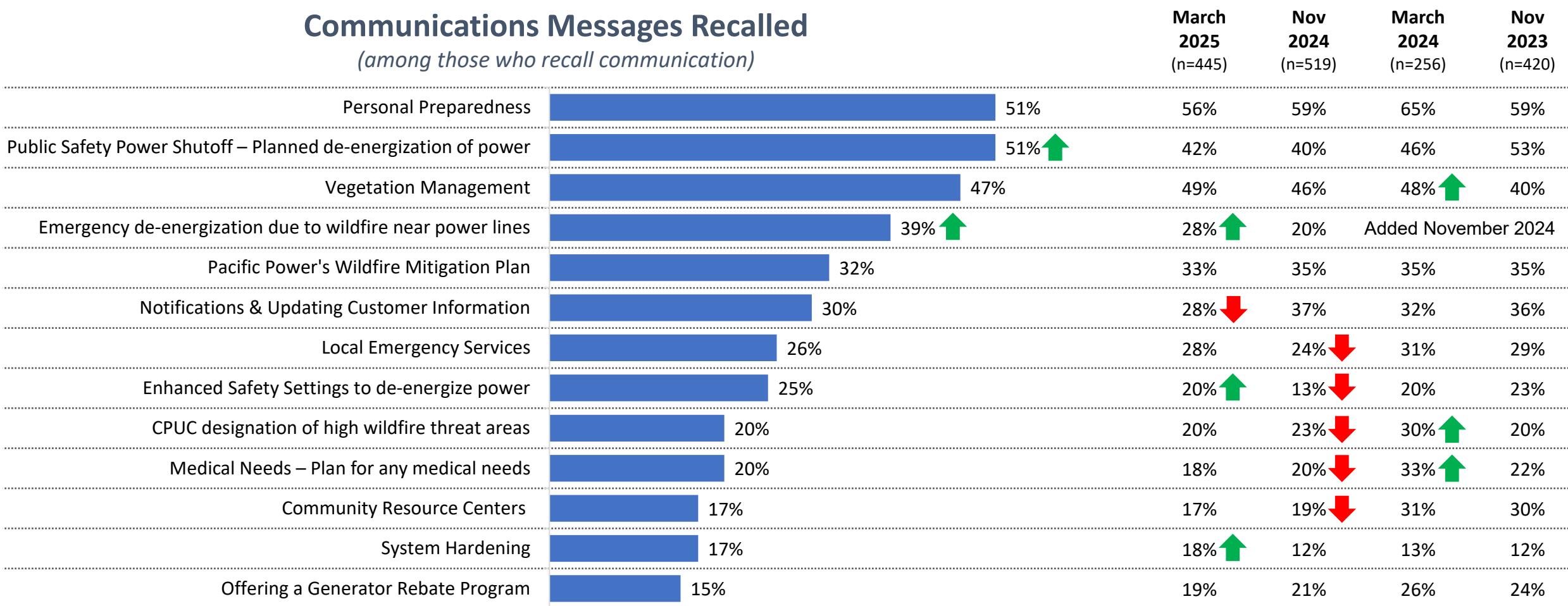
Sources of Wildfire Preparedness Communications

- Pacific Power remains the most mentioned source of communication about wildfire preparedness (53%) and saw a significant increase when compared with March 2025 findings (45%) and is now back in line with November 2024 results



Wildfire Preparedness Communications Messages

- Personal preparedness remains the top message recalled (51%), consistent with previous waves
- Since March 2025, a significant increase has been seen for messages concerning PSPS (51% vs 42%), and emergency de-energization due to active wildfire near power lines (39% vs 28%)

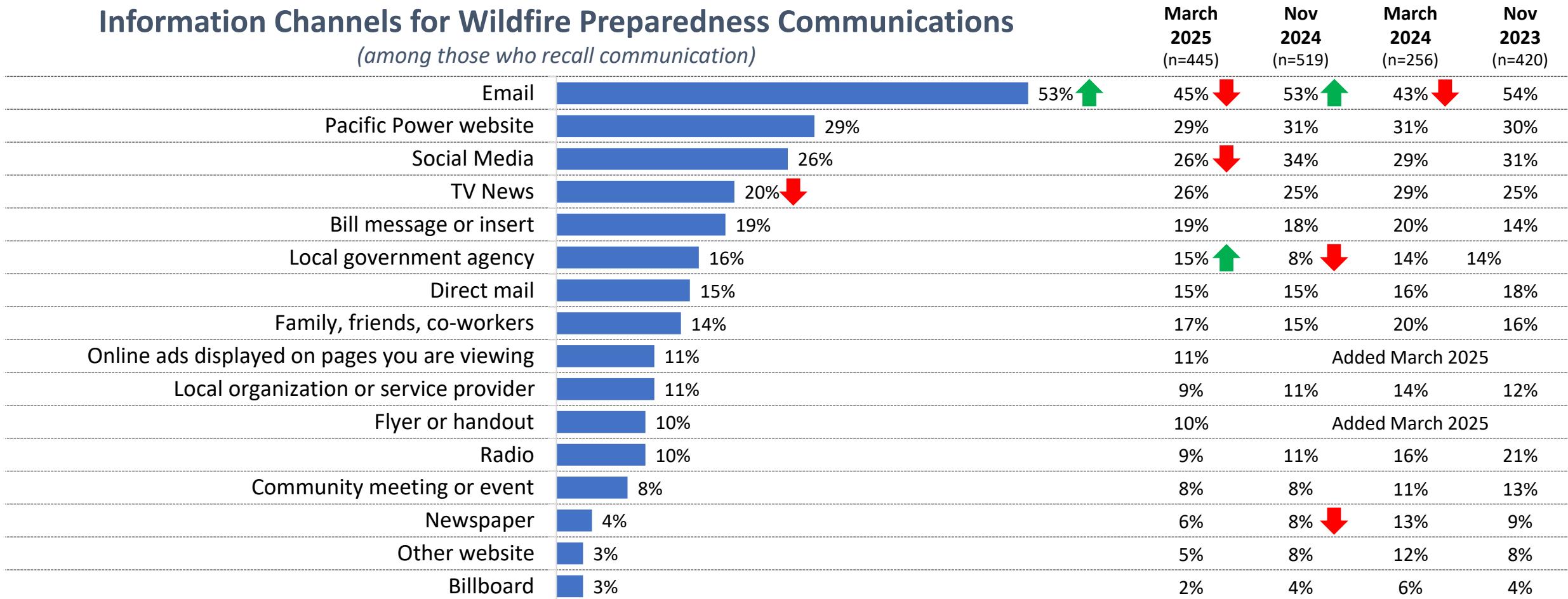


Information Channels for Wildfire Communications

- Email remains the primary information channel, observing a significant increase since March 2025 (53% vs 45%) and is consistent with levels seen in November 2024
- Mentions of TV news saw a significant decrease when compared with March 2025 (20% vs 26%)

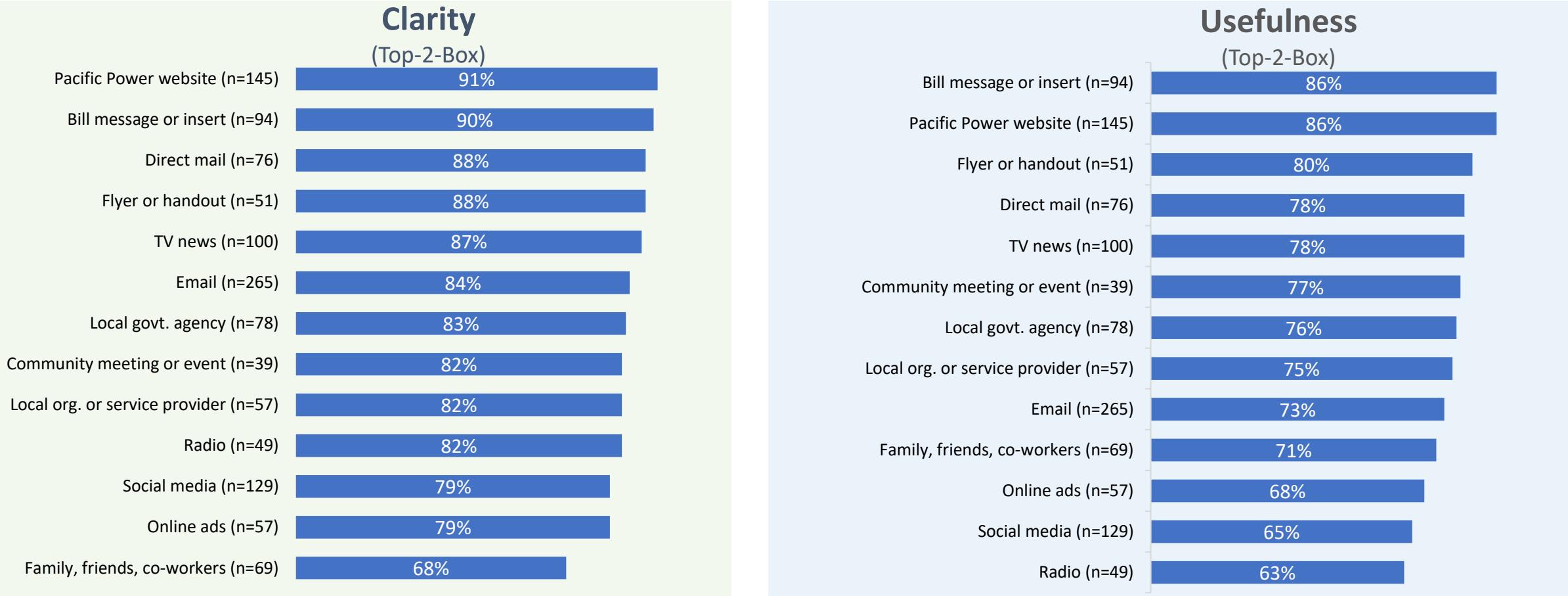
Information Channels for Wildfire Preparedness Communications

(among those who recall communication)



Information Usefulness and Clarity

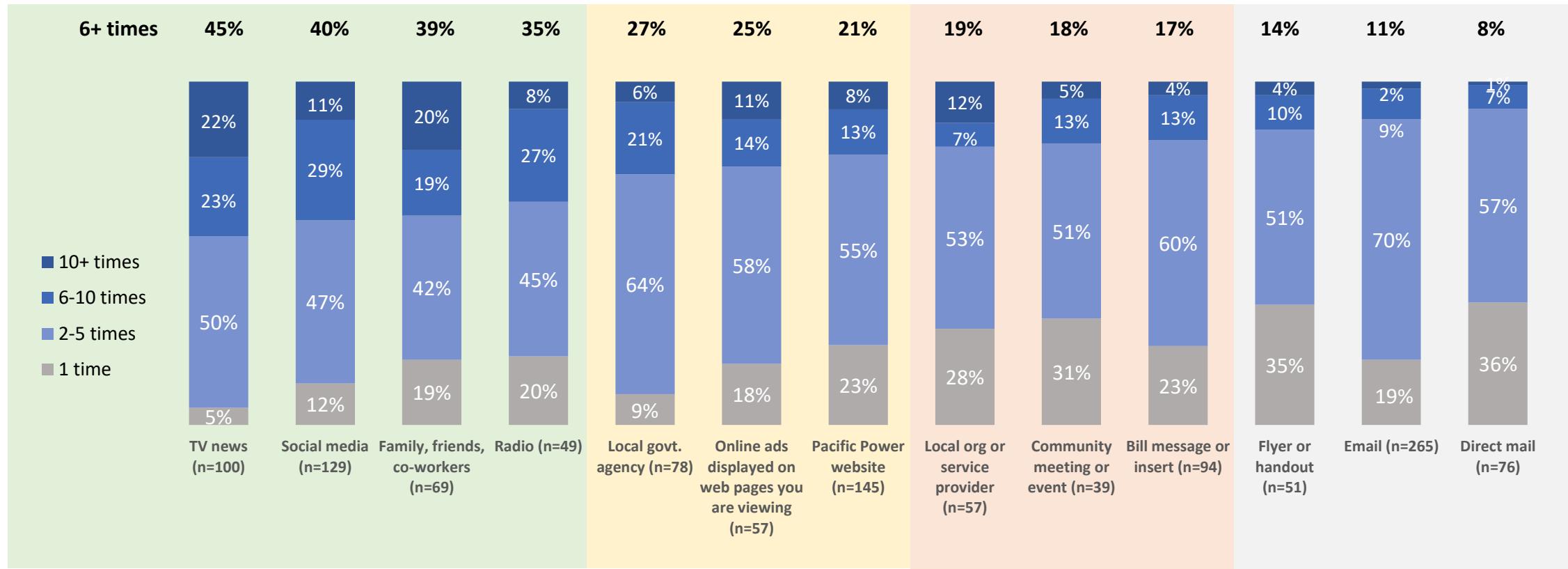
- The Pacific Power website is rated highest in terms of clarity (91%) and usefulness (86%)
- Bill message or insert is also rated highest for usefulness (86%) and second highest in terms of clarity (90%)



