

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



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

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

**PACIFICORP'S (U 901 E) 2025
PUBLIC SAFETY POWER SHUTOFF
POST SEASON REPORT**

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March 2, 2026

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OF THE STATE OF CALIFORNIA**

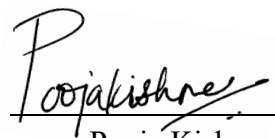
Order Instituting Rulemaking to Examine Electric
Utility De-Energization of Power Lines in Dangerous
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Rulemaking 18-12-005
(Filed December 13, 2018)

**PACIFICORP'S PLAN TO ADDRESS ACCESS AND FUNCTIONAL NEEDS DURING
DE-ENERGIZATION EVENTS**

PacifiCorp (U 901 E) d/b/a Pacific Power (PacifiCorp or company) submits this 2025 Post-Season Public Safety Power Shut-Off Report. This plan is submitted consistent with Decision (D.) 21-06-034, Decision Adopting Phase 3 Updated and Additional Guidelines and Rules for Public Safety Power Shutoffs (Proactive De-energizations) of Electric Facilities to Mitigate Wildfire Risk Caused by Utility Infrastructure. As the report demonstrates, PacifiCorp did not have a public safety power shut-off event in 2025.

Respectfully submitted,



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March 2, 2026

Section I. Background: Overarching Regulation

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

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

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

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

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

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

Section II: Amendments to Post-Event Reports

A. Regulatory Requirements

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

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

2. Pacific Gas and Electric Company (PG&E), Southern California Edison Company (SCE), and San Diego Gas & Electric Company (SDG&E) must address, among other things, each element of Resolution ESRB-8 reporting requirements, as clarified herein, in the 10-day post-event reports, including the below [OP 65] and, if no information is available, PG&E, SCE, and SDG&E must respond to these Resolution ESRB-8 reporting requirements by indicating the reason this information is not available.

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

B. Direction

1. Provide any information missing [including, but not limited to the specific topics listed below] from any Post-Event Report for Public Safety Power Shutoffs (PSPS) filed in the previous year by:
 - a. Identify the date and name of the PSPS.
 - b. Identify the Section of the Post-Event Report template for which the missing information will be added.
 - c. Provide the missing information under that heading.

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

2. Community Resource Centers:

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

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

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

3. Notification:

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

- a. Identify who the utility contacted in the community prior to de-energization and whether the affected areas are classified as High Fire Threat District Tier 1, Tier 2, or Tier 3 (as defined in General Order 95, Rule 21.2-D22);
- b. Explain why notice could not be provided at least two hours prior to a de-energization, if such notice was not provided;

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

4. Restoration:

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

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

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

Response: PacifiCorp does not provide responses to Section II, as it is not applicable to the company.

Section III: Decision-Specified

C. Education and Outreach

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

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

Response: See *POSTR 1 – Attachment A - Pacific Power Wildfire Messaging Awareness November 2025 Summary Report*. The survey was conducted in accordance with Sections E-1.1-E.1.4 of D.21-06-34. Surveys were available in English and in Spanish; a total of 636 surveys were completed between November 17, 2025, and December 7, 2025, including 30 from critical customers.

PacifiCorp outlines its procedures for developing effective messaging to reach the largest percentage of stakeholders in its service territory before, during, and after a wildfire, an outage caused by wildfire, or a PSPS event in its Wildfire Mitigation Plan. The company's communication strategy emphasizes accessibility, clarity, and inclusivity to ensure that critical safety information is understandable and reaches all audiences.¹

As part of its wildfire safety and prevention advertising campaign, PacifiCorp delivered content in both English and Spanish. In California, the paid media campaign generated 2,406,989 impressions (impressions represent the number of times campaign materials were seen, recognizing the same individual may have seen an advertisement more than once). PacifiCorp mailed 6,504 letters to customers who were on circuits moved into enhanced safety settings.

D. Medical Baseline and Access and Functional Needs

1. Describe in detail all programs and/or types of assistance, including:

a. Free and/or subsidized backup batteries

Response: PacifiCorp offer no-cost portable backup batteries to eligible customers who reside in its California service territory who are enrolled in both the medical baseline allowance program and the California Alternate Rates for Energy (CARE) programs. The battery program includes contracted services for program administration, customer outreach, back-up power needs assessments, and battery procurement and delivery. Program participants also receive individual education on battery operation, maintenance, and storage at the time of installation, along with ongoing remote technical support as needed. Since 2021, 158 batteries have been delivered to 106 eligible customers.

Each customer is matched to a portable battery, or batteries, that best meets their specific medical and backup power needs. As a result, some customers receive more than one

¹ PacifiCorp's 2026-2028 Wildfire Mitigation Plan at 422 (*Effective Messaging*), <https://www.pacificorp.com/community/safety/wildfire-mitigation-plans.html>

battery to adequately support the requirements of their medical equipment, as shown in the table below.

	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

b. Self-Generation Incentive Program Equity Resiliency Budget

Response: PacifiCorp offers a backup electric power rebate to all residential customers in its California service territory. Eligible customers can claim a rebate of up to \$300 on the purchase of a generator, backup power station, or battery. Additionally, customers enrolled in the California Alternate Rates for Energy (CARE) program, or the California medical baseline allowance program are eligible to claim an additional rebate of up to \$500. Both tenants and property owners are eligible to claim a rebate. To date, 791 eligible customers have received rebates, as shown in the table below.

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

c. Community Microgrid Incentive Program [sic] ["Microgrid Incentive Program" per D.21-01-018]

Response: This requirement is not applicable to PacifiCorp, as the company does not meet the definition of a "large electrical corporation" per Senate Bill 1339.

d. Hotel vouchers

Response: Not currently offered.

e. Transportation to CRCs

Response: Not currently offered; however, the company is in discussions with local jurisdictions to identify potential transportation support options.

f. Any other applicable programs or pilots to support resiliency for persons with access and functional needs and vulnerable populations.

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

Response: The table below lists the costs associated with the programs described above.

Program	Program Spend to Date	Program Statistics	Program/Cost Description
Free Portable Battery Program	\$456,599.45	168 customers reached / 106 customers received batteries	Free portable batteries are provided to eligible customers who were contacted and wanted to participate in the program.
Generator Rebate Program	\$423,959.71	791 rebates granted	Rebates granted and rebate portal support and maintenance.

In 2021, to minimize the impact of public safety power shutoff on medical baseline customers, PacifiCorp implemented a program to provide back-up batteries – at no cost- to customers enrolled in the California Alternate Rate for Energy (CARE) and California medical baseline allowance program. A third-party vendor – Richard Heath and Associates, Inc. (RHA) – was hired by PacifiCorp to implement all aspects of the program. The contracted services include program administration, customer outreach, back-up power needs assessment, battery procurement and delivery, and provision of a quality assurance report at the conclusion of each annual program cycle. Upon delivery, RHA also provides participants with education on battery operations, maintenance and storage.

In 2022, PacifiCorp expanded its customer support offerings by implementing a backup power rebate program for customers to further mitigate the impact of public safety power shutoff events. Eligible customers can claim a rebate of up to \$300 on the purchase of one generator, backup power station, or battery. Additionally, customers enrolled in the California Alternate Rates for Energy (CARE) program or California medical baseline program are eligible to claim an additional rebate of up to \$500. Both tenants and property owners are eligible to claim a rebate.

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

Response: The costs associated with the free portable battery program and the generator rebate program are tracked in the company's fire risk mitigation memorandum account.

Identify any communities or areas not served by utility partnerships with CBOs that provide assistance to persons with access and functional needs or vulnerable populations in preparation for or during a public safety partner event;

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

Response: There are no communities in the area which were not served by utility partnerships with community-based organizations or other AFN service providers.

E. Mitigation

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

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

Response: PacifiCorp had no public safety power shutoff events in 2025.

F. Public Safety Partners

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

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

Response: PacifiCorp had no public safety power shutoff events in 2025.

G. Transmission

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

Response: PacifiCorp did not de-energize any bulk electric system elements due to public safety power shut off events.

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

Response: PacifiCorp grid operations runs a robust real-time contingency analysis (RTCA) program that evaluates over 1,800 possible contingencies every five-to-ten minutes which will keep the system operators aware of any issues that could come up in the event of the loss of a transmission line. The company utilizes a state estimator that can manually run possible contingencies to ensure awareness of possible system issues in the event of a public safety power shutoff event where removal of bulk electric system line is required.

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

Response: Studies were conducted in 2022 to evaluate the loss of Bonneville Power Association transmission sources in Modoc, County, California.

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

Response: Continued coordination is ongoing with Bonneville Power Administration, Modoc County and Surprise Valley Electric to discuss potential loss of BPA transmission sources.

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

Section IV: Safety and Enforcement Division-Specified

Response no longer than two pages.

1. Discuss how your PSPS meteorology and fire science predictive models performed in the prior year. What changes were made to the models in the prior year? What are the planned modeling improvement efforts?

Response: PacifiCorp's predictive modeling approach during the 2025 fire season consisted of an operational WRF model, a WRF reanalysis, and wildfire modeling software from Technosylva (Wildfire Analyst-Enterprise). This model combination was instrumental in providing advanced warning of fire weather threats through the 2025 fire season. Twice per day, PacifiCorp's WRF generates 5-day circuit-level forecasts of hourly fuels and fire weather conditions. Additionally, critical forecast elements such as wind, Energy Release Component, Hot-Dry-Windy Index, and other fire metrics were converted to percentiles using the climatology created by the WRF reanalysis to help company meteorologists identify and warn of elevated fire conditions relative to normal. PacifiCorp WRF forecasts continue to be sent to Technosylva to be used daily by specialized wildfire models to produce detailed conditional wildfire behavior and consequence forecasts. In short, these predictive models made it possible for company meteorologists to assess circuit-level wildfire risk in a way that was not possible with government or other model data alone.

In 2026, PacifiCorp plans to bolster the existing historical WRF reanalysis to include data from 2025, making it a 34-year dataset. PacifiCorp will utilize a nine-member WRF ensemble forecast system to reduce forecast uncertainty associated with the use of the current single deterministic WRF model. Two machine learning models, which further assist in reducing forecast uncertainty, involve weather station bias correction and vegetation health data are currently operational. Lastly, PacifiCorp plans to continually improve upon current tools and technology to better quantify daily fire potential risk across its territory.

2. What were the challenges in quantifying risks and benefits in terms of determining the scope (size and duration) of the PSPS you conducted?

Response: There was no public safety power shutoff event in 2025.

3. Explain mitigations conducted for each PSPS event in the year, including but not limited to circuit switching, sectionalization, and microgrid activations.

Response: There was no public safety power shutoff event in 2025.

4. Explain how you fully incorporated public safety partners in your exercise planning. How many were invited to, and attended each planning meeting? Describe your communication efforts-dates and methods-to solicit participation.

Response: PacifiCorp invited representatives from the county and state jurisdictions. Due to the rural nature of the service territory, the planning team was relatively small. Representatives participated from: Del Norte County Office of Emergency Services, Siskiyou County Office of Emergency Services and the California Office of Emergency Services. PacifiCorp emergency management utilized email and direct communication to solicit exercise participation.

Recap the lessons learned from all of your de-energization exercises, the resulting action items, their implementation, and observed consequences.

Response: PacifiCorp will continue regular engagement with its public safety partners for ongoing process improvement.

- PacifiCorp developed the following action items based on participant feedback submitted through electronic and written surveys and a verbal hotwash at the end of each exercise session:
- PacifiCorp will continue outreach and education on PSPS processes and decision-making by sharing relevant plans with partners and providing training on tools and resources.
- Contact lists will be reviewed with local emergency management and community partners to correct or fill gaps, and standardized communication templates will continue to be utilized to support unified messaging.
- The team will collaborate with local agencies to identify potential Community Resource Center locations.
- Customer data coordination processes will be reviewed with public safety partners to understand restrictions and limitations during emergency events.
- PacifiCorp will work with the California Governor's Office of Emergency Services to re-establish access to the State's PSPS Hub.

