



Education and Outreach Cost

For Reporting Period: From 01/01/2025 Through 12/31/2025

PSPS E&O Program Type	E&O Program Description and Method	Approximate Number of People Reached	Cost Incurred By IOU	Names of Entities (IOU, CBO, etc.)	Costs Incurred By Other Entities
Research Wave 1	California wildfire messaging awareness survey	664	\$20,790	Pacific Power	\$0 \$20,790
Research Wave 2	California wildfire messaging awareness survey	636	\$20,790	Pacific Power	\$0 \$20,790
Paid Media	California advertising; there were 2,406,989 impressions noted on the California media campaign -impressions indicates the number of times an advertisement was seen (we cannot track if the same person saw the ad multiple times).	See cell B7	\$40,330	Pacific Power	\$0 \$40,330
Direct mail (printing)	Printing of enhanced safety settings letters for customers.	6504	\$4,243	Pacific Power	\$0 \$4,243
Direct mail (postage)	ESS customer letter postage		\$7,150	Pacific Power	\$0 \$7,150
Printing	Wildfire handouts and brochure printing; 1,200 copies printed for distribution at various outreach events, forums, meetings.	See cell B10	\$1,215	Pacific Power	\$0 \$1,215
Creative production	Videos, handouts, graphics design and development work.		\$11,916	Pacific Power	\$0 \$11,916
Translation services	Translation services		\$816	Pacific Power	\$0 \$816
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Total		7804	\$107,250		\$0 \$107,250

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