Communication Frequency

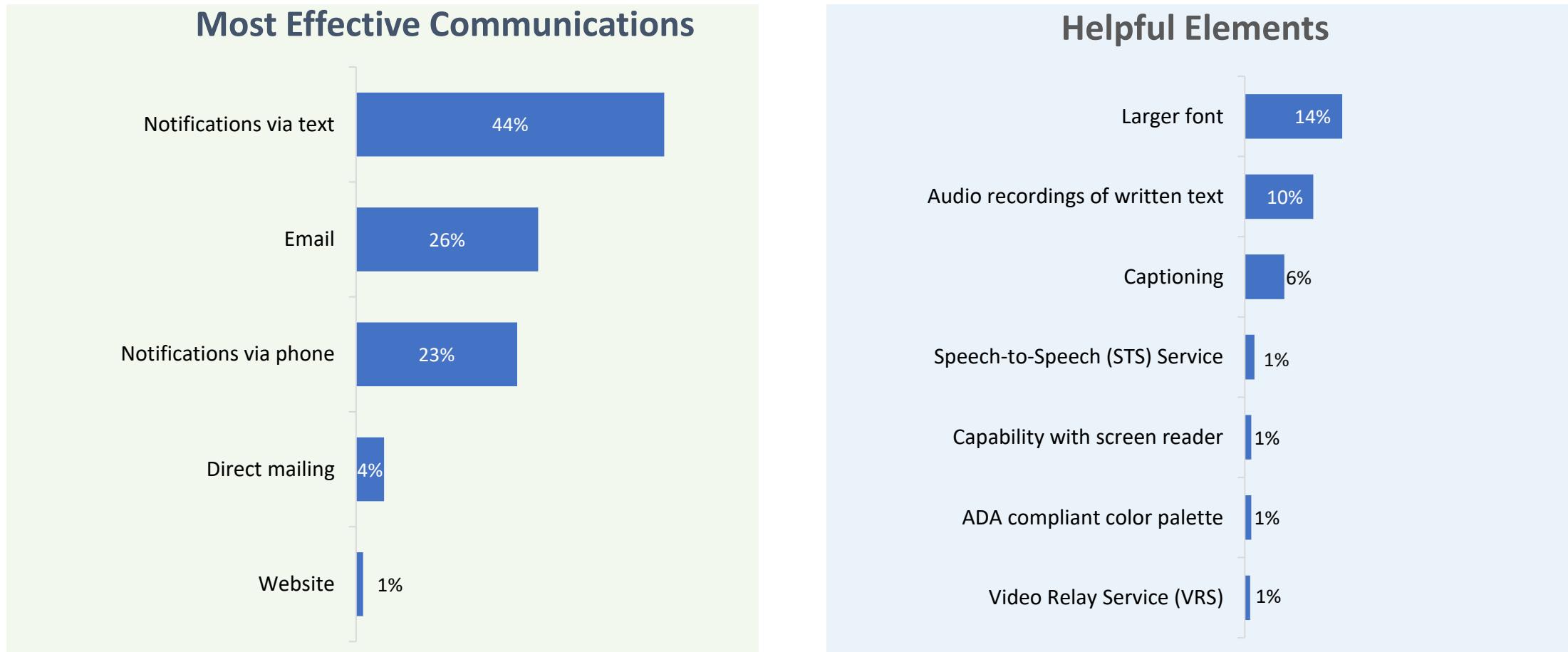
- Respondents say they most frequently see or hear messages about wildfire preparedness from TV news, social media, family, friends, coworkers, and radio

Communication Frequency



Effective and Helpful Communication

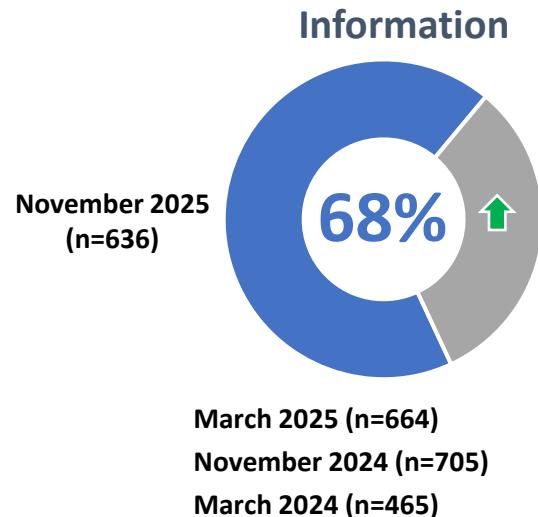
- Notifications via text are considered the most effective form of communication from Pacific Power (44%) followed by email (26%); larger font is considered the most helpful (14%) element that could be incorporated



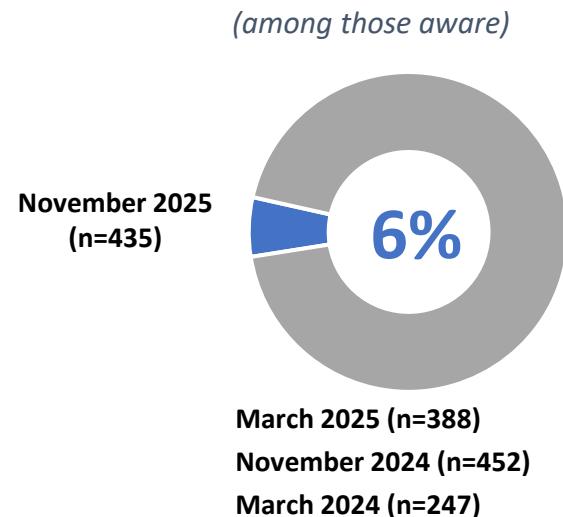
Awareness and Use of Pacific Power Information

- Just over two thirds (68%) are aware they can contact Pacific Power for wildfire safety information, up significantly from March 2025 (58%)
- Of those aware, 6% have contacted Pacific power for wildfire safety information
- Among those who have contacted, vegetation management and personal preparedness are the most common topics discussed
- Just under nine in ten (85%) say they received the information they needed

Awareness of Ability to Contact Pacific Power for Wildfire Safety Information



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



Received Needed Information	November 2025 (n=27*)
Yes	85%
No	15%

Wildfire Topics Discussed (among those who contacted Pacific Power)

Topic	November 2025 (n=27*)
Vegetation Management	37%
Personal Preparedness	30%
Notifications & Updating Customer Information	26%
Pacific Power's Wildfire Mitigation Plan	26%
Local Emergency Services	22%
Planned de-energization of power during extreme weather conditions	19%
Generator Rebate Program	19%
Medical Needs – Plan for any medical needs	15%
Free Portable Battery Program	15%
Weather Stations	11%
Community Resource Centers available for information and support	11%
Enhanced Safety Settings to de-energize power due to debris or wildlife on power lines	11%
Emergency de-energization notifications due to active wildfire near power lines	11%
System Hardening	7%
Fire High Consequence Areas	7%





Wildfire Preparedness Actions Taken

Wildfire Preparedness

- Just over three in four (77%) say they have taken actions to prevent or prepare their home or business in the event of a wildfire, consistent with March 2025 (75%); those with income higher than \$90k, those who own their home, those age 65+, and Recallers are significantly more likely to have taken actions
- Recallers are significantly more likely than Non-Recallers to have prepared an emergency kit (6% vs 2%)

Took Actions to Prevent or Prepare for a wildfire



November 2025
(n=636)

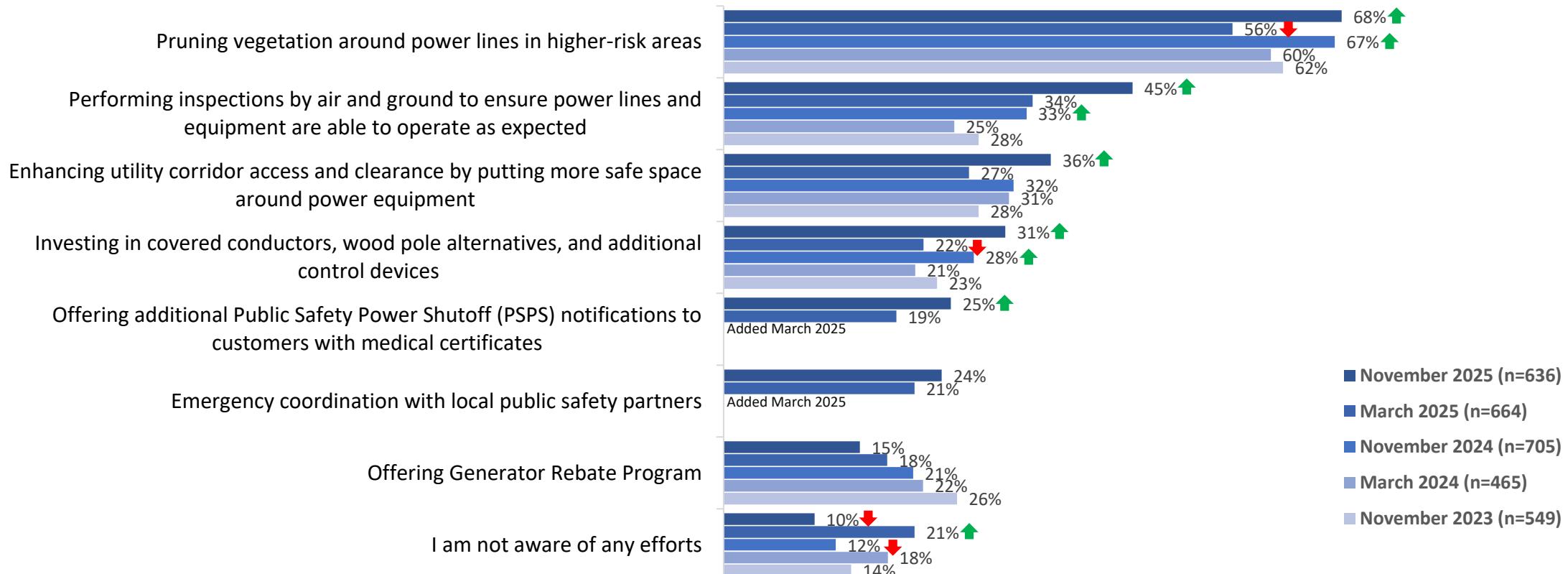
March 2025 (n=664) 75%
November 2024 (n=705) 75% 
March 2024 (n=465) 67% 
November 2023 (n=549) 75%

Actions Taken (among those taking action)	Total				
	Nov 2025 (n=487)	March 2025 (n=498)	Nov 2024 (n=527)	March 2024 (n=313)	Nov 2023 (n=414)
Trimmed vegetation around home or property	76%	76%	72%	74% 	66%
Created defensible space	18%	18%	17%	21%	21%
Prepared an emergency kit	5%	8%	7%	9% 	14%
Watering/installed watering systems	7%	6%	8%	5%	6%
Prepare to evacuate/exit plan	5%	4%	4%	5%	5%
Purchased/readied a generator	4%	4%	4% 	7%	7%

Awareness of Pacific Power's Efforts

- Pacific Power pruning vegetation around power lines in higher-risk areas remains the most recalled effort (68%) and saw a significant increase when compared with March 2025 (56%); those unaware of any efforts saw a significant decrease (10% vs 21%)
- Performing inspections by air and ground, enhancing utility corridor access, investing in covered conductors, and offering additional PSPS notifications all saw significant increases when compared with March 2025

Most Commonly Recalled Efforts by Pacific Power to Reduce Wildfire Risk



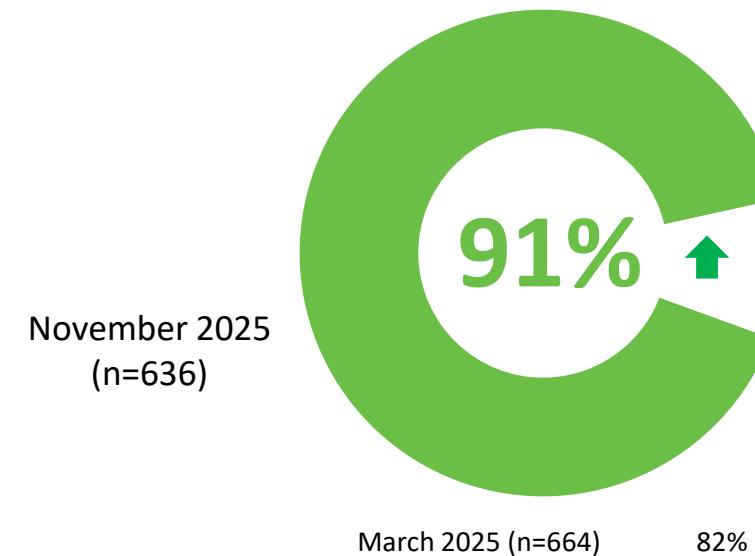


Awareness of Public Safety Power Shutoff

De-energization Awareness

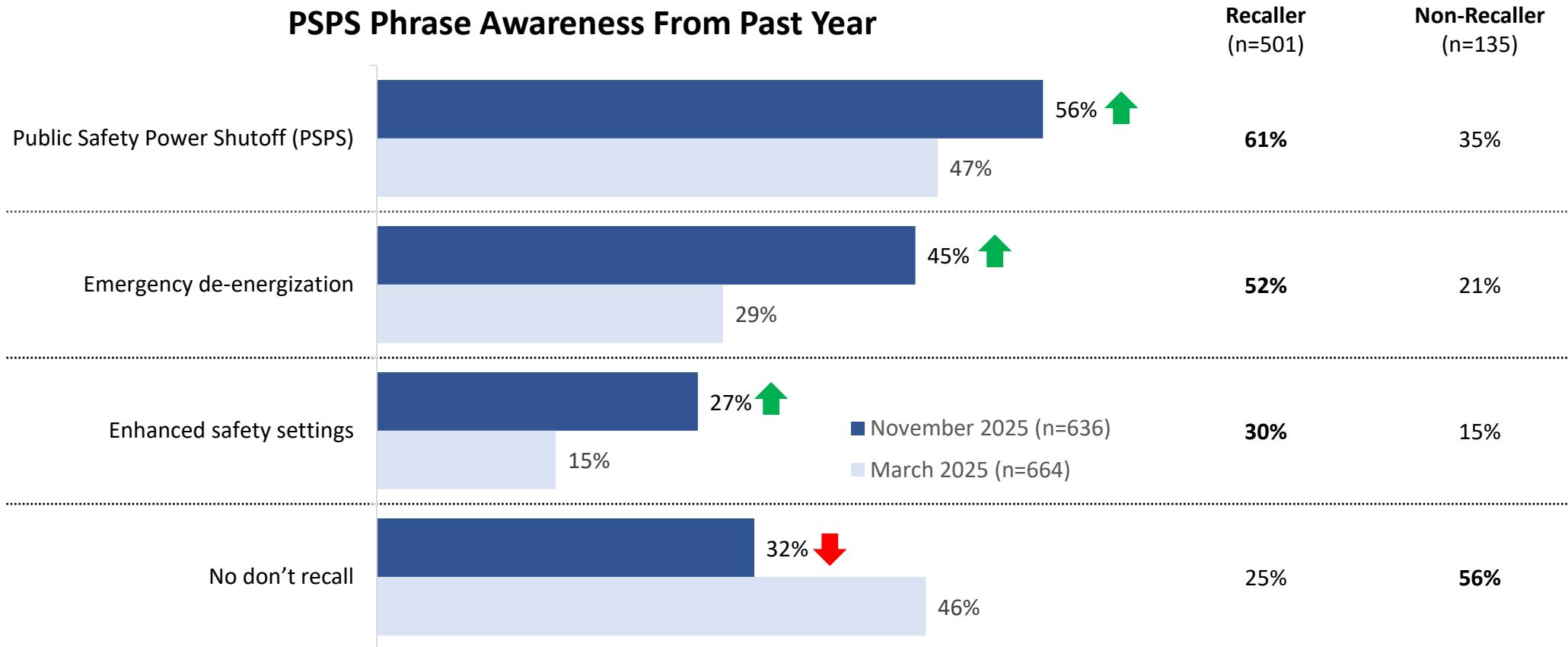
- Just over nine in ten customers (91%) are aware Pacific Power may de-energize power lines during wildfire season, up significantly from March 2025 (82%)
- Recallers are significantly more likely to be aware than Non-Recallers (94% vs 81%)