5. Discuss how you fully implemented the whole community approach into your de-energization exercises.

Response: PacifiCorp invites representatives from all sectors of the community to participate in exercises, including but not limited to emergency services agencies, community-based organizations, faith-based organizations, public health agencies, hospitals, access and functional needs representatives, tribal organizations, critical infrastructure partners, and community leaders.

6. Discuss the complaints you received (as documented in POSTSR4) and any lessons learned and implementation of changed business practices.

Response: PacifiCorp did not receive any complaints, and no complaints are documented in POSTSR4.

7. How did your PSPS notifications, to both customers and public safety partners/local governments, perform over the year? What changes will you make to improve performance?

Response: PacifiCorp did not have a public safety power shutoff in 2025.

8. Describe feedback received from CBOs and customers on CRC performance last year. How was the feedback collected and how is feedback being incorporated into future CRC plans?

Response: PacifiCorp did not have a public safety power shutoff event or require the implementation of a community resource center in 2025.

ATTACHMENT A

Wildfire Messaging Awareness

November 2025



Prepared by

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MDC Research

Objectives & Methodology

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

- Measure awareness of Pacific Power messages related to wildfire preparedness
- 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.

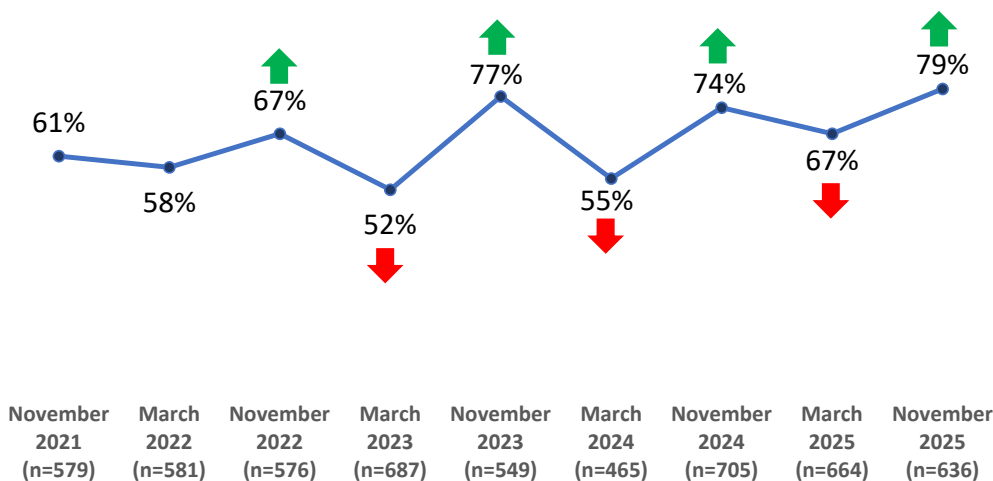
Increase efforts to raise awareness around some of Pacific Power's lesser-known resources.

- 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



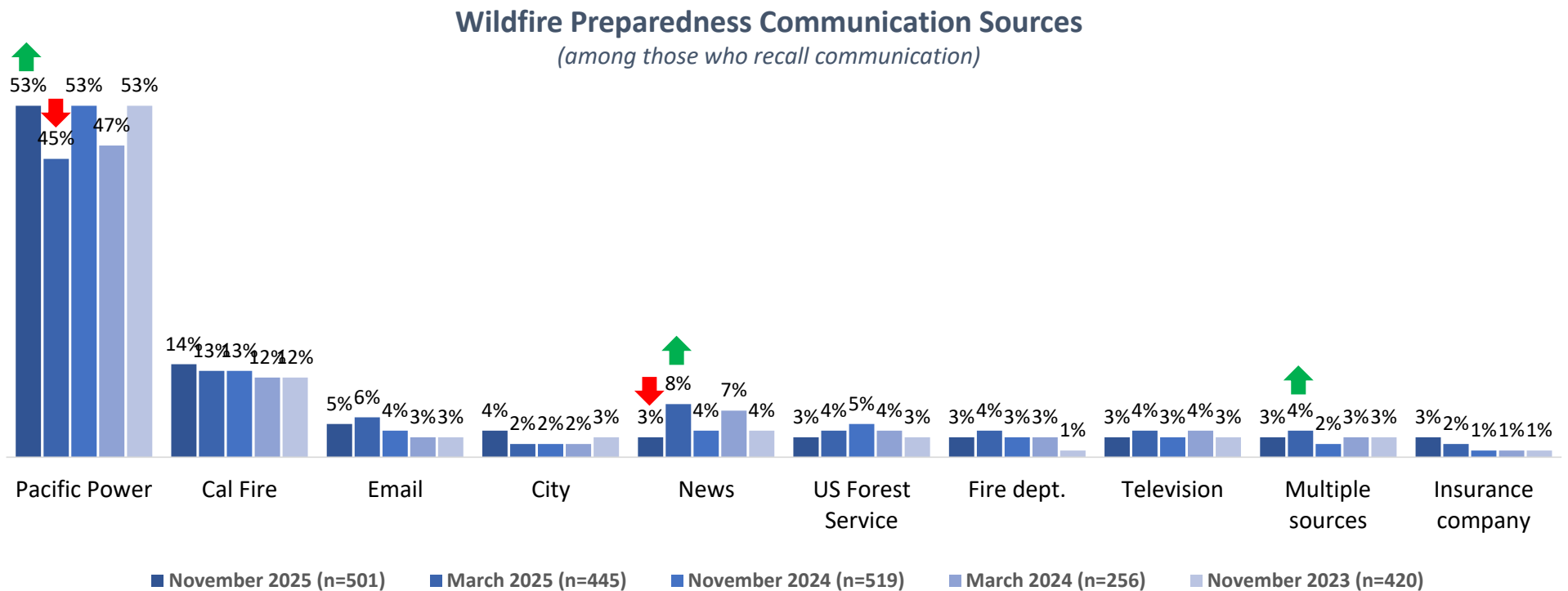
	Recallers (n=501)	Non-Recallers (n=135)
Gender	Male – 39% Female – 57%	Male – 39% Female – 55%
Age	18-54 – 15% 55-64 – 16% 65+ – 66%	18-54 – 23% 55-64 – 21% 65+ – 50%
Median Income	\$50K	\$39K
Home Ownership	Own – 79% Rent – 15%	Own – 73% Rent – 19%
Primary Language is not English	14%	22%
Responded they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

Communications Messages Recalled (among those who recall communication)

		March 2025 (n=445)	Nov 2024 (n=519)	March 2024 (n=256)	Nov 2023 (n=420)
Personal Preparedness	51%	56%	59%	65%	59%
Public Safety Power Shutoff – Planned de-energization of power	51% 	42%	40%	46%	53%
Vegetation Management	47%	49%	46%	48% 	40%
Emergency de-energization due to wildfire near power lines	39% 	28% 	20%	Added November 2024	
Pacific Power's Wildfire Mitigation Plan	32%	33%	35%	35%	35%
Notifications & Updating Customer Information	30%	28% 	37%	32%	36%
Local Emergency Services	26%	28%	24% 	31%	29%
Enhanced Safety Settings to de-energize power	25%	20% 	13% 	20%	23%
CPUC designation of high wildfire threat areas	20%	20%	23% 	30% 	20%
Medical Needs – Plan for any medical needs	20%	18%	20% 	33% 	22%
Community Resource Centers	17%	17%	19% 	31%	30%
System Hardening	17%	18% 	12%	13%	12%
Offering a Generator Rebate Program	15%	19%	21%	26%	24%

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)

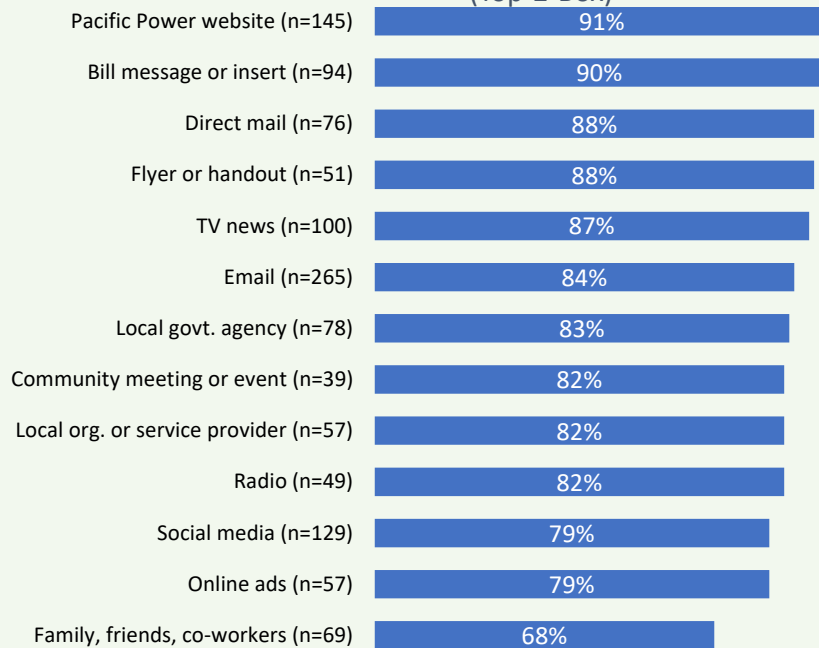
		March 2025 (n=445)	Nov 2024 (n=519)	March 2024 (n=256)	Nov 2023 (n=420)
Email	53%	45%	53%	43%	54%
Pacific Power website	29%	29%	31%	31%	30%
Social Media	26%	26%	34%	29%	31%
TV News	20%	26%	25%	29%	25%
Bill message or insert	19%	19%	18%	20%	14%
Local government agency	16%	15%	8%	14%	14%
Direct mail	15%	15%	15%	16%	18%
Family, friends, co-workers	14%	17%	15%	20%	16%
Online ads displayed on pages you are viewing	11%	11%	Added March 2025		
Local organization or service provider	11%	9%	11%	14%	12%
Flyer or handout	10%	10%	Added March 2025		
Radio	10%	9%	11%	16%	21%
Community meeting or event	8%	8%	8%	11%	13%
Newspaper	4%	6%	8%	13%	9%
Other website	3%	5%	8%	12%	8%
Billboard	3%	2%	4%	6%	4%

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%)

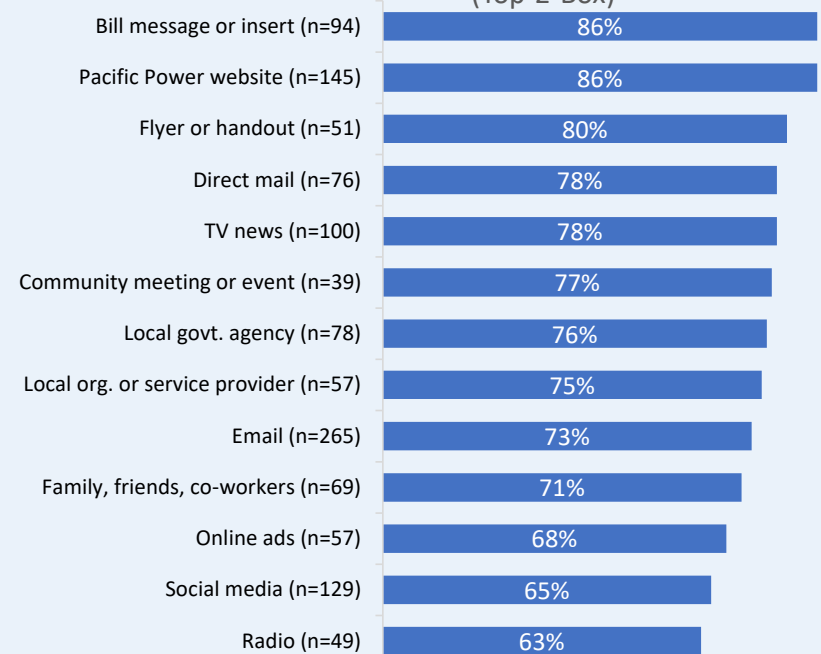
Clarity

(Top-2-Box)