Aware Pacific Power May De-energize
Power Lines During Wildfire Season



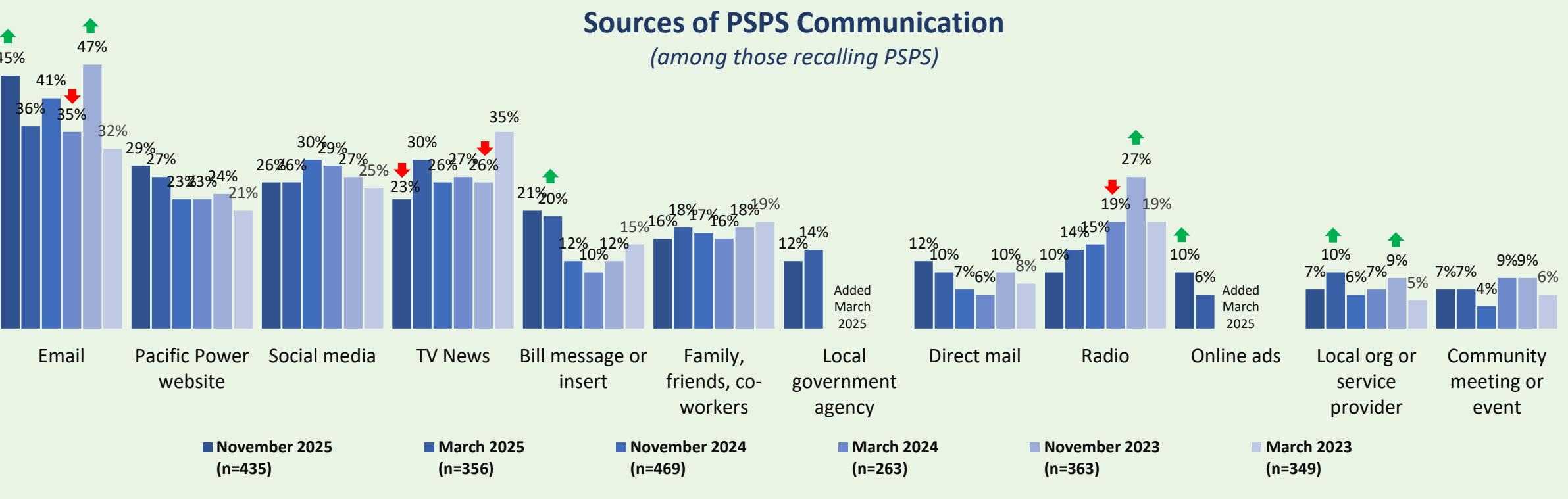
PSPS Phrase Awareness

- Just under six in ten (56%) customers encountered the phrase Public Safety Power Shutoff over the past year; just under one third (32%) do not recall any of the de-energization phrases
- Awareness of PSPS, emergency de-energization, and enhanced safety settings have all increased since March 2025
- Recallers are significantly more likely than Non-Recallers to have encountered all three phrases over the past year



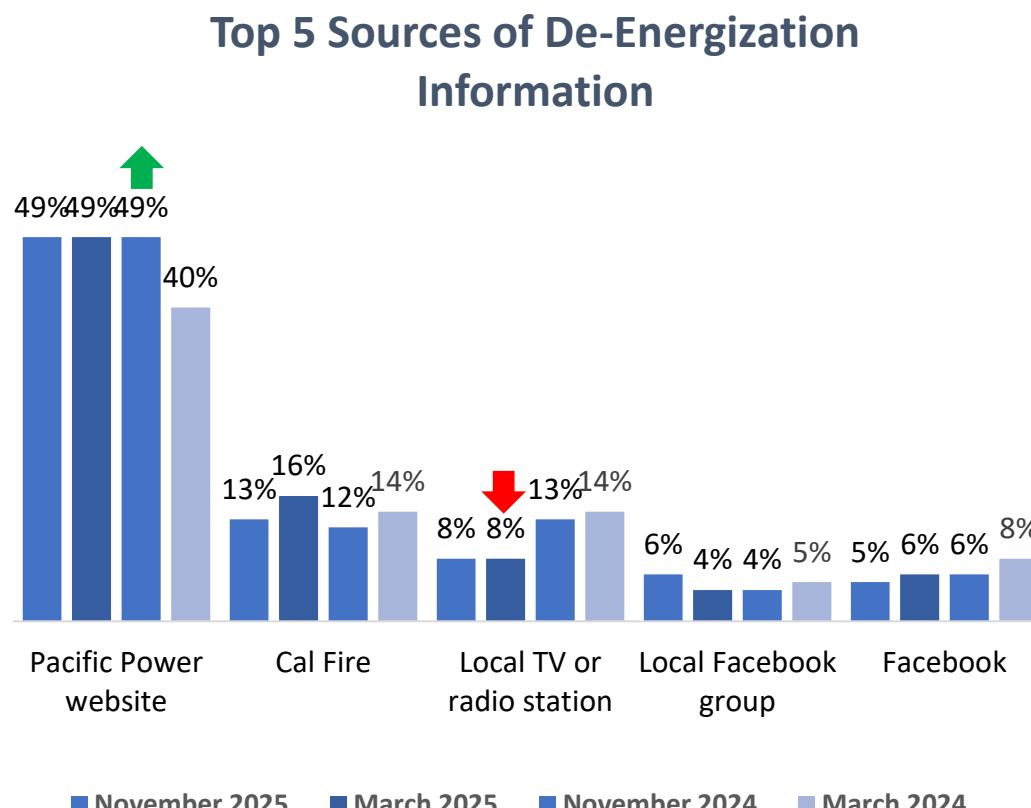
PSPS Awareness Sources

- Email remains the main source of PSPS communication (45%) and saw a significant increase from March 2025 (36%)
- Mentions of online ads saw a significant increase compared with March 2025 (10% vs 6%) while mentions of TV news saw a significant decrease (23% vs 30%)
- Recallers are significantly more likely than Non-Recallers to mention email (48% vs 31%), the Pacific Power website (31% vs 17%), and TV news (25% vs 14%)



PSPS Awareness & Understanding

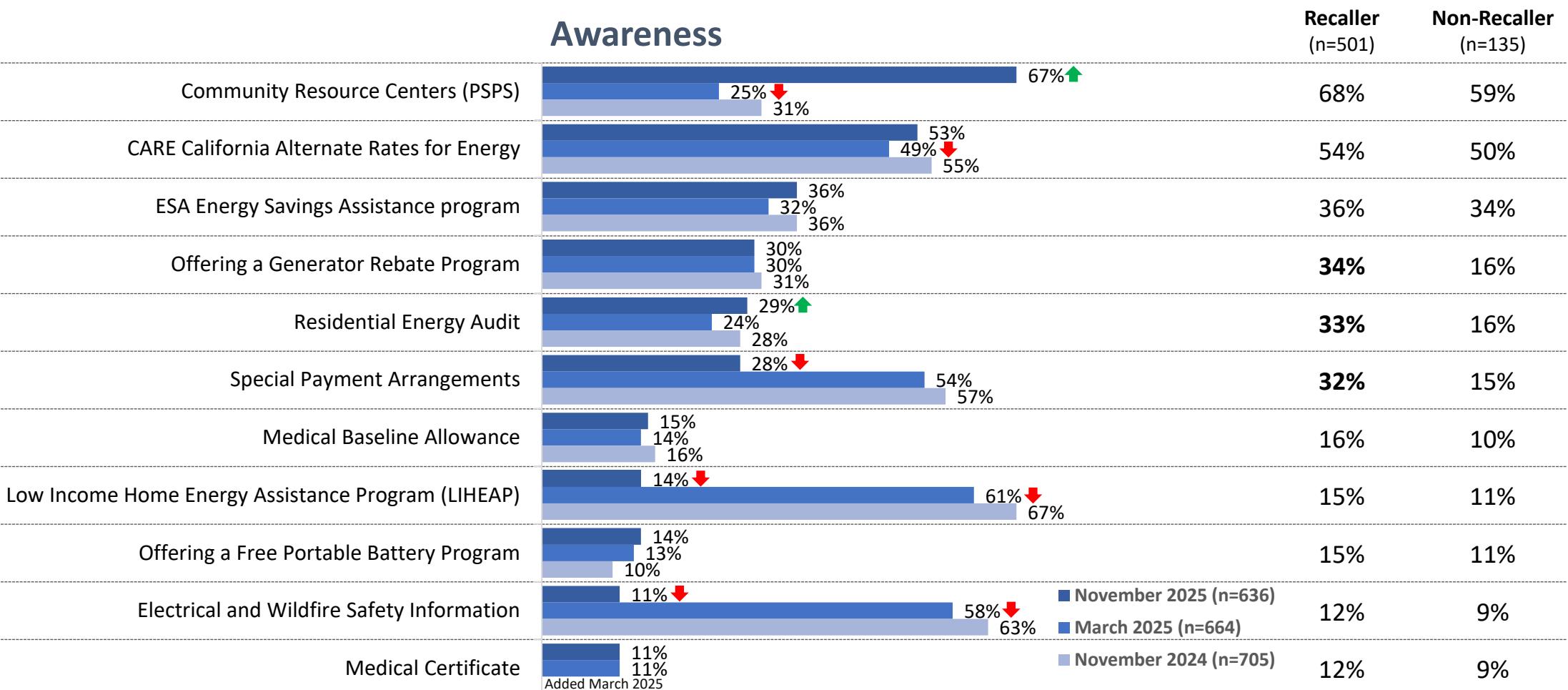
- The Pacific Power website remains the main source customers would turn to for information about de-energization (49%), consistent with March 2025 (49%)
- Just under three in four (74%) understand that a PSPS means “for areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather”, up significantly from March 2025 (64%)
- Recallers are significantly more likely than Non-Recallers to mention the two most mentioned statements describing PSPS



PSPS Understanding	Nov 2025 (n=636)	Mar 2025 (n=664)	Nov 2024 (n=469)	Mar 2024 (n=263)	Nov 2023 (n=363)
For areas at a higher risk of fast-spreading catastrophic wildfires, the utility will proactively shut off power during extreme and dangerous weather.	74%	64%	74%	80%	77%
Before considering a Public Safety Power Shutoff the utility assesses several factors: dry trees and other fuel, winds, extremely low humidity, weather conditions, population density, real-time on-the-ground observations and input from local public safety and health agencies.	51%	45%	57%	59%	63%
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.	49%	47%	51%	54%	51%
The likelihood of a Public Safety Power Shutoff is reduced when the utility takes steps to harden the electric grid.	37%	34%	38%	33%	38%
Taking steps to enhance situational awareness by tracking satellite information and monitoring weather conditions can reduce the likelihood of a Public Safety Power Shutoff.	29%	27%	29%	25%	28%