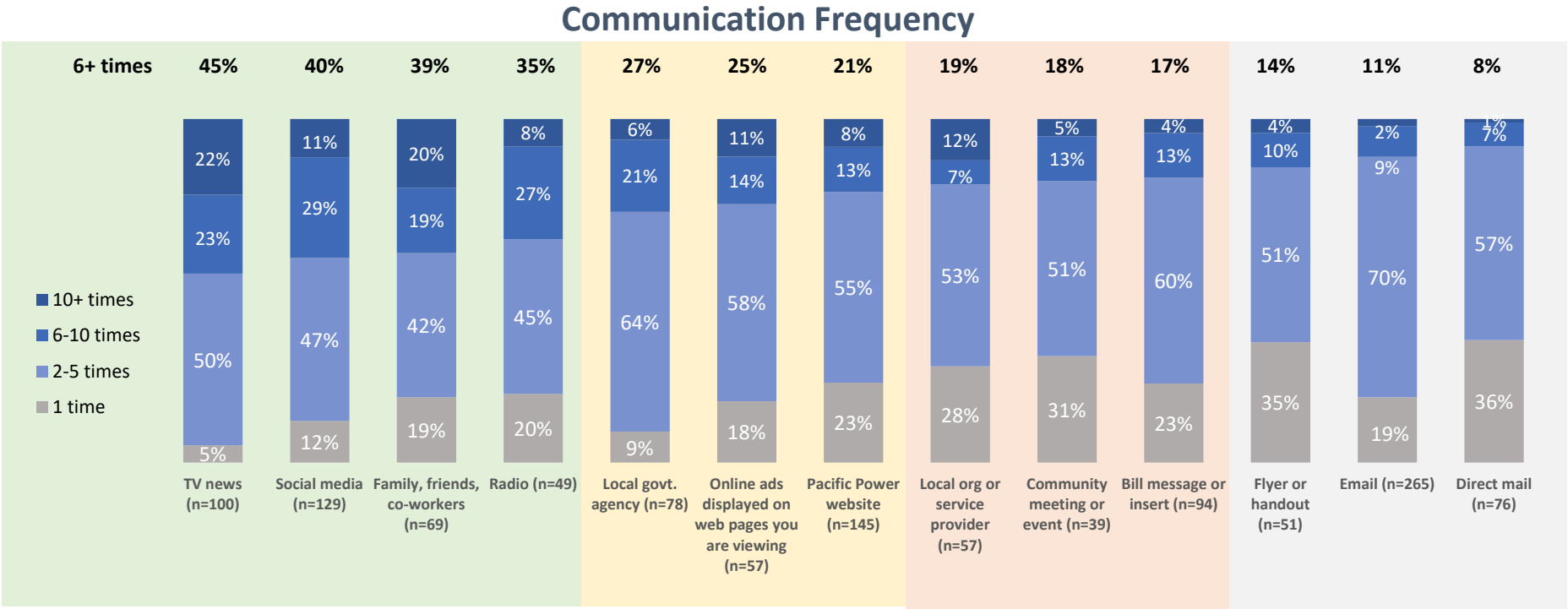
Usefulness

(Top-2-Box)



Communication Frequency

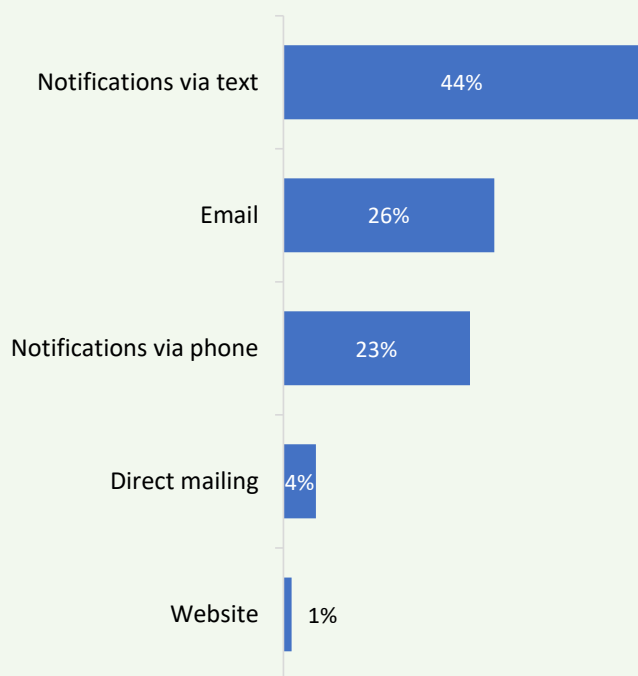
- Respondents say they most frequently see or hear messages about wildfire preparedness from TV news, social media, family, friends, coworkers, and radio



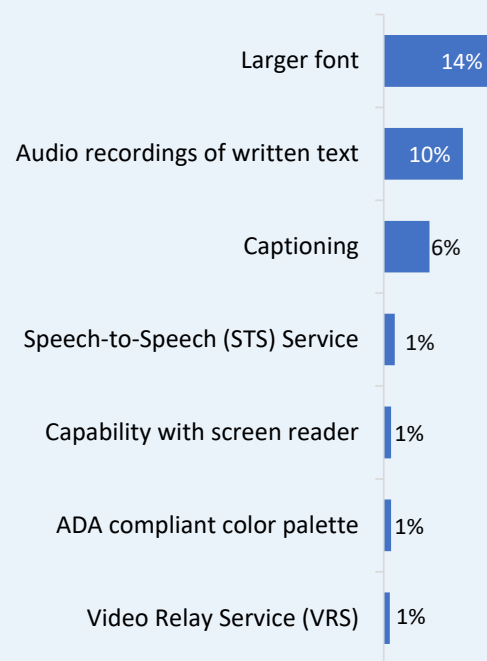
Effective and Helpful Communication

- 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

Most Effective Communications



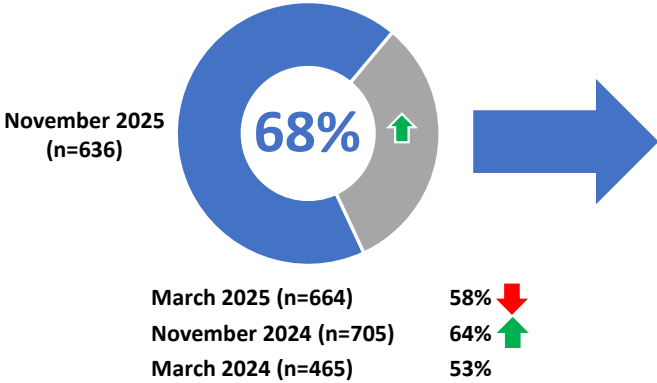
Helpful Elements



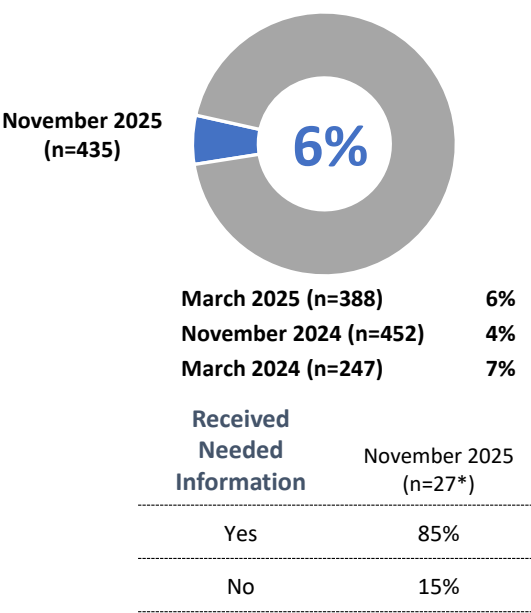
Awareness and Use of Pacific Power Information

- 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)



Wildfire Topics Discussed

(among those who contacted Pacific Power)

	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%

13

Q1 Are you aware that you can call Pacific Power to get information about wildfire safety and preparedness? (n=636; Total)
Q2 In the past year, have you called Pacific Power to get information about wildfire safety and preparedness? (n=435; Aware can call)
Q3 What specific topics about wildfire safety and preparedness did you call to ask about? (n=27; Have called)
Q4 When you called Pacific Power about wildfire safety and preparedness, did you feel you got the information that you needed? (n=27; Have called)

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

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*Small sample size (n<30)

Bold denotes statistically significant difference between categories

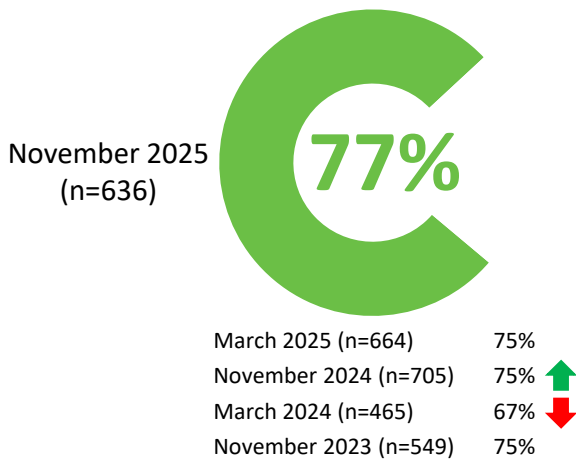
Wildfire Preparedness Actions Taken



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

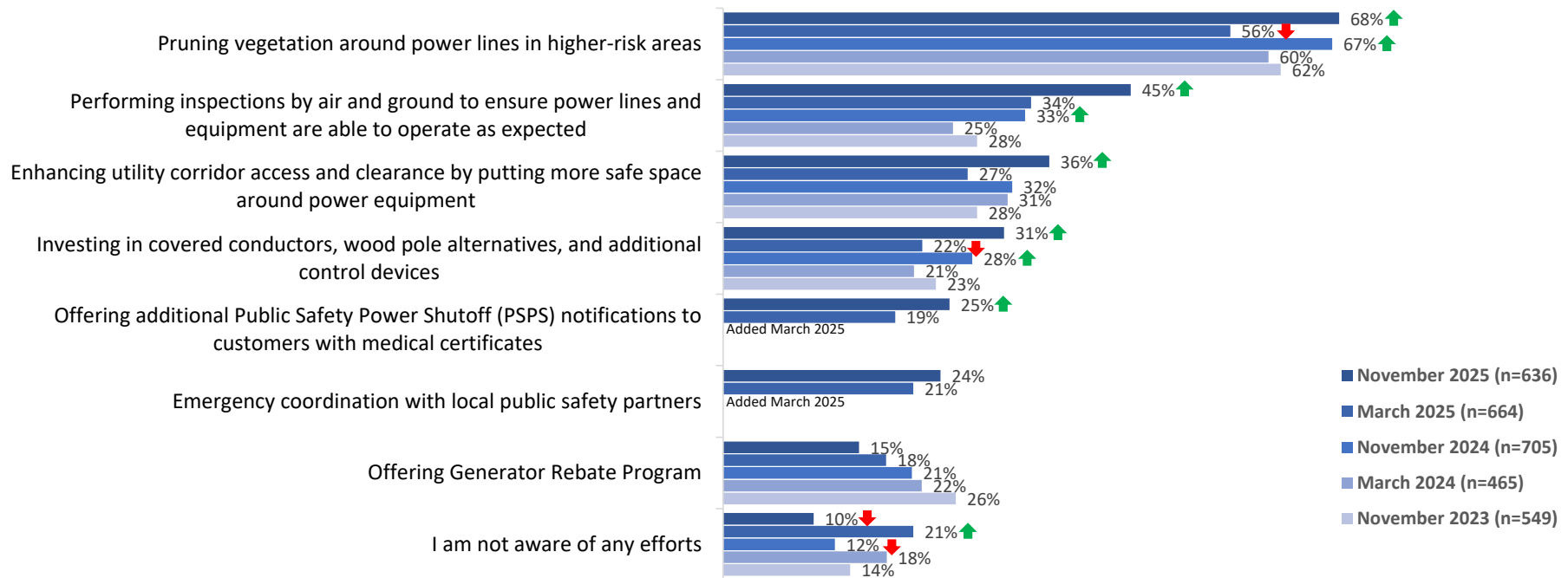


Actions Taken (among those taking action)	Total				
	Nov 2025 (n=487)	March 2025 (n=498)	Nov 2024 (n=527)	March 2024 (n=313)	Nov 2023 (n=414)
Trimmed vegetation around home or property	76%	76%	72%	74% ↑	66%
Created defensible space	18%	18%	17%	21%	21%
Prepared an emergency kit	5%	8%	7%	9% ↓	14%
Watering/installed 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



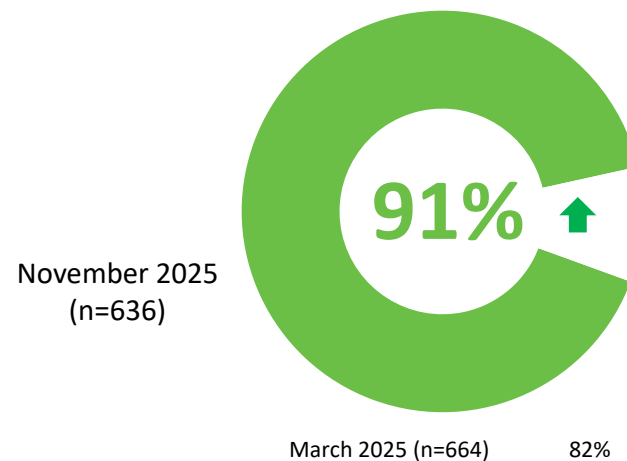
A woman with curly hair, wearing a purple short-sleeved shirt and a black belt, is smiling as she reaches up to change a light bulb in a glass pendant lamp. The setting is a kitchen with wooden cabinets, a stainless steel refrigerator, and a granite countertop. A bouquet of yellow and pink flowers sits on the counter in the foreground. Another similar pendant lamp is visible to the left. A red graphic element is in the top right corner.

Awareness of Public Safety Power Shutoff

De-energization Awareness

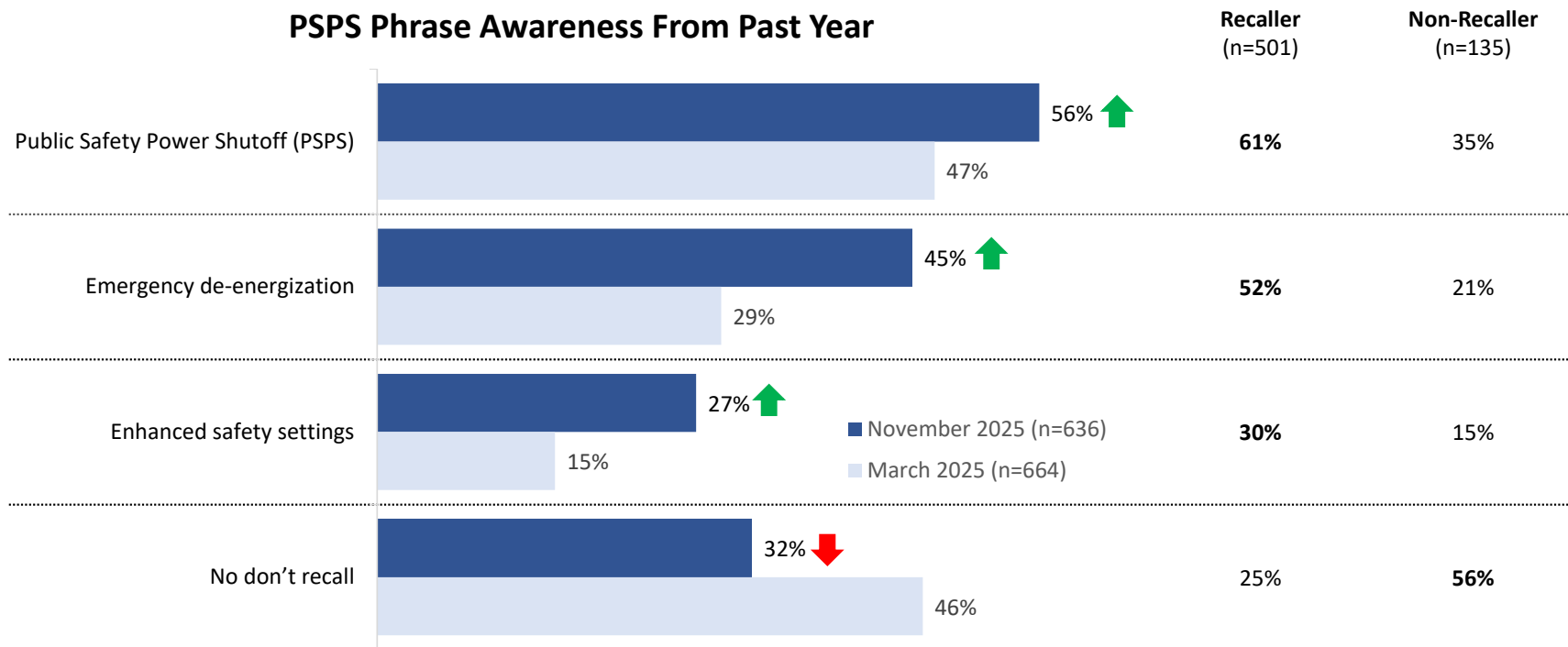
- Just over nine in ten customers (91%) are aware Pacific Power may de-energize power lines during wildfire season, up significantly from March 2025 (82%)
- Recallers are significantly more likely to be aware than Non-Recallers (94% vs 81%)

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



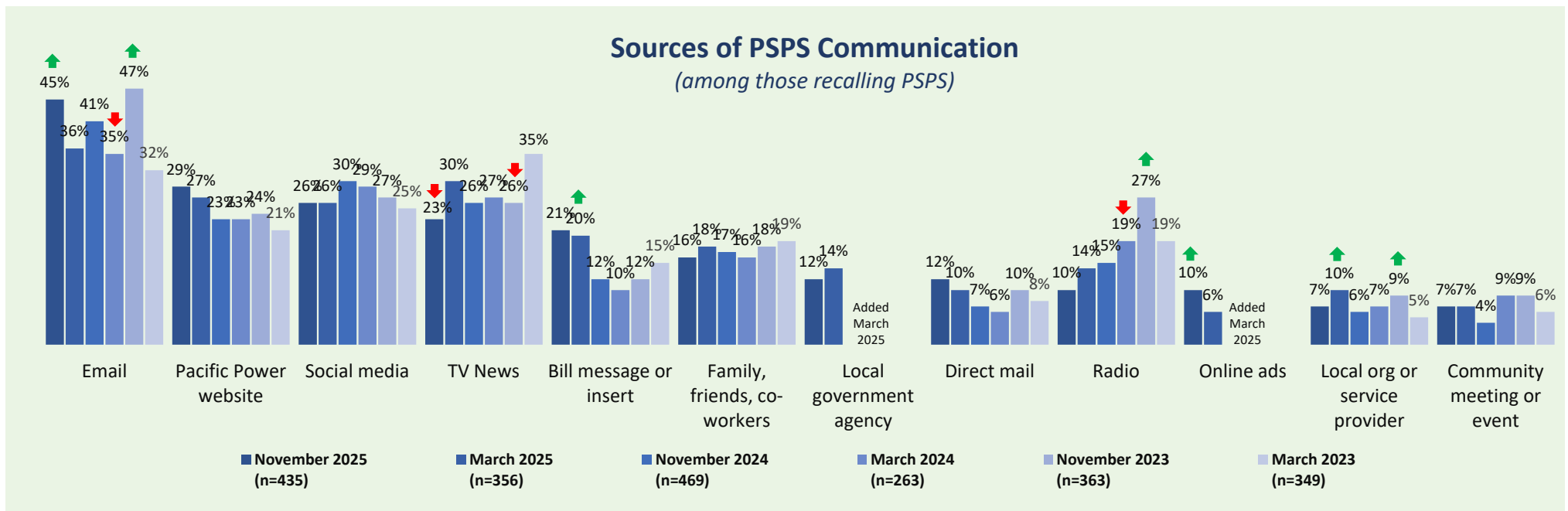
PSPS Phrase Awareness

- 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

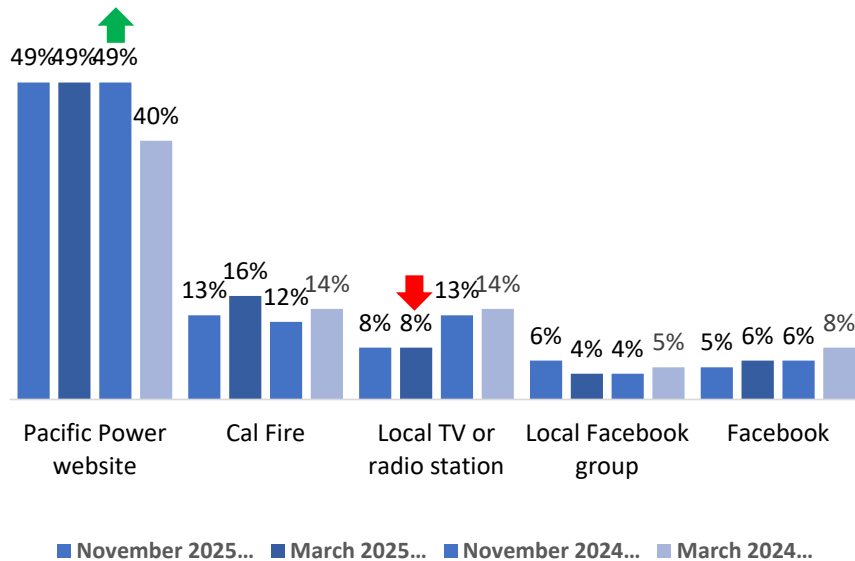
- Email remains the main source of PSPS communication (45%) and saw a significant increase from March 2025 (36%)
- Mentions of online ads saw a significant increase compared with March 2025 (10% vs 6%) while mentions of TV news saw a significant decrease (23% vs 30%)
- Recallers are significantly more 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