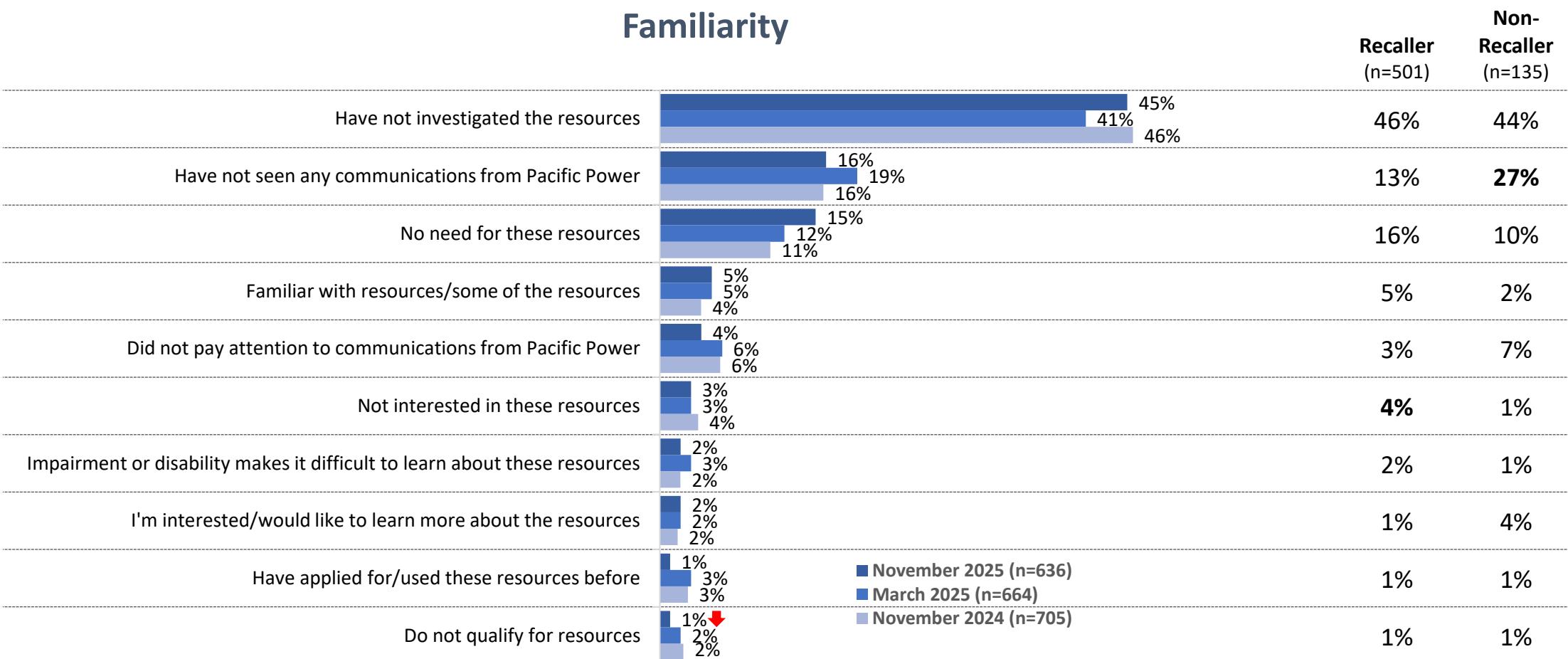
Awareness of Resources

- Just over two thirds (67%) indicate they are aware of community resource centers, significantly higher than in March 2025 (25%) and November 2024 (31%), followed by just over half (53%) saying they are aware of CARE California Alternate Rates for Energy
- Recallers are significantly more likely than Non-Recallers to say they are aware of three of the available resources



Familiarity of Resources

- Just under half (45%) report that they have not investigated the resources, consistent with March 2025
- Recallers are significantly more likely than Non-Recallers to report a lack of interest in the resources (4% vs 1%)
- Non-Recallers are significantly more likely to report they have not seen any communications about resources (27% vs 13%)

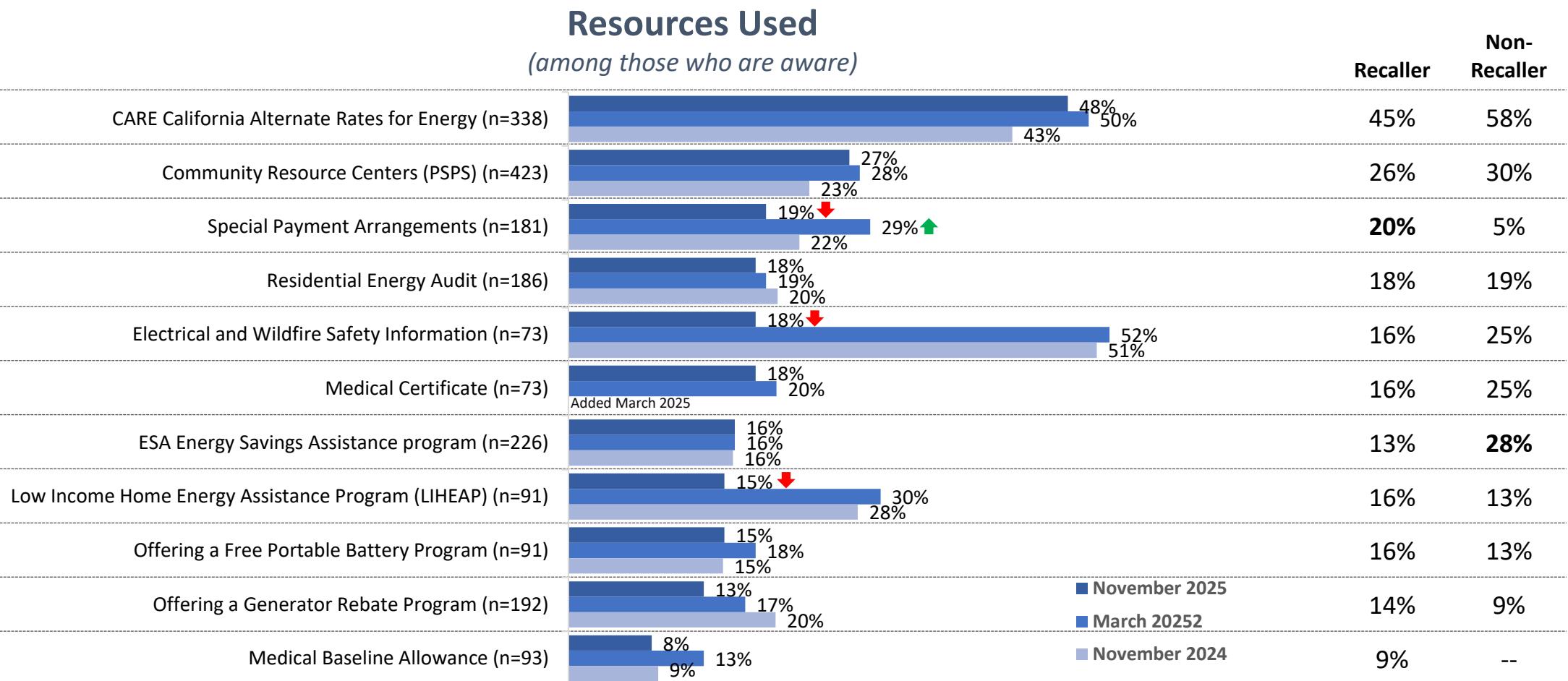


Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between categories

Resources Used

- Of those who are aware of the resources available, just under half (48%) have used CARE California Alternate Rates for Energy, followed by just over one quarter (27%) who have used community resource centers
- Use of special payment arrangements, electrical and wildfire safety information, and LIHEAP saw significant decreases from March 2025

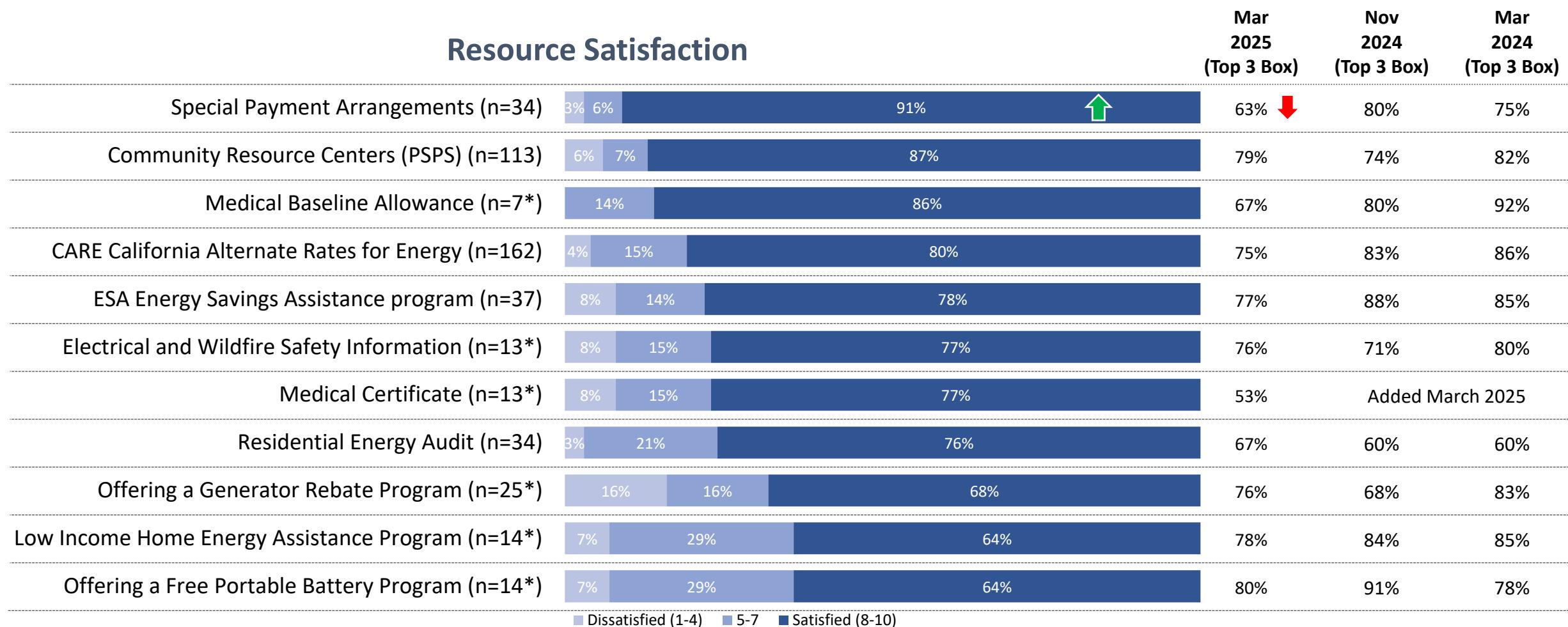


Arrows signify statistical difference at the 95% confidence level compared to the previous wave

Bold denotes statistically significant difference between categories

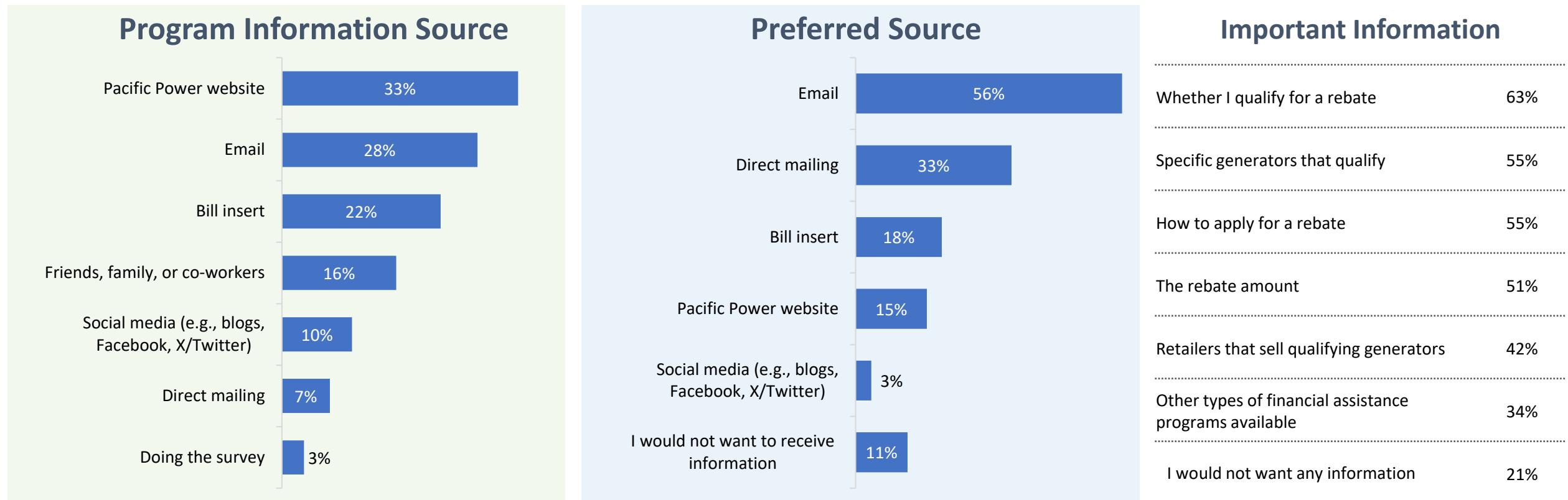
Satisfaction With Resources Used

- Among those using the various resources available, satisfaction is highest with special payment arrangements and community resource centers (PSPS)
- Satisfaction with special payment arrangements saw a significant increase compared with March 2025 (91% vs 63%)



Generator Rebate Program

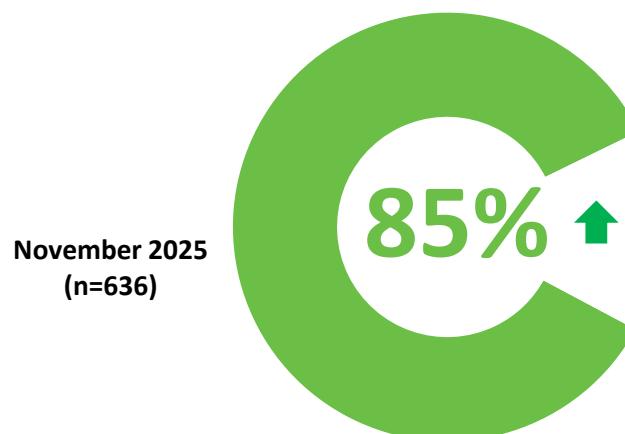
- One third (33%) of those aware of Pacific Power's Generator Rebate Program indicate they learned of it through the Pacific Power website; email is the most preferred (56%) source of communication for information about the Generator Rebate Program
- Whether customers qualify for a rebate (63%), identifying specific generators that qualify (55%), and learning how to apply for a rebate (55%) are seen as the most important information