Top 5 Sources of De-Energization Information

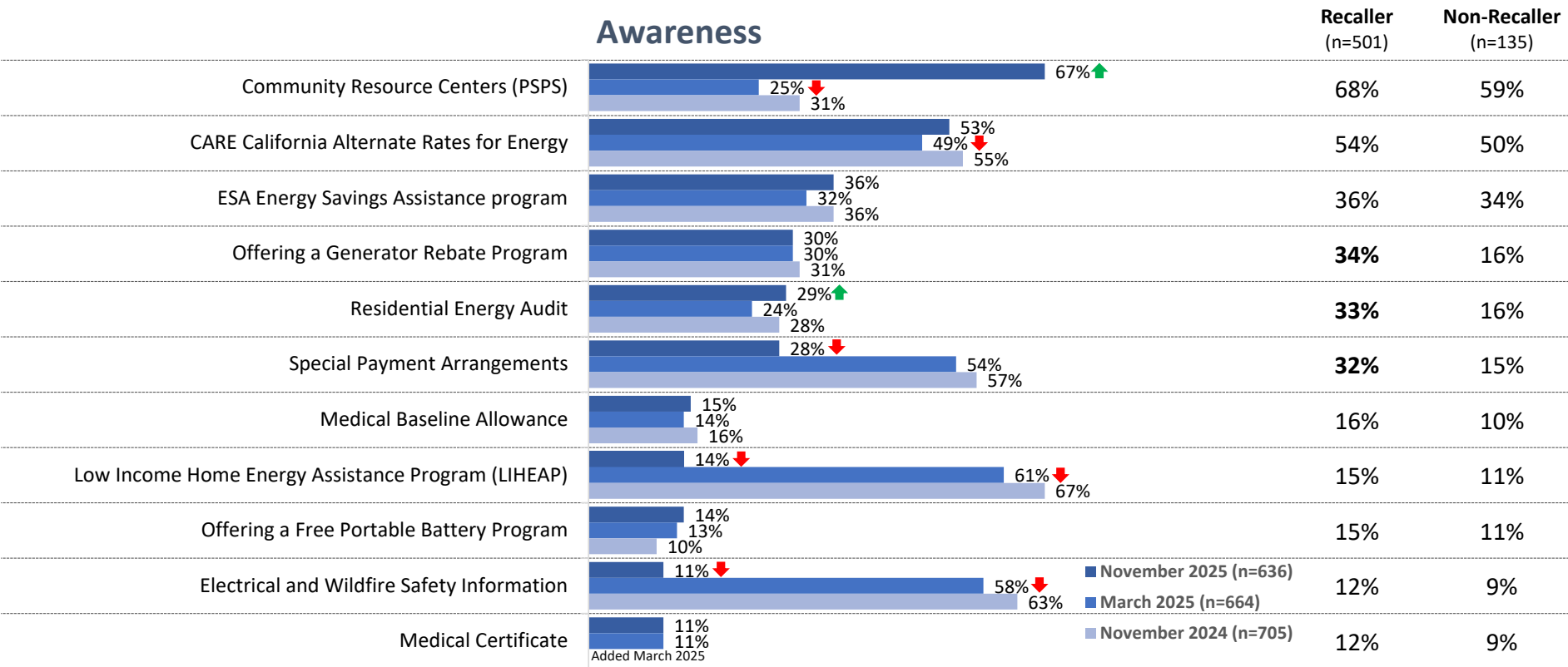


PSPS Understanding

	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%

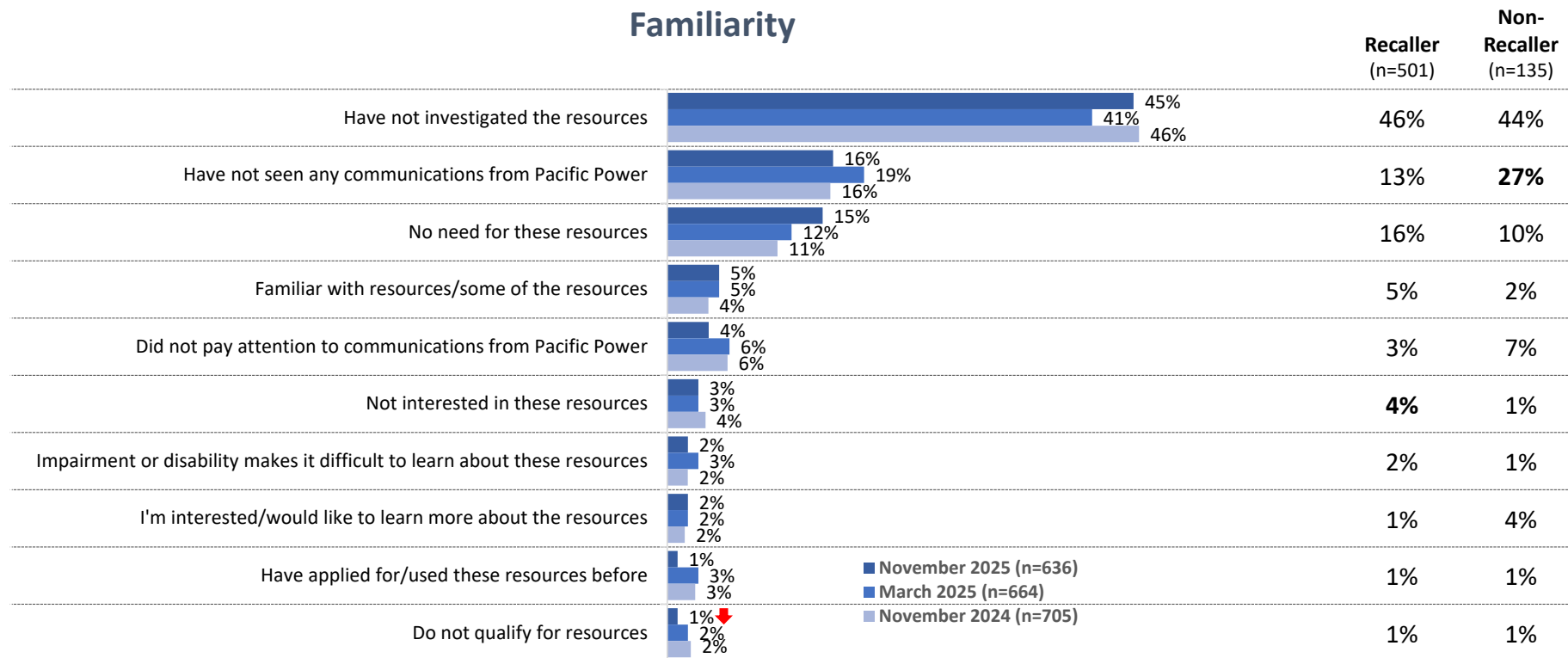
Awareness of Resources

- 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 like to report they have not seen any communications about resources (27% vs 13%)



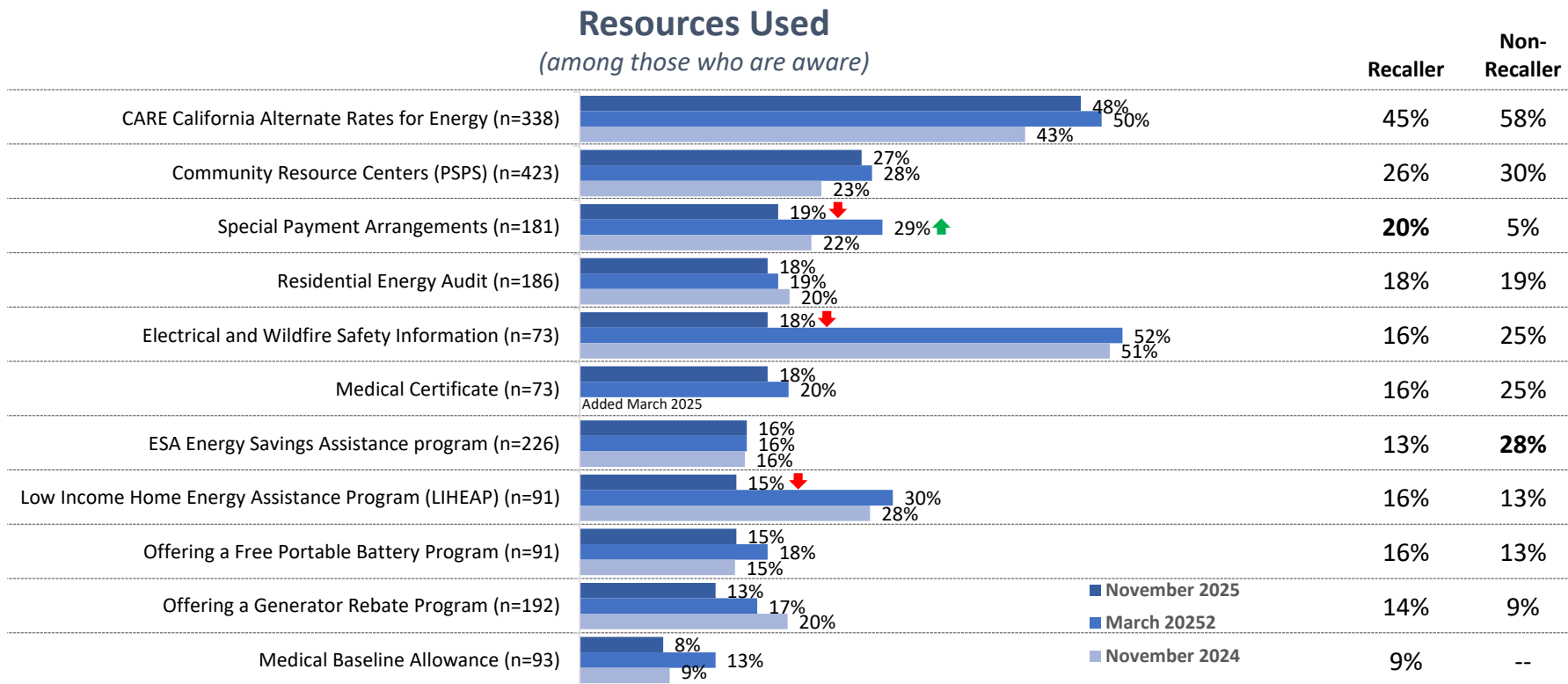
23

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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



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%)

Resource Satisfaction

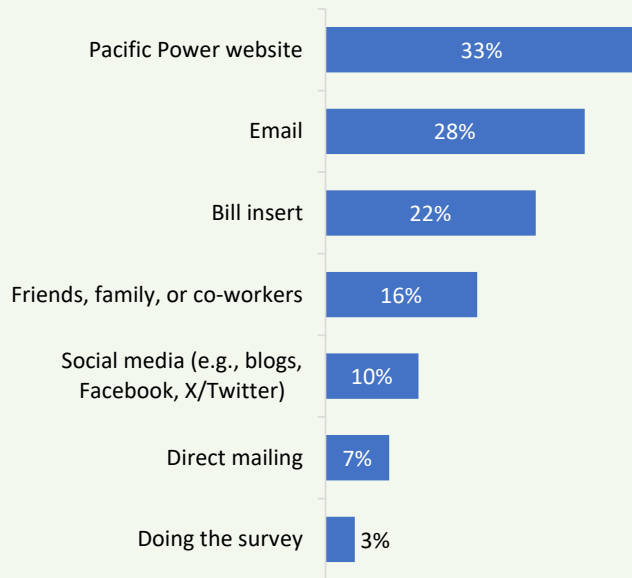
		Mar 2025 (Top 3 Box)	Nov 2024 (Top 3 Box)	Mar 2024 (Top 3 Box)
Special Payment Arrangements (n=34)	91% 	63% 	80%	75%
Community Resource Centers (PSPS) (n=113)	87%	79%	74%	82%
Medical Baseline Allowance (n=7*)	86%	67%	80%	92%
CARE California Alternate Rates for Energy (n=162)	80%	75%	83%	86%
ESA Energy Savings Assistance program (n=37)	78%	77%	88%	85%
Electrical and Wildfire Safety Information (n=13*)	77%	76%	71%	80%
Medical Certificate (n=13*)	77%	53%	Added March 2025	
Residential Energy Audit (n=34)	76%	67%	60%	60%
Offering a Generator Rebate Program (n=25*)	68%	76%	68%	83%
Low Income Home Energy Assistance Program (n=14*)	64%	78%	84%	85%
Offering a Free Portable Battery Program (n=14*)	64%	80%	91%	78%

■ Dissatisfied (1-4) ■ 5-7 ■ Satisfied (8-10)

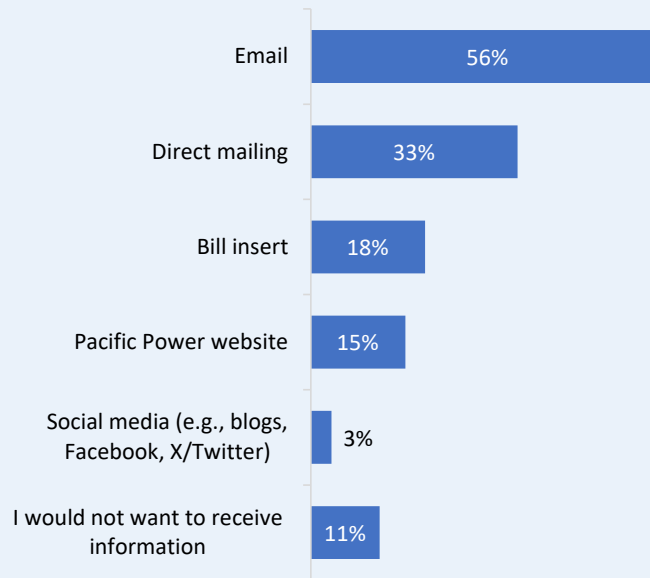
Generator Rebate Program

- 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

Program Information Source



Preferred Source



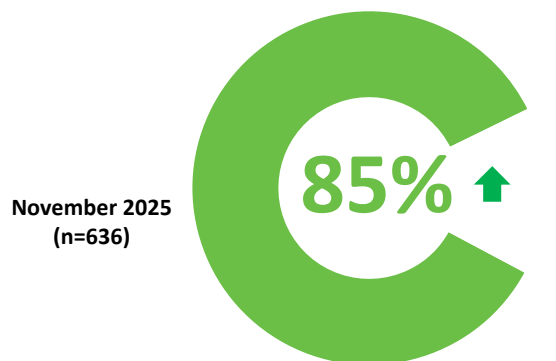
Important Information

Whether I qualify for a rebate	63%
Specific generators that qualify	55%
How to apply for a rebate	55%
The rebate amount	51%
Retailers that sell qualifying generators	42%
Other types of financial assistance programs available	34%
I would not want any information	21%

Contact Information for PSPS

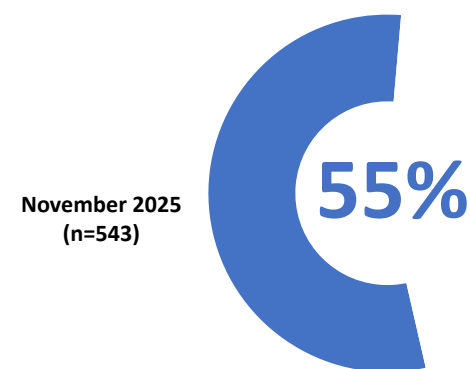
- Just over eight in ten (85%) customers are aware they can update their contact information with Pacific Power, up significantly from March 2025 (80%); awareness among Recallers remains significantly higher than Non-Recallers (89% vs 70%)
- Just over half (55%) of those aware they can update their information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

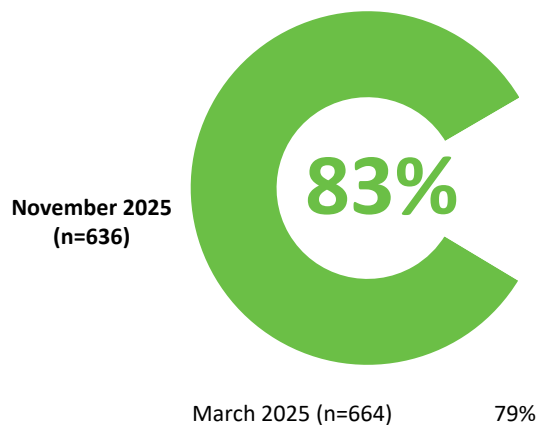


March 2025 (n=532)	53%	↓
November 2024 (n=468)	65%	
March 2024 (n=260)	70%	
November 2023 (n=351)	67%	

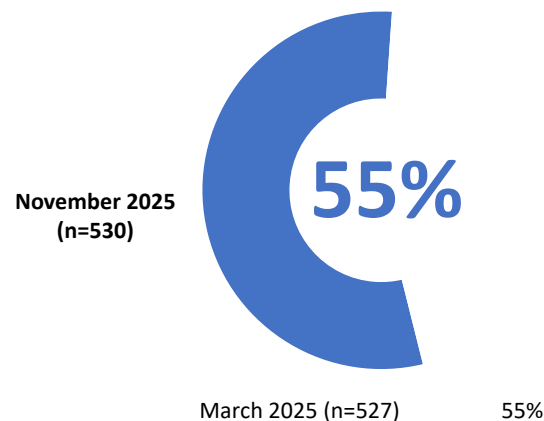
Notification Preferences for PSPS

- 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



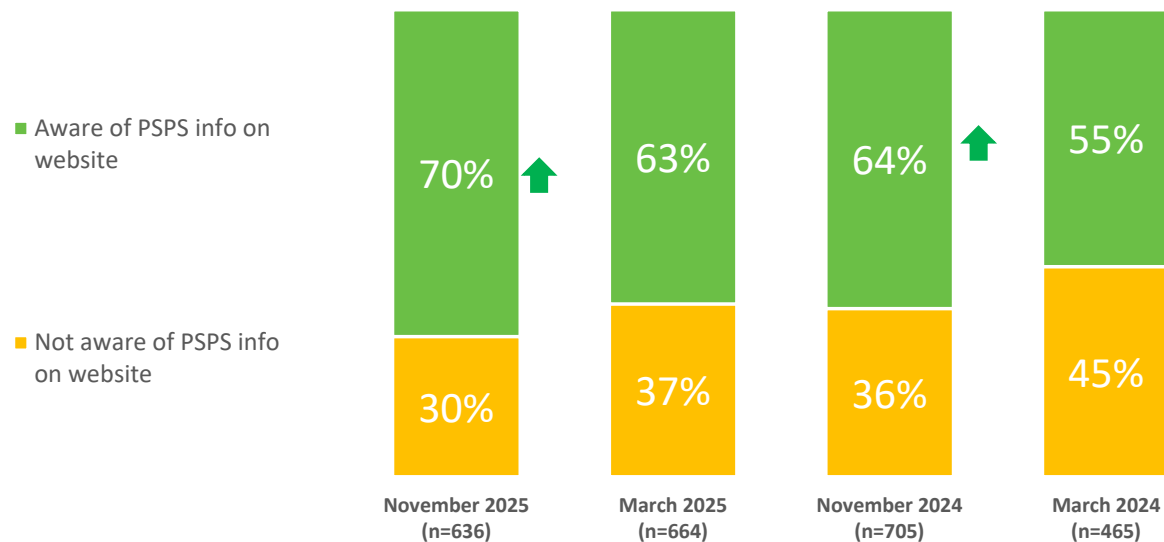
Have Updated Notification Preferences *(among those aware they can update preferences)*



Awareness of PSPS Event Information

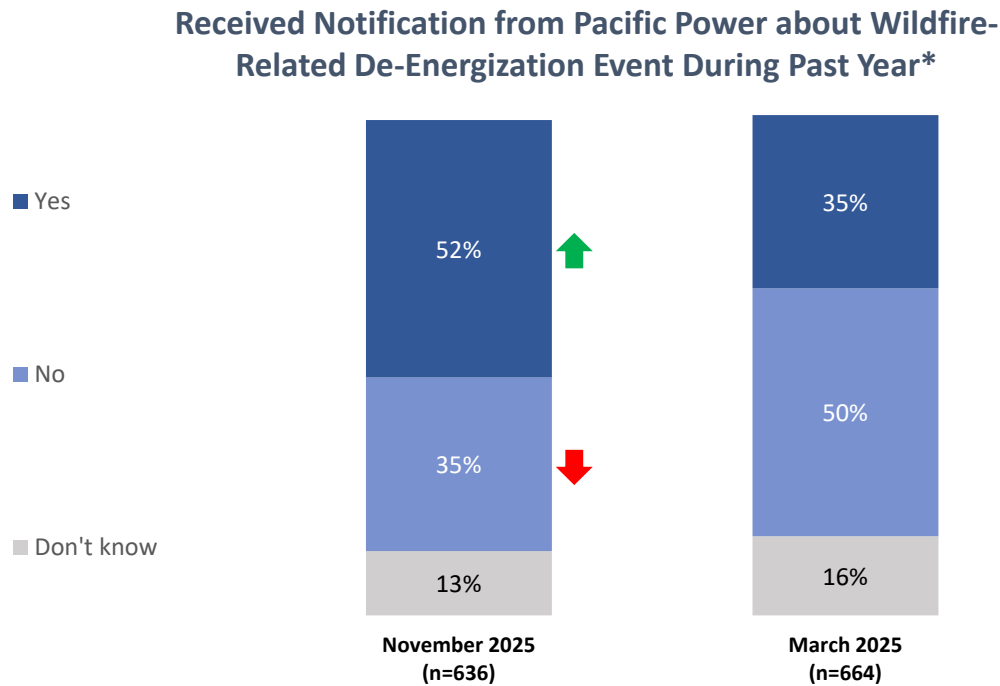
- Seven in ten (70%) respondents are aware they may locate information about a PSPS event on Pacific Power's website, significantly higher than in March 2025 (63%)
- Recallers are significantly more likely than Non-Recallers to indicate they are aware of PSPS information that may be found on Pacific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