Contact Information for PSPS

- Just over eight in ten (85%) customers are aware they can update their contact information with Pacific Power, up significantly from March 2025 (80%); awareness among Recallers remains significantly higher than Non-Recallers (89% vs 70%)
- Just over half (55%) of those aware they can update their information have done so, consistent with March 2025

Awareness of Ability to Update Contact Information for PSPS



March 2025 (n=664)	80%	↑
November 2024 (n=705)	66%	↑
March 2024 (n=465)	56%	↓
November 2023 (n=549)	64%	



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

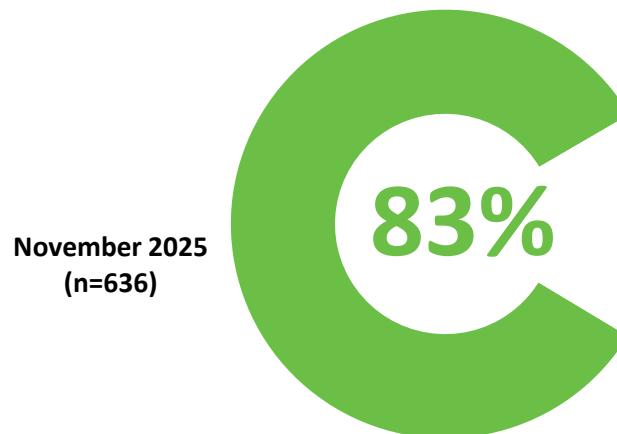


March 2025 (n=532)	53%	↓
November 2024 (n=468)	65%	
March 2024 (n=260)	70%	
November 2023 (n=351)	67%	

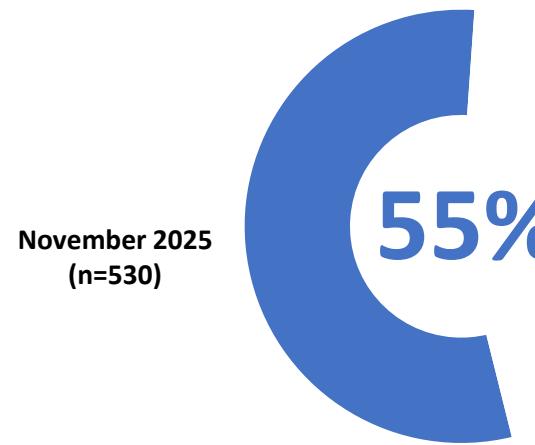
Notification Preferences for PSPS

- Just over eight in ten (83%) customers are aware they can update their notification preferences with Pacific Power, consistent with March 2025; awareness among Recallers is significantly higher than with Non-Recallers (86% vs 72%)
- Just over half (55%) of those aware they can update their preferences have done so, consistent with March 2025

Awareness of Ability to Update Notification Preferences for PSPS



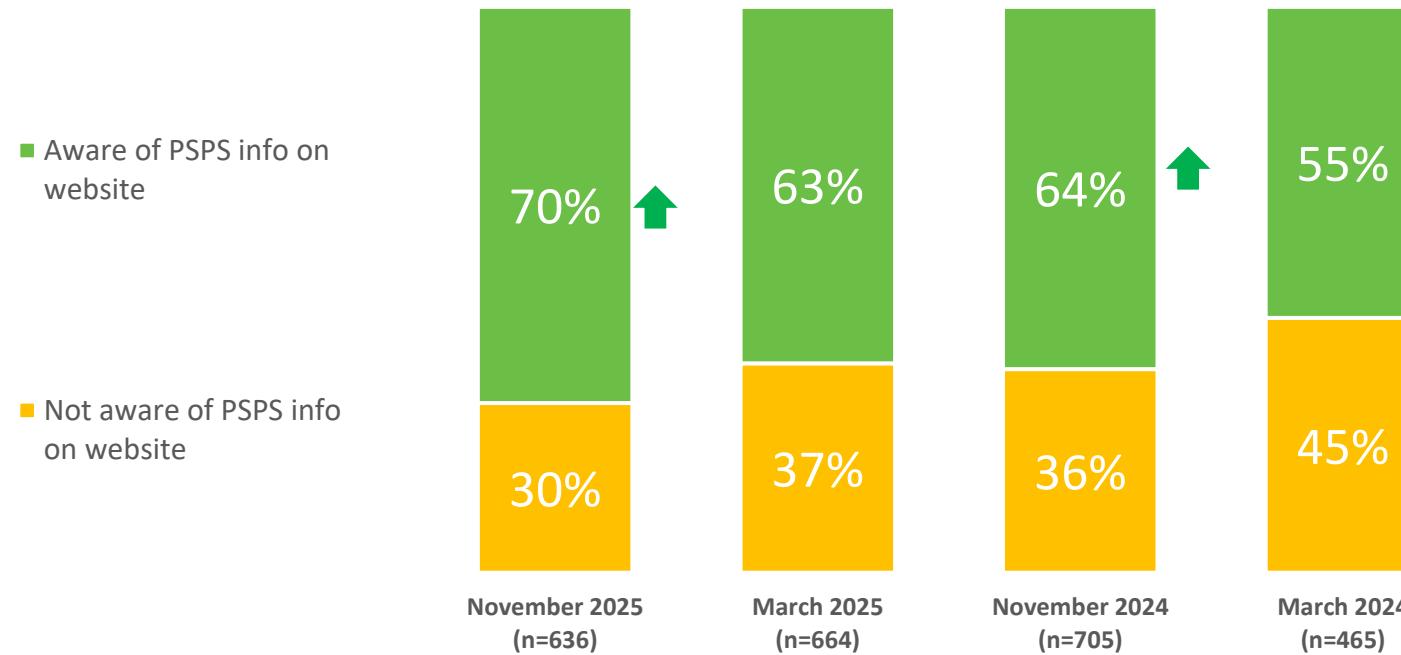
Have Updated Notification Preferences (among those aware they can update preferences)



Awareness of PSPS Event Information

- Seven in ten (70%) respondents are aware they may locate information about a PSPS event on Pacific Power's website, significantly higher than in March 2025 (63%)
- Recallers are significantly more likely than Non-Recallers to indicate they are aware of PSPS information that may be found on Pacific Power's website (74% vs 56%)

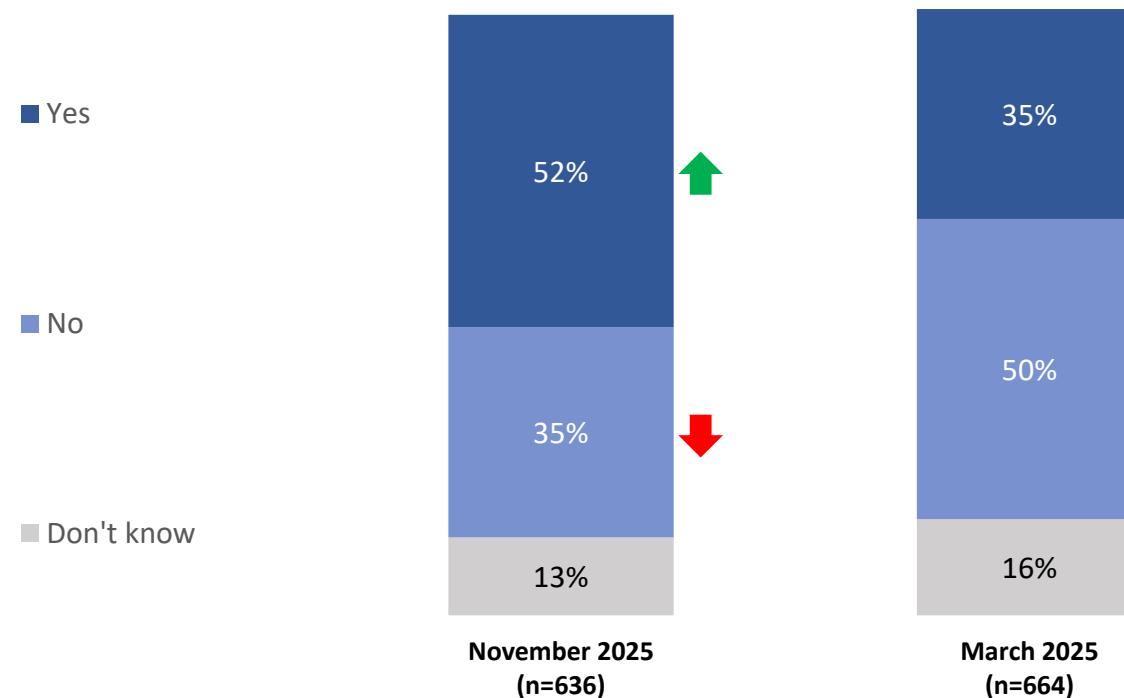
Awareness of PSPS Information on Pacific Power Website



De-Energization Notifications

- During the past year, just over half (52%) indicate being notified by Pacific Power about a Public Power Safety Shutoff or other wildfire related de-energization event, significantly higher than in March 2025 (35%)
- Recallers are significantly more likely than Non-Recallers to say they were notified (56% vs 36%)

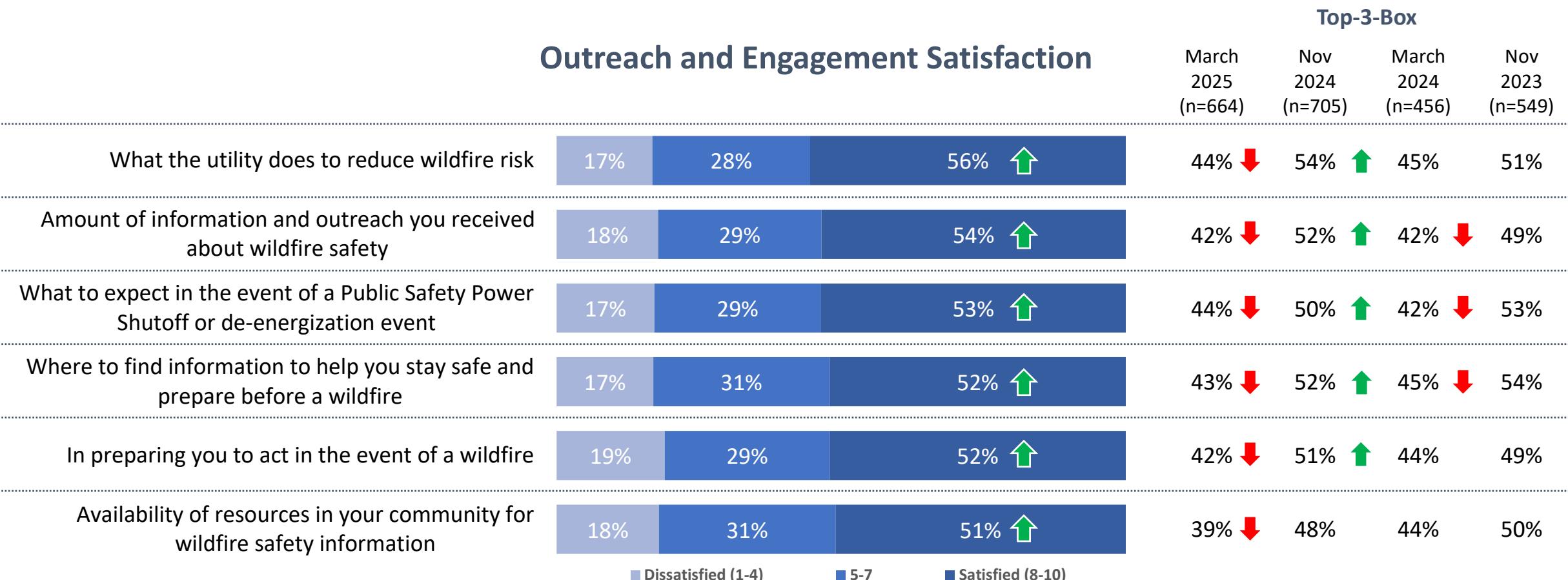
Received Notification from Pacific Power about Wildfire-Related De-Energization Event During Past Year*



*Question added in March 2025

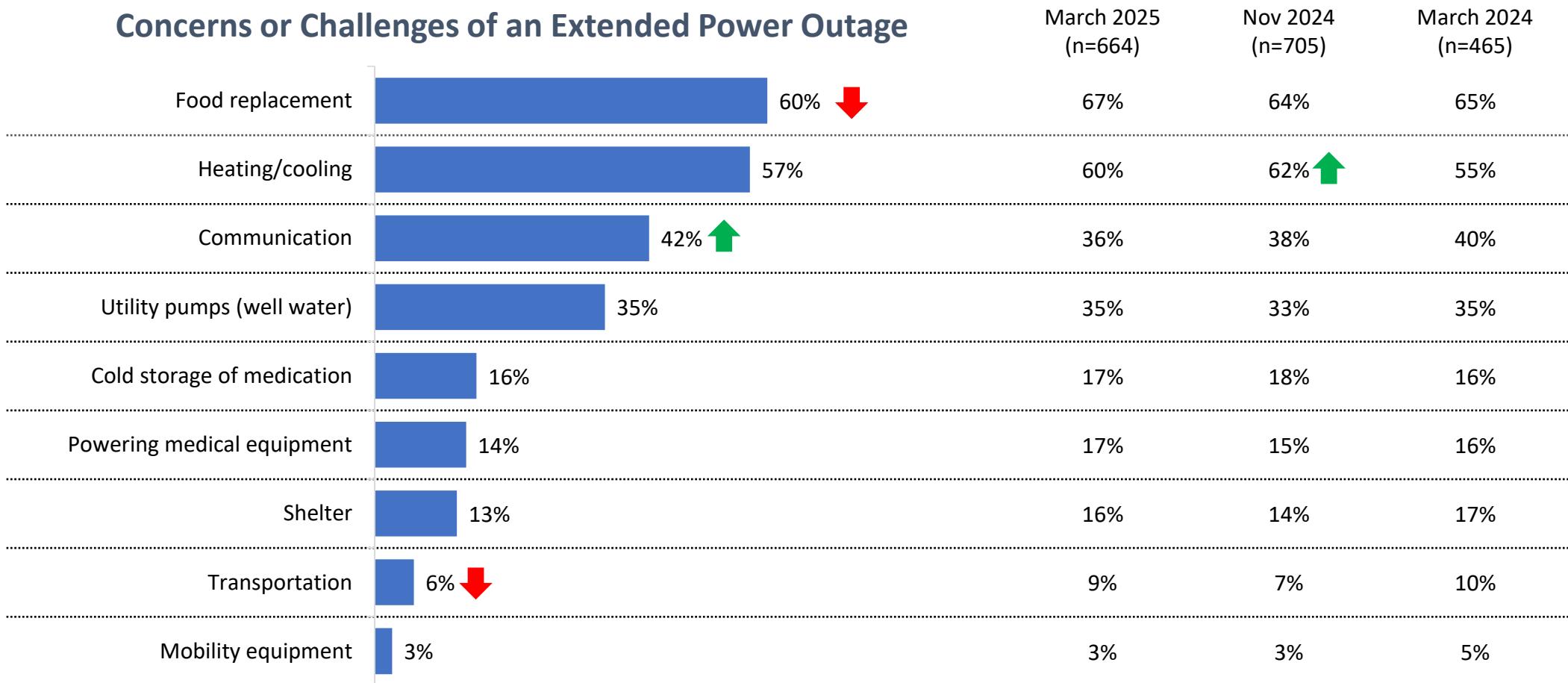
Outreach and Engagement Satisfaction

- Just over half (51% to 56%) of customers report being satisfied with all statements about outreach and engagement
- Satisfaction with all outreach and engagement saw significant increases compared with March 2025



Concerns about Extended Outage

- Food replacement (60%) and heating/cooling (57%) remain the largest concerns and perceived challenges in the event of an extended power outage; communication saw a significant increase since March 2025 (42% vs 36%) while food replacement and transportation saw significant decreases
- AFN customers are significantly more likely than Non-AFN customers to say cold storage of medication (35% vs 7%), powering medical equipment (41% vs 2%), and mobility equipment (7% vs 1%) are significant concerns or challenges in the event of an extended power outage



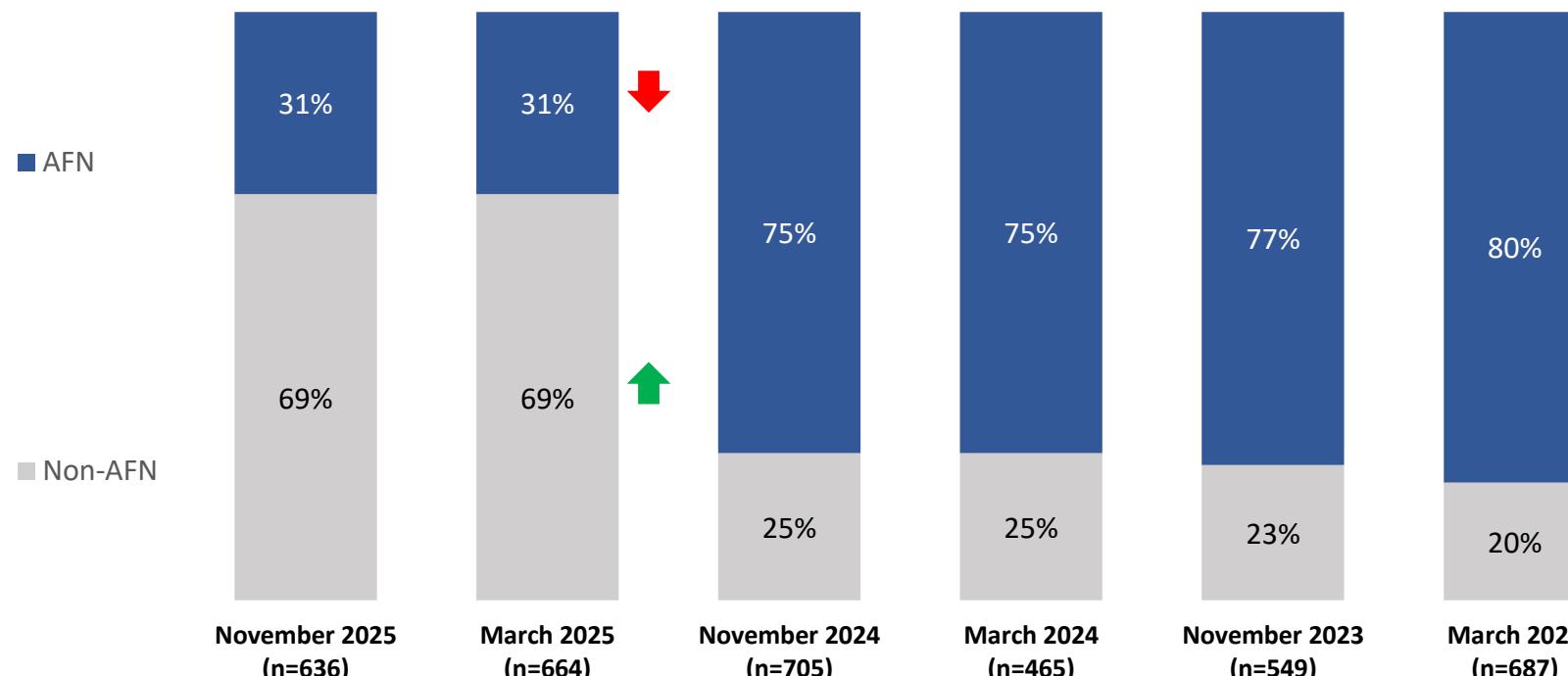
A father and daughter are in a modern kitchen, baking together. The father, wearing a blue t-shirt, is holding a large white mixing bowl and a wooden spoon, smiling at his young daughter. The daughter, wearing a blue long-sleeved shirt and a white apron with colorful spots, is laughing and holding a smaller bowl. They are standing at a white kitchen island. On the island, there is a laptop, a carton of eggs, a measuring cup with milk, and a rolling pin. In the background, there is a dining area with a white chandelier and a large window. To the right, there is a stainless steel oven and a built-in television. The overall atmosphere is warm and family-oriented.

AFN Customers

Self-Identified AFN Status

- Three in ten (31%) say someone in their household is at increased risk of harm to health, safety, or independence during a power outage, down significantly from previous waves
- Question wording was modified in 2025 to reduce the likelihood of false positives for AFN; comparisons with previous waves indicate that previous percentages of customers self-identified as AFN were inflated
- Critical customers are significantly more likely than Random customers to say someone in their household is at an increased risk of harm during a power outage (63% vs 29%)

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



Medical Needs and Language Preferences

One fifth (22%) stated someone at their location relies on electricity for medical needs, consistent with March 2025 (20%)

Of those relying on electricity for medical needs, 63% were able to use electricity dependent medical equipment or keep medicine refrigerated during the de-energization event; of the 37% who were unable to use their equipment, which was significantly lower than in March 2025 (63%), lack of backup power source (77%) and backup power source running out of fuel (2%) were cited as primary reasons why

Of those relying on electricity for medical needs, 26% are aware Pacific Power provides additional notices, consistent with findings from March 2025 (34%)

English is not a primary language for one in six customers (16%), but is still preferred for communications for the vast majority (99%)

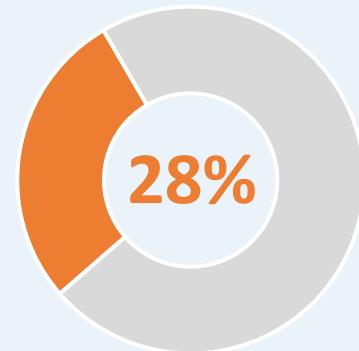
- Out of all respondents, 15 (2%) say it would be helpful for them or someone else in their household to receive communication in another language
- When asked what their preferred language would be to receive communications from Pacific Power, Spanish was the most mentioned non-English language, identified by 6 people (1%)

Access and Functional Needs Resources

- Just over one in four (28%) of those with access and functional needs are aware of Pacific Power's targeted communications and early notifications of PSPS
- 41% of Critical or AFN customers have received information from Pacific Power about programs available, consistent with March 2025 (38%); 21% indicate they engage with Community Based Organizations, outside of a PSPS context

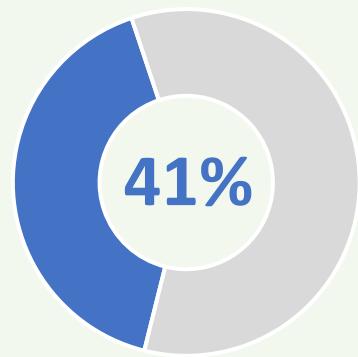
Access and Functional Needs	
Adults age 62+ in household	62%
Chronic conditions or injuries	45%
Depend on electricity to power medical equipment	42%
Physical, developmental, or intellectual disability	29%
Depend on electricity to refrigerate medicine	28%
Low-income household	26%
Limited access to transportation in the case of an emergency	17%
Children in household	10%
Use of a CPAP machine/oxygen tank	2%

Awareness of Targeted Communications (among AFN customers)



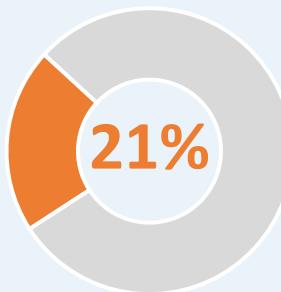
November 2025
(n=196)

Received Information about Utility Programs (among AFN/Critical customers)



November 2025
(n=302)

Engage with Community Based Organizations (among AFN/Critical customers)



November 2025
(n=302)

March 2025 (n=207)	23%
November 2024 (n=549)	24%
March 2024 (n=347)	21%

March 2025 (n=319)	38%
November 2024 (n=579)	40%
March 2024 (n=387)	33%

March 2025 (n=319)	20%
November 2024 (n=579)	16%
March 2024 (n=387)	19%

QA13 For what reasons are you, or anyone else in your household, at increased risk of harm to health, safety, and independence during a power outage? (n=143; A11=Yes)

36 QL2 Are you aware that Pacific Power looks to identify households with individuals with increased risk of harm to health, safety, and independence during a power outage to provide targeted communication and notification of Public Safety Power Shutoff? (n=196; A11=Yes)

QL3 Do you recall receiving direct communication regarding available Pacific Power customer programs and/or preparedness? (n=302; A11=Yes / Critical Customer / Rely on electricity for medical needs)

QL4 Do you or members of your household engage with local organizations, service providers or government agencies within your community outside of the "during a Public Safety Power Shutoff (PSPS)" context covered earlier in the survey? (n=302; A11=Yes / Critical Customer / Rely on electricity for medical needs)

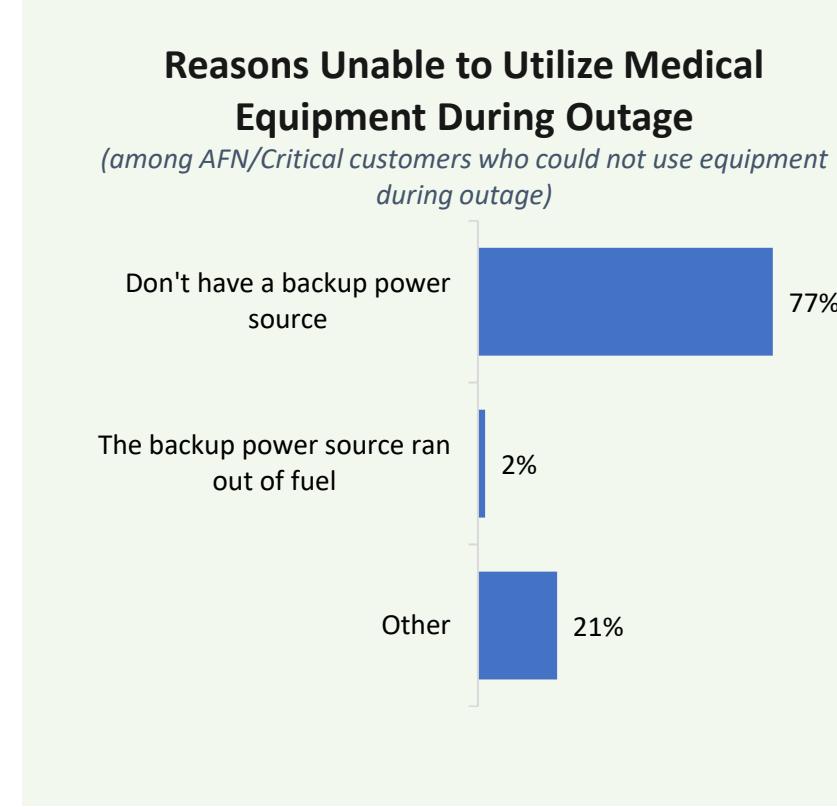
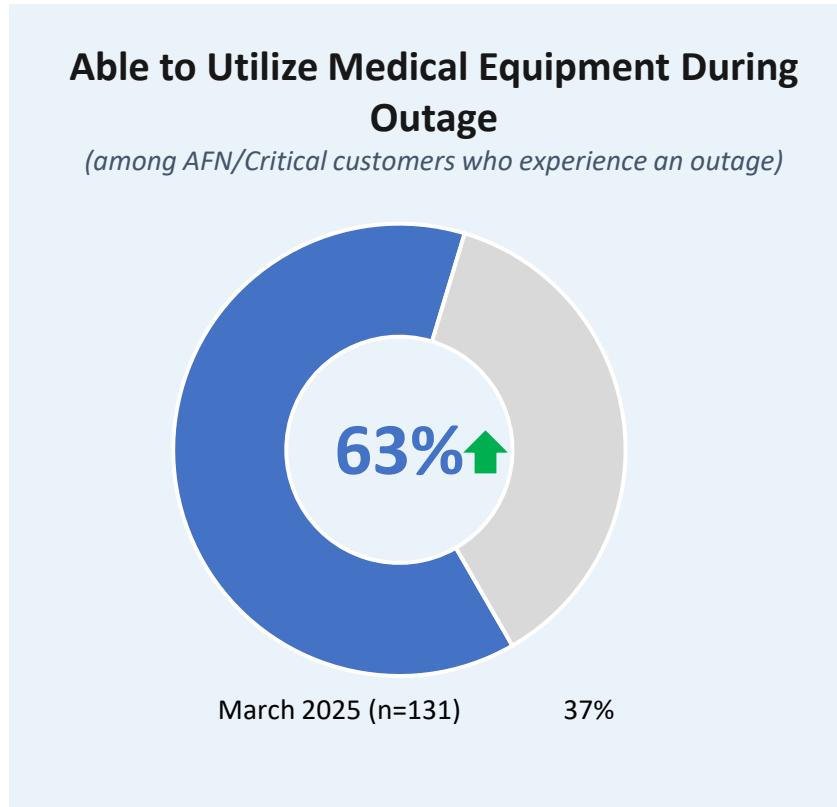
POWERING YOUR GREATNESS