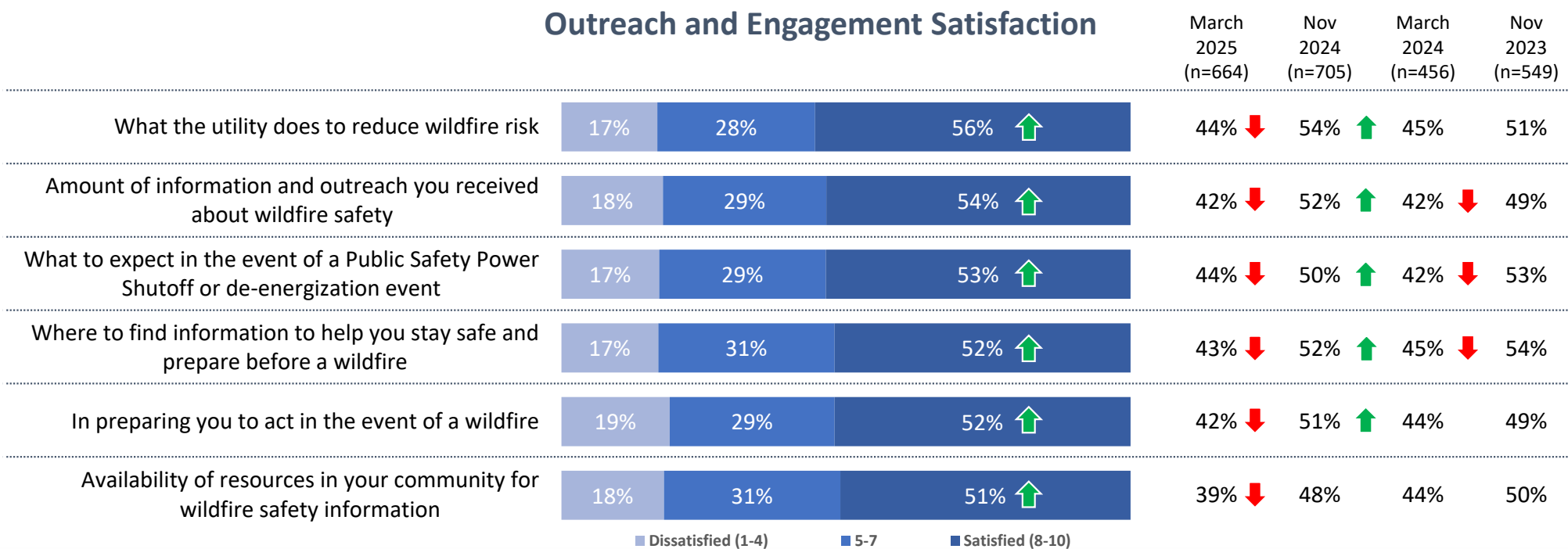
*Question added in March 2025

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

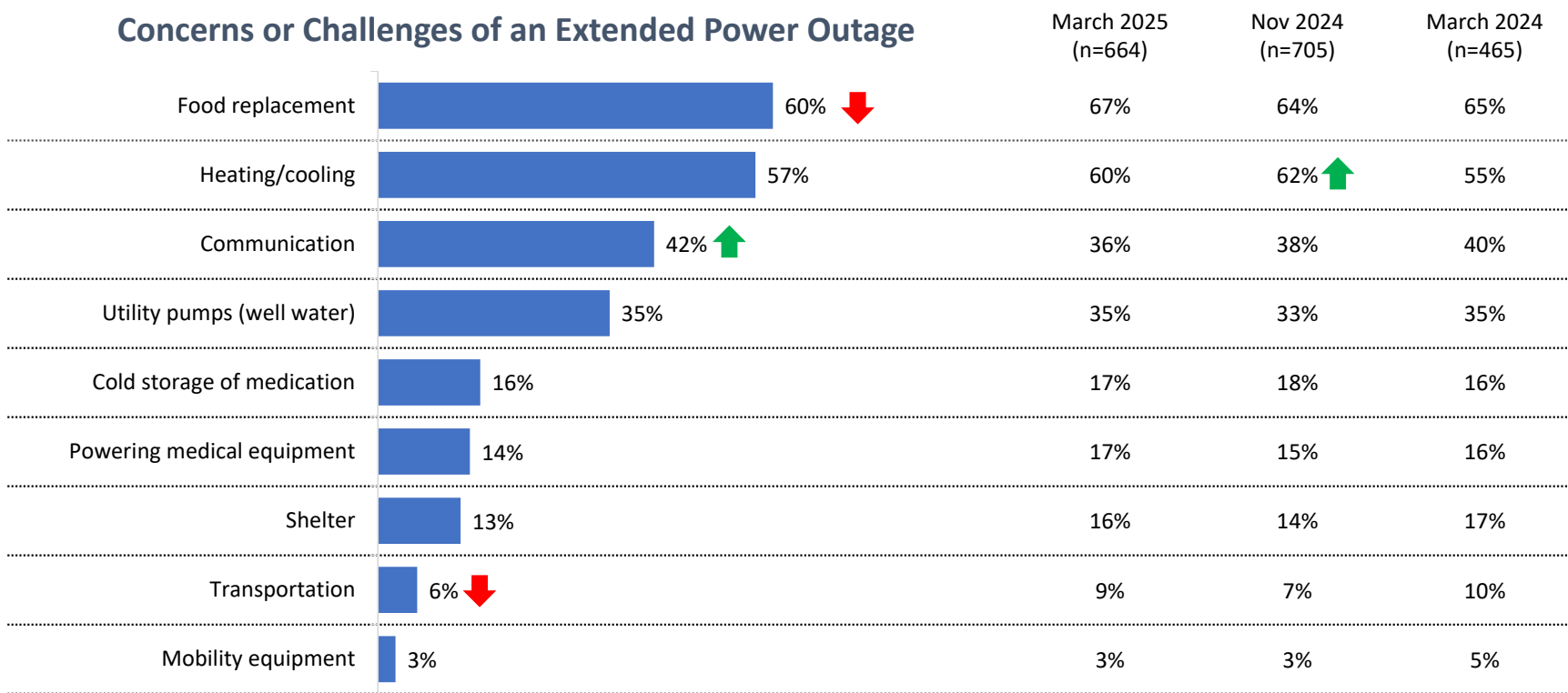
Outreach and Engagement Satisfaction

Top-3-Box



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



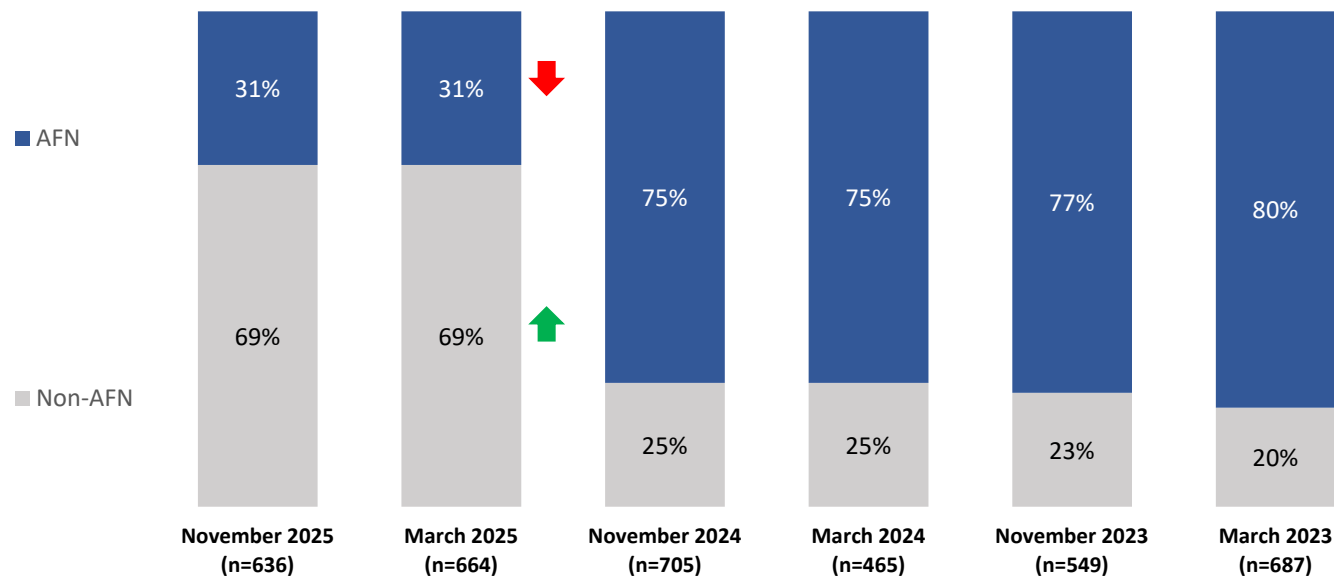
AFN Customers



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

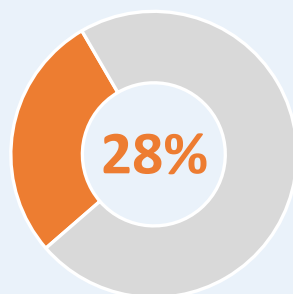
- Just over one in four (28%) of those with access and functional needs are aware of Pacific Power's targeted communications and early notifications of PSPS
- 41% of Critical or AFN customers have received information from Pacific Power about programs available, consistent with March 2025 (38%); 21%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

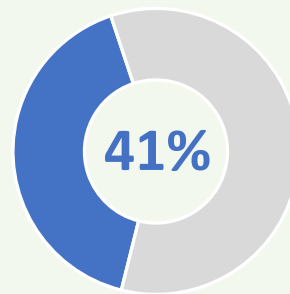


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March 2025 (n=207)	23%
November 2024 (n=549)	24%
March 2024 (n=347)	21%

Received Information about Utility Programs

(among AFN/Critical customers)

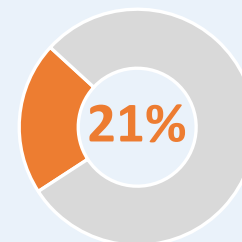


Q r y h p e h u # 5 3 5 8
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March 2025 (n=319)	38%
November 2024 (n=579)	40% ↑
March 2024 (n=387)	33%

Engage with Community Based Organizations

(among AFN/Critical customers)



Q r y h p e h u # 5 3 5 8
+ q @ 6 3 5 ,

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

36

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)

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)

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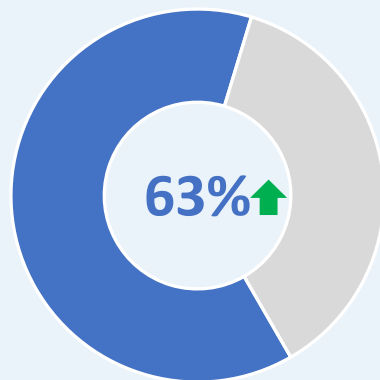
Arrows signify statistical difference at the 95% confidence level compared to the previous wave

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

Able to Utilize Medical Equipment During Outage

(among AFN/Critical customers who experience an outage)

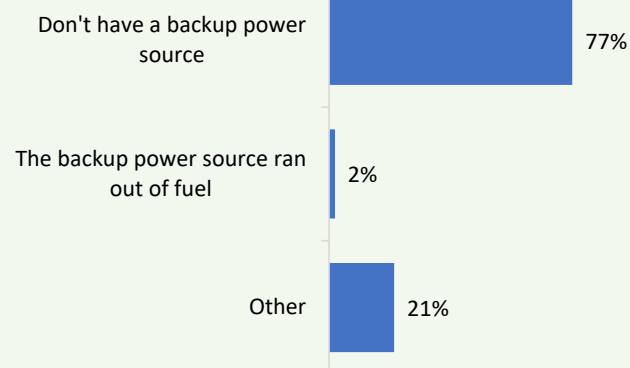


March 2025 (n=131)

37%

Reasons Unable to Utilize Medical Equipment During Outage

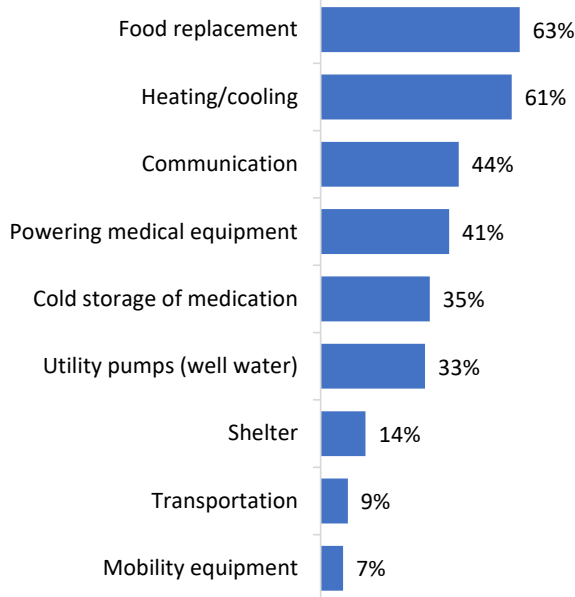
(among AFN/Critical customers who could not use equipment during outage)