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

AFN Customers' Ability to Use Medical Equipment

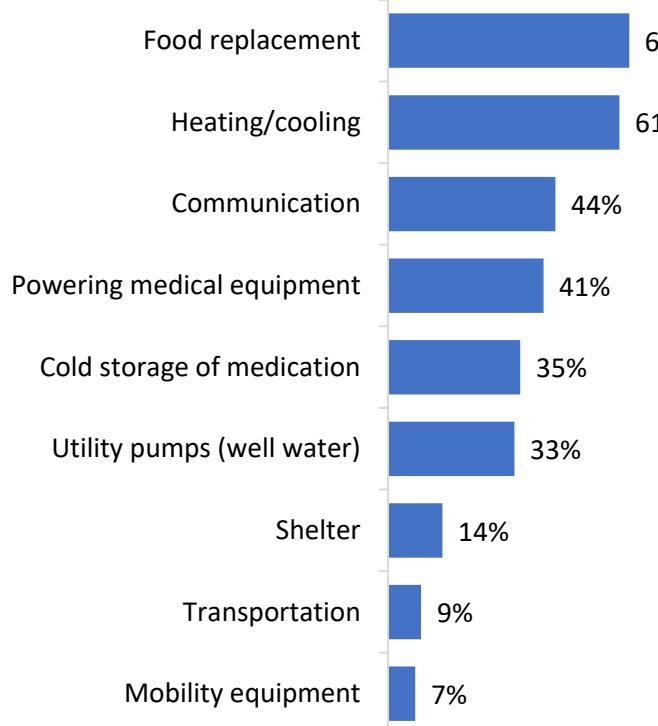
- Among AFN customers who reported experiencing a de-energization event, 63% were able to utilize electricity dependent medical equipment, up significantly from 37% in March 2025
- Not having a backup power source is the most common reason cited for not being able to use medical equipment, mentioned by 77% of AFN customers



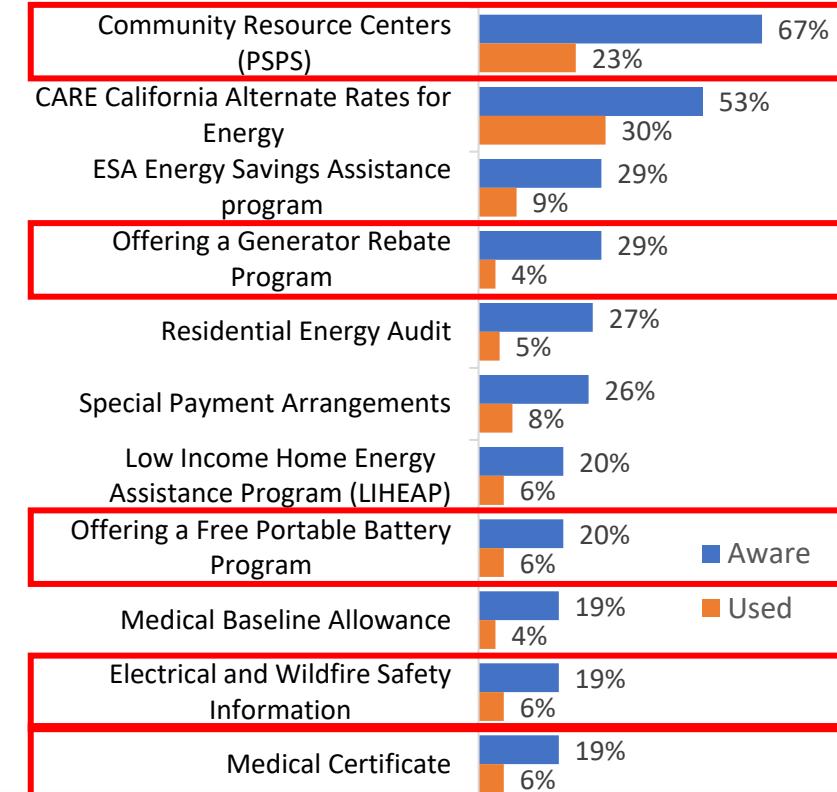
AFN Customers' Concerns & Resources

- AFN customers biggest concerns with an extended power outage are food replacement, heating/cooling, and communication
- Specific to wildfire-related resources, AFN customers are most likely to be aware of community resource centers (67%), followed by the Generator Rebate Program (29%), the Free Portable Battery Program (20%), electrical and wildfire safety information (19%), and Medical Certificate (19%); usage is considerably lower, with community resource centers most commonly used (30%)
- Not investigating resources (43%) and not seeing any communications from Pacific Power (25%) are the biggest barriers to usage

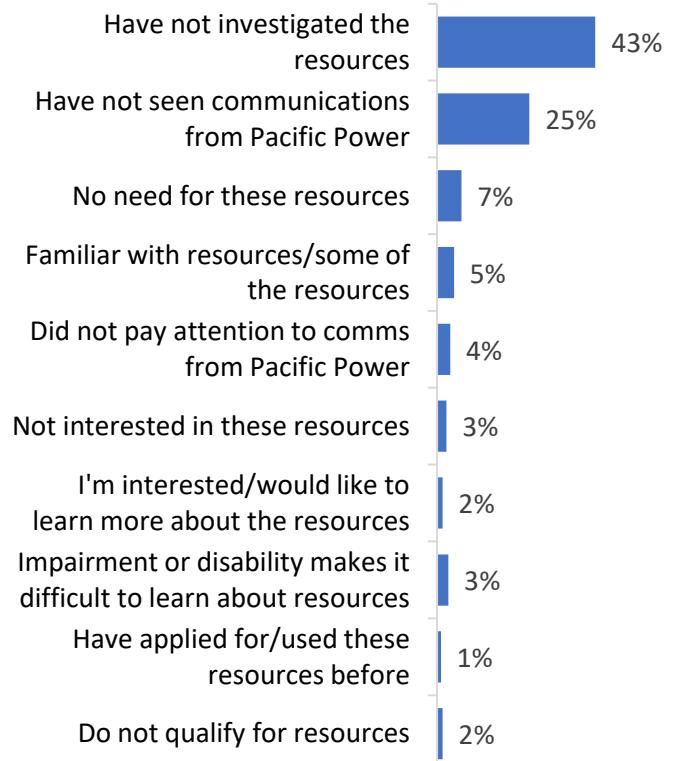
Concerns or Challenges of an Extended Power Outage (AFN Customers)



Resource Awareness & Usage (AFN Customers)



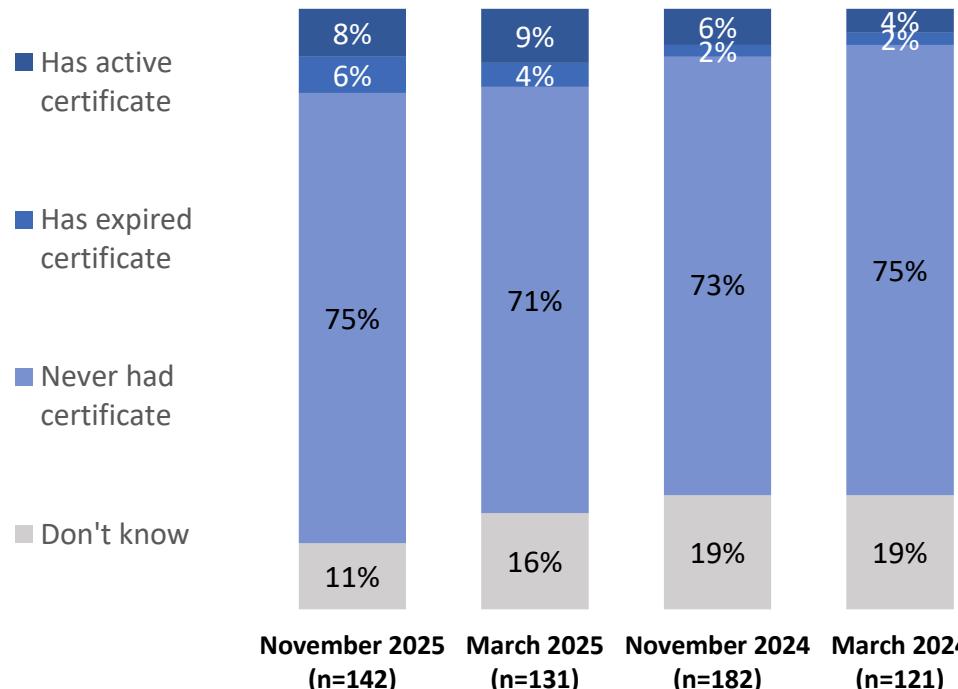
Familiarity & Barriers to Resources (AFN Customers)



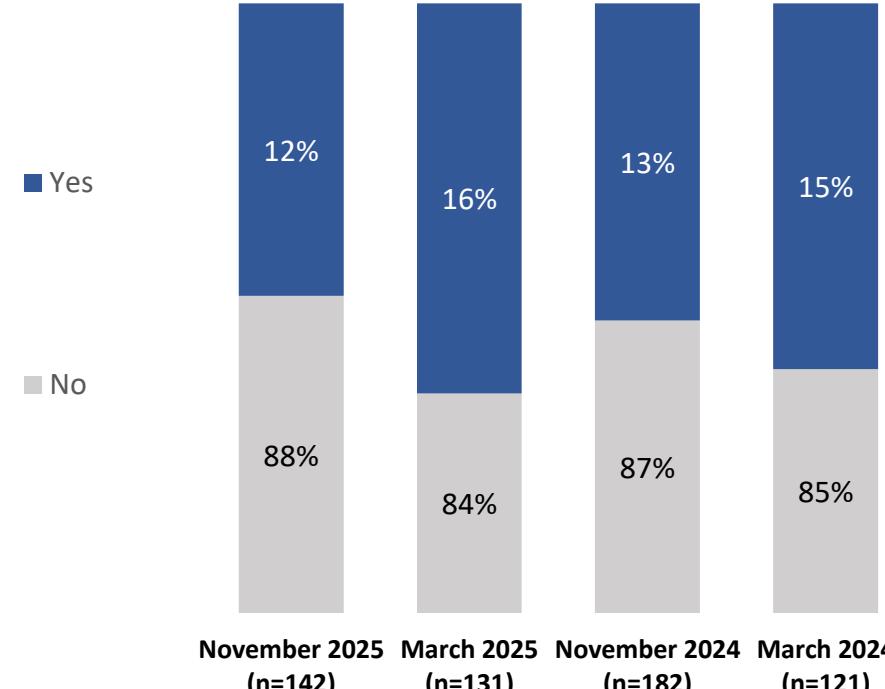
Medical Certificate Usage

- Of the customers who rely on electricity for medical equipment, only 8% currently have an active Medical Certificate
- Only 12% are aware that the Medical Certificate requires renewal, consistent with March 2025

Medical Certificate Usage
(among those with medical needs)