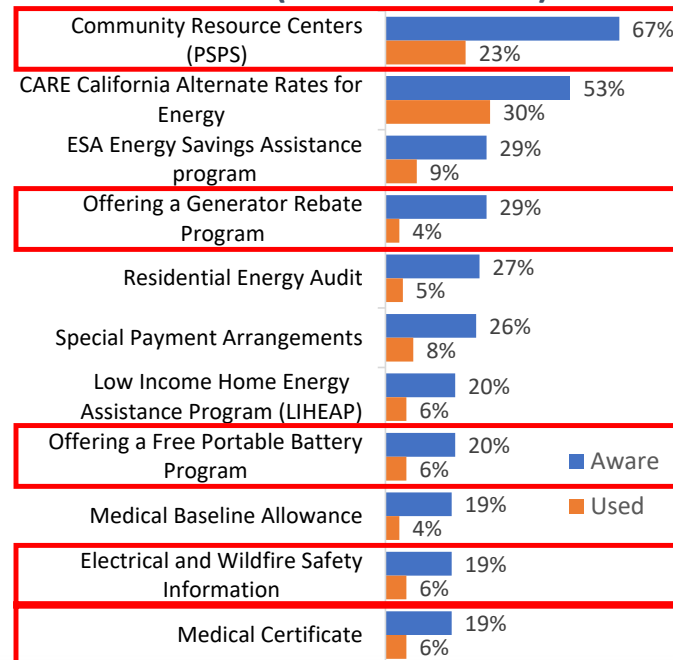
AFN Customers' Concerns & Resources

- 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

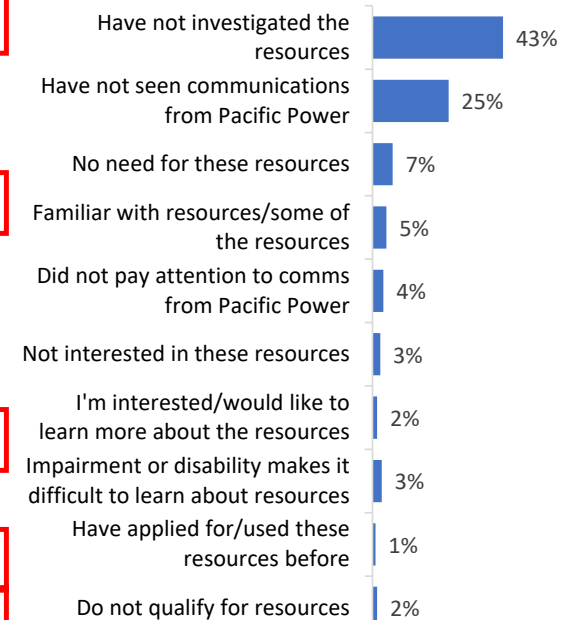
Concerns or Challenges of an Extended Power Outage (AFN Customers)



Resource Awareness & Usage (AFN Customers)



Familiarity & Barriers to Resources (AFN Customers)



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QA5. In the event of an extended power outage, what are your most significant concerns or challenges? (n=196; AFN)

QA7. Before today, which of the following resources have you heard of? (n=196; AFN)

QA8. What statement best describes your familiarity with the resources you just reviewed? (n=196; AFN)

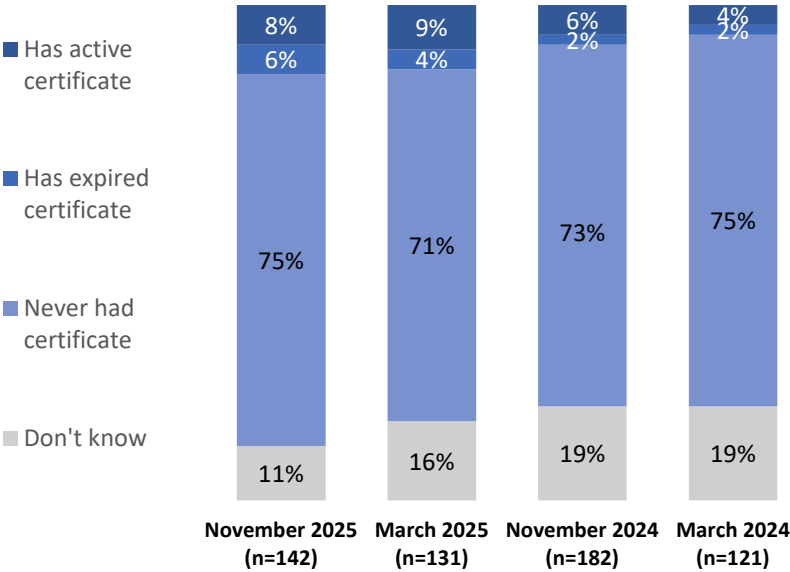
QA9. Which, if any, of these resources have you used in the past? (n=196; AFN)

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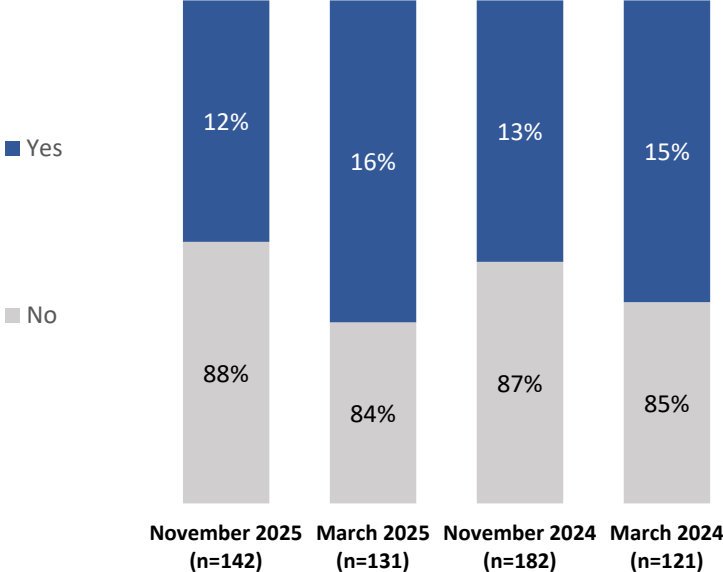
Medical Certificate Usage

- 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)



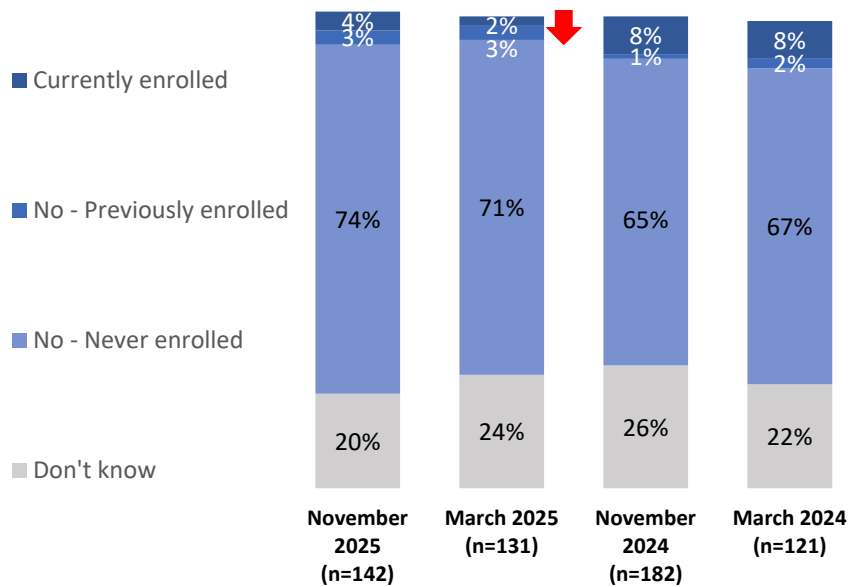
Aware Certificates Require Renewal
(among those with medical needs)



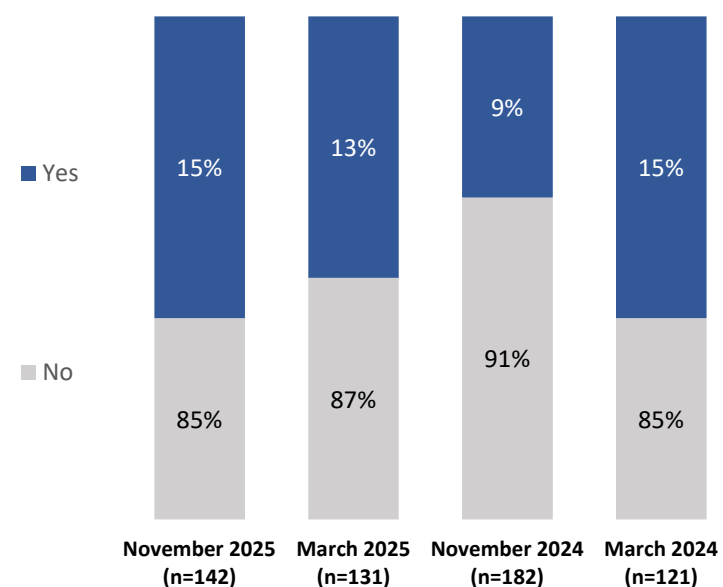
Medical Baseline Allowance and Free Portable Battery

- 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

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



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





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 PPS	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 PPS Notices to those enrolled in Medical Certificate Program (among those with medical need)	26%	25%

Bold denotes statistically significant difference between Random and Critical customers



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%

Bold denotes statistically significant difference between Random and Critical customers



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 PPS	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 PPS Notices to those enrolled in Medical Certificate Program (among those with medical need)	26%	--

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



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%	--

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

Post-PSPS



PSPS Notifications

- 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 person with their back to the camera, wearing a grey long-sleeved shirt over a blue t-shirt and dark shorts, stands in a field of tall grass. Their arms are outstretched towards a horizon filled with numerous wind turbines under a bright, cloudy sky. A red geometric graphic is in the top right corner.

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



Demographic Profiles

Respondent Profiles

Gender	Total (n=636)	Recallers (n=501)	Non-Recallers (n=135)
Male	39%	39%	39%
Female	56%	57%	55%
Age			
18 to 24	<1%	<1%	--
25 to 34	2%	2%	1%
35 to 44	6%	5%	10%
45 to 54	9%	8%	12%
55 to 64	17%	16%	21%
65 or over	63%	66%	50%
Prefer not to say	4%	4%	6%
Property type			
Residential	94%	94%	93%
Commercial	2%	2%	4%
Multi-family	2%	2%	2%
Agriculture	1%	1%	1%

Renter/Homeowner	Total (n=636)	Recallers (n=501)	Non-Recallers (n=135)
Own	78%	79%	73%
Rent	16%	15%	19%
Other	2%	2%	2%
Prefer not to say	4%	3%	6%
Household Income			
Less than \$20,000	13%	12%	16%
\$20,000 to \$39,999	21%	20%	24%
\$40,000 to \$59,999	15%	16%	10%
\$60,000 to \$89,999	15%	15%	14%
\$90,000 to \$129,999	10%	10%	10%
\$130,000 to \$199,999	4%	4%	5%
\$200,000 or more	2%	3%	--
Prefer not to say	21%	21%	20%

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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)

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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)
Male	39%	33%	41%
Female	56%	62%	54%
Age			
18 to 24	<1%	--	<1%
25 to 34	2%	1%	2%
35 to 44	6%	7%	5%
45 to 54	9%	9%	9%
55 to 64	17%	17%	17%
65 or over	63%	62%	63%
Prefer not to say	4%	4%	4%
Property type			
Residential	94%	93%	95%
Commercial	2%	2%	2%
Multi-family	2%	4%	2%
Agriculture	1%	1%	2%

Renter/Homeowner	Total (n=636)	AFN (n=196)	Non-AFN (n=440)
Own	78%	74%	80%
Rent	16%	17%	16%
Other	2%	2%	2%
Prefer not to say	4%	6%	3%
Household Income			
Less than \$20,000	13%	16%	11%
\$20,000 to \$39,999	21%	27%	18%
\$40,000 to \$59,999	15%	12%	16%
\$60,000 to \$89,999	15%	14%	15%
\$90,000 to \$129,999	10%	6%	12%
\$130,000 to \$199,999	4%	3%	5%
\$200,000 or more	2%	1%	3%
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)

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Bold denotes statistically significant difference between AFN and Non-AFN