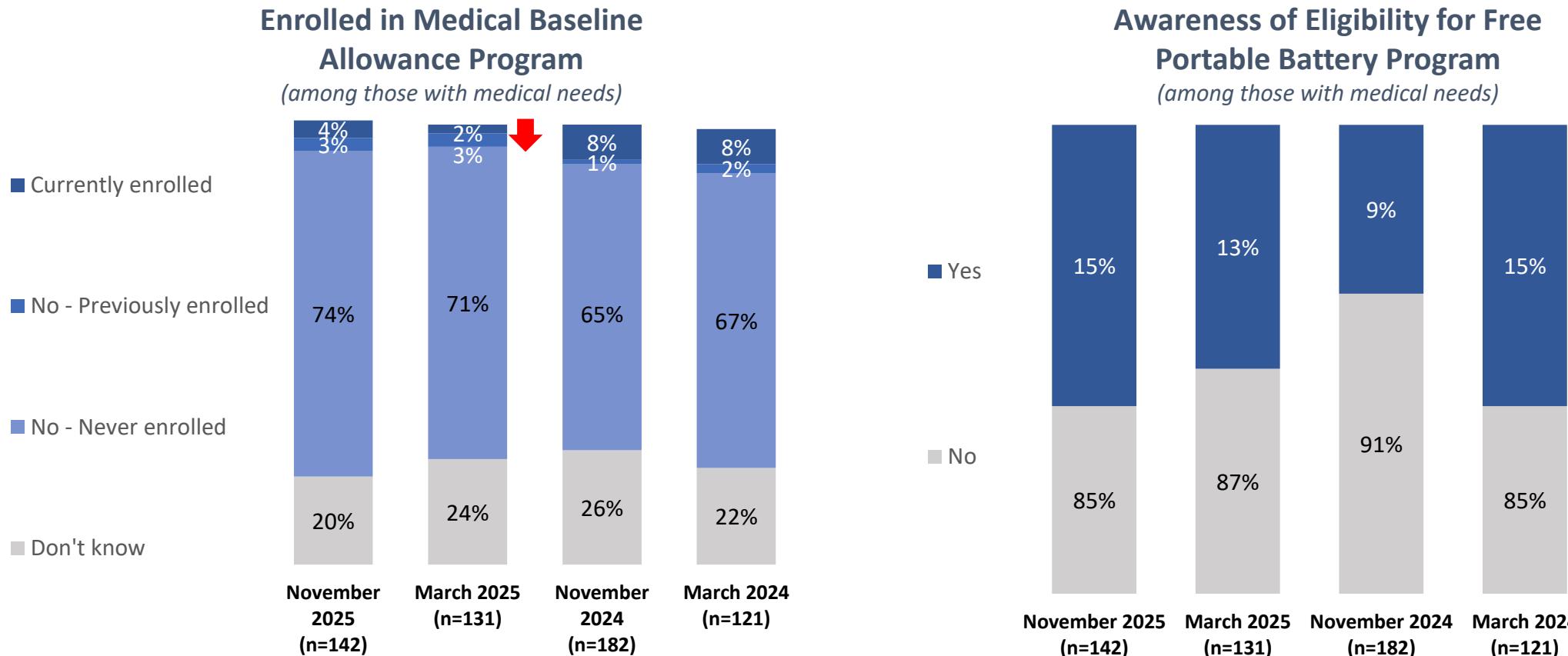


Aware Certificates Require Renewal
(among those with medical needs)



Medical Baseline Allowance and Free Portable Battery

- Only 4% of customers who rely on electricity for medical equipment self report enrollment in the Medical Baseline Allowance Program, consistent with March 2025 (2%)
- Of the customers who rely on electricity for medical equipment, 15% are currently aware that those enrolled in both the Medical Baseline Allowance Program and the CARE program are eligible for a free portable battery through Pacific Power, consistent with previous findings



Key Metrics: Random vs. Critical Customers

	Random Customers (n=606)	Critical Customers (n=30)
Aware of Wildfire Safety Communications	80%	50%
Aware of Communications from Pacific Power (among those aware)	53%	47%
Took Action to Prevent or Prepare for a Wildfire	77%	70%
Aware Pacific Power May De-energize Lines During Wildfire Season	92%	80%
Would Turn to Pacific Power Website for PSPS Info	49%	36%
Aware of Ability to Update Contact Info for PSPS	86%	73%
Aware of Ability to Update Notification Preferences	84%	70%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	51%	53%
Aware of Additional PSPS Notices to those enrolled in Medical Certificate Program (among those with medical need)	26%	25%

Demographic Profiles: Random vs. Critical Customers

	Random Customers (n=606)	Critical Customers (n=30)
Gender	Male – 39% Female – 56%	Male – 27% Female – 67%
Age	18-54 – 16% 55-64 – 17% 65+ – 64%	18-54 – 37% 55-64 – 20% 65+ – 33%
Median Income	\$50K	\$30K
Home Ownership	Own – 79% Rent – 16%	Own – 63% Rent – 27%
Primary Language is not English	16%	10%
Responded they Rely on Electricity for Medical Needs	21%	53%

Key Metrics: AFN vs. Non-AFN

	AFN Customers (n=196)	Non-AFN Customers (n=440)
Aware of Wildfire Safety Communications	75%	80%
Aware of Communications from Pacific Power (among those aware)	50%	54%
Took Action to Prevent or Prepare for a Wildfire	76%	77%
Aware Pacific Power May De-energize Lines During Wildfire Season	91%	92%
Would Turn to Pacific Power Website for PSPS Info	46%	50%
Aware of Ability to Update Contact Info for PSPS	82%	87%
Aware of Ability to Update Notification Preferences	82%	84%
Satisfied with Availability of Resources in Community for Wildfire Safety Info	46%	53%
Aware of Additional PSPS Notices to those enrolled in Medical Certificate Program (among those with medical need)	26%	--

Demographic Profiles: AFN vs Non-AFN

	AFN Customers (n=196)	Non-AFN Customers (n=440)
Gender	Male – 33% Female – 62%	Male – 41% Female – 54%
Age	18-54 – 17% 55-64 – 17% 65+ – 62%	18-54 – 16% 55-64 – 17% 65+ – 63%
Median Income	\$37K	\$53K
Home Ownership	Own – 74% Rent – 17%	Own – 80% Rent – 16%
Primary Language is not English	16%	16%
Responded they Rely on Electricity for Medical Needs	72%	--

Post-PSPS



- Just over half (54%) say that notifications should be sent if there is any possibility of a PSPS, consistent with March 2025 (57%)

PSPS Notifications Perception	November 2025 (n=636)	March 2025 (n=664)	November 2024 (n=705)	March 2024 (n=465)	November 2023 (n=549)
Notifications should be sent if there is any possibility of a PSPS	54%	57%	55%	51%	54%
Notifications should only be sent if there is a high likelihood of a PSPS	33%	32%	32% 	38%	35%
Notifications should only be sent if a PSPS is certain to occur	13%	11%	12%	11%	11%

A photograph of a person from behind, standing in a field of tall grass. They are wearing a blue t-shirt and dark pants, and have their arms outstretched. In the background, a large wind farm is visible on a hill under a cloudy sky. The image is used as a background for a presentation slide.

CBO and other Partner Interviews

CBO and other Partner Interviews

Three in-depth interviews were conducted with CBOs and other partner organizations in the California Pacific Power territory.

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



CBO and other Partner Interviews

Current Communications

- County emergency services report strong personal communications with Pacific Power, with email, in-person interactions, and text messages with their rep or liaison
 - Both counties have personal relationships with their rep, and report strong communications around planned outage and outage response
 - One reports using the Pacific Power public safety portal, and receiving training on the portal in the past year and uses the portal to monitor the status of critical infrastructure
- Emergency services organizations mention the most important information needed are clear communications and updates about outages, system improvements, and the impacts on the public (e.g., road closures, critical infrastructure, etc.), and fire mitigation efforts (e.g., where and when work is performed)
- The CBO focused on seniors reports limited communications from Pacific Power, recalling a few in-person presentations in the past
- The most important information needed for the CBO is focused around where outages and/or road closures will take place, so preparations can be made for transportation if seniors need to evacuate or be moved to a location with power for medical devices
- All state email is the best method for non-emergency communications, and cell phone calls or texts are best during emergency situations

Spreading the Word

- The most challenging community members to reach are those in outlying areas or seniors dependent on care; building trust with the community and spreading accurate information can be a challenge
- Recommended methods for reaching the community about wildfire safety and PSPS preparation include direct communications (email and bill inserts or letters), social media, attendance at in-person events, radio, and encouraging signing up for county wide alerts (e.g., Ready Siskiyou)
 - Social media, primarily Facebook, provides the ability to reach large portions of the public, and there is a strong presence of local Facebook groups; this can also encourage word of mouth for those without a social media presence
 - Local events such as county fairs, car shows, etc. provide a strong opportunity to directly reach the community, or to provide resources (printed materials, funding, or links directing people to information on the Pacific Power website)
 - Emails from Pacific Power and bill inserts are key methods for customers to hear directly from the utility
 - The use of a community liaison, or partnership with CBOs may be a viable way to reach those in outlying areas with limited cell or internet connectivity
 - County-wide alerts are a good way for the community to stay up-to-date with PSPS or outage information, and also fire-related information
 - Radio is another method to reach those in rural areas with limited connectivity
- English, Spanish, Hmong, Chinese, and Vietnamese are all reported to be spoken, with English and Spanish being most common

CBO and other Partner Interviews

Useful Information/Resources

- The most effective information Pacific Power can provide to help prepare the community include:
 - Information about PSPS (why events are necessary, the conditions that could cause PSPS, potential length of outages, etc.) and Pacific Power's mitigation efforts (vegetation management and infrastructure upgrades)
 - Messages about how the public can prepare for an outage, including vegetation management/defensible space, a checklist for having fresh water, non-perishable food, resources for powering medical equipment, and access to charging devices for phones
 - Encouraging enrollment in messaging services for emergency alerts as well as messaging from Pacific Power directly
 - Education about back up power resources, either through programs like the Generator Rebate Program or providing general information about generators or battery backups (what/where to buy, how to use, etc.)
 - Information directed toward seniors and AFN community members (and families/caregivers) about what to do in the event of a power outage
- Continuing strong communications with emergency services when outages occur, including regular updates, outage maps, road closures, etc.
- Consider positioning planning for PSPS as part of the broader disaster preparation that could include earthquakes, winter storms, floods, etc.
- Attendance at public facing events where information about disaster preparation, PSPS, fire mitigation efforts, and personal preparedness can be directly provided to individuals

PSPS Events

- Frequent communication with emergency services agencies and the public is highly important leading up to, and during, PSPS events
 - Providing as much notice as possible is important, ideally 48-72 hours
 - Emergency services agencies need the time to ensure they have proper staffing so they can respond to the situation as well as questions from the public; frequent updates are also important as situations evolve
 - For those supporting seniors, advanced lead time and frequent updates are also important, as additional time may be needed to arrange for transportation and/or backup power resources
 - Similarly, early notifications for the general public are recommended with regular updates as conditions change
- Educational messaging during late Spring/early Summer is recommended to increase public awareness
 - Encourage the public to opt in receiving alerts directly from Pacific Power or through emergency notification platforms
 - Educate about PSPS preparation (having food, water, back up power solutions, etc.), particularly for those with medical needs
 - Use a variety of methods for education, including email, direct mail, social media and radio, and keep messaging consistent and routine to increase retention
- Special attention is required for those needing medical equipment and the elderly (and caregivers), and those in isolated rural areas, to educate them about support resources available

A blurred background image of a night market or fair. In the foreground, several food trucks are visible, with one prominent yellow truck on the left and a white truck on the right. A large crowd of people is gathered around the trucks, some sitting at tables and others standing. The scene is lit by the warm lights of the food trucks and the surrounding area, creating a festive atmosphere.

Demographic Profiles

Respondent Profiles

Gender	Total (n=636)	Recallers (n=501)	Non-Recallers (n=135)	Renter/Homeowner	Total (n=636)	Recallers (n=501)	Non-Recallers (n=135)
Male	39%	39%	39%	Own	78%	79%	73%
Female	56%	57%	55%	Rent	16%	15%	19%
Age				Other	2%	2%	2%
18 to 24	<1%	<1%	--	Prefer not to say	4%	3%	6%
25 to 34	2%	2%	1%	Household Income			
35 to 44	6%	5%	10%	Less than \$20,000	13%	12%	16%
45 to 54	9%	8%	12%	\$20,000 to \$39,999	21%	20%	24%
55 to 64	17%	16%	21%	\$40,000 to \$59,999	15%	16%	10%
65 or over	63%	66%	50%	\$60,000 to \$89,999	15%	15%	14%
Prefer not to say	4%	4%	6%	\$90,000 to \$129,999	10%	10%	10%
Property type				\$130,000 to \$199,999	4%	4%	5%
Residential	94%	94%	93%	\$200,000 or more	2%	3%	--
Commercial	2%	2%	4%	Prefer not to say	21%	21%	20%
Multi-family	2%	2%	2%				
Agriculture	1%	1%	1%				

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Q17

What is your gender? (n=636; Total)

Q18

What is your age category? (n=636; Total)

Q1A.

At what type of property do you receive electric service from Pacific Power? If you have more than one, please indicate the one you associate with the email or phone number that was used to contact you for this survey, or choose the one where you are most familiar with the service. (n=636; Total)

Q19

Do you own or rent your home? (n=636; Total)

Q20

Which of the following best describes your annual household income? (n=636; Total)

POWERING YOUR GREATNESS

Bold denotes statistically significant difference
between Recallers and Non-Recallers

Respondent Profiles: AFN vs. Non-AFN

Gender	Total (n=636)	AFN (n=196)	Non-AFN (n=440)	Renter/Homeowner	Total (n=636)	AFN (n=196)	Non-AFN (n=440)
Male	39%	33%	41%	Own	78%	74%	80%
Female	56%	62%	54%	Rent	16%	17%	16%
Age							
18 to 24	<1%	--	<1%	Other	2%	2%	2%
25 to 34	2%	1%	2%	Prefer not to say	4%	6%	3%
35 to 44	6%	7%	5%	Household Income			
45 to 54	9%	9%	9%	Less than \$20,000	13%	16%	11%
55 to 64	17%	17%	17%	\$20,000 to \$39,999	21%	27%	18%
65 or over	63%	62%	63%	\$40,000 to \$59,999	15%	12%	16%
Prefer not to say	4%	4%	4%	\$60,000 to \$89,999	15%	14%	15%
Property type							
Residential	94%	93%	95%	\$90,000 to \$129,999	10%	6%	12%
Commercial	2%	2%	2%	\$130,000 to \$199,999	4%	3%	5%
Multi-family	2%	4%	2%	\$200,000 or more	2%	1%	3%
Agriculture	1%	1%	2%	Prefer not to say	21%	21%	21%

53

Q17 What is your gender? (n=636; Total)

Q18 What is your age category? (n=636; Total)

Q1A. At what type of property do you receive electric service from Pacific Power? If you have more than one, please indicate the one you associate with the email or phone number that was used to contact you for this survey, or choose the one where you are most familiar with the service. (n=636; Total)

Q19 Do you own or rent your home? (n=636; Total)

Q20 Which of the following best describes your annual household income? (n=636; Total)

POWERING YOUR GREATNESS

Bold denotes statistically significant difference between AFN and Non-AFN